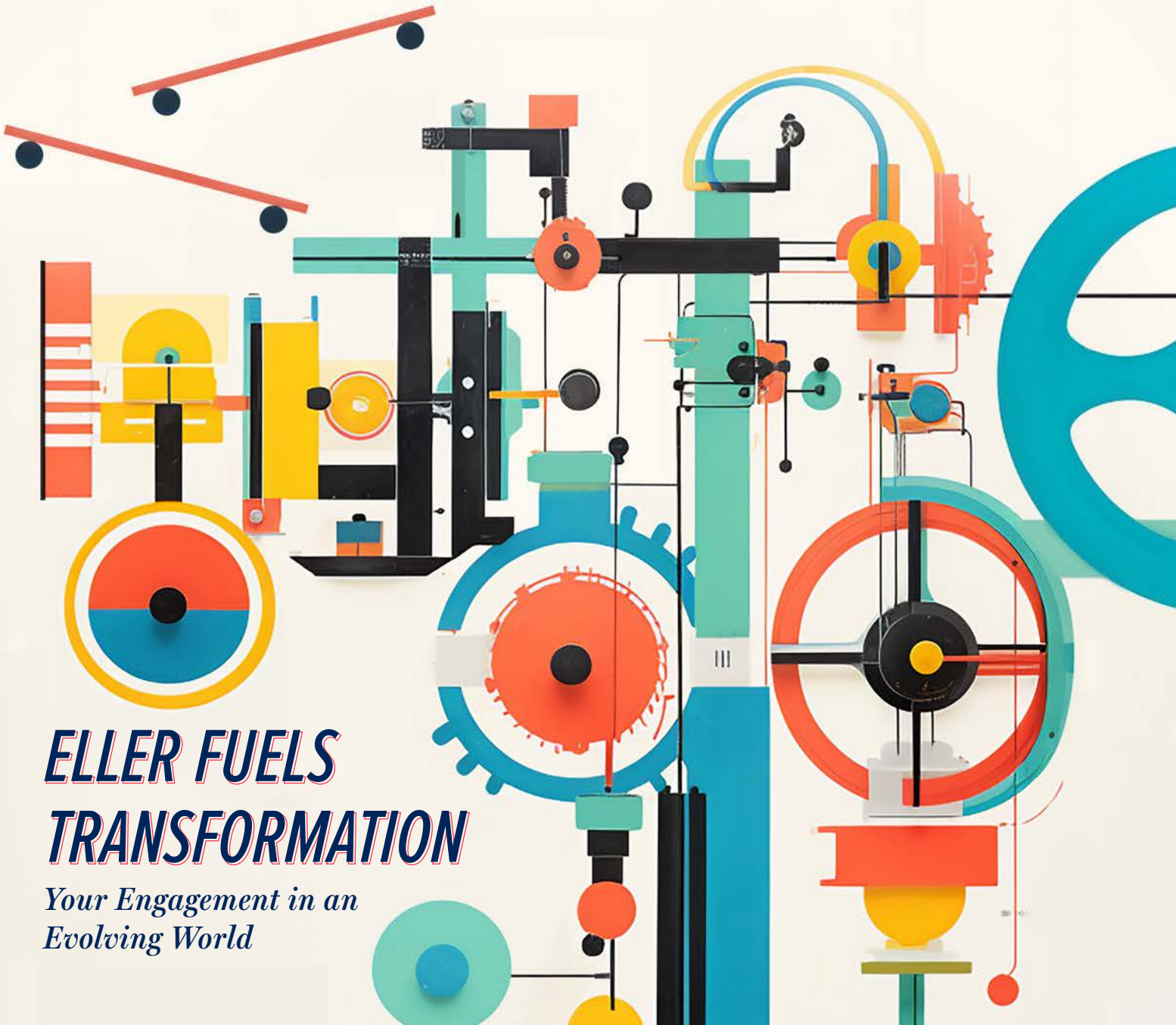


# ELLER

SPRING/FALL 2023

THE UNIVERSITY OF ARIZONA

ELLER COLLEGE OF MANAGEMENT



## ***ELLER FUELS TRANSFORMATION***

*Your Engagement in an  
Evolving World*

# ELLER

Spring/Fall 2023

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CREATIVE DIRECTION

Brett Anderson, Janet Flores,  
Sofia Sanchez  
CONTRIBUTING EDITORS

Erin Dietsche, Lisa Lucas,  
Sofia Sanchez, Molly Cerreta Smith  
CONTRIBUTING WRITERS

Saywells Design Co.  
DESIGN

Karthik Kannan  
DEAN AND HALLE CHAIR IN LEADERSHIP

GET IN TOUCH:  
Email comments, questions  
or feedback:  
ellermagazine@eller.arizona.edu



THE UNIVERSITY OF ARIZONA

Eller College  
of Management

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Management.

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# Dear Alumni and Friends of the Eller College,

**This past year has been an incredible learning journey for me. It's been a** treasured experience to say the least. I have learned a great deal from all my interactions with the Eller community—students, staff, faculty, board members and alumni. Our people are what truly makes Eller special.

I am pleased to share some of our proudest accomplishments in my first year at Eller.

We launched a new Eller Direct Admission Program that changes how students are admitted to the Eller College of Management beginning with students admitted for the summer 2023 and fall 2023 term. Core principles of this program are inclusivity and maintaining Eller excellence in business education.

We also developed the new Eller Partnerships Office that offers fully integrated solutions for our partners, combining real-time insights, talent acquisition and knowledge transfer. Our goal is to continue to produce the next generation of global leaders and help them segue into the career world.

We also are pleased to introduce the new Business Analytics Undergraduate Major. This is the first new undergraduate major at Eller in more than 15 years. This addition will provide students with the deep knowledge and understanding of analytical models, data management, statistics and in-depth business experience critical for today. In addition, we have created the School of Business Analytics, an entirely new academic department and the first of its kind in 50 years, as well as the HS Lopez School of Business Analytics—the first school since 2020. In addition, this year alone, we raised \$19.5M, which is the most that has been raised since we built McClelland Hall in 1992.

I look forward to connecting with more of you. Through our shared purpose, mission and values, we work together to live The Eller Way, every day.



A handwritten signature in blue ink, reading "K. Karthik Kannan".

Karthik Kannan  
Dean and Halle Chair in Leadership  
Eller College of Management



# ELLER IN THE NEWS

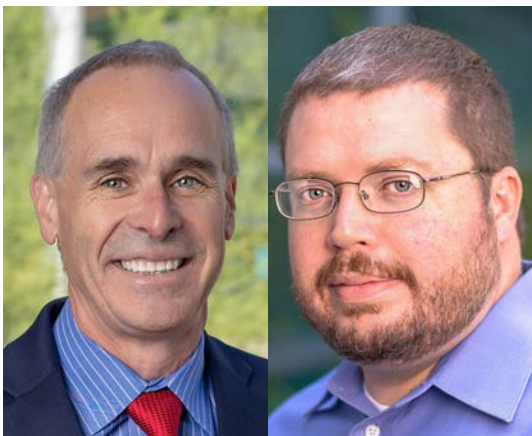
Exceptional Eller faculty regularly appear in exceptional publications, including:



Research conducted by **Aazam Virani**, assistant professor of finance, was cited in a *Wall Street Journal* article about the Securities and Exchange Commission (SEC) approval of a rule that requires public companies whose financial statements contain errors to recuperate their executives' bonuses and other incentives.



**Preeti Choudhary**, associate professor of accounting and Eller Fellow, was quoted in an article on ThomsonReuters.com that states that during a meeting at the end of March 2023, Public Company Accounting Oversight Board (PCAOB) advisers said that they are concerned about auditors not fully complying with the critical audit matter (CAM) reporting requirement.



**Rick Sias**, Tyler Family Endowed Chair in Finance and professor of Finance, **Scott Cederburg**, Sheafe/Neill/Estes Fellow in Finance and associate professor of Finance and Aizhan Anarkulova, Finance Ph.D. student, had their research, *The Future Looks Gloomy for Retirees—If You Look Closely at Financial History*, featured on *Barron's* and *MarketWatch*.



**George Hammond**, research professor and director of the Economic and Business Research Center, was featured in KOLD news clips about the spike in job numbers across the United States and where Arizona stands and the Tucson job market. He was also featured in KGUN9, *Cronkite News*, O'ConnorInstitute.org and KJZZ discussing the economy. Hammond also made an appearance in an AZPM clip talking about trade between Arizona and Mexico.



Research conducted by **Derek Lemoine**, associate professor of economics, was featured in articles on *The Conversation*, NPR and the *Los Angeles Times* discussing the heatwave that took the nation and how economics ties into it.



Research conducted by **Jason Sandvik**, assistant professor of finance, was cited in a *New York Times* article noting the effects that CEO pay transparency has had on the workforce.



**Anastasiya Pochepstova Ghosh**, associate professor of marketing and Susan and Philip Hagenah Endowed Faculty Fellow, was quoted in an article on *The Atlantic* on buy now pay later programs.



**Nooshin Warren**, assistant professor of marketing, was mentioned in a *Liberty Nation News* article about politics in businesses stating that Americans are becoming less tolerant of the idea that politics should be a part of their business dealings as well as an *AZ Central* article about Bed, Bath & Beyond Store closures.



**Price Fishback**, APS Professor of Economics and Regents Professor, was a guest speaker on the *Risk Talking Podcast*, speaking about the economic history of the New Deal, the programs that constituted it and how today's economic struggles compare to those of the 1930s. He was also featured in two *Wall Street Journal* articles discussing how the Supreme Court can reshape finances and reparations for redlining policies.



# ORDINARY WOMEN DOING EXTRAORDINARY THINGS

## 2022 Women's Tea

On December 8, 2022, the undergraduate department in the Eller College of Management held its annual Women's Tea at the Westward Look Resort in Tucson, Arizona. This year 75 undergrad female students were honored—50 juniors and seniors were honored as Top Collegiate Women and 25 first-year and sophomore students were honored as Rising Stars. The Eller College also had 15 community honorees, four of which are Eller alumni. The 2022 Community honorees were **Monique Rios Mach** '11 BSBA (Marketing), **Jessica Pensky** '11 BSBA (Accounting), **Adriana Martinez** '08 BSBA (Accounting) '09 MAcc and **Alexa Rodriguez** '19 BSBA (Management and Organizations).



