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LSBE BUSINESS
PERSON OF THE
YEAR ANNOUNCED

Winner created a successful business by responding to her customers'—and their dogs'—needs.



Fifteen LSBE students participated in Leadership from the Heart, a leadership immersion workshop.

ENERGY IS EVERYTHING

STUDENTS LEARN TO LEAD FROM THE HEART

"BE PASSIONATE IN EVERYTHING YOU DO." That's what Laina Phetteplace, a junior studying marketing, learned through Leadership from the Heart, a two-day leadership immersion workshop that was sponsored by and held at LSBE in March.

Fifteen students from LSBE were able to participate in the program provided by LifeSkills Center for Leadership, founded by Dave Anderson, who is best known for his successful franchise, "Famous Dave's." It was the first time the program has been offered at UMD, and the response was overwhelmingly positive.

Ryan Penneau, LifeSkills' associate director, trainer, and keynote speaker, says the program is all about going for it. They created a formula: $energy \times execution = results$. He feels that a lot of effort in education is focused on execution, and character and attitude development are often bypassed.

For millennials, Penneau says these skills are especially important. "These students will be taking jobs where they will need to lead. We help



them develop communication skills, which are widely missing from a generation that has been raised with the idea that ‘community’ is a group of characters within an online network.”

Phetteplace described the experience as out of the ordinary. “I had no idea what I was getting into. It definitely pushes your comfort zone and I grew because of it.”

Nick Gorman, a senior studying organizational management, agreed. He said they were asked to give a couple of speeches. At first, the students were writing down what they wanted to say, but it felt inauthentic. Through the program, they learned to speak from their hearts.

Gorman already was able to try out his new skill in the classroom. “I gave a speech a week later and went up there energized and people were clapping,” said Gorman. “My professor wrote, ‘way to bring it.’”

For Sam Kunjummen, a junior studying organizational management, the lesson he took from the program is the power of the spoken word. “If you speak positively, you’ll get positive results.” As the president of the campus Leadership Club, he plans on imparting what he has learned to the rest of the group.

Kunjummen says his new outlook has changed the way he studies and helps him stay focused. “I can do anything I set my mind to.”

“It’s two days of hard work for long-term results,” said Penneau. “We tell people to be the best they can be—to be at such an outstanding level that the rest of life feels better.”

LSBE is interested in bringing the program back to UMD.

Two LSBE students get energized during the two-day workshop.



THERE’S NO BETTER TIME TO ENGAGE WITH YOUR SCHOOL

When everyone does a little, the results are big. It’s a simple idea, but a powerful one.

“We need all of our alumni to come together to continue our upward trajectory,” said Lawrence Johnson, LSBE development director. He has seen many alumni reaching out to the School to give their time, talent, and treasure, but with 10,000 LSBE graduates, there is the potential to make an even bigger difference.

There are a number of ways to support the School in terms of helping students prepare for and enter the workforce. Many students seek internships, mentors, and networking opportunities.

“Given the competition in the market and the economic climate, it is absolutely critical for alumni of the School to engage with students,” said Brendon Schrader (B.B.A. ’97), principal of Antenna, a boutique management and recruitment consulting firm.

“It’s really about giving back to the School with your time and your expertise,” said Schrader. “It doesn’t always have to be a big contribution to make a difference in a big way.”

While students get a great education at LSBE, they need to be able to set themselves apart from graduates of every other university. Alumni can help give students that edge over the competition.

Schrader is also giving back by co-leading a task force to form an LSBE alumni network to promote a sense of community and help alumni connect with each other, students, and the School.

Another area in which alumni can support LSBE is through financial contributions. For people who want to impact the entire School, the Continuous Improvement Endowment Initiative benefits students, faculty, and staff. The money goes to where the need is greatest—most likely for scholarships and faculty/staff development, but possibly to give students the opportunity to learn a unique approach to action-oriented leadership and personal development. You may make a gift to honor or memorialize a family member, a friend, a coworker, a student, a faculty member, or a mentor.

There is also the opportunity to directly benefit students through scholarships. “Right now, it is difficult for students to get loans or part-time jobs,” said Johnson. “Giving to an existing scholarship or creating a new one is a great way to help students pursue an education.”

If you would like to engage with LSBE in any way, please contact Lawrence Johnson toll free at (866) 311-1157, direct at 218-726-6696, or via email at lpjohnso@d.umn.edu.

