

ELLER

2024 ANNIVERSARY ISSUE
THE UNIVERSITY OF ARIZONA
ELLER COLLEGE OF MANAGEMENT



ELLER

2024 Anniversary Issue

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This special anniversary issue commemorates the golden jubilee of our Management Information Systems program—a pioneering force in technology and business education for 50 years. We also honor the Economic and Business Research Center, which has provided crucial insights and data-driven strategies for 75 years, shaping the economic landscape of Arizona and beyond. Additionally, we celebrate 40 years of the McGuire Center for Entrepreneurship, where visionary ideas have transformed into successful ventures.

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THE UNIVERSITY OF ARIZONA
**Eller College
of Management**

Dear Alumni and Friends of the Eller College,

It's the anniversary issue!

This year, we have so much to recognize here at the Eller College of Management. Our McGuire Center for Entrepreneurship is celebrating 40 years; our Department of Management Information Systems (MIS) is celebrating 50 years; and our Economic and Business Research Center (EBRC) is celebrating an impressive 75 years. The longevity of these programs and the thousands of graduates over multiple decades are true testaments to their success.

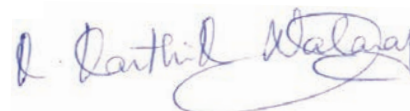
It gives me great pleasure to lead our college during such a banner year and it is an honor to be a part of the milestone years of each of these programs. I wish to recognize all the people over these many decades who have made a lasting impact on not only the programs but also their students.

Each program has a unique story, path and legacy here at Eller. We are so proud of the individualized areas of education that we provide for our students through these programs and others. Our mission is to make the world a better place through the development of tomorrow's leaders. One day at a time, one student at a time, we are fulfilling this mission and creating a legacy.

But this cannot be done without the time and passion of our staff, faculty, board members, alumni, donors and friends. It truly "takes a village," and we have created one here at Eller — one that feels like family.

Thank you to our unique contributors, the out-of-the-box thinkers, doers, and dreamers — and everyone who has left their stamp on these incredible programs here at Eller. Without your individual contributions, we would not be recognizing the incredible milestones of these programs in this very issue.

We invite you to read on and discover the profound impact these programs have had and will continue to have, shaping the future for generations to come.



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



ELLER IN THE NEWS



David Brown, associate professor of finance and Brian and Clara Franke Endowed Chair in Finance and **Scott Cederburg**, associate professor of finance and Thomas R. Moses Endowed Chair in Finance in the Eller College of Management, were cited in a recent *Wall Street Journal* article about where one should put their retirement money. The article compares both traditional and Roth 401(k)'s and explains that each can be beneficial in their own way—depending on one's needs.



Nooshin Warren, assistant professor of marketing in the Eller College of Management, was featured in a recent *New York Times* article about how companies are now making “woke free” a selling point for their business. The article states that there are numerous companies that are trying to appeal to customers who think corporate America is trying to push a certain political agenda.



George Hammond, director of the Economic and Business Research Center (EBRC) and research professor in the Eller College of Management was featured in a Q&A segment of the *Data Connects Us Magazine*. In the segment, Hammond talks about the future of work—specifically industry, AI and labor.

THE NEWS



Scott Cederburg, associate professor of finance and Thomas R. Moses Endowed Professor in Finance in the Eller College of Management, was featured in a Yahoo Finance segment sharing his top savings strategy when it comes to investing retirement savings.



Price Fishback, Regents Professor and APS Professor of Economics, was featured in a MarketPlace series called *Breaking Ground*, on how President Roosevelt's New Deal transformed the economy, and whether or not President Biden could do the same.



Preeti Choudhary, professor of accounting and Eller fellow was quoted in two *Agenda Weekly* articles. One discussing the SEC climate disclosure rule emphasizing materiality, and the other on how there aren't enough young people interested in becoming accountants and why.

BRIEFINGS

BRIEFINGS

21ST ANNUAL COLLEGIATE ETHICS CASE COMPETITION

On October 12 and 13, 2023, The Center for Leadership Ethics in the Eller College of Management held the 21st annual Collegiate Ethics Case Competition (CECC).

"This year's field of participants offered some novel recommendations on how ChatGPT could be deployed in healthcare to solve pressing problems, but also identified several ethical concerns such as data bias and potential harms," says **Paul Melendez**, University Distinguished Outreach Professor and Founder of the Center for Leadership Ethics. The CECC exposes students to thought-provoking business ethics cases they could face in their professional careers. The teams then analyze, present and respond to questions posed by a panel of judges. The main goal of this competition is to challenge students' moral reasoning, provide a wonderful networking opportunity and in the end, raise students' awareness of the importance of corporate social

responsibility. The winners of the Collegiate Ethics Case Competition were students from Clemson University, winning a trip to Chicago for the 2024 Global Ethics Summit, a trophy and a \$500 cash prize.



ELLER MAKE A DIFFERENCE DAY 2023

On October 20 and 21, 2023, the Eller College of Management held its annual Eller Make a Difference Day (EMADD)—a two-day event where Eller students partner with United Way in a series of volunteer opportunities throughout the community. The purpose of EMADD is to unite the University of Arizona community and to promote kindness, positivity and making a difference. This year's event had more than 700 volunteers participate in over 40 volunteer engagements that were spread across the entire Tucson community. One of the events at this year's EMADD was a collaboration with some illustration classes within the College of Fine Arts to help provide mural outlines for volunteers to color in.



FEINGS

2023 CIO SUMMIT

On October 27, 2023, The Eller Partnerships Office successfully organized its inaugural CIO Summit. This event took place at The University of Arizona Chandler Campus, drawing a diverse crowd of attendees and featured two panels composed of technology leaders representing various organizations from across the Phoenix Valley. The CIO Summit served as a platform for panelists to generously share their insights and expertise with attendees. These discussions delved into various crucial topics, primarily focused on leadership through technology and the prospective challenges that organizations may face in the future.



2023 MICROSOFT EXCEL COLLEGIATE CHALLENGE

On December 2, 2023, the Eller College hosted the second-annual Microsoft Excel Collegiate Challenge Finals in Tucson, Arizona. The event brought together over 50 students, coming from 11 countries and representing 29 universities. Students showed off their amazing skills by solving a variety of Excel-based cases, from locating baseball pitches within a strike zone, to determining the delivery order along a neighborhood newspaper route. Qualification to reach the Microsoft Excel Collegiate Challenge Finals began in September, with over 3,500 students from nearly 500 universities around the world. The finalists were among the top performers in several online rounds, earning their spots among the best in the world.

Over 150 people attended the MECC Finals, including teams (and faculty sponsors) from Arizona State, Central Florida, Florida, Illinois Chicago, Northern Arizona, Northern Illinois, Salve Regina, Tennessee Knoxville, Utah Valley, and Washington University in St. Louis. Sponsors from Alvarez & Marsal, Equity Methods, Siemens, BDO, the National Endowment for Financial

Education (NEFE), New York Life, Oehm Automation and StudentsExcel.com showed tremendous support of the students, encouraging them throughout the competition and building connections for future opportunities.

Between the team and individual finals, the students competed for \$30,000 in prize money. The University of Arizona team, comprised of Spencer Angell, Ashley Shi and Tess Patton, won the teams competition, followed closely by teams from Northern Illinois University and the University of Florida.



2023 ECONOMIC OUTLOOK LUNCHEON

Each winter, Eller's Economic and Business Research Center hosts the annual Economic Outlook Luncheon, sponsored by PNC Bank, to forecast the global, state and local economies. This year, members of the Tucson community gathered at the Westin La Paloma to listen to **George Hammond**, director of the Economic and Business Research Center and Research Professor along with **Gus Faucher**, chief economist at PNC Bank give their outlooks for the year.

Key Points:

- The Arizona economy continues to churn out solid job, income and sales gains. The state labor market remains tight, but there are modest signs of softening in the unemployment rate, quit and hire rates, and labor compensation.
- Housing permits are on pace to decline this year for both single-family and multi-family activity, driven by higher interest rates and significantly reduced housing affordability.
- The baseline outlook calls for Arizona job growth to slow as past interest rate increases reduce national gains.



2023 HOMECOMING WEEKEND

The beginning of November was very memorable for Wildcat alumni as they came back to Tucson for Homecoming weekend 2023. Homecoming was chock full of events kicking off with the lighting of A-Mountain and ending with the annual Eller College Tailgate and football game against UCLA. The weekend also included the alumni-favorite Alumni Awards Breakfast, where Eller alumni are recognized for their successes beyond the Eller College.

Alumni Awards Winners for 2023 were:

- **Shuzie Chen**, Outstanding Young Alumni Volunteer Award
- **Brett Farniloe**, Marvin D. "Swede" Johnson Award
- **Beatriz Mendez Gandica**, Distinguished Citizen Award
- **Steve Hilton**, Sidney S. Woods Alumni Service Award
- **John Jenkins Jr.**, Wildcat Career Champion Award
- **Fabio Mire**, Wildcat Career Champion Award
- **Rahul Mitra**, Outstanding Young Alumni Volunteer Award
- **Gary Munsinger**, Professional Achievement Award
- **Jay Nunamaker**, Extraordinary Faculty Award
- **Hayley Schwartz**, Wildcat Career Champion Award
- **Carolyn Thompson**, Advocacy Award



SAVE THE DATE FOR HOMECOMING 2024!

OCTOBER
13-19, 2024



HSLOPEZ SCHOOL OF BUSINESS ANALYTICS DEDICATION CEREMONY

On Thursday, January 18, distinguished members of the Eller College of Management, alongside members of the Tucson community, convened at McClelland Hall for a ceremony commemorating the naming and inauguration of the HSlopez School of Business Analytics.