## 2023 Women Who Shine

On March 31, 2023, Eller MBA once again hosted the Women Who Shine event to celebrate and honor outstanding students, alumni, faculty and community members at Tohono Chul. Current MBA students, alumni, faculty and community members all came together to celebrate those making a difference for women in business. Directors of the Eller MBA programs nominated individuals who are highly engaged with the college and community, excel academically and exemplify what it means to be a leader. The awardees were those who have championed the fight for equality, supported others, influenced their communities and worked to advance women professionally. Allies were also recognized for embodying Eller's values and advocating for workplace diversity, equity and inclusion.



# 2022 MICROSOFT EXCEL COLLEGIATE CHALLENGE

On December 3, 2022, finance students from all over the world gathered at McClelland Hall to participate in this year's Microsoft Excel Collegiate Challenge (MECC). The MECC is a chance for university and high school students to improve their Excel and logical thinking skills, have fun, and meet like-minded people from all over the world. The competition began back in October with students competing individually or in teams to complete tasks that they were assigned in two hours. Those who made it through the first two rounds, had the opportunity to travel to Tucson to compete live at the finals. The final stage of the MECC began Saturday morning at McClelland Hall and transitioned to the University of Arizona Esports Arena in the afternoon.

Students, from both Eller and around the world had a great time interacting with each other and with the Excel All-Stars who came in and were so

excited to engage with the students.

Isaac Lee from Singapore won the individual competition, while a team from Madagascar (Team Kajj) took second in the team competition. Ohio State had the best performance from the U.S., winning the team competition and Gavin Hartzell from Ohio State was second in the individual competition. Students from Wharton, NYU, McGill and UT Dallas also placed in the individual and team competitions.



# ELLER HOSTS 2023 ARIZONA BOARD OF REGENTS' CUP

On February 25, 2023, the Eller College of Management hosted the 2023 Arizona Board of Regents' Cup. The Regents' Cup is a tri-university competition that features student teams from The University of Arizona, Arizona State University and Northern Arizona University. Student team members engage in debate and speech events that honor participants for articulating different points of view in an environment where competitors remain civil and respectful. The Cup provides an opportunity for students to compete for scholarships and course credit by showcasing the universities' commitment to upholding the rights of all students to liberty and freedom of speech. The theme for the 2023 Regents' Cup was Liberty, Prosperity and the Constitution. Students

participating compete for first, second and third place awards in storytelling and Oxford events and receive a generous scholarship to apply towards their education. The 2023 winners of the competition were students from the University of Arizona, making this the second consecutive win for the University. "The Regents' Cup serves as an excellent way for students to practice their skills in scenarios that are curated to encourage respect of varying perspectives," says Karthik Kannan, dean and Halle Chair in Leadership of the Eller College. "We are proud not only to have hosted this annual event, but also to have participated in it and have won it both this year and last."



# WILDCATS COME TOGETHER FOR HOMECOMING 2022

**Wildcats once again gathered at the** University of Arizona to celebrate Homecoming 2022. It was a weekend full of excitement and cheer as students and alumni from all over the country came together. The Eller College of Management made it an extra special weekend with many events to fill the whole weekend. The weekend started early Friday morning with the Alumni Awards breakfast, where Eller alumni were recognized for all of their hard work since their time at Eller. Later in the day, finance alumni gathered in the Estes Atrium for a reunion. The main event took place on Saturday with the Eller tailgate on the UA Mall. Our students, alumni and supporters from across the country attended the festivities prior to the football game against USC. It's safe to say that Homecoming 2022 was one for the books!





# 2023 NEW VENTURE COMPETITION

On April 14, 2023, the McGuire Center for Entrepreneurship held their annual New Venture Competition at Eller College of Management. This year, 18 student venture teams competed for \$30,000 in cash and prizes. Filtra, Gesund Me, RevoLens, Betsee Popbook, Lukla Devices, Susulu Wellness, Common Code, Good Game Gambling, Inclusive Ingredients, Interlude Sleep Co., FarmWay, Mutuals, Spark, NexoTerra, Courseer, Taste Bubs, VYZZIE and Zephyr all competed for a chance to win the grand prize. Filtra, with their high-fidelity earplugs that protect individuals' hearing in the construction and manufacturing industries, beat out all other competitors to claim the \$10,000 top prize. Finishing in second was Revolens—biomedical contact lenses that monitor blood and glucose levels using advanced optical metasurfaces—and in third was Nexoterra—which re-purposes organic waste to create products that support the market.



## Eller on the Rise

RANKINGS OF OUR PROGRAMS:



### UNDERGRADUATE PROGRAM

**#18**  
PUBLIC

**#29**  
OVERALL

### UNDERGRADUATE MANAGEMENT INFORMATION SYSTEMS

**#2**  
PUBLIC

**#3**  
OVERALL

### GRADUATE BUSINESS ANALYTICS

**#10**  
PUBLIC

**#31**  
OVERALL

### GRADUATE MANAGEMENT INFORMATION SYSTEMS

**#1**  
PUBLIC

**#3**  
OVERALL

### FULL-TIME MBA

**#28**  
PUBLIC

**#53**  
OVERALL

### ONLINE MBA

**#7**  
PUBLIC

**#9**  
OVERALL

### EVENING MBA

**#34**  
PUBLIC

**#50**  
OVERALL

# 2023 FINANCE MERITAGE COMPETITION

### The 2023 Meritage Residential Real Estate

Competition consisted of six student teams from the Financial Real Estate Class and students in the Commercial Real Estate Club (CREC) researching and reporting on a current real estate issue and then presenting their findings to a panel of industry professionals. Students this year were asked: What will the long term impact be of higher interest rates (mortgage rates) on the U.S. homeownership rate?

**Steve Hilton** '83 BSBA (Finance), executive chair for Meritage Homes, was a judge and has been a long-time sponsor of the competition. The winning team was comprised of **Shannon Bauer** '23 BS (Spatial Design & Real Estate Development), **Jacob Farling** '25 (Pre-Business), Preet Agarwal '24 BSBA (Finance & MIS), and **Roy Freedman** '24 BSBA (Finance), who took home a \$3,000 prize.



# 20<sup>TH</sup> ANNUAL COLLEGIATE ETHICS CASE COMPETITION

### The 20th Annual Collegiate Ethics Case

Competition hosted by the Center for Leadership Ethics was once again a hit! The 2022 competition hosted student teams from many different places of the world, gathering them all at McClelland Hall for the event. The Collegiate Ethics Case Competition exposed students to a thought-provoking business ethics case that they could face in their professional careers. The teams then analyzed, presented and responded to questions posed by a panel of judges. The main goal of this competition is to challenge students' moral reasoning, provide a robust networking opportunity and ultimately, raise students' awareness of the importance of corporate social responsibility. The winners of the 2022 Collegiate Ethics Case competition were Shriya Penmetsa and Matt

Cummings from Washington University (St. Louis), winning a trip to Georgia for the Ethisphere Global Ethics Summit, a trophy and a \$1000 cash prize. Second and third place teams were from the University of Iowa and Indiana University, respectively.





# 2023 INNOVATION EXPO

On February 9, 2023, students from the McGuire Center of Entrepreneurship gathered at the University of Arizona Mall to showcase their new student ventures at the annual Innovation Expo as part of the McGuire New Venture Development Program. Students present their ventures to students, faculty staff and potential investors from across the University campus with the

hopes of receiving the most “McGuire Bucks” from spectators. The student group who gets the most “McGuire Bucks” wins a cash prize of \$500 to invest in their venture. This year’s first, second and third place winners were Filtra, Good Game Gambling and NexoSerra, respectively.



## Eller Executive Education Hosts Foundations of Public Sector Management Program

In March, 2023, Eller Executive Education hosted the Foundations of Public Sector Management (FPSM) program. The FPSM program was designed to prepare new and emerging public sector managers to navigate in a rapidly changing and complex environment. This year, the program was led by expert faculty and offered experiential learning to

support attendees in developing skills they need. The program helps to accelerate public sector careers by advancing management skills, allows those participating to learn from MBA faculty with expertise in public sector leadership and featured live faculty instruction, peer and small group learning activities.

# 2023 EXECUTIVE ETHICS SYMPOSIUM

## The Ethical Implications of ChatGPT

On August 25, 2023, members of the Tucson community gathered at the Hacienda del Sol Hotel to attend the annual Executive Ethics Symposium, organized by the Center for Leadership Ethics. Each year, a panel of experts discusses the ethical implications of a certain topic. This year, they discussed the ethics of artificial intelligence, specifically AI's most recent phenomenon, ChatGPT. The 2023 Executive Ethics Symposium panelists were **Matt Hashim**, Eller Fellow and associate professor of MIS, **Greg Heileman**, vice provost for undergraduate education and professor of electrical and computer engineering at the University of Arizona, and Ricardo Vilanova, partner of intelligent automation consulting at Ernst & Young (EY). During the symposium, each of the panelists took time to discuss their thoughts on the ethics of ChatGPT and AI in general. Some of the topics included whether or not it should be

permitted in school and at work. Another topic mentioned was how one panelist had ChatGPT read Moby Dick many times over and then asked it to compose a heavy metal song using what it learned from the book. This year's symposium was attended by individuals from many different sectors of the Tucson community including, members from the University, GEICO, EY and even the Tucson Police and Fire Departments.



# 2022 BREAKFAST WITH THE ECONOMISTS

Each spring, Eller's Economic and Business Research Center (EBRC) hosts the annual Breakfast with the Economists presented by J.P. Morgan Chase, to forecast the global, state and local economies. This year, members of the Tucson community gathered at the Loews Ventana Canyon Resort to listen to **George Hammond**, director of the EBRC and Research Professor along with former Chase chief economist Anthony Chan, give their outlooks for the year. Some of the key findings presented include: Arizona's economy was in good shape at the beginning of 2023—the labor market generated strong growth and low unemployment. Labor compensation slowed at the end of 2022 and into early 2023, but remained strong. However, rapid inflation continued to minimize wage gains. Retail

sales also began to decline in the first quarter after a strong increase in the fourth quarter of 2022. With plunging housing affordability and higher mortgage interest rates, housing permit activity dropped in late 2022 and early 2023. The outlook calls for Arizona's economic growth to slow down in 2023 and 2024, but will avoid recession and outpace the nation.