Join the LSBE Alumni LinkedIn Group. Plug “UMD/Labovitz School of Business and Economics Alumni Group” into LinkedIn’s search function to find our official page. Or, connect with us on Facebook by joining our page: Labovitz School of Business and Economics, UMD.



LAWRENCE “LJ” JOHNSON



FORWARD THINKING

Tough economic times have forced most everyone to look closely at their budgets and determine where they can trim expenses. Here at the Labovitz School of Business and Economics, we have had to do the same.

While we have had to cut 8 percent of our budget, those cuts will have minimal impact on students. Our reserves have been reduced, which means we may not be able to implement major new initiatives and programs over the next few years.

Fortunately, budget cuts have not affected our ability to offer courses to students. Our faculty has agreed to take on extra courses, allowing us to retain all of our staff and offer a full selection of classes. And we're continuing to offer leadership experience, through programs like the LifeSkills Center for Leadership and sending students to China.

In this issue of Inside the Margins, we have included a remittance envelope which outlines a number of ways you can support the School, including the option to make an honor or tribute gift.

We rely on alumni support for scholarships, especially as many of our students are hit by the economy. Donors can also support our Continuous Improvement Endowment Initiative, which gives opportunities to faculty and staff that they wouldn't otherwise have.

We are optimistic about our future as we continue to prepare the business leaders of tomorrow. I'd like to thank you for your support, which makes that possible.

With gratitude,

KJELL R. KNUDSEN, DEAN
LABOVITZ SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY OF MINNESOTA DULUTH

PATHS TO SUCCESS

LSBE HOSTS PROFESSOR FOR A DAY EVENTS

Through Professor for a Day, LSBE brings professionals to the University to speak to students and the community. This academic year, two successful businesspeople shared their stories and advice for students.

CRAIG OMTVEDT (B.B.A. '72), SENIOR VICE PRESIDENT AND CFO OF FORTUNE BRANDS INC., spoke in the fall about "Managing One's Destiny: Achieving Success in Today's Corporate World." Omtvedt was voted one of America's Best CFOs in Institutional Investor magazine's 2008 poll.

"Everyone has to define success for themselves. The important thing is to know yourself and what you want and then have a plan of action to get you there," said Omtvedt.

He told students not to be afraid to fail. "Too many people don't go after their dreams because they are afraid. When you move to new heights, there will be times of momentary pain. But that will only make you stronger."

Omtvedt said his time at LSBE laid the foundation for his career today. "It was a period of growth where I had the opportunity to interface with smart people with very different views of the world."

THIS SPRING, DAVE ANDERSON, FOUNDER OF THE FAMOUS DAVE'S RESTAURANT CHAIN, challenged audience members to get up every day and say, "I am a no-limit person."

He said the secret to success is problems. It's a matter of approaching them with positivity and an awareness of learning something. "Never give up in adversity. It's through problems that you grow," said Anderson. "Be positive and upbeat and people with creativity will come alongside you and want to help you."

By choosing to step up and shoulder their share of the problems, Anderson said students will climb the ladder of success in the business world. He said managers are looking for people who are willing to work hard.

Anderson, who also founded the LifeSkills Center for Leadership (*see cover story*), said it's important to invest in students. "For any business to succeed, it needs strong young people. They provide the vision for where the community will go tomorrow."



Craig Omtvedt, Fortune Brands Inc., believes that to be in business and deal with commerce is one of the most exciting things in life.



"Famous" Dave Anderson led the audience in the chant, "I feel happy! I feel healthy! I feel terrific!"

FACULTY AND STAFF AWARDS

ELAINE HANSEN (B.Acc. '80), director of the Center for Economic Development, was named Women in Business Champion of the Year for 2009 by the U.S. Small Business Administration's Minnesota District.

STEVE CASTLEBERRY, professor of marketing, was awarded the Horace T. Morse Minnesota Alumni Association Award for Outstanding Contributions to Undergraduate Education.

CURT ANDERSON, professor of economics, was honored with the Jean G. Blehart Distinguished Teaching Award.

JENNIFER MENCL, assistant professor of management studies, received the LSBE Outstanding Faculty Advisor Award.

LINDA ROCHFORD, associate professor of marketing, won the 2009 Academy of Marketing Science Outstanding Teacher Award.