The establishment of the HSlopez School of Business Analytics was made possible by a generous \$9 million gift provided by **Humberto (Bert) S. Lopez '69 BSBA (Accounting)** and his wife, Czarina. The event drew notable figures from the University of Arizona, including JP Rocznik, the President and CEO of the University of Arizona Foundation. Before the formal dedication ceremony commenced, attendees had the opportunity to engage in networking and socializing. Throughout the ceremony, speakers such as Rocznik, **Karthik Kannan**, dean and Halle Chair in Leadership at the Eller College, and **Yong Liu**, director of the HSlopez School of Business Analytics, HSlopez Endowed Chair and professor of marketing, underscored the profound impact of the Lopezes' philanthropic contribution on the School of Business Analytics and the broader Eller College community. Bert and Czarina Lopez also delivered remarks emphasizing the significance of their commitment to both the University and the Tucson community. Concluding the formal proceedings, a champagne toast and ribbon-cutting ceremony marked the official inauguration of the HSlopez School of Business Analytics.



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

#14 PUBLIC #36 OVERALL

GRADUATE MANAGEMENT INFORMATION SYSTEMS

#1 PUBLIC #3 OVERALL

FULL-TIME MBA

#26 PUBLIC #50 OVERALL

ONLINE MBA

#5 PUBLIC #7 OVERALL

EVENING MBA

#40 PUBLIC #60 OVERALL

2024 INNOVATION EXPO

The Eller College of Management McGuire Center for Entrepreneurship hosted the eighth annual Innovation Expo on February 15, 2024. This event, which takes on the University of Arizona Mall, provides a platform for students who are part of the New Venture Development Program, to showcase their entrepreneurial ventures and innovations. The expo featured student booths housed in breakout rooms that served as a stage for cross-disciplinary student startup teams from the NVD Program to display their projects and ideas. Throughout the day, attendees had the opportunity to engage with the exhibitors, learn about their ventures, and explore potential collaborations. Following the expo, participants gathered at McClelland Hall where an awards ceremony was held. The team winning this year's innovation expo was Revosense, followed by Swapshop in second place and Bullseye Energy in third.



INAUGURAL ARIZONA STATEWIDE BUSINESS SCHOOL CASE COMPETITION (ASBSCC)

The Eller College of Management prides itself on preparing students for the challenges of today as well as the future. Exemplifying this mission, **Karthik Kannan**, dean and Halle Chair in Leadership in the Eller College—along with W.P. Carey School of Business Dean Ohad Kadan and W.A. Franke College of Business Dean Ashok Subramanian—co-developed the Arizona Statewide Business School Case Competition (ASBSCC), which fosters a collaboration of the state's business schools to present students with opportunities to utilize their skills in real-world scenarios.

The idea for this competition was developed in the fall of 2022 by the deans of Arizona State University's W. P. Carey School of Business, University of Arizona's Eller College of Management and the W. A. Franke College of Business at Northern Arizona University. The ASBSCC was officially created and organized by Dan Gruber, associate dean for teaching and learning at W. P. Carey School of Business; Sarah Diaz, assistant dean of career and professional development in the Eller College of Management; and Gavin Zhang, professor and department

chair of information systems, management and marketing at the W. A. Franke College of Business, in collaboration with the deans of these schools as well as leaders and teams across W. P. Carey. The competition, hosted at ASU's W.P. Carey School of Business, included 78 students from the three state universities' business schools. Each school had a designated representative to help spearhead the competition. The Arizona Statewide Business School Case Competition will rotate between being held at ASU in Tempe, at U of A in Tucson and at NAU in Flagstaff. The Eller College of Management is slated to host the next ASBSCC in 2025.



ELLER COLLEGE OF MANAGEMENT MIS DEPARTMENT CELEBRATES 50 YEARS OF EXCELLENCE

From March 21-23, the Department of Management Information Systems (MIS) in the Eller College of Management, hosted a variety of activities to commemorate its 50th anniversary. MIS thought leaders, faculty, students, alumni and friends gathered in Tucson to celebrate 50 years of legacy and excellence. The celebration kicked off on Thursday, March 21 with an opening reception in the McClelland Hall Atrium. On Friday, March 22, attendees convened in the morning for an academic conference centered around information systems research. Dr. Lynda Applegate, an Eller MIS alumna and a professor at Harvard Business School, began the conference with a keynote presentation about information technology and organization. Additional sessions—which included talks by current faculty members, current PhD students, and PhD alumni—focused on the frontier of current MIS research and the future of MIS research. The academic conference culminated in a panel discussion on generative AI in academia and practice.

As the conference wrapped up, attendees moved to the McClelland Hall Atrium for a welcome reception, complete with food from local favorites, El Charro and Eegee's. Guests also had a chance to take a tour of various MIS spaces throughout McClelland Hall and hear from master's students in the Artificial Intelligence Lab about their current research. Saturday, March 23 was packed with

exciting activities. Attendees could either spend the morning golfing at Omni Tucson National Resort, touring the Arizona-Sonora Desert Museum, or visiting their favorite Tucson spots. The weekend concluded with a reception and dinner at the Westin La Paloma Resort on Saturday evening. A string quartet played music that set the tone for networking and mingling. Thanks to generous donors, the department held a raffle, so guests were able to purchase tickets and vie for prizes. Current and former Eller faculty members and doctoral alumni spoke about the department and its impact on their lives. UA Regents Professor of MIS and founder of the MIS Department, Dr. Jay F. Nunamaker, Jr., earned a standing ovation from the crowd. In addition to giving a presentation about the department and his initial vision for it, Nunamaker received the inaugural Founder's Award. Not only was the weekend a chance to reconnect with friends and reflect on the past 50 years of MIS, but it was also an opportunity to look ahead to the next 50 years and how the MIS Department can continue its legacy.



STUDENT INNOVATORS SHOWCASE THEIR INVENTIONS AT 2024 NEW VENTURE COMPETITION AND BEAR DOWN AND PITCH COMPETITION

After months of preparation and in-class competitions, students from the McGuire Center for Entrepreneurship New Venture Development Program gathered in McClelland Hall to compete for a cash prize at the annual New Venture Competition. Fourteen student teams competed in a three-minute shark-tank-style pitch and trade show, with the finalists moving on to present their ventures once again to a panel of judges. Participants are part of the New Venture Development program, where they have spent their senior year receiving intensive experiential education that engages them in the process of moving innovation from an early-stage idea to a sustainable launch-ready venture. Bullseye Energy hit their mark by taking home first place and the prize of \$10,000. PEPCORP and Parrot placed second and third for prizes of \$5,000 and \$2,000, respectively.

At the 2024 Bear Down and Pitch competition, student new venture teams went to Scottsdale, Arizona to showcase their business ventures in front of the Phoenix entrepreneurship community. These “launch-ready” teams diligently worked on their ventures for a year and competed for thousands of dollars.

During the competition, students master the conceptual and practical skills needed to turn ideas into ventures, solve real-world problems and serve the needs of real people in society. Thanks to the generosity of the Eller Family Foundation, we had two new team awards this year. The first-place award of \$10,000, named after Karl Eller—Eller’s most famous entrepreneur—went to Hestia Collective. The second place award of \$7,500 is named after Stevie, the other half of the Eller dynamic duo and went to Bullseye Energy. Also established is \$15,000 for Karl and Stevie Eller Entrepreneurship Scholarships for two Eller College students FY24 – 25.

WOMEN AND ALLIES OF THE ELLER COLLEGE ARE HONORED AT THE ANNUAL WOMEN WHO SHINE

On March 29, members of the Eller MBA community gathered in McClelland Hall to celebrate the annual Women Who Shine event. Women Who Shine celebrates women and allies of Eller College. This year’s event recognized MBA leaders, students and alumni whose dedication fosters growth and gratitude within the community. During the celebration, awards were given out to those who humbly make a difference every day by going above and beyond to support and elevate those around them to thrive. **Katie Maxwell**, senior lecturer in accounting and director of the Dhaliwal-Reidy School of Accountancy, and **Paul Melendez**, University Distinguished Outreach Professor and Founder of the Center for Leadership Ethics, were both recipients of the Sunlight Award. Recipients of this year’s Lighting the Way Award were **Collette Brown-Rodriguez** ’22 MBA, **Kim Cota-Robles** ’19 MBA, **James Harris** ’19 MBA and **Terra Higginson** ’23 MBA. This year’s Sunburst Award was given to Nancy McClure, member of the Eller College National Board of Advisors and first vice president

of CBRE. The Shining Student Award goes to second-year MBA students who are driving change as leaders in their cohorts, communities and businesses. These students advocate for equity at Eller and inspire and elevate their cohorts and colleagues. The Shining Student Award winners were **Mansi Patange** ’24 MBA, **Ian Leones** ’24 MBA, **Alexis Sosa** ’24 MBA, **Ayla Kapahi** ’24 MBA, **Jacob Combs** ’24 MBA, **Martina Ward** ’24 MBA, **Ethan Brooks** ’24 MBA, **Christina Thompson** ’24 MBA, **Morgan Toone** ’24 MBA, **Mayra Chimienti** ’24 MBA and **Bob Griffin** ’24 MBA. The Women Who Shine Event represents Eller’s continual commitment to fostering an environment of inclusivity, innovation and excellence.