Eller College  
of Management

# BREAKFAST WITH THE ECONOMISTS

PRESENTED BY JPMORGAN CHASE & CO.



# 2023 EXECUTIVE OF THE YEAR: KENT MCCLELLAND

After four years, on April 2023, the Eller College of Management brought back the Executive of the Year Luncheon honoring Kent McClelland, Chairman and CEO of Shamrock Foods Company.

McClelland is the third-generation leader behind the 100-year old family owned and operated company and is the 37th Executive of the Year to be honored since 1983. He joins the likes of former honorees such as Janet Napolitano, Sam Fox and Howard Schultz (of Starbucks).

“Kent, his family and their legacy represent so much of what we value and seek purpose in each day including integrity, compassion, determination, adaptation and inclusion,” says **Karthik Kannan**, dean and Halle Chair in Leadership of the Eller College of Management. “We are extremely pleased to welcome him as our 2023 Executive of the Year.” McClelland was joined by his wife Celia and his son Devon as well as more than a dozen of Shamrock’s top leaders at the celebration. Members of the Eller community including faculty, staff, students and members of the Eller National Board of Advisors were also in attendance to hear from McClelland about his career, guiding principles and the Shamrock legacy. Through Shamrock, McClelland supports several Eller and University of Arizona initiatives including the Dhaliwal-Reidy

School of Accountancy, the Karl Eller Scholarship Endowment, Eller undergraduate career initiatives and others. These commitments build upon the family legacy behind some of the University’s most iconic institutions such as McClelland Hall (Eller College of Management) and McClelland Park (Norton School of Family and Consumer Sciences and the Frances McClelland Institute for Children, Youth, and Families). “For Shamrock, growth is about taking better care of our customers, associates and suppliers,” says McClelland. “By being nimble, focused, transparent and willing to take appropriate risks, we’ve proven we’re more innovative and effective for all of our partners than the competition.” McClelland also dedicates his time to various community organizations including the Boy Scouts of America, World President’s Organization and Barrow Neurological Foundation. In 2022, he was awarded an Honorary Doctor of Humane Letters by the Eller College of Management.



# AWARDS AND ACCOLADES



**Oliver Schilke**, Director of the Center for Trust Studies and professor of management and organizations, accepted a position on the Panel for the Science of Organizations program at NSF.



**Price Fishback**, APS Professor of Economics, was appointed as Regents Professor from the Arizona Board of Regents.



**Lehman Benson**, associate professor of management and organizations and assistant dean for diversity, equity and inclusion, has been appointed as the Vice President, Black Advancement and Engagement, and will now be reporting directly to President Robbins.



Each year, *Poets&Quants* recognizes 100 undergraduate seniors who stand out among their peers through their academic performance and excellence, exceptional leadership demonstrated in extracurricular activities, exhibited potential for future success and overall character. **Alexia Esquivel** '23 BSBA (Finance and MIS) and **Carlos Armando Alvarez-Macias** '23 BSBA (Marketing) were both featured as part of the *Poets&Quants* 2023 Best and Brightest Business Majors.





**Sue Brown**, Stevie Eller Professor and MIS Department Head has been appointed as the editor-in-chief of *Management Information Systems Quarterly (MISQ)*.



**Alice Bonaimé**, associate professor of finance and Philip Rhoads Fellow in Finance, has been appointed associate editor at the *Journal of Financial and Quantitative Analysis (JFQA)*.



Eller College students **Devyn Nelson** '24 BSBA (Management) and **Keila Salazar** '24 BSBA (Management) took home the second place prize at the inaugural Women's Leadership Competition at Utah Valley University.



**Yong Liu**, Robert A. Eckert Endowed Chair in Marketing and marketing department head has been selected as a 2022-2023 recipient of the University of Arizona Foundation's Eugene G. Sander Faculty Fundraising Award—named after former University President and Dean of CALS Eugene G. Sander and was established in 2008 by the UA Foundation Board of Trustees to honor University faculty who set examples among their peers for upholding high standards of performance in fundraising and development efforts.

# AWARDS AND ACCOLADES



**David Brown**, Brian and Clara Franke Endowed Chair in Finance and associate professor of finance, **Veronica Atondo**, assistant director of undergraduate engagement and belongingness, and **Kristen Garcia Hernandez**, CEO of Girl Scouts of Southern Arizona and Eller College National Board of Advisors member, have all been announced as some of this year's

Tucson Hispanic Chamber of Commerce 40 Under 40 Award recipients. The 40 Under 40 Award goes to individuals who are focused on leadership as well as on community involvement and the contributions made to move the community forward. They are selected because of their work as selfless stewards and promoters of generosity, good and progress.



**Anastasiya Pocheptsova Ghosh**, associate professor of marketing and Susan and Philip Hagenah Endowed Faculty Fellow has been appointed as Associate Dean of Partnerships for the Eller College of Management.



**Shyam Sunder**, Lou Myers Professor of Accounting and Director of the Dhaliwal-Reidy School of Accountancy in the Eller College, gave the keynote address at the FORE International Finance Conference in New Delhi, India.





The Eller College of Management has partnered with PNC Bank on their student recognition program, PNC Achievers. This program highlights the accomplishments of students who demonstrate academic, civic and peer leadership in the community and the classroom. The Eller College has

recognized four undergraduate students as PNC Achievers: **Daijon Christie** '23 BA (Economics and Mathematics), **Prarthana Magon** '24 BSBA (Finance and Mathematics), **Ethan Hefflin** '23 BSBA (Accounting and MIS) and **Jacquelyn Quesada** '25 Pre-Business.



Thomas C. Moses Professor in Finance and Finance Department Head, **Kathy Kahle**, has been appointed as an Editor for *Financial Management's (FM)*—the Financial Management Association's quarterly journal—Board of Directors and Board of Trustees. She will serve a three-year term as editor.



**Katina Sawyer**, associate professor of management and organizations in the Eller College, presented a flash talk on her research at the 2023 Race, Gender and Equality at Work Symposium—Tools for Humanity: Rage and Love as Acts of Resistance and Renewal, put on by Harvard Business School.

# ELLER COLLEGE OF MANAGEMENT RECEIVES ANONYMOUS DONATION

The University of Arizona Eller College of Management is pleased to announce a recent generous donation to support the Department of Finance and the Eller Partnerships Office. Each gift given to the College is greatly appreciated and is utilized to further the academic pursuits of students and faculty alike.

“Because of the generous donation to EPO, we are able to provide the brightest, highest-achieving students at Eller with opportunities to engage in immersion learning through real business projects with corporate partners. These projects provide the opportunity for students to solve real-world problems with the help of Eller faculty experts, and gain valuable workplace skills,” said **Anastasiya Ghosh**, assistant dean of partnerships. “The gift allows us to quickly scale the program, impact many students each semester, and make the program accessible to the students most likely to benefit from this opportunity.”

A highly-valued aspect of the Eller programs, real-world problem-solving provides students with an opportunity to face challenges they will likely experience in their careers — and helps build confidence while they help to solve them.

“Programs like these are a really great opportunity to get real-world experience while still in college,” said **Addison Porch**, '25 BSBA (Finance). “Getting to work with something that’s real and with an actual company... It’s really great to see it all come into fruition.”

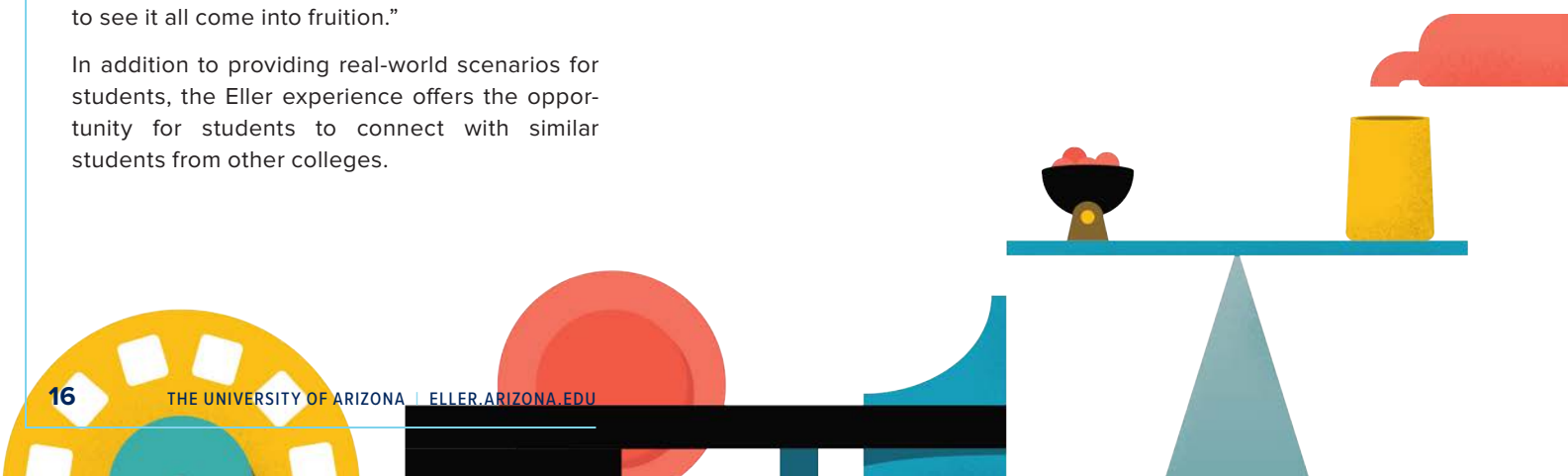
In addition to providing real-world scenarios for students, the Eller experience offers the opportunity for students to connect with similar students from other colleges.

“My favorite part [of the EPO experience] is being able to collaborate with different students from other colleges,” said **Sonia Patel**, '25 BSBA (MIS). “It’s really hard to meet people in different colleges so I really appreciate that this is an honors-wide program and not just in Eller.”