DON'T LET YOUR BIASES DRIVE YOUR DECISIONS

By Praveen Aggarwal and Rajiv Vaidyanathan



Praveen Aggarwal, professor of marketing and chair of the Marketing Department



Rajiv Vaidyanathan, professor of marketing and director of MBA programs

In business, people are constantly evaluating the likelihood of various outcomes and the costs of avoiding bad ones.

Unfortunately, our ability to manage risk is often driven by our biases and false assumptions, rather than facts. The recent reaction of individuals to the H1N1 “swine” flu highlights some of these biases and false assumptions. Psychologists have spent considerable effort studying a number of factors that contribute to our inability to gauge risk. For example,

↘ We are very poor at judging probabilities and tend to give higher probabilities to things that are more vivid and memorable. That means we are more concerned about getting the swine flu from a co-worker than we are of getting the regular flu (*though the latter claims many more lives every year*).

↘ We respond more strongly to infrequent sources of risk than ongoing sources. We end up worrying more about the H1N1 virus than about heart disease (*though the latter claims many more lives every year*).

While it is impossible to completely remove emotions and biases from decision-making, an awareness of how these might distort our risk perception can help bring perspective. When you are making significant decisions, be careful not to base them on invalid assumptions or misplaced assessment of the likelihood of different outcomes. A more objective assessment of the probabilities of different outcomes will lead to better decision making.

MENTORING EXPERIENCE HELPS STUDENT PREPARE FOR THE FUTURE

Mary Kate Gross (B.B.A. '09) graduated this spring with a degree in organizational management. Because she knows she is entering a tough job market, Gross has been doing everything she can to make sure she stands out from the competition.

She participated in a leadership training program, completed an internship, and pushed herself to achieve academically.

Another thing she did was reach out to an LSBE graduate for some advice on how to prepare to enter the workplace and succeed once she is in it. “It was great to talk with someone who graduated from the same place as me,” said Gross.

Her mentor is Stacey Ferguson (B.B.A. '91). Having worked for corporate giants McDonald's, Best Buy, and Target before co-founding The Ferguson Group, a management consulting firm focused on helping small and medium-sized businesses, Ferguson has the kind of “been there, done that” insights that students are looking for.

“To me, sharing my experience with people is part of giving back,” she said. Ferguson is working with LSBE to create a formal mentoring program between alumni and students.

The positive experience inspired Gross to want to eventually be a mentor to students herself. “I saw the benefit Stacey offered me. Time is one of the greatest gifts you can give back to LSBE because there are a lot of students looking for advice.”

Ferguson said she was impressed with Gross reaching out to her and making her own path. “Not everyone knows they can do that. I feel like I am helping her make the most out of her time at LSBE and her career, and I am giving back to the School at the same time.”



Mary Kate Gross

BOARD OF ADVISORS PROFILE

GEORGE GOLDFARB



As an incoming member of the LSBE Board of Advisors, George Goldfarb (B.Acc. '81) is excited about the opportunity to support the School's growth. "Education is a vital part of any community and for the success of our youth. It is important for me to give back and share my experiences in support of this great learning center."

Goldfarb is the senior vice president and chief financial officer of **maurices**. In his 20-plus years with the company, he has held a number of positions. In his current role as CFO, he oversees finance and accounting, real estate, store design, facilities, and purchasing. In addition, he has management responsibilities for information technology, human resources, and logistics.

With his strong business background, Goldfarb will bring value to the board in financial acumen, strategic thinking/planning, governance, and a retail perspective.

"LSBE is a tremendous part of our community," said Goldfarb. "Having a school of business and economics as strong as this is a real asset. It's great for both local and out-of-state students and brings revenue and other intangibles to the area.

"With the Labovitz family being the founders of **maurices**, it's nice to be affiliated with this outstanding learning institution."

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LOUISE RUSSELL, OWNER OF DOGBOOTIES.COM, WINS LSBE AWARD

At the 17th Annual Joel Labovitz Entrepreneurial Success Awards, the Labovitz School of Business and Economics announced the Business Person of the Year Award to a room full of business owners and employees. The winner, Louise Russell, owns a business called dogbooties.com that sells outdoor fabric and dog gear.

In 1993, Russell and her husband, Greg, opened Arrowhead Fabric Outlet, which specialized in outdoor fabrics. "Mushers would come in and ask me to make dog booties," says Russell. Over time, she recognized the need for durable dog products and began to research the kinds of fabric that would hold up to the elements. In 2000, she changed the business name to dogbooties.com.