ELLER STUDENTS ANALYZE IMPACTS OF LOW MORTGAGE RATES AT 2024 MERITAGE CASE COMPETITION

Every year, student teams from the Financial Real Estate Class and the Commercial Real Estate Club come together for the annual Meritage Case Competition, sponsored by Meritage Homes. The competition consists of student teams researching and reporting on a current real estate issue and presenting their findings to a panel of industry professionals. This year's topic was: *What is the impact of past low mortgage rates on current and future existing home inventory? How has the lock-in effect contributed to the current lack of inventory? With new construction currently making up about a third of housing inventory, how long will it take to return to a more balanced market?*

Each of the five student teams had roughly 15 minutes to present their insights, followed by a round of questions from the panel of judges, which included Arizona real estate professionals and executives from Meritage Homes. "I expected to come here and listen to things I already know about from the industry," Hilla Sferruzza, chief financial officer of Meritage Homes, said during the event. "But I actually

learned so much!" The winning team at the 2024 Meritage Case Competition was comprised of **Avery Hurley** '25 BSBA (Finance), **Jack Marko** '24 BSBA (Finance), **Will Brock** '25 BSBA (Finance and Entrepreneurship) and **Ryan Gutierrez** '24 BSBA (Finance), who took home a \$3,000 prize.

"I was incredibly impressed by the energy and focus reflected in this year's competition. Each team completed a thorough research process and brought unique perspectives to their presentations," says Phillippe Lord, president and CEO of Meritage Homes. "Meritage is proud to sponsor this annual competition and support students on their path toward meaningful careers."



BREAKFAST WITH THE ECONOMISTS

Each summer, Eller's Economic and Business Research Center hosts the annual Breakfast with the Economists, presented by JPMorgan Chase & Co. This year, over 300 members of the Tucson community gathered at the Westin La Paloma to listen to George Hammond, Director of the Economic and Business Research Center and Research Professor along with Dr. Sharon Megdal, Director of the University of Arizona Water Resources Research Center, give presentations on the outlook for Arizona and Tucson and Arizona water issues.

Key points covered were:

- The Arizona economy continues to churn out solid gains, even as concerns about water sustainability surge. The state labor market gradually loosens as job gains slow from 2.6% in 2023 to 2.2% in 2024 and 2.0% in 2025.
- Housing affordability remained low with elevated house prices and increased mortgage interest rates.

- The baseline outlook calls for the U.S. economy to avoid recession in the near term, which translates into continued solid, but slowing, gains in Arizona, Phoenix, and Tucson.
- We face "wicked water problems" in the Colorado River Basin
- Central Arizona Project customers are particularly vulnerable to cutbacks in Colorado River water deliveries.
- The Tucson region has adapted to changing water conditions through innovation, partnerships, and other actions.
- Dr. Megdal is optimistic that we can adapt to changing circumstances because we have been adapting – and because failure is not an option. But we must stay informed and engaged, be vigilant, and be prepared to incur the associated costs.

AWARDS & ACCOLADES



Erin Paradis, lecturer of management and organizations, was announced as a Tucson Hispanic Chamber of Commerce 2023 Class of 40 Under 40 Honoree.



Jesper Nielsen became head of the Department of Marketing.



David Brown, associate professor of finance and Brian and Clara Franke Endowed Chair in Finance in the Eller College of Management, was named a Microsoft Most Valuable Professional (MVP). This award acknowledges Brown's dedication to engaging students in Excel learning, mainly through

initiatives like the Microsoft Excel Collegiate Challenge.



Andrew Arias '23 BS, a recent alum of the New Venture Development Program (NVD) in the McGuire Center for Entrepreneurship competed in the TENWEST 2023 Idea Funding pitch competition, where he pitched his company NexoTerra's vision. Arias secured the "COX Conserves

Sustainability" prize—a testimony to NexoTerra's commitment to environmental impact.



Veronica Atondo, assistant director of undergraduate engagement and belongingness for Eller undergraduate programs, has been selected as the 2023 Edith Sayre Auslander Emerging Visionary by the University of Arizona's Commission on the Status of Women (CSW).

This award is named after Edith Sayre Auslander—a Tucson native, University alumna and former faculty member.

The Beta Alpha Psi chapter at the **Dhaliwal-Reidy School of Accountancy (DRSOA)** was recognized internationally as a distinguished chapter.



Yong Ge, associate professor of management information systems (MIS), received a \$600,000 National Science Foundation (NSF) grant to study advanced big data and machine learning methods for solving analytical challenges in online labor markets.



Joe Valacich, professor of management information systems and Muzzy Endowed Chair, has received the University Distinguished Innovation and Entrepreneurship Award.

ACCOLADES



Sudha Ram, Anheuser-Busch Chair in MIS, Entrepreneurship and Innovation Professor of Management Information Systems, Director of INSITE: Center for Business Intelligence and Analytics, received the 2023 Women of Impact Award. Every year, The Office of Research, Innovation and Impact (RII) selects

30 remarkable women that have contributed significantly to the University of Arizona's identity as a world-class research enterprise to give them the Women of Impact Award.



Yong Liu, professor of marketing and HSLopez Endowed Chair, became department head for HSLopez School of Business Analytics.



Justin Jarvis, senior lecturer in economics was selected as the Eller Undergraduate Faculty Member of the Year in the Lower Division by Eller Undergraduate students.



Ashley Langer, associate professor of economics, was selected as the Economics Faculty Award by Eller Undergraduate students.



The Eller College recognized four undergraduate students as PNC Achievers: **Abriana Hernandez** '25 BSBA (Finance), **Desirae Hoaglin** '26 BSBA (Economics/MIS), **Victoria Koch** '26 BSBA (Finance/MIS) and **Michael Masterton** '26 BSBA (Economics/Statistics and Data Sciences). This program highlights the accomplishments of students who demonstrate academic, civic and peer leadership in the community and the classroom.

The Eller Partnerships Office received recognition at the Chandler 100 event for its outstanding contribution to the City of Chandler, as acknowledged by the Chandler Chamber of Commerce. The Chandler 100 event serves as the chamber's platform to commend and celebrate leading businesses that contribute to the prosperity and community-focused ethos of the city.



UA Regents Professor of MIS **Jay Nunamaker** and UA Regents Professor of MIS **Hsinchun Chen** each won a 2023 Practical Impacts Award. The award honors distinguished information systems academics who have demonstrated outstanding leadership and sustained impact on the industry. **Chen** and alumnus

Sagar Samtani '13 BSBA (MIS), '14 MS (MIS), '18 PhD (MIS), who is now an assistant professor at Indiana University, won the INFORMS ISS Design Science Award for their work titled, "Proactive Cyber Threat Intelligence for Scientific Cyberinfrastructure: An Artificial Intelligence (AI)-enabled Analytics Perspective." Additionally, **Samtani** won the Gordon B. Davis Young Scholar Award.

AWARDS & ACCOLADES



Humberto (Bert) S. Lopez '69 BSBA (Accounting) received an honorary doctorate in Humane Letters from the University of Arizona at the 2024 graduate commencement ceremony. The Lopez family has contributed millions of dollars in support of a variety of UA initiatives and endowed faculty positions in Eller and across the university.



Katina Sawyer, associate professor of management and organizations, received the 2024 Joel Lefkowitz Early Career Award for Humanistic Industrial-Organizational Psychology from the SIOP Awards Committee. This award recognizes an applied I-O project or program, research, or theoretical presentation that advances the cause of worker dignity, economic and social justice, promoting the organization's contribution to the common good, or otherwise illustrates a noteworthy humanistic perspective in the workplace.

tion that advances the cause of worker dignity, economic and social justice, promoting the organization's contribution to the common good, or otherwise illustrates a noteworthy humanistic perspective in the workplace.



ELLER UNDERGRAD PROGRAMS HONORED WITH JA LEGACY AWARD

The Eller College of Management Undergraduate Program has recently been honored with the 2024 Junior Achievement (JA) Legacy Award. JA was founded in 1919 by New England visionaries Theodore Vale, president of American Telephone and Telegraph, Horace Moses, president of Strathmore Paper Co. and Senator Murray Crane of Massachusetts. They wanted to teach kids about business and how the United States economy functioned. This award is part of a new category that has been established to honor the JA founders of programming and partnerships. The Eller College, a steadfast partner for nearly two decades, has been recognized for its enduring commitment. Eller ELITE and ERP students have been participating with Prince Elementary School every Eller Make a Difference Day and teaching the JA business curriculum. "Junior Achievement figures we have impacted over 7,500 elementary students—some of which are 20 years old now," says **Pam Perry**, senior associate dean of Eller Programs. "The Junior Achievement program significantly impacts the future direction of student participants. Thank you to Dean Emeritus, Ken Smith, who was passionate about the organization, advisors and students involved with Eller ELITE and ERP. This is the magic of a long-time commitment."



SHERRI SILVERBERG HONORED AS 2024 RECIPIENT OF MARGARET M. BRIEHL AND DENNIS T. RAY FIVE STAR FACULTY AWARD

Sherri Silverberg, lecturer in accounting in the Eller College of Management, has been selected as the 2024 recipient of The Margaret M. Briehl and Dennis T. Ray Five Star Faculty Award. The Margaret M. Briehl and Dennis T. Ray Five Star Faculty Award is the only student-selected teaching award at the University of Arizona. Each year, a committee of students solicit nominations from their peers across campus and then review nominations, ask faculty nominees to submit their teaching philosophy statements, conduct class visits and interview the finalists to select the winner of the award. The award winners receive a substantive monetary award. "Sherri's outstanding contribution to the student experience at DRSOA comes from her years of experience in public accounting, consulting, and nonprofits that she brings to the classroom," says Shyam Sunder, director of the Dhaliwal-Reidy School of Accountancy and Lou Myers Professor of Accounting. "However, it is the abundance of care, understanding, and compassion which she shows to her students that elevates her classroom. She is the gold standard of the instructor that combines intellect with a big heart and a role model for all of us."