Donors’ contributions make a significant impact on students’ experiences at the Eller College. Programs developed through donors’ gifts greatly affect students’ decisions to choose the college in their selection process. They also impact the ability to attract high-quality and experienced faculty.

“The initial endowed chair established by the donors was key in my decision to come to the University of Arizona,” said **Rick Sias**, the Tyler Family Endowed Chair in Finance. “In addition, I had the honor of working closely with the donors in the 10 years that I served as department head. They are great people who believe strongly in giving back and supporting the university, Eller, the Finance Department and our students.”

Associate Professor in Finance, **Alice Bonaimé** remarked: “It is thanks to this generous gift that I am the Philip Rhoads Professor in Finance. Broadly, the donations support the department’s mission to provide excellent learning experiences inside and outside of the classroom and to recruit and retain faculty conducting high-quality research.”





# NEW ENDOWMENTS AND SCHOLARSHIPS

## FY21

Amy Elizabeth Rollins Endowed Scholarship

Baker, Baker and Townson Veteran  
Endowed Scholarship

Blaney Lundberg Memorial Scholarship

Bratcher Family Scholarship Fund

Dhaliwal-HSLopez Chair in Accounting

Douglas Paddison Memorial Scholarship

Eller Dean's Excellence  
Scholarship Endowment

Jayanthi and Shyam Sunder  
Endowed Scholarship in Accounting

Joseph Smeeding Memorial Scholarship

Leslie Eldenburg Scholarship Endowment

Lynn H. Stockman Memorial Scholarship

Notehall Scholarship from Sean Conway  
and Justin Miller

Polonsky Family Memorial Scholarship

## FY22

Colonel Allen K. McDonald, U.S. Army, Retired  
Memorial Endowment

Dupont Family Scholarship

Eller African American Honorary Alumni  
Scholarship Fund

Jim Barta Endowed Scholarship

Madge and Zip Leshner  
Endowed Scholarship at Eller

Native American Business  
Education Scholarship

Rachel Sarah Kipnis Memorial Scholarship

Stevie Eller Endowed Faculty Professorship

Tina and Terry J. Lundgren Endowed Chair in  
the Eller College for Marketing and Retail



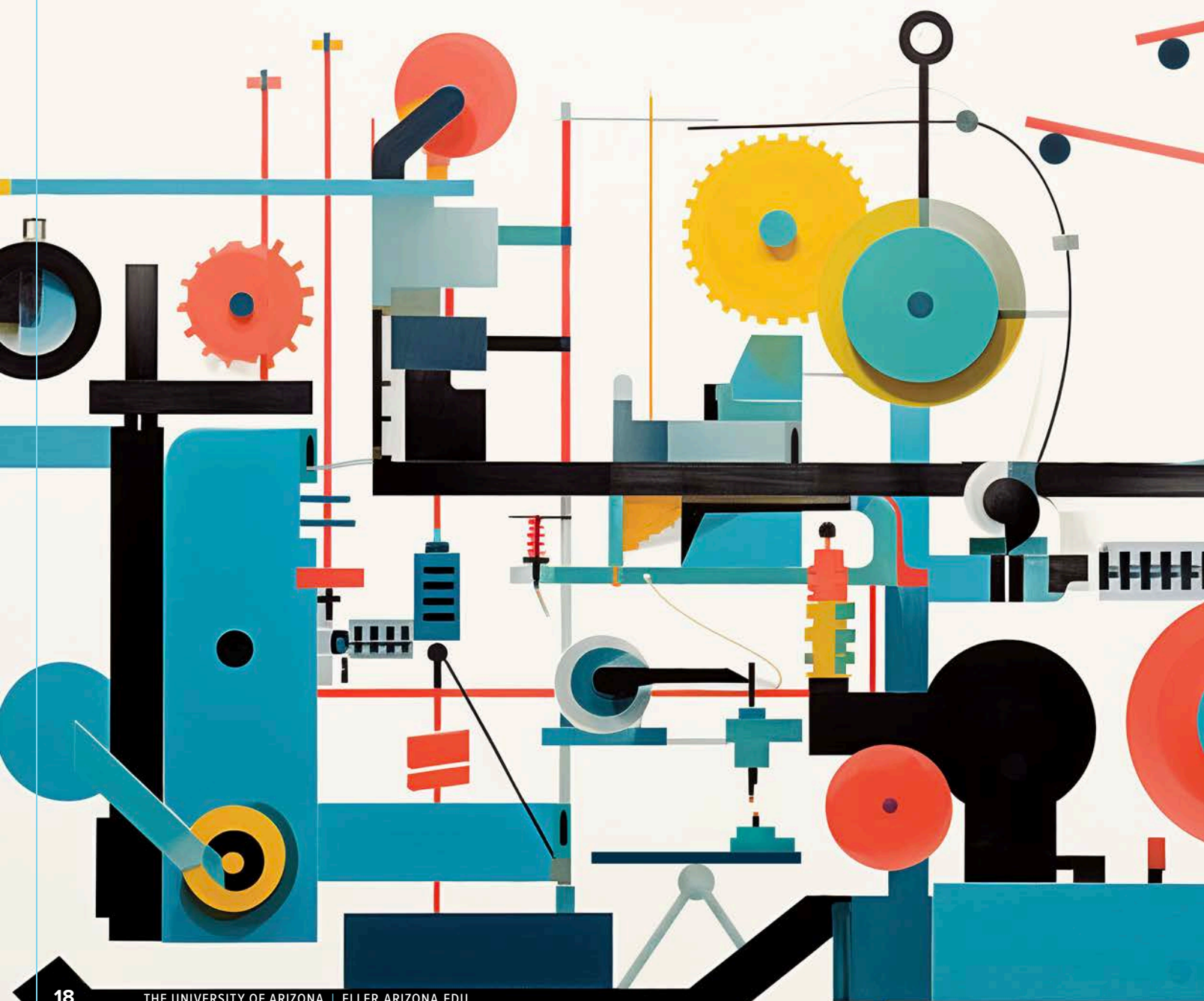
**ONLINE MBA**  
**TOP-RANKED**  
**EQUALLY TRANSFORMATIVE.**

SIX START DATES  
NO GMAT  
SCHOLARSHIPS AVAILABLE

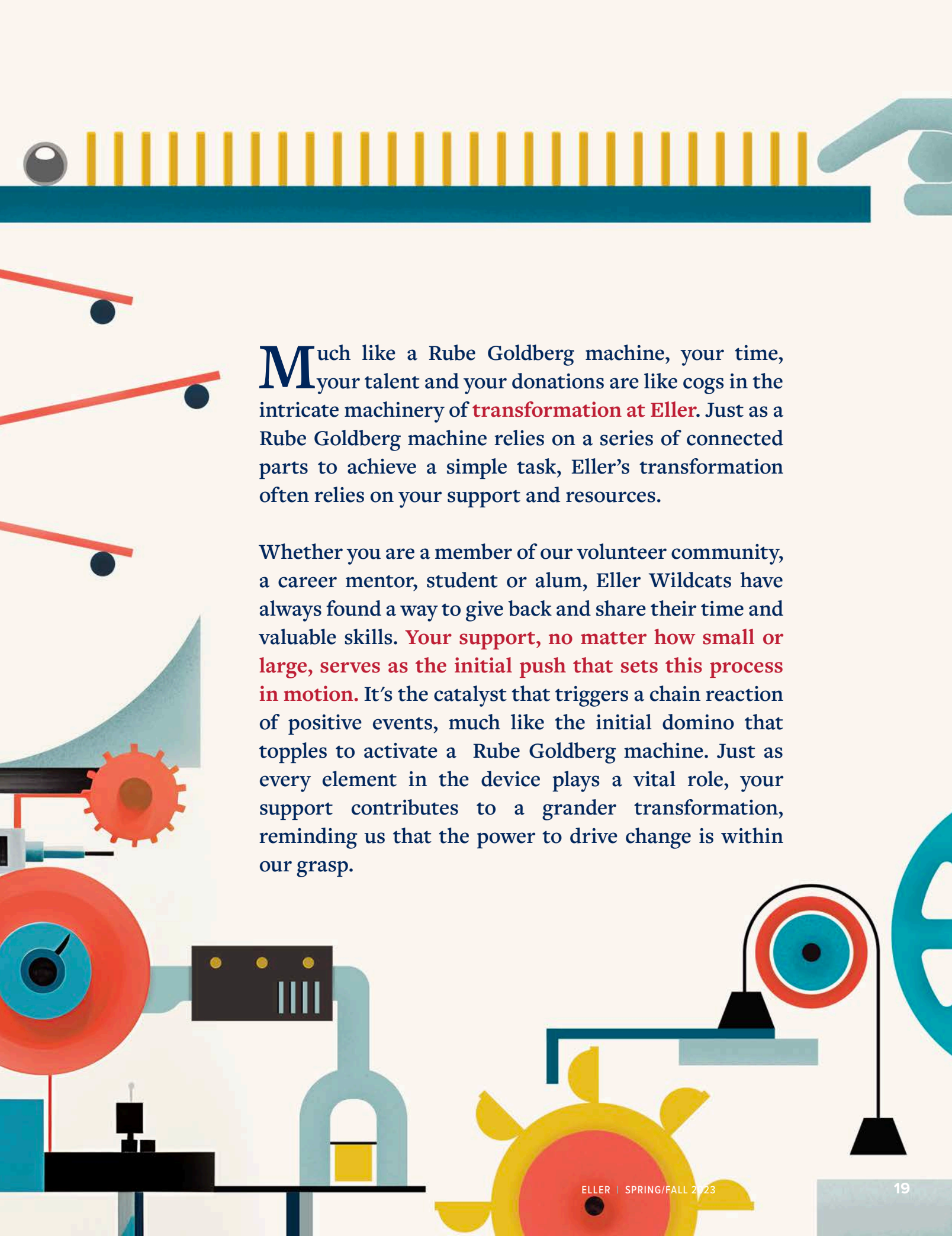


# ELLER FUELS TRANSFORMATION

*Your Engagement in an Evolving World*





A stylized, colorful illustration of a Rube Goldberg machine. It features various mechanical components like gears, levers, pulleys, and a ball on a track. The colors are primarily red, blue, yellow, and black. The machine is depicted in a fragmented, collage-like style, with parts appearing to float or be connected in a non-linear fashion. The background is white, and the overall aesthetic is modern and graphic.