Since 1996, she has been selling products online, which Louise says is ideal for a business that markets its items internationally. "Our clients are all over," says Russell, who listed countries ranging from Norway to New Zealand.

The company has grown substantially since it opened. It now employs eight people, and last year it sold 200,000 booties.

Russell says she enjoys the variety in her work. "It's never dull." She has worked hard to understand the needs of her customers and their dogs so she can better assist them. "I like being able to help customers."



Kjell R. Knudsen, Dean of LSBE, and Louise Russell, owner of dogbooties.com



Alaskan Husky models dog booties



Louise Russell with a happy customer

RECENT FACULTY HIRES

ABRAM ANDERS will be joining LSBE in fall 2009 where he will teach business communications for the FMIS Department. He is an A.B.D. (Ph.D. expected August 2009) in English from Pennsylvania State University (P.S.U.). His master's degree in English is also from P.S.U. His current research interests are in classical rhetoric and the pre-Socratics, history of rhetoric, Nietzsche and genealogy, collective intelligence, distributed learning, new media, ecstatic rhetorics, information systems, poststructuralist theory, and ethics. Anders taught advanced technical writing, technical writing, and freshman composition at P.S.U.

SANDEEP BHOWMICK will join the Department of Marketing as an instructor starting in fall of 2009. He comes to LSBE with a Ph.D. (A.B.D.) in marketing from Louisiana State University. He attained his M.S. in economics from Louisiana State and his M.A. and M.Phil. from Jawaharlal Nehru University in New Delhi, India. Bhowmick's area of interest is pricing and price judgments. One of his research papers, entitled "Consumer Responses to Offline and Online Low Price Signals: The Role of Cognitive Elaboration," was recently published in the Journal of Business Research. Bhowmick will arrive in Duluth with his wife, Nandini, this summer.

RECENT RETIREMENT

CONNIE JOHNSON has retired from her position as executive office and administrative specialist in the Management Studies department, where she worked for 23 years alongside six department heads. Johnson served for several years on the UMD Campus Budget Committee and on the UMD Student of the Year Committee. At the time of her retirement, she was a member of the UMD Outstanding Service Award Committee and the LSBE Intellectual Contributions and Faculty Development Committee. Johnson and her husband, Lyle, plan to travel extensively after her retirement and spend more time with their children and grandchildren.



ADDRESS SERVICE REQUESTED

DULUTH TO NEW YORK TO INDIA, ALUMNA GOES GLOBAL



Allison Rhody

Allison Rhody (B.B.A. '03), director of corporate communications for Astonfield Management Inc., has succeeded through tenacity and passion for her work. "I think anyone who is successful in anything they do is an expert, and they become single minded in the pursuit of their goals."

Rhody handles marketing and advertising for a company that develops green energy plants. With its major operations in India, she spends six months out of the year there.

"Initially, I felt overwhelmed by the global environment," said Rhody. She asked herself if she was capable of learning what she needed to know, and she knew the answer was yes. "I researched India and made contacts. I went back to the basics and started with a down and dirty marketing plan. I even referred back to one of my college projects in which I researched a product market in another country."

Rhody said her experience at LSBE laid the foundation for her career. "I took advantage of a lot of the extracurricular and student integration activities. It was a great business environment and, on top of that, the class work we did was really relevant."

In fact, when she graduated, she brought her school marketing projects to her first job interview in New York City. "They were really impressed and I was hired the very next day."

"I am really grateful to LSBE," said Rhody. That gratitude has led her to give back to the School, both financially and with her time. Rhody spoke at a Beta Gamma Sigma ceremony this spring and is mentoring a student who will be moving to New York after graduation.

"To really be successful in life, you can't forget where you came from," said Rhody. "That's your marker and that's where your values were built. Because of the experience I had at LSBE, I always want to have a relationship with the School."

CALENDAR OF EVENTS

Upper Midwest Basic Economic
Development Course

July 20-24, 2009

UMD/LSBE St. Paul Saints Baseball
Alumni Event

July 23, 2009

Duluth Chamber Golf Outing

July 27, 2009

UMD First Street Gang Reunion Dinner

August 29, 2009

LSBE Scholarship Reception

September 17, 2009

LSBE Fall Professor for a Day Event

October 2009

UMD 50 Year Reunion & Homecoming

October 15-17, 2009