ELLER COLLEGE DEAN AND FINANCE DEPARTMENT HEAD RECEIVE EUGENE C. SANDER FACULTY FUNDRAISING AWARD

Karthik Kannan, dean and Halle Chair in Leadership and **Kathy Kahle**, Ann Griffin Endowed Chair in Finance and finance department head in the Eller College of Management, have both been selected as 2023-2024 recipients of the University of Arizona Foundation's Eugene C. Sander Faculty Fundraising Award. The Sander Faculty Fundraising Award was established by the Foundation Board of Trustees in 2008 to honor faculty who set examples among their peers for upholding high standards of performance in fundraising and development efforts. The award is named after former University President and Dean of the College of Agriculture and Life Sciences (CALs) Eugene G. Sander—an early advocate and leader of faculty involvement in the fundraising process.

"Kannan hit the ground running, engaging with Eller's top donors even before he had arrived in Tucson as dean. PAE leadership appreciated the opportunity to support his transition to the University," says JP Rocznik, president and CEO of the UA Foundation. "Kathy has prioritized funding and built strong relationships with new supporters while also deepening relationships with existing donors. She has inspired donors who are passionate about making an impact at the University and Eller," says Rocznik.



Ron Butler: 2024 Alumni of the Year

Each year, The University of Arizona acknowledges a group of alumni for their achievements, public service, advocacy for education, volunteerism and service to students, the colleges and the University. The 2024 Eller College of Management Alumni of the Year Award winner is **Ronald (Ron) Butler '91 BSBA (Accounting)**. Butler grew up in the small mining town of San Manuel, Arizona. As a teenager, he was fortunate to land an office job with the mining company where his father worked, where he eventually received a scholarship to attend the University of Arizona—becoming the first in his family to go to college. After earning his degree in accounting, Butler began his career in Tucson before moving to Phoenix to join Ernst & Young (EY). Butler held the role of the firm's Phoenix office for 15 years and retired on June 2024.

While pursuing his successful career, Butler always finds time to give back to the community, the University and the Eller College of Management. Among his many contributions, he is on the board of directors of the Greater Phoenix Economic Council, the Southern Arizona Leadership Council and Education Forward Arizona. He also is a member of the Eller College National Board of Advisors and the W.P. Carey School of Business Dean's Council. In 2004, Butler started the Business Career Awareness Program (BCAP) at Eller to introduce minority high school students to accounting and the business world. He has championed the program—and support for the college more broadly—at EY. The EY Foundation has contributed \$500,000 in support of BCAP, and giving by the foundation and EY professionals to the Dhaliwal-Reidy School of Accountancy in the last 10 years has exceeded \$600,000.

ELEVATING THE ELLER EXPERIENCE

FEATURE



Pam Perry '85 BS (Agriculture/Horticulture), '87 MEd (Higher Education), '10 PhD (Higher Education) claims she's not a natural risk taker. But those who witnessed her leadership and innovation in action over her decades-long career at the Eller College of Management say otherwise.

"Pam is a transformational leader," says **Paul Melendez '09 PhD**, University Distinguished Outreach Professor and founder of the Center for Leadership Ethics. "We have seen Eller reach unprecedented heights, often as a direct result of Pam's vision, resolve and knack for anticipating the 'next big thing' for business schools."

It was Perry who led the initiative to boldly change the face of the Eller College's undergraduate programs—creating a cultural shift that is still felt today through the Eller Experience.

"I wanted to develop a college experience that was something I would have wanted for myself and my own children," Perry says. "More than a set of classes, I wanted the Eller College to be a place for students to connect."

Under her leadership, Perry helped students create a vision of what their career might look like—right from the start. She was the driving force behind establishing professional interviews as a part of the application process, creating cohorts of students and offering more engaging curriculum—including case competitions.

And it was Perry who saw the need for a greater career resource presence within the College and made it happen. She initiated the growth of the Professional Development Center in McClelland Hall to better support Eller students.

"We literally went from a one-person shop to a completely new service model with flexible space for students to grow," Perry says. "I'm very proud of that."

Perry, who retired in June 2024 as senior associate dean of Eller MBA programs, started out in Student Affairs for the University of Arizona, joining the Eller College in 1992. Over her 40 years at the university—32 of which were in the Eller College—she progressed through a variety of leadership roles, spending a majority of her career

leading the College's undergraduate programs, and segueing into the graduate side in 2019.

"Growth is important to me, whether that's innovating and trying new things or moving to a different area," Perry says. "I'm a conservative person—I worked for the same place for 40 years—but I had an early mentor who saw life through the lens of fun and taught me that sometimes you have to take the risk."

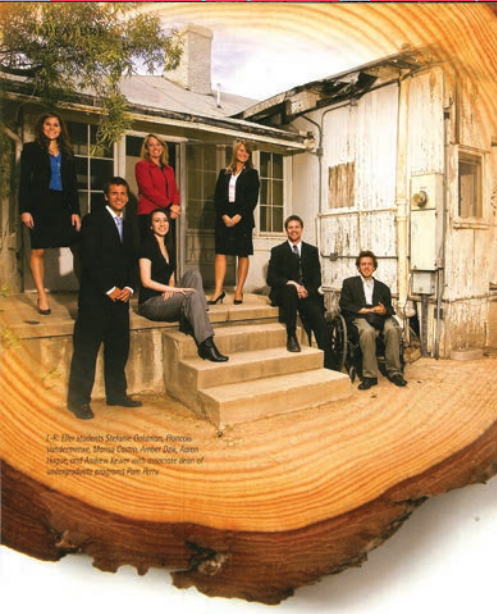
For Perry, success came by taking calculated risks—considering stakeholder needs and viewing challenges as opportunities.

"It's about listening and understanding," she says, "and being brave enough to see and build things that weren't there before."

Julie Trujillo '94 BSBA, retired senior director of Corporate and Community Relations, says it was Perry's results-driven, people-first leadership style that set her apart.

ESTORY

Pamela Perry “Eller Experience Endowment”



“As a woman leader in higher education, I’ve always looked to her as a mentor,” Trujillo says. “She’s challenged me, encouraged me, and she’s always supportive. Pam is a servant leader, and countless people say she changed the trajectory of their lives with her innovations and personal touch.”

Throughout her career, Perry was consistently recognized for excellence in her field. Among her accolades, in March 2023 she received the Billy Joe Varney Award for inclusive excellence, service to the community, going above and beyond in her career, and a longtime passion for the university. In July 2023, she also was named one of AZ Big Media’s 2023 Most Influential Women in Arizona Business.

“I have a lot of gratitude,” Perry says, noting that Eller renamed the Servant Leadership Award in her name. “It’s a living award that will continue to recognize hundreds of students in the future for serving others.”

And it’s directly in line with her own philosophy about service and leadership.

“My roles were about designing and implementing an experience that allowed people to grow their passion for business,” she says. “I hope my legacy is one of providing opportunities and memories, and helping people find their path.”



Laura Henderson and Pamela Perry

Throughout her career, Pam Perry has been committed to ensuring that students at the Eller College have an impactful undergraduate experience. To recognize her vision and continued efforts to create and elevate this experience, The Pamela Perry “Eller Experience” Endowment has been established to provide ongoing support for the initiatives that enhance student development—including professional growth programs, student clubs and business communication activities.

Join us in honoring Pam’s dedication to student success by donating to the Pamela Perry “Eller Experience” Endowment today and make a lasting impact on the future leaders of the business world.



“We have seen Eller reach unprecedented heights, often as a direct result of Pam’s vision, resolve, and knack for anticipating the ‘next big thing’ for business schools.”

~Paul Melendez, University Distinguished Outreach Professor and Founder of the Center for Leadership Ethics

Celebrating Eller's Excellence

This special anniversary issue commemorates the golden jubilee of our Department of Management Information Systems—a pioneering force in technology and business education for 50 years. We also honor the Economic and Business Research Center, which has provided crucial insights and data-driven strategies

for 75 years, shaping the economic landscape of Arizona and beyond. Additionally, we celebrate 40 years of the McGuire Center for Entrepreneurship, where visionary ideas have transformed into successful ventures.



CONTINUING THE LEGACY

These anniversaries are not just markers of time; they signify the enduring impact and prestige of an institution dedicated to advancing knowledge, fostering transformation and nurturing the leaders of tomorrow.

As we celebrate these legacies, we continue to uphold our commitment to excellence, pushing the boundaries of research and education to forge a brighter future together. Join us in reflecting on these remarkable achievements and envisioning the future of Eller.



The Persistence Principle

At 50, Arizona’s top-ranked management information systems department takes stock of its past and looks to the future.

Where artificial intelligence is concerned, Sue Brown, Stevie Eller Professor and MIS department head, sees divergent futures. In one, humans and technology become increasingly entangled: People move about with implants, receive a universal income and no longer work. In the other, society does away with the trappings of machine-driven advances, declaring that “enough is enough.”

But more likely, she says, is a middle path: “We figure out a way to reap the benefits from technology while also still being able to gainfully participate in society.”

Brown is direct and clear in voicing her thoughts on the future of technology, including her concerns. She is equally forthright with regard to the prolifically productive department she leads, which she says teaches students to do one thing as their world evolves: adapt.

MIS, she says for those new to the discipline, “sits between computing and business,” with a focus on tech’s human impact. And “technology isn’t standing still,” says Brown. “No matter what we teach [students] today, they’re going to have to augment their knowledge going forward. And so, being adaptable, flexible and lifelong learners is really the thing.”

The MIS department in the Eller College of Management, turned 50 this spring, and the success of the half-century behind it speaks well for the half-century ahead. It’s been ranked in the top five nationally by *U.S. News & World Report* for both graduate and undergraduate study every year since 1989 — when the rankings began — and leads the nation in external research funding among MIS programs in business schools. Back when Brown was a doctoral candidate at the University of Minnesota in the ‘90s, Arizona’s program was the only one at the same level — which made her hiring here, in 2005, all the more exciting.

The department, she says, has an “underlying entrepreneurial bent” that goes something like this: “If the data doesn’t exist, I’m going to figure out a way to get the data so I can do the research I want to do. If the technology doesn’t exist, I’m going to figure out how to make the technology [function].”