Much like a Rube Goldberg machine, your time, your talent and your donations are like cogs in the intricate machinery of **transformation at Eller**. Just as a Rube Goldberg machine relies on a series of connected parts to achieve a simple task, Eller's transformation often relies on your support and resources.

Whether you are a member of our volunteer community, a career mentor, student or alum, Eller Wildcats have always found a way to give back and share their time and valuable skills. **Your support, no matter how small or large, serves as the initial push that sets this process in motion.** It's the catalyst that triggers a chain reaction of positive events, much like the initial domino that topples to activate a Rube Goldberg machine. Just as every element in the device plays a vital role, your support contributes to a grander transformation, reminding us that the power to drive change is within our grasp.



*“Success is not defined by becoming wealthy. You find success once you find your passion, and once you find your passion, you’ll never work a day in your life.” – Bert S. Lopez*





# ***BERT S. LOPEZ: FOSTERING OPPORTUNITY THROUGH GENEROSITY***

**Since 1980, Humberto (Bert) S.**

Lopez '69 BSBA (Accounting) and his wife Czarina have given millions of dollars to various programs at the University of Arizona. Most recently, they gave a \$10 million gift to create the HSLopez School of Business Analytics at the University's Eller College of Management.

Stemming from his childhood, Lopez has always put hard work and dedication at the forefront of all his endeavors. At the young age of 12, his childhood came to a sudden halt when his father passed, leaving him—the oldest of six children—to take care of his mother and siblings. Lopez stepped up and began working to financially support his family. He would sell newspapers on street corners, mow lawns and paint in the afternoons and when of age he started working at a grocery store 44 hours a week while attending high school. He would give his earnings to his mother.

His perseverance continued when, after his high school counselor said he was not college material, he received his degree in accounting in 1969 from the Eller College—known then as the University of Arizona School of Business and Public Administration. Six years after his graduation, Lopez cofounded HSL Properties, now known as

one of Arizona's largest apartment and hotel owner-operated property management companies.

Lopez continues to demonstrate his hard-working attitude to this day. "I still put in 70 to 80 hours a week," he says. "Success is not defined by becoming wealthy. You find success once you find your passion, and once you find your passion, you'll never work a day in your life."

Although HSL Properties has brought Lopez great success, he has never forgotten his roots. In 2004, Bert and Czarina created The H.S. Lopez Family Foundation and in 2018 bought a 301-hotel in Tucson that they converted into a homeless shelter named The H.S. Lopez Family Foundation Center of Opportunity. Of all the millions Bert and Czarina have given to charities, the gift they are most proud of is the gift that created The Center of Opportunity. "Nothing comes close to that one," says Lopez. "We wanted to give these people dignity, respect, love and most importantly a new life."

Apart from establishing his company and foundation, Lopez has given many generous gifts to the place that sprang him to success—his alma mater.

His first donation to the University of Arizona in 1980 was for \$1,000,



given to the Arizona Health Sciences Center. Since then, he has helped establish the Endowed Chair for Excellence in Cardiovascular Research at the Sarver Center in the College of Medicine, the Dhaliwal-HSLopez Chair in Accounting at the Eller College, the College of Medicine Dean's Chair under the name of their daughter, Iovanna C. Lopez and his most recent donation to the Eller College's School of Business Analytics.

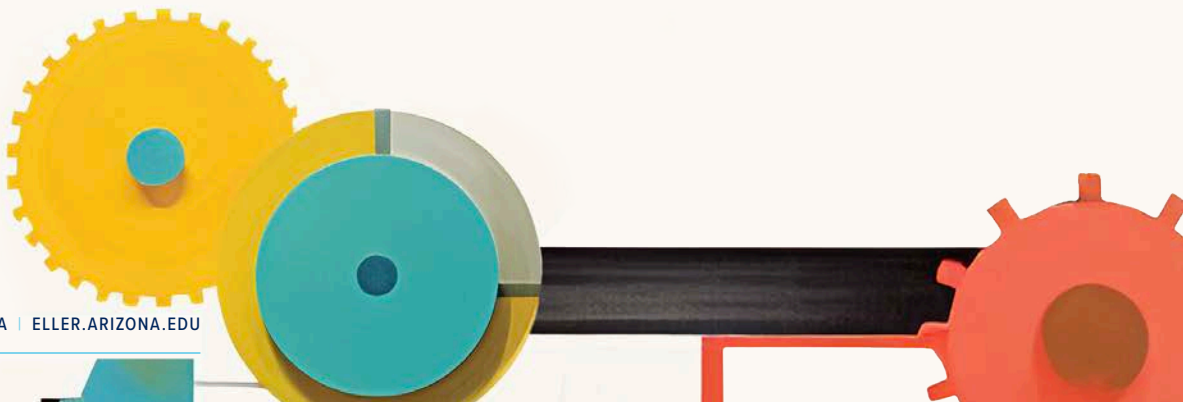
When asked why he felt it was important to create the school of

business analytics, Lopez said: "We all use business analytics. I use business analytics in my company every day. I don't care what business it is, business analytics is important. By combining accounting and business analytics, students with this experience will be able to go up the pay scale immediately."

"We at Eller and the entire University of Arizona Wildcat family are indebted to Bert and Czarina," says Karthik Kannan, dean and Halle Chair in Leadership in Eller College of Management. "We are grateful

for their generous donations of both time and money that allow us to further develop tools and resources for Eller students."

When asked what inspires him to give, Lopez—who admits he is still a penny pincher and clips coupons—goes back to his youth. "There's nothing I'm lacking. I've been a giver all my life, it's ingrained in me," he says. "I grew up on welfare, we were happy because we were given help."





# LOGAN KURTZ: MARKETING, MEDITATION, AND DIVING INTO THE DATA

In elementary school, Logan Kurtz '22 BSBA (Business Management) was already establishing the beginning of his career as an entrepreneur. At lunch, he would facilitate trading card tournaments—the entry fee was a holographic card, his favorite.

“That was my first introduction to the business world,” Kurtz says, noting that he always had an interest in the field.

But it was later in life that he developed a keen interest in marketing, and it was his experience at The University of Arizona’s Eller College of Management that solidified his desire for data.

“I was already familiar with statistical testing,” says Kurtz, whose other entrepreneurial ventures have included manufacturing lapel pins to raise money for various charities and establishing a social media platform to connect people with disabilities. “But when I took my statistics class, it put the pieces together for me—I couldn’t get enough, and it proved invaluable in driving me to data science.”

Understanding data is a key component of Kurtz’s current work. He’s the founder of Wisly Marketing, a digital marketing firm he established in 2018 while on a three-year hiatus from his studies at the Eller College.

“Sometimes all it takes is a little bit of understanding to make a big impact,” says Kurtz, who uses analytics to help his clients develop their products and better meet their customers’ needs. “Business analytics can impact so much of society—the way we do things and the way we act—in a way that can improve people’s lives.”

Kurtz—whose company is based nationally out of Los Angeles and St. Louis, and internationally out of Sydney, Australia, where he now resides—typically starts his mornings with meditation and meetings. He spends his afternoons “diving into the data.”

“Data is fun because you can see patterns and trends that aren’t visible immediately,” he says. “That information can help you paint a picture and influence the direction a company can go.”

Kurtz offers his clients a variety of services, from email marketing to paid ads, and SEO to business analytics—something he notes is invaluable even beyond the marketing field.

“The use of analytics has spread across many industries as companies seek to gain a competitive advantage in a rapidly evolving world,” Kurtz says. “Reading books can help you understand concepts, but to understand

what’s happening now you need business analytics.”

“I love what I do, and I genuinely want to help my clients,” says Kurtz. “I get my true joy from the work itself and seeing my clients succeed.”

And while it hasn’t always been easy, Kurtz has enjoyed the journey.

“Being an entrepreneur is a process,” he says. “It’s definitely a journey and, even when there are challenges, it sometimes feels like a game requiring a unique strategy to succeed.

“But I work with amazing clients,” he adds, noting some have been with him for multiple years and others only a few months. “Day in and day out, I’m having wonderful experiences.”

*“Sometimes all it takes is a little bit of understanding to make a big impact.”*

– Logan Kurtz



# WALT ZIPPERMAN: A GENEROUS DONOR WITH A PASSION FOR GIVING BACK

**Walt Zipperman '69 BSBA**

(Marketing) is not only an accomplished businessman, but he is also a generous donor of and participates greatly with the Eller College of Management. Zipperman recently gave the Eller College a \$1 million gift to support two existing scholars' programs in Management Information Systems, and create a new scholars' program in the school of business analytics.

"We are incredibly grateful for the partnership we have with Walt and for the generosity, time and effort he puts forth for the Eller family and our students," says Karthik Kannan, dean and Halle Chair in Leadership of the Eller College of Management. "We look forward to further improving our resources and offerings through this incredible gift."

A University of Arizona alumnus, Zipperman graduated from the university with a degree in marketing and accounting before Eller College of Management even existed. He has served on the Eller National Board of Advisors for the past eight years (and counting) and has been chair for the past three. He also teaches a course on project management at the college and has been instrumental in developing two programs for

Eller's MIS Department—the Zipperman Scholars' Program and AZA Zipperman Scholars' Program. The former directly serves first-year students and sophomores, while the latter serves junior and senior students.