Like most things of quality, MIS in Tucson started quietly and then built to something sustainable and strong. Regents Professor, Department Founder, Soldwedel Chair in MIS, Director of the Center for the Management of Information, and MIS legend **Jay Nunamaker**—86 years old and still teaching—has a lot to do with that.

The soft-spoken scholar came to Tucson in 1974, moving from the Midwest to stand up a program he wasn’t initially tabbed to helm alone. As he tells it, he got the call during the drive out to the desert from West Lafayette, Indiana, where he’d been a tenured professor of computer science and industrial administration at Purdue University. He’d packed up his car thinking he’d be the director of research, with a colleague charged to steer things administratively. But when the professor offered the administrative role backed out, then-Provost Al Weaver dialed Nunamaker with an expanded job offer.

“Everybody that I trusted said, ‘Don’t do it. That’ll be the end of your career. You won’t do any research,’” says Nunamaker. Everyone, that is, except his former graduate adviser who told him, “Find people on campus that can help you, and build that relationship.”

He was able to strengthen those bonds, he says, because of the credibility he’d earned at Purdue by garnering grants from the National Science Foundation and the Defense Advanced Research Projects Agency. Together, he and his colleagues raised the department — but not without some luck. In 1986, the MIS doctoral program admitted 24 applicants, guessing that about half would say yes—but everyone accepted.



After “a lot of heat from the administration,” Nunamaker says, the funding necessary to bring in all 24 came through. “That was when the doctoral program took off,” he adds, not without humor.

In '86 and the years after, the department also welcomed a substantial number of doctoral candidates who were recipients of prestigious fellowships from the American Association of Collegiate Schools of Business. “People were starting to recognize that Arizona was a special place,” Nunamaker says, citing the on-campus labs the department used as showpieces. Once they’d visited, he adds, “We never lost a top doctoral student.”

He’s been around long enough to experience successes and failures and to watch both alumni and junior faculty strengthen the program’s legacy. Nunamaker and others created the software program GroupSystems in the '80s, in his on-campus lab, the Center for the Management of Information. The technology, he says, lets employees talk to each other without being in the same room—like Zoom, “only it was 20 years before Zoom.” Today, he sees the product as too complex on its face and ahead of its time, maybe too far.

Within the department, Nunamaker is seen as the well from which so much else has sprung. Regents Professor and Thomas R. Brown Chair in Management Technology, Hsinchun Chen, who started up the Artificial Intelligence Lab when he arrived at Arizona in 1989—still the only AI lab in a business school —says Nunamaker “took a chance on me.”

“I came in ... unknown to him at all. At the time, I’m doing AI, but nobody knows AI,” Chen says. “Jay is always instrumental in trailblazing his own path,” he says, describing Nunamaker as one of the two or three foundational thinkers in the field.

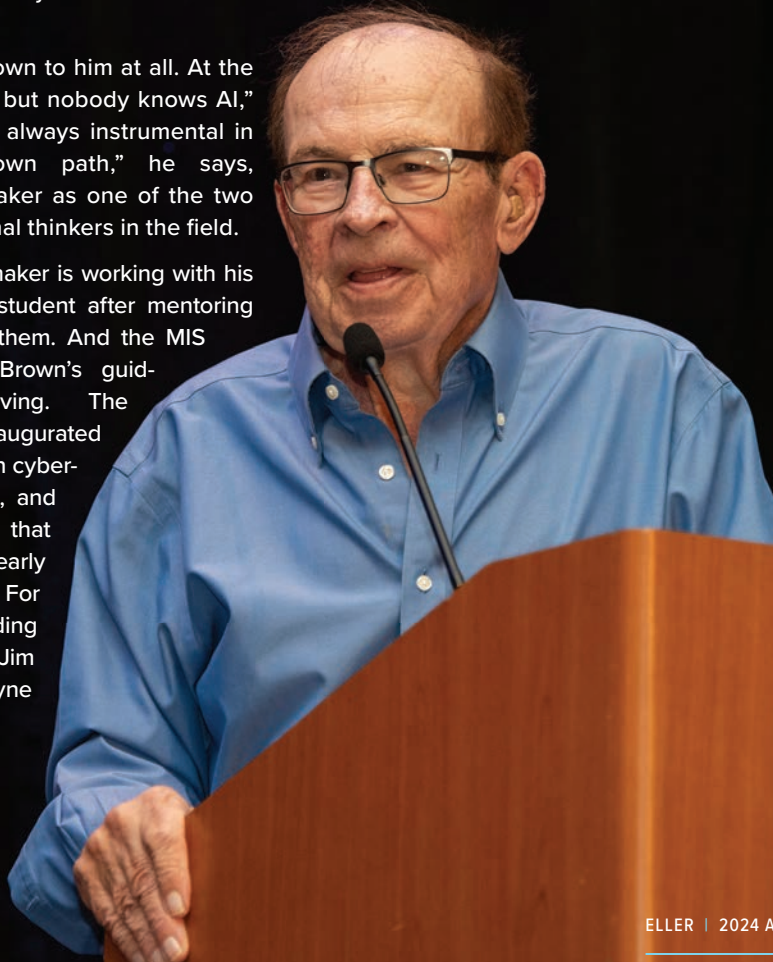
These days, Nunamaker is working with his very last doctoral student after mentoring more than 100 of them. And the MIS department—with Brown’s guidance—keeps moving. The program recently inaugurated a master’s degree in cybersecurity, she notes, and Nunamaker says that remnants of the early days still linger. For example, founding faculty members Jim LaSalle and Wayne

Eirich taught a popular information systems class in Centennial Hall in which Eirich dressed up in a white lab coat for topics in the sciences—part entertainer, Nunamaker recalls, and part disciplinarian. (The course’s early 2,000-plus enrollments, he notes, generated the funds for the department to hire additional research faculty.) Today, Bill Neumann teaches the course, wearing a different tie to every lecture, patterned every way one might imagine.

Chen sees the department playing a significant role in AI in the 50 years to come. He echoes Nunamaker, whose guidance to first-semester doctoral students includes “the persistence principle”: “Never quit; keep trying; keep exploring; overcome obstacles. There is no finish line.”

“The direction is clear: I think we are in the driver’s seat,” says Chen. “We can make [an] impact on AI from the business school perspective. But we just have to get enough resources; we have to train our students. We’re teaching the right content. And they’re going to march out to be good professors elsewhere. They are going to go out to the best companies out there—Amazon, Tesla and so on.”

As the world spins, then, they’ll make it a bit brighter—like technology, never standing still.



Four Decades of Entrepreneurial Passion

It's a milestone year for the McGuire Center for Entrepreneurship as it celebrates 40 years—and counting.

The place where game-changers are made, the McGuire Center for Entrepreneurship was first established in 1984 with the support of University of Arizona alumni, including entrepreneur Karl Eller and Gary D. Libecap, who served as the center's director. Initially called the Karl Eller Center for the Study of the Private Market Economy, the center initiated a partnership with the University's Office of Technology Transfer, giving students access to university intellectual assets including research faculty and university innovation.

Since then, more than 2,000 graduates have gone on to launch hundreds of ventures, many of which were based on the plans they developed through the center's New Venture Development (NVD) Program. Many more have also gone on to apply their entrepreneurial skills learned in the program to help them gain significant competitive advantages in the workplace.

In 2003, the Karl Eller Center for the Study of the Private Market Economy and its capstone program were both renamed to recognize Christopher McGuire, vice president and director of the H.N. Frances C. Berger Foundation, and his wife Carol. The renaming honors the McGuires' and the Berger Foundation's generous financial and personal support since the center's inception.

The McGuires are both University of Arizona alums. Christopher received a BS in mechanical engineering in 1963, and Carol earned her BS in family and consumer sciences in 1962. Both grew up in Tucson and attended Tucson High School, where Karl Eller also graduated.

Chris McGuire says the center was initially created to be an environment that would foster self-thinkers and teach students to think differently. "You can't solve all the problems academically," says McGuire. "You have to think of other ways. The entrepreneurs of the world are typically those that find these types of solutions."

Ted McGuire is the only one of the McGuires' three children who attended the University of Arizona, where he eventually entered the McGuire program.

"Through [my parents'] exposure to the program while I was attending school, they wanted to continue to help young people who had a vision and an idea and to provide a place that intersects academics with experience," says Ted. "Their additional support in doing so ultimately inspired the renaming of the center in 2003."

Today, Ted works with the McGuire Center, and his four children have all attended the University of Arizona. These factors are just a small part of the McGuire family's legacy, which continues to have such an impact on students today.

Initially developed to help students catapult their careers through entrepreneurial principles and skills, the NVD program encompasses the principles of entrepreneurship and innovation. During the year-long project, students build a new venture from the ground up, working closely with students from other fields of study as well as mentors, industry experts, investors and real-world entrepreneurs. NVD takes students from early-stage ideas to launch-ready ventures and serves as an excellent preparation for business world leaders. The program promises to change students' way of thinking, elevating it in a way that allows them to see untapped ideas and potential everywhere.

The center continues to create developments and opportunities to bring new innovations to the world through the vision of its students with annual events like the Innovation Expo, New Venture Competition and Bear Down and Pitch.

The Innovation Expo is an annual event that showcases the new student ventures, campus innovators and entrepreneurial education opportunities that make up the University's thriving entrepreneurial ecosystem.



The New Venture Competition is a rapid-fire pitch competition and tradeshow that features student new venture teams competing for a grand prize. And Bear Down and Pitch is an event, during which students present their business ventures in front of the Phoenix entrepreneurship community.

The NVD Program has been recognized for excellence by the United States Association for Small Business and Entrepreneurship and "SUCCESS" magazine. It is also a past recipient of the Nasdaq Center for Entrepreneurial Excellence Award.