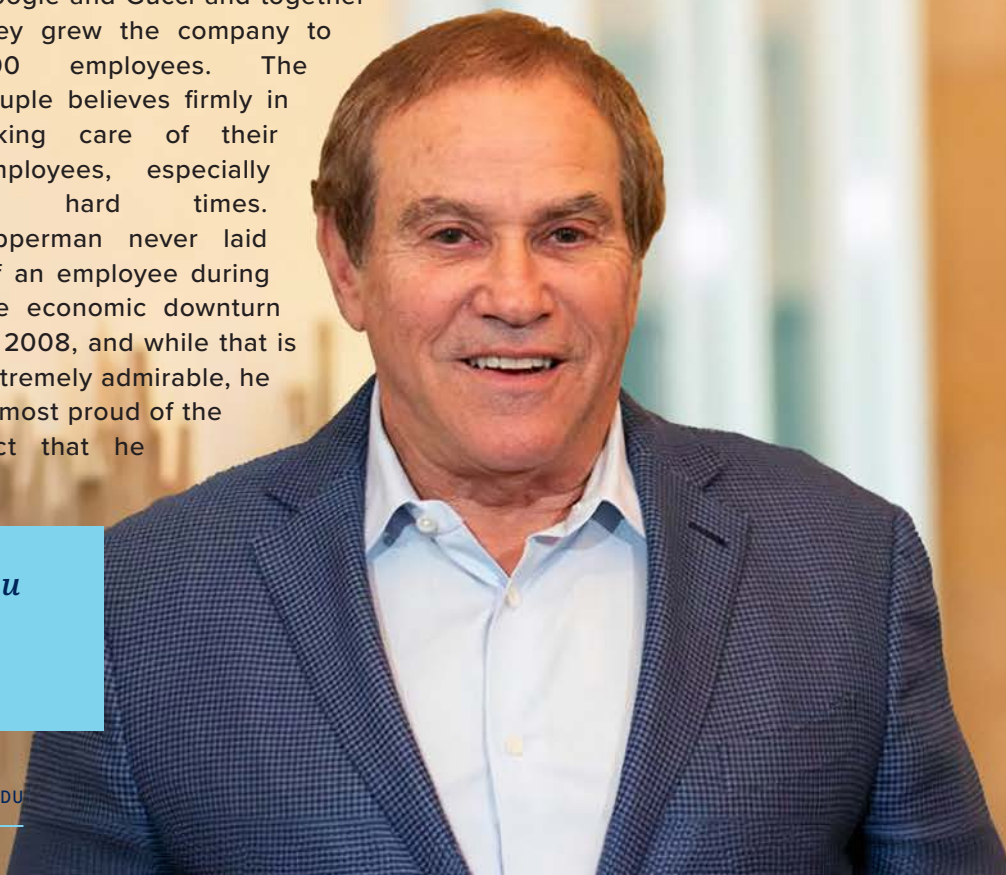
Zipperman found success at an incredibly early age, becoming a VP at just 32 years old and starting his first business the year after. Of that venture, he says, "I learned a lot because it failed." He has also run and consulted for multiple Fortune 500 companies. After changing jobs every three-to-five years, he and his business partner, his wife Debbie, founded DAZ Systems in 1995, which they eventually sold to Accenture in 2018.

Under their leadership, some of their clients included the likes of Google and Gucci and together they grew the company to 800 employees. The couple believes firmly in taking care of their employees, especially in hard times. Zipperman never laid off an employee during the economic downturn of 2008, and while that is extremely admirable, he is most proud of the fact that he

has provided opportunities for employees to get their green card or U.S. Citizenship—and to watch their families grow.

"Employees are your assets. If you take care of them, they will take care of you," he says, adding he believes in building a culture within a company that allows employees to work together toward the end goal while also enjoying their job. "Everyone enjoyed it because they knew management would take of them, which is what we did."

*"Employees are your assets. If you take care of them, they will take care of you." – Walt Zipperman*



# IN MEMORIAM

Frank Adams, 1960, BSBA	Matthew Dokson, 1992, BSBA (Accounting)	Fred Linsenmeyer, 1965, BSBA	Gilbert Sedabres, 1969, BSBA (Accounting)
Harry Amster, 1952, BSBA	Steven Dorazio, 1987, BSBA (Marketing)	Ariana Lipman, 2002, BSBA (MIS)	Stanley Shimoda, 1978, MBA
Jon Anderson, 1973, BS in Public Admin	Lee Douglas, 1977, BSBA (Marketing)	George Longan, 1956, BSBA	Daniel Singer 1964, MBA
Thomas Aro, 1964, BSBA (Accounting)	Clarke Duncan, 1951, BSBA	Alfred Lopez, 1976, BSBA (Accounting)	Daniel Skelton, 1965, BSBA (Finance)
Walter Bagley, 1998, MBA	Donovan Durband, 1997, BA (Economics)	Dan Lozano, 1983, BSBA (Economics), MBA	Megan Smith, 1011, BSBA (Marketing)
Elsa Baker, 1967, BSBA (Accounting)	William Escher, 1967, BSBA (Marketing)	Roland Lufkin, 1965, BSBA	Richard Soares, 2000, MBA
David Barranco, 1989, BSBA (Marketing)	Maurice Ezell, 1960, BSBA (Accounting)	Norma Maas, 1960, BSBA	Watson Spoelstra, 1971, BSBA (Accounting)
Douglass Bartley, 1970, BSBA	John Flanders, 1960, BS in Public Admin	Daniel Mariscal, 1960, BSBA	Michael Strasser, 1980, BSBA (MIS)
Patrick Baysinger, 1969, BSBA (Marketing)	Matthew Gaffney, 2000, BSBA (Marketing)	Robert Mason, 1987, BSBA (Accounting)	Hubert Summers, 1950, BSBA (Accounting)
Stanley Benjamin, 1977, BS in Public Admin	William Ganley, 1965, BA (Economics)	Lorain McBride, 1932, BSBA (Econ)	Arnold Talent, 1964, BSBA
Michael Bidwell, 1980, BSBA (Economics)	Charles Giles, 1962, BSBA	William McCane, 1981, BSBA (Acc.)	Ralph Taylor, 1978, BS in Public Admin
William Bloom, 1970, BSBA (Accounting)	Earl Glover, 1962, BSBA	Richard McNeill, 1963, BSBA (Finance)	Mark Thoma, 1990, BSBA (Accounting)
Frederick Bohnen, 2012, BA (Economics)	Joseph Goldy, 1960, BSBA (Marketing)	Steve Michener, 1970, BSBA (Finance)	David Ticknor, 1965, BS in Public Admin
Henry Borland, 1960, BSBA	George Grady, 1956, BA (Economics)	Lloyd Milne, 1959, BSBA	Sallie Tofel, 1964, BSBA (Marketing)
James Brintnall, 1954, BSBA	Robert Grantham, 1964, BSBA	David Newark, 1979, MS MIS	Michael Uremovich, 1966, BSBA
Roy Brown, 1955, BSBA, (Accounting)	Michael Grier, 1983, MPA	Richard Newton, 1969, MSF	Roberto Valenzuela-Frisby, 1975, MBA
Gunter Brunk, 1976, 1977, BS in Public Admin, MPA	Freddie Guthrie, 1968, BSBA (Marketing)	Douglas Noon, 1967, BSBA	Chester Vasey, 1951, BSBA
Robert Burkholder, 1959, BSBA	Douglas Halpern, 1962, BSBA	Douglas Norton, 1963, BSBA (Accounting)	Raul Vasquez, 1965, BS in Public Admin
Hiram Cannon, 1965, BSBA (Accounting)	Douglas Hartshorne, 1971, BSBA (Accounting)	Peter O'Crotty, 1979, BS in Public Admin	James Ventriglia, 1972, BSBA
Robert Canter, 1956, BSBA	Patrick Harvey, 1966, BSBA (Accounting)	Kim Page, 1977, BSBA (Accounting)	Clifford Waddoups, 1954, BSBA (Marketing)
Lewis Carpenter, 1924, BA (Economics)	Paul Hayes, 1954, BSBA (Economics)	Richard Paradiso, 1964, MBA	Howard Wakefield, 1959, BA (Economics)
Laurie Casselman, 2001, MBA	Randal Hayes, 1986, BS in Business Admin	Michael Patyk, 1983, BSBA	Totten Warfield, 1952, BSBA
Stephen Castle, 1977, BSBA	Christopher Hillman, 1970, BSBA (Finance)	Lisle Payne, 1964, BSBA (Marketing)	Douglas Waxler, 1973, BSBA (Accounting)
Aaron Chandler, 1995, BSBA	Lynne Himmer, 1981, BSBA (Accounting)	Paul Pelski, 1976, 1979, BS in Public Admin, MPA	Philipp Weiland, 2000, BSBA (MIS)
Gordon Chesnick, 1958, BSBA (Accounting)	John Hinck, 1969, 1971, BSBA (Finance), MBA	Robert Pesqueira, 1955, BSBA	Zita Weinshienk, 1955, BA (Economics)
Lloyd Colbeck, 1958, BSBA (Accounting)	Paul Hoffmann, 1999, BSBA (MIS)	Edwin Pike, 1964, BSBA	Steven Weinstein, 1977, BA (Economics)
John Cooper, 1965, BSBA	Howard Holland, 1955, BSBA	Richard Pittman, 1977, BSBA	Jay Weintraub, 1984, BSBA (Finance)
Patricia Cracchiolo, 1960, BSBA (Accounting)	Aric Holtzinger, 1994, BS in Business Admin	Stephen Ramage, 2000, BSBA (MIS)	William Welch, 1964, BSBA
James Cross, 1970, BSBA (Finance)	Gregory Horner, 1972, BSBA (Management)	Patricia Reber, 1984, BSBA (Marketing)	John White, 1973, BSBA
Peter Culley, 1954, BA (Economics)	Timothy Hubbard, 1955, BSBA (Accounting)	Anne Reitz, 2003, BSBA (Management)	Charles Whitehill, 1952, BSBA (Accounting)
Thomas Dalzell, 1965, BSBA (Marketing)	Elmer Hubbard, 1956, BSBA	Michael Ries, 1980, BSBA	Michael Williams, 1968, BSBA (Marketing)
J. Thomas Dameron, 1969, 1971, BSBA (Econ), MA	Derek Hunter, 1958, BSBA	Timothy Rogers, 1990, BSBA (Finance)	Gary Williams, 1972, BSBA
Edward Darrow, 1967, BSBA (Finance)	William Jeffry, 1971, BSBA (Finance)	Robert Roosma, 1976, MBA	Shaun Wolfel, 2011, BPA
Lester Davidson, 1962, BSBA (Marketing)	Norman Jetta, 2003, BSBA (MIS)	George Rouff, 1964, BSBA	Richard Wood, 1963, BSBA (Marketing)
Germaine Deames, 1975, BSBA	William Jordan, 1954, BSBA (Marketing)	Elizabeth Rulander, 1972, MPA	Rodney Wyse, 1962, MBA
Ronald DeMichielli, 1971, BSBA	William Kephart, 1950, BSBA	Kathleen Scala, 1972, BS in Public Admin	Erin Zeller, 1993, BSBA (Marketing)
Ronald Dewey, 1961, BSBA	Jeffrey Kottemann, 1979, BSBA (MIS)	Christopher Schneider, 1978, BSBA (Acc.)	
Mary Do, 1987, BSBA (MIS)	Henry Kupper, 1957, BSBA	John Schneider, 1976, MPA	
	Laurie Lee, 1976, BSBA	Lee Schwartz, 1973, BSBA	