In 2010, USA Today and The Princeton Review dubbed the center the "crown jewel" of the University of Arizona and in 2012 the center received an award for Outstanding Contributions to Advance the Discipline of Entrepreneurship at the Global Consortium of Entrepreneurship Centers Conference.

In 2013, the McGuire Center for Entrepreneurship was named Innovator of the Year in Academia at the Arizona Governor's Celebration and was also recognized in a World Bank report as one of two exemplary programs in the U.S. for best practices in entrepreneurship education.

In 2023, *Entrepreneur* and *The Princeton Review* teamed up to name the "Top 50 Best Undergraduate Programs for Entrepreneurs in 2024," and the McGuire Center was number five in the Southwest.

Supporters and faculty of the McGuire Center look to the future with enthusiasm and the passion to continue to help develop the entrepreneurs of tomorrow through mindset cultivation. The McGuire Center continues to set its aim to be a global leader in entrepreneurship and innovation in education and research.



75 Years of Economic Distinction

The Eller EBRC stands as a testament to the importance of economic research and analysis.

For three-quarters of a century, the Economic and Business Research Center (EBRC) in the Eller College of Management at the University of Arizona, has been the premier source for information about the Arizona economy.

Since its inception in 1949, the center has played a pivotal role in shaping local, regional and national economic policies while providing invaluable insights to businesses, policymakers and scholars alike.

Founded during a time of significant economic transformation in the United States, the EBRC emerged as a beacon of economic intelligence in the Southwest region. Its establishment was timely, as the post-World War II era brought about rapid industrialization, demographic shifts and technological advancements, all of which demanded a sophisticated understanding of economic dynamics.

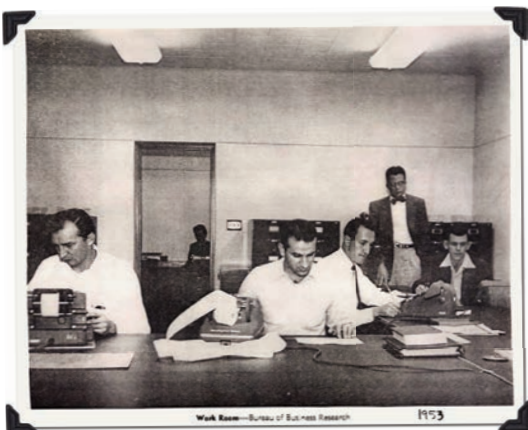
Over the years, the EBRC has adapted to changing economic landscapes, continually expanding its scope and refining its methodologies to address contemporary challenges. From analyzing the impact of globalization and trade policies to forecasting housing market trends and assessing the implications of technological innovation, the center's research has remained both rigorous and relevant.

"I'm proud to lead one of the best centers of our kind in the country," says George Hammond, EBRC director and Eller research professor. The center's success over the past 75 years is a testament to our stellar staff and students."

Over the past thirty years, the center has become a leader in digitally delivering information on the state economy through its award-winning websites (Arizona's Economy Online Magazine, MAP Dashboard, Arizona-Mexico Economic Indicators) and the Arizona's Economy smartphone app.

One of the hallmarks of the EBRC has been its commitment to fostering collaboration between academia and industry. By engaging with businesses, government agencies, and community organizations, the center has facilitated knowledge exchange and provided actionable insights that have guided strategic decision-making across various sectors.

The EBRC has also fostered community engagement through its popular events, including the annual Economic Outlook Luncheon and Breakfast with the Economists. The Luncheon is celebrating its 42nd anniversary this year and the Breakfast will have its 21st. These, and other EBRC events, showcase the commitment of the College and the University to the state and local communities.





Moreover, the EBRC has been instrumental in nurturing the next generation of economists and business leaders. Through its educational programs, internships, and research opportunities, the center has empowered students to apply economic theory to real-world problems and equipped them with the analytical tools necessary for success in the global marketplace.



As the EBRC celebrates its 75th anniversary, it stands as a testament to the enduring importance of economic research and analysis in driving informed decision-making and fostering sustainable economic growth. Looking ahead, the center remains committed to its mission of advancing knowledge, promoting economic development and serving as a trusted resource for stakeholders both locally and globally.



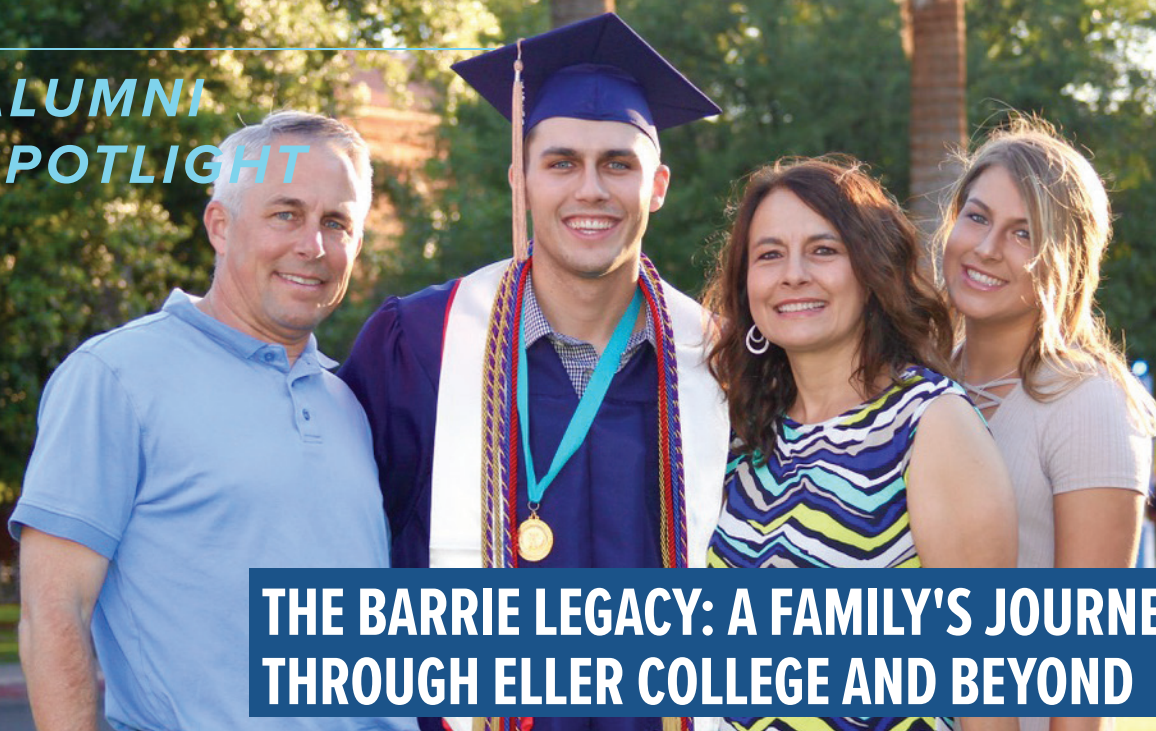
“The EBRC will remain the state’s go-to source of trusted information on the Arizona economy for many years to come,” says Hammond. “We will be on the cutting edge in the digital delivery of information through our websites, smartphone app, as well as the new digital analytical and communication tools that will be invented during the next 75 years.”



In commemorating this milestone, the Eller College of Management and the University of Arizona pay tribute to the Economic and Business Research Center’s legacy of distinction. With its rich history, ongoing contributions, and unwavering dedication to excellence, the EBRC continues to shape the economic landscape for generations to come. Here’s to 75 years of impact and to many more years of continued success and innovation.



ALUMNI SPOTLIGHT



THE BARRIE LEGACY: A FAMILY'S JOURNEY THROUGH ELLER COLLEGE AND BEYOND

Michael Barrie

'86 BSBA (MARKETING)

Debbie Barrie

'86 BSBA (ACCOUNTING)

Ian Barrie

'17 BSBA (MARKETING AND ENTREPRENEURSHIP)

Zoe Barrie

'20 BSBA (MARKETING)

"Through Eller, I learned how to think on my toes and gained incredibly useful skills in networking and keeping connections alive."

For the Barrie family, the Eller College of Management isn't just a college—it's a shared experience that spans generations and has shaped their diverse career paths. From marketing experts to entertainment specialists, the Barries exemplify the transformative power of education and the resilience needed to navigate life's twists and turns.

At the nucleus of the Barrie legacy are **Michael** '86 BSBA (Marketing) and **Debbie** '86 BSBA (Accounting), whose journey through the Eller College served as a springboard for a lifetime of achievement and philanthropy. From their involvement in Delta Sigma Pi to their pursuit of excellence in the corporate world, Michael and Debbie embody the transformative impact of business education.

Throughout his career in retail management at iconic brands like Gap—where he worked for 17 years—and Williams Sonoma Inc., Michael applied the principles instilled at Eller to navigate the complexities of the retail industry and his parenting duties with finesse.

Simultaneously, Debbie's groundbreaking path in finance and advocacy at companies like Visa shattered gender barriers, setting a precedent for women in executive roles—especially after taking a long break to raise a family. "As a woman, choosing to step out of a career to raise a family and re-enter 10 years after is challenging," she says. "However, it was also one of the most fulfilling things I have done, and I have never looked back."

Michael and Debbie's commitment to education and giving back continues to shape opportunities for aspiring business leaders through scholarships at Eller and community engagement.

Building upon the foundation laid by their parents, **Zoe** '20 BSBA (Marketing) and **Ian** '17 BSBA (Marketing and Entrepreneurship) represent the evolving face of the Barrie family's legacy.

Zoe's transition from the soccer field to the culinary world embodies the integration of passion and drive implanted in her by the Eller College. Zoe, now a recipe developer and social media content creator, attributes part of her success to the concept of authenticity she took away from her time at Eller. "Whether it be a personal or professional brand, authenticity always prevails—especially in a time where consumers are more aware than ever" she says. "I've always tried to remain authentically me in whatever it is that I am doing." Zoe has brand deals with Amazon, Whole Foods and Instacart and hopes to develop her own cookbook and consumer products.

Meanwhile, Ian's involvement in the entertainment industry mirrors the dynamic nature of modern business. After Hollywood productions were shut down during the pandemic, Ian was laid off from his job at Pilgrim Media Group. "I was worried I wouldn't continue working in my dream industry," he says. "I found that through Eller, I learned how to think on my toes and gained incredibly useful skills in networking and keeping connections alive." Now, as entertainment coordinator for scripted programming at NBC and Peacock, Ian's story exemplifies the adaptability and resilience cultivated at Eller.

As the Barrie family's collective journey through Eller and beyond illustrates, their legacy is not one of individual success but of a shared commitment to making a meaningful impact.



FROM BAKING ENTHUSIAST TO HEALTHCARE LEADER

Sarah Frost '00 BSBA, has navigated an extraordinary career path, transitioning from baking to healthcare management, which has led her to her current position as president of Rhode Island Hospital and Hasbro Children's Hospital and chief of hospital operations for Lifespan. But her trajectory did not stray from twists and turns.

Initially, Frost had set her sights on a career in nursing. However, her first biology course made her realize that while she admired the profession, it was not her calling. This epiphany led her to pivot towards a business degree. "I was lucky enough that Eller was in my backyard," she recalls.

Frost's journey from baking to healthcare management is a testament to the diverse paths that can lead to leadership. Although she did not see baking as her lifelong career, it provided her with valuable insights into her identity and aspirations. A pivotal moment in her career came when she transitioned to a role as an analyst for the county, where she was inspired by the processes within population health and healthcare management.

Her ambition was further ignited during the operational transition of leasing Kino Hospital to the University Medical Center. "When I walked into the suite on the fourth floor, I had an unforgettable feeling that day—I wanted a job and an office on that floor," she reminisces. This ambition drove her to seize opportunities in hospital administration, ultimately leading to her role as COO and later CEO after a merger with Banner Health.

Leading a healthcare organization comes with its unique challenges and unpredictability. "Each day in healthcare presents a unique set of challenges," Frost says. "I often have a general idea of what to expect, but that can swiftly change."

With nearly 7,000 employees under her purview, Frost emphasizes the importance of maintaining visibility and engaging with her teams. She values the opportunity to walk the halls and talk to team members, understanding both their achievements and pain points. "Active listening is foundational to our collective success and the well-being of our patients," she asserts.

Compassionate care remains at the core of healthcare, and Frost is committed to upholding patient-centric values within the organization. She acknowledges the emotional spectrum seen in hospital hallways, from the heartache of parents with sick children to the joy of families seeing loved ones recover. Every decision made is rooted in the well-being of patients—a principle that guides even the toughest operational choices.

Reflecting on her journey, Frost credits Eller College for preparing her for the business world. The knowledge and confidence gained from her education have been instrumental in her career success, enabling her to excel and continue making significant strides in the healthcare industry.

Sarah Frost

'00 BSBA

"Active listening is foundational to our collective success and the well-being of our patients."

ELLER ALUMS WITH STUDENT RENTAL ROOTS CREATE INDUSTRY-REDEFINING COMPANIES

Eric Wu

'05 BSBA (ECONOMICS)

Ryan Johnson

'06 BA (ECONOMICS)

“People only tend to live in walkable neighborhoods during college and what that does for their life is great. They’re forming great friendships, relationships and connections. I think that is what happened at Eller.”

The Eller College is designed to help develop visionaries — and to support their visions from dream to fruition. **Eric Wu** '05 BSBA (Economics) and **Ryan Johnson** '06 BA (Economics) brought their vision to the real estate industry and have created two influential companies in Opendoor and Culdesac.

Johnson and Wu met at Eller, where Johnson was interested in transportation, real estate and finance while Wu was studying business and economics. They decided to go into business together, and pooled their scholarship money to purchase real estate, starting with their first rental property in 2003.

“Over the next three years, we bought more than 25 homes and ended up building a real estate business where we would rent these homes out to college students.”

Johnson and Wu started developing another company with the concept of trying to make home selling and buying as easy as booking a flight online. Wu was founder and CEO and recruited Johnson to be part of the founding team. “We wanted to massively simplify something that’s historically been very complicated,” Wu says, “and we make it incredibly simple.”

That company is Opendoor—now a Fortune 500 publicly traded company—which serves as the reinvention of traditional home buying and selling.

While at Opendoor, they began discussing the topic of developing a walkable neighborhood that didn’t necessitate the use of cars.

“People want to live near a coffee shop; they want to know their neighbors,” Johnson says. “With all the innovation in transportation technology, I realized the foundation was in place to build Culdesac.”

Culdesac is a walkable developed neighborhood that has become the first car-free neighborhood in the U.S. “Not having cars allows us to build a great community with amenities and lots of open space,” says Johnson. He chose Tempe, Arizona, for this project. But a walkable neighborhood in the middle of the desert?

Culdesac is designed with lots of shade—and not a drop of asphalt. “It feels 15 degrees cooler than the apartment next door so it actually thrives during the summer,” says Johnson. “Electric bikes are a key innovation because by using the throttle, you’re not exerting yourself and you also get the wind. So you can comfortably ride e-bikes in 100 degrees.”

While Johnson serves as Culdesac’s co-founder and CEO today, Wu is an investor and limited partner. They credit their partnership and time at Eller with inspiring this community.

“Large college campuses are some of the best neighborhoods we have in the U.S.,” says Johnson. “There’s a reason why Americans uniquely are so nostalgic for college. People only tend to live in walkable neighborhoods during college and what that does for their life is great. They’re forming great friendships, relationships and connections. I think that is what happened at Eller and meeting Eric.”

With a clear vision, the foundation of their college roots and their vast experiences, their next steps are limitless.



BRIDGING THE GAP: INTEGRATING MIS AND ACCOUNTING

Although she grew up in Phoenix, **Veronica** '24 BSBA (MIS and Accounting) has always had ties to the University of Arizona, as her parents—**Ana** '97 BSBA (Accounting) and **Karlo Borboa** '95 BSBA (MIS)—attended the Eller College of Management.

When she started thinking about college, Borboa originally considered moving to a different part of the country and exploring her interests in medicine or business. She participated in an engineering program in high school but came to realize what she actually liked was coding.

Her decision was made when her dad talked about his day-to-day work as a consultant. At that point, Borboa was hooked—she knew she wanted to study MIS.

“Eller has one of the top MIS programs in the country,” she says about the Eller MIS program which has been ranked in the top five nationally by *U.S. News & World Report*.

Although the deal was sealed on MIS, a double major in accounting wasn't something Borboa initially anticipated. But early on in her time at the University of Arizona, she felt stressed out while writing a gen ed philosophy paper. To calm herself down, she did her accounting homework and that's when she knew she wanted to add that second major.

Funnily enough, Borboa ended up combining her dad's major—MIS—and her mom's major—accounting—to craft her own unique journey.

As her senior year wraps up, she has received numerous recognitions, such as the Outstanding

Senior Award, the Ellerman Award for Outstanding Academic Achievement and the Thomas R. Brown Scholarship, which is awarded largely on the basis of persistence.

After being diagnosed with diabetes at age eight, Borboa had to take 30 shots of insulin per day. But technology changed that. Now, she has a 24-hour monitoring sensor and a constant insulin pump. As a counselor at Camp AZDA—with the American Diabetes Association—each summer, she's able to assist children who have diabetes and utilize technology to help them.

Borboa's favorite part of her time at Eller has been the relationships, not only with her peers but also with professors and staff. “It feels like a little community within the larger University,” she says.

And her time at the university isn't over yet. Borboa is staying an additional year to complete her master of science in accounting. No matter where she works, Borboa is equipped with the skills to solve technology and business problems and make improvements.

“I debated a lot between doing MIS or accounting,” she says. “This one felt like the hybrid sweet spot of MIS and accounting.”

After she completes the program, she hopes to begin a consulting role. While she's not completely set on which industry she'd like to work in, she has her eyes set on the healthcare field.

No matter where she works, Borboa is equipped with the skills to solve technology and business problems and make improvements.

Veronica Borboa

'24 BSBA (MIS AND ACCOUNTING)

“(Eller) feels like a little community within the larger University.”

CLASS NOTES

1990s

Lea Marquez-Peterson '92 BSBA (Entrepreneurship and Marketing) serves as a state-wide elected official on the Arizona Corporation Commission and has joined the Board of Directors for Stearns Bank N.A. headquartered in Minnesota.

Niel Baier '93 BSBA (Accounting) was promoted to Chief Financial Officer at Crescent Crown Distributing in Mesa, AZ. Crescent Crown sells and delivers more than 40 million cases of beer, spirits and other beverages annually throughout its distribution territories in Arizona and Louisiana, making Crescent Crown one of the largest distributors in the United States.

Ed Long '94 MBA owns Avity Investment Management Inc., which was ranked #14 In the CNBC Top 100 RIA Rankings for 2023. They were also rated #1 in Connecticut and #2 in England.

Ken Gyure '99 MBA decided to utilize his decades of industry experience and joined the MIS Dept within Eller as a full time lecturer after almost 20 years with Raytheon in Tucson. He was an adjunct lecturer for many years while working at Raytheon, so has been around U of A for quite some time. His focus is on Operations, Supply Chain and Project Management.

2000s

Habib Pierce-Byrd '02 MPA was awarded the 2023 Legal Aid Attorney of the Year by the State Bar of Arizona.