## Gary M. Munsinger



The University of Arizona Eller College of Management is mourning the loss of one of its own. **Gary M. Munsinger**, who passed on Aug. 17 at 86, has been a part of the university and the Eller family for decades. His contributions have made a lasting impact upon the entire university, its

staff and students. A graduate of the University of Arkansas, he earned an MBA and Ph.D. in economics and marketing, before he joined the University of Arizona in 1962. Munsinger took on many important roles during his tenure at the University from 1962 to 1983, including serving as

senior vice president for resources and vice president for planning and budget. He served as a professor of marketing at the Eller College of Management from 1971 to 1984, associate dean from 1967 to 1971 and then as acting dean at the young age of 34 from 1971 to 1972. Throughout the early 1980s, he worked hard alongside then UArizona President Henry Koffler to establish the University as the prominent research institution it has become today. In 1987 he left the university to become founding director and CEO of Research Corporation Technologies, a technology business development and investment firm now worth over \$500 million. He stepped down as CEO in 2005 but remained on as chairman of the board until May 2018. Munsinger was a long-time member of the

Tucson Airport Authority board, serving as chairman in 1991. He also held a position on the board of the United Bank of Arizona and was active with local economic development groups such as Tucson 30 and Tucson Tomorrow. In 2009 he endowed the Gary M. Munsinger Chair in Entrepreneurship and Innovation at the Eller College, which is awarded to a member of the marketing faculty focused on research that advances the understanding of entrepreneurship in the field of marketing. While his professional achievements are most significant, he will be most remembered as a beloved teacher and mentor. Munsinger is survived by his wife of 32 years, Alethea Caldwell Munsinger, and will be dearly missed by his many students and peers worldwide.



## ALUMNI SPOTLIGHT

# FAMILY PASSION PROJECT BRINGS FIRST-OF-ITS-KIND EXPERIENCE TO UNIVERSITY OF ARIZONA CAMPUS

## Bob and Beverly Elliot

'77 BSBA (ACCOUNTING)  
'84 (MBA)

'87 BS (COMMUNITY  
HEALTH EDUCATION)

*"Sometimes the  
best thing to  
do is listen  
and watch."*

In January 2023, the African American Museum of Southern Arizona opened its doors for the very first time. While the museum is filled with an incredible wealth of history, culture and education of past African American generations, this story starts with future ones—museum founders **Bob** '77 BSBA (Accounting) '84 (MBA) and **Beverly** '87 BS (Community Health Education) **Elliott**'s grandson, Jody.

"Our grandson Jody was doing a report about African American history and he wanted to know where the African American history museum was in Arizona," says Beverly.

The fact is, there wasn't one. So the Elliotts decided to develop one with seven-year-old Jody leading the charge. His stamp is on many of the museum's current concepts geared for children.

Bob admits that while he was heavily involved at the onset of this family passion project, such as putting together the infrastructure and forming the board of directors, Beverly has since taken the reins. She serves as the museum's executive director and is highly instrumental in the day-to-day operations of the museum today.

"Sometimes the best thing to do is listen and watch," says Bob. Coincidentally, the couple recently celebrated their 48th wedding anniversary so perhaps this sage advice extends to all things in life. And while Beverly is quick to say she is not a curator or a docent, she is an avid lifelong learner who is passionate about educating herself and others.

Bob is a former NBA basketball player who was named the Tucson Man of the Year in 2014. He is the only University of Arizona student athlete to be a member of the College Academic All American Hall of Fame. He has served as chairman of multiple boards and is the founder and president of Elliott Accounting. A retired educator, Beverly serves as vice president of the firm. She has sat on the boards of The University of Arizona Alumni Association, Tucson Botanical Gardens and more. She is currently on The University of Arizona Black Community Council, among others. They have four children and 10 grandchildren between the ages of 24 and nine.

Screens in the museum are dedicated to highlighting collections of local African American people and landmarks in Tucson itself.

The Elliotts intend for the museum to have some stationary exhibitions while others will rotate. Through these historical artifacts, documents, images, and stories, they hope to not only preserve African American culture, life and history but to also help educate visitors for the benefit of the entire community.

"Our biggest hope for the museum is that people will walk away saying 'I didn't know that,'" she says. "We want to teach you something, but we also don't want to be the end all. We want you to continue to learn more."

# WHY LEADERSHIP IS ALL ABOUT RELATIONSHIPS

## Lee Price '89 MS MIS has done it all.

She's a consultant, a retired Major General, an author and the recipient of three master's degrees—one of which is from the University of Arizona's Eller College of Management.

Born in Florida, her family moved to Birmingham, Alabama when she was young. From an early age, she was instilled with the value of education. Her maternal grandmother, who was born in 1891, obtained her bachelor's and master's degrees from the University of Florida. She was an educator and was even working toward a doctorate until she left the state of Florida.

"Growing up, the biggest influences for me were my parents and also my grandmother in that your education never stops," says Price.

After earning her bachelor's degree in pre-law from the University of Alabama, Price planned to enter the police force. But due to poor vision, she didn't pass the police exam. So she turned to her backup plan: the military.

In 1975, Price enlisted as a private first class in the Alabama National Guard. There were few women in the military then—females made up only 2 percent of the workforce at that time. But despite these odds, she persevered.

"I didn't feel pressure to succeed," Price says. "I felt pressure to do what I needed to do to be my best."

During her remarkable military career, Price was commissioned through Officer Candidate School and was part of the U.S. Army Signal Corps. She was the Army's first female Program Executive Officer—a role in which she directed an annual budget of \$4-6 billion with a 2,000-person workforce. In 2004, she received the Army Acquisition Excellence Project Manager of the Year Award.

In addition to paving the way for women in the military, Price earned three master's degrees: one in Communications (Organizational Leadership) from the University of Alabama at Birmingham, one from the Industrial College of the Armed Forces in National Resource Strategy, and one in Management Information Systems from the Eller College.

The goal of earning her MIS degree was to help the Army with its automation systems. While she was the only member of the Army in her Eller cohort, there were approximately 15 Air Force officers in the program with her.

At Eller, she enjoyed working with Professor Jay Nunamaker and Professor Sudha Ram. In fact, her favorite part of the experience was the people she met.

"My number one takeaway was all the relationships," she says, noting that she still keeps in touch with some of the Air Force officers from her days at Eller.

In 2014, Major General Price retired after 38-and-a-half years of military service.

"I had a far better career than one could ever imagine," she says.

After her retirement, she started her own company, Price Solutions, through which she assists a variety of clients. She serves as an executive coach, speaker and independent consultant. Additionally, she published her first book, *No Greater Honor: Lessons from my Life as a Soldier*, in 2020. In it, Price highlights the bright spots and the challenges of her career, as well as the importance of connections.

In fact, this is one of her key pieces of advice to students. Problem-solving is a crucial skill, but it's also important to form bonds.

"For me it always came back to the relationships," she says.



## Lee Price

'89 MS MIS

*"I didn't feel pressure to succeed. I felt pressure to do what I needed to do to be my best."*



## THE ROLLER COASTER OF ENTREPRENEURSHIP

### Callie Groth

'14 MBA

*“Have a sense of confidence. Never arrogance—but always confidence.”*

For Callie Groth '14 MBA, being an entrepreneur wasn't an option. “I didn't care what it was, I wanted to build something truly innovative,” she says. “It wasn't about the product or service—it was about the opportunity to build and grow an empire.”

And that is exactly what she did.

At the time Groth was getting her MBA from the Eller College of Management, she was also part of the McGuire Center for Entrepreneurship. “The McGuire Center really catapulted me into being more of an adult and really understanding entrepreneurship,” she says. “It wasn't a professor taught program, so I was kind of my own boss at the moment, and it's just been constant growth since then.”

Although there has been constant growth in Groth's career since her time at Eller, it hasn't been a diagonal approach. “It's been an absolute roller coaster,” she says. “There's a lot about entrepreneurship and building a business that can't be taught in a classroom—you take one step forward and 400 steps back. I have had both major wins and incredible losses.”

That rollercoaster led her to her current role as owner and Chief Executive Officer of BlackBar Engineering—a small firm specializing in autonomous vehicles, tactical tools and other forms of expeditionary equipment. Even though Groth is CEO, she says that as an entrepreneur, one needs to know all the ins and outs of the business—down

to cleaning the bathrooms. “True CEOs do everything that needs to be done,” says Groth.

Being part of an aerospace defense engineering company has not been an easy ride for Groth. “I chose to go into one of the hardest, most cut-throat industries,” she says. “But it has definitely hardened me and given me confidence. I love the challenge—it's frustrating and infuriating, but I am drawn to it.”

One of the greater challenges that Groth has faced in the industry is being a woman, but she's taken that challenge and turned it into a learning opportunity. “People sometimes think that I don't know what I'm doing, and I've had to fight for my place,” she says. “So I've done as much as I can to make the playing field equal.” How has Groth leveled the playing field? Not only by knowing enough to be credible in conversations, but she has also learned how to fly an aircraft, make batteries and understand radio frequencies.

The biggest lesson that Groth has taken from her career is to know your level of grit. “Entrepreneurship is not for the faint of heart,” she says. “You have to think ‘I may want to quit, but I won't quit’”.

And her main piece of advice to anyone wanting to go into the field: “Have a sense of confidence. Never arrogance—but always confidence.”





## PUEBLO VIDA: THE BUSINESS OF BREWING

They say when you love someone, you begin to love the things they love. That's what happened with **Linette Antillon** '09 BSBA (Marketing) and **Kyle Jefferson** '09 BSBA (Finance) and their love for each other and brewing beer.

Growing up in Washington, Jefferson was always fascinated with the brewing industry. After meeting Antillon at Eller, he introduced her to beer and she ended up loving the industry just as much as him.

Like most college students, Antillon and Jefferson did what they could do to save money—that included brewing their own beer at home. Because they both graduated during a financial crash, they decided they wanted to grow a business, and they knew that their business was going to be in the beer-making industry, especially since there were only about three breweries in Tucson at that time.

The couple began traveling throughout the U.S. to different breweries to taste different kinds of beers, get to know tap rooms and research what worked well in the business and what didn't. "Going to different breweries gave us a sense of community," says Jefferson. "You really meet the city. We wanted to create a community space and showcase something we loved in Tucson."

Pueblo Vida Brewing opened its doors to the Tucson community in 2014 making it one of the first companies to bring Hazy-IPAs to Tucson. Jefferson and Antillon didn't want it to be just

any brewery though, they wanted to give the community something that had meaning. At Pueblo Vida, all beers are made in-house and each beer can tell a story with its unique design.

Not only are Antillon and Jefferson a perfect match for each other, they are a perfect match for their business. With Jefferson running the finances and Antillon taking care of marketing, they are the Pueblo Vida power couple.

Their brewing journey hasn't always been easy. Although Antillon and Jefferson always tried to be prepared for the good and the bad, the COVID-19 pandemic was something they were definitely not prepared for. "We overcame it by saying every single day that we wouldn't give up on this, the team and the community and coming to work every day seeing what we could tackle," said Antillon.

In order to continue their business during the pandemic, Jefferson and Antillon came up with the idea to add a "walk-through" to their brewery where people could place orders online and pick up their beer at a window.

Since the pandemic, Pueblo Vida Brewing is still going strong and continues to be a community favorite.

When asked what advice they would give young students wanting to take on the real world they said "You have the tools to do it as an Eller grad. Just have the confidence to follow your dreams and be passionate about what you're doing."

### Linette Antillon

'09 BSBA (MARKETING)

### Kyle Jefferson

'09 BSBA (FINANCE)

*"You have the tools to do it as an Eller grad. Just have the confidence to follow your dreams and be passionate about what you're doing."*

– Linette Antillon

# CLASS NOTES

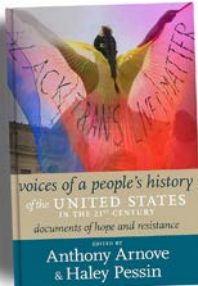
1990s



**Mike Marmis** '95 MBA has been named president and principal of BDP Holdings—a New Jersey Based Real Estate Company.



**Kristen Muetzel** '96 BSBA (Accounting) was appointed president of Blue Ridge Bank's Fintech Division.



**Maggie Trinkle** '97 BSBA (MIS) wrote an article entitled "I (Don't) Want A Wife" that has been published by *Ms. Magazine* online. The piece has also been selected for inclusion in *Voices of a People's History of the United States in the 21st Century, Documents of Hope and Resistance*.

2000s



**Eliezer Asunsolo** BA (Economics) has been named senior vice president and group manager for PNC Commercial Banking in Tucson and Southern Arizona.



**Cisco Aguilar** '00 BSBA (Finance and Accounting) '04 MBA, is currently serving as the Secretary of State of Nevada, became the founding Chairman of Cristo Rey St. Viator Board of Trustees, has the Name, Image and Likeness (NIL) contract for University of Arizona sports excluding basketball, and was featured on the cover of the October 10, 2022, issue of *TIME Magazine*.

Accounting Firm Shayne R. Neuirth CPA, PLLC, owned by **Shayne Neuirth** '03 BSBA (Marketing), was ranked #1 CPA firm by Ranking Arizona for the fifth year in a row.



**Michael Gottlieb** '04 MBMA launched Tulips for Good in April 2023, along with his daughter and four friends. Tulips for Good sells clothing and accessories that raise awareness for equal opportunities for all kids. The new retail company partners with charities to educate their customers on these causes and give back a percentage of revenue to further their missions.

## Deloitte.

**Kirsten Smith-Kundra** '05 BSBA (MIS and Management and Organizations) has been promoted to senior manager in the SAP practice and is celebrating 10 years at Deloitte.

**Joshua Cohen** '07 BSBA (Accounting and Entrepreneurship) was promoted to principal at MGGGY LLP—a tax and business management firm based in Los Angeles.



**Linette Antillon** '09 BSBA (Marketing) and **Kyle Jefferson** '09 BSBA (Finance), owners of Pueblo Vida Brewing Co., will be producing and distributing Wildcat Cerveza, the first craft beer officially licensed by the University of Arizona this fall.



## 2010s



**Ulzhan Shilibekova** '10 BSBA (MIS) is working as an advisor to the Governor of the Zhambyl region, Kazakhstan, specializing in investment promotion.



**Danielle Puente** '12 BSBA (Accounting & Entrepreneurship), president at DP Electric Inc., was featured as one of The Most Influential Women in Arizona in 2023 by *AZ Business Magazine*.



**Luis Soto Carrillo** '14 MBA started a new role as senior vice president of strategy and growth with First Commonwealth Federal Credit Union in Allentown, PA.

## 2020s



**Ally Miller** '22 BSBA (Finance) is currently a financial analyst at Wells Fargo. She received her BSBA in Finance in 2022 as an All-Arizona Scholar, Fisher investments "Invest in Your Future" Scholar, and Coca-Cola Scholar. Her poem "Butterflies Awakened" was flown into space with SpaceX Inspiration4 in 2021. In college, she launched a financial education pilot program and founded a campus food pantry in a community college. She helps the Phoenix community achieve greatness through commercial lending and volunteering as a financial coach with a non-profit, Live & Learn.



**Devin Rhodes** '23 BSBA (Marketing and Global Business) writes to say: " UpMerch has offered me a business opportunity with a high-quality custom merchandising company. Gracie Barra Brazilian Jui-Jitsu Tucson, a world-renowned Brazilian Jui-Jitsu academy, has invited me to train with them this summer. In early August, I relocated to Indianapolis, Indiana, to attend graduate school at the University of Indianapolis Business College as a prospective student athlete to obtain a Master of Science in Strategic Leadership and Design. My future goals in business remain consistent in growing my conglomerate business, Amp Up LLC—a record label and entertainment production company created to support and collaborate with top-flight, global talent."

## Last Word on

# ARTIFICIAL INTELLIGENCE

### Every company is becoming an AI company.

It may sound cliché, but the runaway popularity of ChatGPT and consumer AI tools has shone a light on how rapidly machine learning and artificial intelligence are developing. At our firm, we've seen a proliferation of both existing companies and new startups looking to build AI assistants for a variety of industries—from AI assistants for personal finance to GPT for travel recommendations, it seems there are no limits to the ways in which people are building with AI. We're watching this unfold throughout software companies more generally. Enterprises are racing to add AI capabilities to their product suites, and have been investing capital rapidly to ensure they keep up with the changing landscape. This trend is not necessarily new.

Businesses have been pushing to accelerate their machine-learning efforts for years but it puts a focus on how critical of a resource artificial intelligence has become.

How are businesses leveraging this in practice? In short, by taking a data-driven approach to their product and development. The quality of machine learning models is beholden to the quality of data that the model learns from. If a company collects data poorly or incorrectly, its efforts to take an analytic approach will be futile—garbage in leads to garbage out. Companies have been investing behind every aspect of their data strategy, with the total volume of data stored and collected almost doubling between 2018-2020 alone. As they do so, the importance of data-literate employees is growing in tandem.

Companies are relying on their business and data analysts not only to go deeper on where their business is today but also to help optimize for the future. These employees are expected to have a number of competencies across disciplines, rather than being highly indexed to a specific skill set. They combine statistics, finance, problem-solving and creative thinking to make best use of their company's investment in data infrastructure and in turn become integral to the health of their organizations.

Historically, data analysis and business analytics were on-the-job learnings, with students having limited exposure to the enterprise business intelligence and analysis software and toolsets. The barrier to becoming data-literate is getting lower with business and data analysis practices becoming more accessible, the popularity of the skill set growing, and with educators teaching these competencies in schools and universities.

Given all of the excitement around AI, it's easy to forget the foundation that underpins artificial intelligence and machine learning. Businesses can only leverage these proficiently if they have employees who can speak the shared language of data.

I am looking forward to seeing how new initiatives and programs will bring analytics and data-driven thinking to students earlier in their careers; launching the next generation of innovative business leaders.



## Andrew Braccia

### '98 BSBA (BUSINESS ADMINISTRATION)

Andrew Braccia joined Accel in 2007 and focuses on consumer-oriented mobile and web services companies.

He was an early investor and on the boards of Slack (public), Lynda.com (acquired by LinkedIn), Squarespace (public), Vox Media, Cornershop (acquired by Uber), MyFitnessPal (acquired by Under Armour), Hotel Tonight (acquired by Airbnb), Cloudera (public), Anchor.fm (acquired by Spotify), Gametime, UserTesting (public), and Lydia. He also works closely with the teams at Braintree (acquired by PayPal), Etsy (public), Xero (public), and PagerDuty (public). Prior to joining Accel, Andrew spent close to a decade in a variety of executive positions at Yahoo!.

Andrew is from Santa Rosa, California and graduated from the University of Arizona.



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**IDEAS BECOME BEST PRACTICES.**

**CONCEPTS BECOME THRIVING BUSINESSES.**

**TRANSFORM AT ELLER.**

## **Fall 2023 and Beyond Events**

<b>DEC 2:</b>	Microsoft Excel Collegiate Challenge
<b>DEC 8:</b>	Economic Outlook Luncheon
<b>DEC 15:</b>	Undergraduate Winter Convocation
<b>DEC 16:</b>	Graduate Winter Convocation
<b>JAN 19:</b>	Business Consulting Spring Kickoff
<b>FEB 15*</b>	Innovation Expo
<b>APR 17:</b>	Bear Down and Pitch
<b>APR 26:</b>	New Venture Competition
<b>MAY 9:</b>	Graduate Spring Convocation
<b>MAY 11:</b>	Undergraduate Spring Convocation

\*Tentative Date

View all events at [eller.arizona.edu/events](https://eller.arizona.edu/events)



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