Shayne Neuwirth '03 BSBA (Marketing): Shayne R. Neuwirth CPA PLLC has been ranked #1 CPA firm by Ranking Arizona Magazine for 2024 for the 6th year in a row.

Michael Beer '03 BSBA (Finance/Entrepreneurship) was appointed as CFO for Energy Vault Holdings—a leader in sustainable grid-scale energy storage solutions.

Kim Ho '05 BSBA (Marketing) was named as one of Phoenix Business Journal's 2024 Outstanding Women in Business.

Ryan Brown '08 BSBA (Finance and Entrepreneurship) hosted a charity event in LA called Cocktails for a Cure, which raised over \$115K for Children's Cancer Research on behalf of St. Baldrick's Foundation, where he sits on the Board of Directors.

Adriana Martinez '08 BSBA (Accounting), '09 MAcc was invited to the White House as part of the Hispanic Chamber of Commerce to speak about Hispanic Business and Entrepreneurship with the Office of the President and was featured in the 100 Latinas 2024 Edition of Latino Leaders Magazine.

2010s

Cody Myers '10 BSBA (Accounting) was featured in a Nasdaq YouTube segment on why renewable energy is gaining traction with investors.

Partha Pratim Sanyal '10 MS MIS is currently working as a Software Developer for AWS at Vancouver, Canada. Sanyal previously worked at Apple, GE Digital and Oracle.

Gustavo Corte '15 BSBA was named partner of Schaefer Present Corte Investment Group. The Schaefer Present Corte Investment Group has been recognized by Forbes as one of the Best-In-State Wealth Management Teams in the U.S.

Tony Ellison '18 BSBA was the #1 selling agent for Richmond American Homes in Tucson, selling 30 homes in last six months of 2023.

2020s

Priyanka Sharma '23 MBA was promoted from clinical research coordinator to fiscal and regulatory research manager. "It was a huge career opportunity that I received before I even completed my MBA."

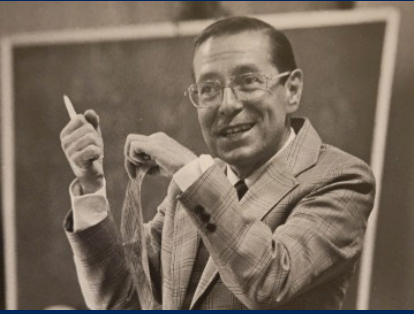
Carmen Soraya Jolley Rangel '29 BSBA (Operations Management) writes to say, "My degree opened the door to work in senior management positions for more than twenty years, managing Multilingual call centers located in Tucson, AZ and El Paso, TX. The professional knowledge could not be fulfilled without advancing in the academic field. While working full time, I completed a Master's in Computer Information Systems and then a Doctorate Degree in Organizational Management. I have taught at Park's University in El Paso and Online MBA courses for the University of Phoenix for 10 years."



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IN MEMORIAM



Jim LaSalle

The Eller College of Management extends its heartfelt sympathies to the family of Dr. James (Jim) LaSalle and all those experiencing the profound sorrow of his passing. LaSalle began his life-long academic career at the University of Arizona as a faculty member in the business college in August of 1964. A graduate of Montclair State College and Pennsylvania State University, Jim taught undergraduate classes in management information systems until his retirement in July 2004. During his 40 years as a faculty member, Jim taught more than 50,000 students. He forged a personal relationship with countless students that defined their undergraduate experience at the University of Arizona. Jim received numerous awards and honors as a faculty member, including being named a Distinguished Professor in 1995, receiving the University of Arizona Hall of Fame Award in 1999, and being the recipient of the inaugural Outstanding Contributions to Teaching Award by the University of Arizona Foundation in 2000. Jim also contributed to the campus community in many roles, from being one of three inaugural faculty members of the University's Faculty

Fellows program to serving as an MIS Faculty Advisor and chairman of the MIS Department Undergraduate Curriculum Committee. Above all else, Jim was a master teacher. As a faculty member in the newly established MIS Department, Jim opened the doors of computing technology to generations of students at the University of Arizona campus as the lead instructor for MIS 111. As he taught 2,000 person classes in Centennial Hall, Jim was part educator, part entertainer and part ambassador. Jim cared deeply about each of his students and would spend countless hours memorizing each student's name and learning about them as individuals. Despite the large class size, Jim's passion for teaching allowed his students always to feel like they had a personal connection to "Dr. LaSalle." "Jim was one of the great professors at the College of Business," says Pam Perry, senior associate dean of Eller programs. "He was best known by his students and colleagues as a person with a lot of heart and dedication to undergraduate education." Jim is survived by his loving wife Regina, four children, nine grandchildren and two great grandchildren, and his brother Louie.

which grew into a \$6 billion revenue company, ranking 284 among Fortune 500 companies. He was a visionary leader with an exceptional ability to discern trends and spearhead transformative efforts within the industry. His legacy will live on in countless ways at the Eller College, where the McKeever Family Foundation Lab and MIS Commons stand in his name. The concept for the lab is to provide better tools and better collaborative places to amplify potential. This computing lab serves the Eller College based on the idea that in today's tech-forward world, students, faculty and researchers benefit immeasurably from access to the best hardware, high-end servers, managed services and software.



Jeffrey McKeever

The Eller College of Management family is saddened to have lost one of their own—board member, respected colleague, and friend Jeffrey D. McKeever, who passed at the age of 81.

"We are heartbroken to hear of Jeffrey's passing. Jeffrey was a visionary, a pioneer, and a generous supporter of the College," says Karthik Kannan, dean and Halle Chair in Leadership of the Eller College of Management. "He enjoyed talking with our faculty, and if an idea excited him, he would voluntarily support projects. We send our sincere condolences to his family and to everyone who is feeling the great depth of his loss."

After serving in the U.S. Air Force, McKeever became the CIO and Board Member of First Interstate Bank. There, he foresaw how emerging technology and personal computers could reshape the world when mainframes were still widely prevalent. In the mid-1970s, with the vision to transform the world of computing, he co-founded MicroAge along with a group of young entrepreneurs. It began as one of the first computer stores in the U.S.,

McKeever received his bachelor's degree in accounting in 1965 as well as his MBA in 1973 from the Eller College of Management and went on to be a generous donor to the MIS department, as well as a member of the MIS Department Advisory Board and Eller National Board of Advisors. The impact he has had on the Eller College and the efforts he has made in support of the College will continue to be felt by staff, faculty, students and the entire Eller family for years to come. McKeever is survived by his wife, Tahniah, and his children, Mark and Tarah.

Last Word on

REAL ESTATE DATA AND ANALYTICS

A Gateway to Career Growth

In terms of sheer scale and importance, the economic significance of the broader real estate industry cannot be overstated. Real estate is the world's largest asset class—estimated at \$379.7 trillion at the end of 2022. The U.S. residential real estate market alone is worth more than \$52 trillion, and the economic activity associated with U.S. residential real estate—think building, remodeling, selling, financing, insuring, furnishing—accounts for 16 percent of the U.S. gross domestic product.

The data that drives the real estate economy comes from the documents and information housed in thousands of county recorders, assessors and municipal zoning and planning offices across the country. Virtually all the data is information that the public is entitled to view. However, it is inconsistently stored, has varying historical depth and quality, lacks a standard format and isn't available in any single, consolidated place. All of which makes the commercial pursuit of data aggregation and insight creation a difficult and valuable endeavor. Fortunately, the Eller Department of Management Information Systems is highly ranked for preparing students to succeed in this field.

I started my career fresh out of the University of Arizona in the summer of 1984 with a small company in Phoenix called Dynacomp that collected real estate data from county recorders and assessors from several Arizona counties. At that time, much of the data was trapped on microfilm and had to be extracted manually by data entry staff. It was then processed on a mainframe for delivery to customers via 'dumb terminals' at the lightning speed of 4,800 baud. My job was then—and still is today—to figure out how to create unique insights, solutions and more customer value with all that data.

Fast forward through a number of mergers and acquisitions and Dynacomp eventually became the Data & Analytics division within First American Financial (FAF: NYSE). Today, propelled by cloud computing and advanced optical character recognition and machine learning technologies, we extract every word from millions of recorded U.S. real estate documents every month. All this data—more than eight billion records to date—is curated, normalized and tagged, making it as easy to navigate as a Google search. We deliver this data to customers through APIs or make it available via the query and analytics tools we create. Our data is used by academia, real estate professionals, first-time home buyers, Wall Street titans with billions of dollars in real estate investments, mortgage lenders like Rocket or Wells Fargo, home listings portals like Zillow and Homes.com, and federal, state and local governments.

Real estate data and analytics is a rapidly evolving field and one that will take on even greater importance as digital transformation and the use of artificial intelligence accelerate. It is also a dynamic opportunity for Eller graduates who want to use the latest tools in data mining and artificial intelligence to create next-level insights in this enormous and vital sector.



George Livermore

'84 BSBA (MARKETING)

**EXECUTIVE VICE PRESIDENT, FIRST
AMERICAN TITLE INSURANCE COMPANY
PRESIDENT, DATA & ANALYTICS**

George Livermore leads the Data & Analytics (DNA) business unit, which includes property information, mortgage analytics and title data product lines.

Since joining First American, Livermore has served as president of First American's Property Information and Services Group and its Real Estate Solutions group. He successfully grew Real Estate Solutions from a small regional data provider into First American CoreLogic, which became an independent company in 2010.

Livermore has more than 30 years of experience in the housing finance and property information industry. He serves on the National Board of Advisors of the Eller College. He has spoken at industry conferences and has been quoted by trade and business media, including Mortgage Banking, National Mortgage News, Servicing Management, Secondary Marketing Executive, MSNBC, and CNBC. He has published numerous articles on how to effectively deploy information and analytics to improve mortgage lending and real estate transaction processes.

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