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## WAYNE A. JESSWEIN: CELEBRATING THE LEGACY OF A LEADER

WHEN WAYNE A. JESSWEIN JOINED THE UMD ECONOMICS DEPARTMENT as an assistant professor 44 years ago, his goal was to become a full professor and excel at research and service.

As he retires this spring as associate dean of the Labovitz School of Business and Economics (LSBE), it is clear the University leader has far surpassed his initial expectations.

"The School has been unusually blessed to have had Wayne as our associate dean," said LSBE Dean Kjell R. Knudsen. "He has contributed tremendously to LSBE over the years, and his retirement will be a great loss for the School."

### AN UNMATCHED INSTITUTIONAL MEMORY

Jesswein was promoted to associate professor in 1972 and to full professor in 1981. He served five terms as chair of the economics department and has led the School as associate dean since 2001.

Maureen O'Brien, head of the LSBE Department of Economics, has known Jesswein for 30 years. She describes him as "a no-nonsense guy who is more interested in

getting things done than sitting around and talking about the process.”

“Wayne is one of the most pragmatic, honest, and ethical individuals I know. Many of the policies and procedures we have in place both at LSBE and UMD are because of Wayne’s leadership,” said O’Brien. “His institutional memory will be hard to replace.”

### AN INCLUSIVE LEADER

Jesswein guided the School with a flat-model leadership structure. His philosophy was that everyone is vital to ensuring the School’s success.

LSBE Director of Administration Carolyn Zanko says Jesswein’s inclusive leadership style has given her confidence and generated a high level of respect among faculty, staff, and students.

“I and the rest of the staff have appreciated his support for staff and students’ roles as a part of our administrative structure,” said Zanko. “It was never just about faculty, just about students, or just about staff—it was working together as a team. He always made sure everyone’s voices were heard.”

### LEAVING LIFELONG IMPRESSIONS

In addition to working with faculty and staff, Jesswein says one of the most rewarding parts of his career has been teaching students. According to his co-workers, the rewards are reciprocated.

“Wayne definitely has had a positive impact on students,” said Tracey Bolen, director of LSBE Student Affairs. “He would demand excellence from his students, and his students would respond by putting forth the extra effort.”

James Danzl (B.A. ’75), a former student, said he feels lucky to have had Jesswein as an influence in his life.

Danzl said Jesswein’s teaching style and philosophy inspired students to not take shortcuts or be satisfied until they fully understood concepts. “Wayne insisted we do all the research, digging, and questioning necessary to fully understand a theory or idea. Being able to recite a theory was never enough; understanding it was the goal.”

### AN ACTIVE RETIREMENT

As for retirement, Jesswein and his wife, Addie, are moving to St. Petersburg, Fla., where their youngest daughter lives. Jesswein plans to continue his passion for growing roses and stay active with volunteer work.

“I don’t want to just wither away. I’m the kind of person who needs a schedule, even if it means just planning recreation,” he said.

Though his presence will be missed, O’Brien says she hopes the School can build on everything it has learned from Jesswein and continue his model of humble leadership.

## WAYNE A. JESSWEIN’S CAREER AT A GLANCE

- Served 23 years as head of the economics department, 11 years as associate dean
- Published more than 50 works (a book, journal articles, proceedings, and monographs)
- Received numerous University awards, including the UMD Student Association Outstanding Faculty Award in 1979 and the UMD School of Business and Economics Service Award in 2001
- Was a member of UMD’s Accreditation and Self-Study Steering Committee
- Co-authored the proposal that led to the creation of the School of Business and Economics in 1975
- Served on planning committees for the School’s expansions, including the state-of-the-art building that opened in fall 2008
- Held the positions of president and first grievance officer for the University Education Association (UEA)
- Member of the UMD Council for Advancement of Student Learning since 2008

“The School has been unusually blessed to have had Wayne as our associate dean. He has contributed tremendously to LSBE over the years.”  
— Dean Kjell R. Knudsen

## FORWARD THINKING

Students' passion for learning energizes our classrooms at the Labovitz School of Business and Economics every day. But we, the administration, have much to learn from them, as well. That's why two years ago we formalized the way in which we gather student input by creating the Student Advisory Council.

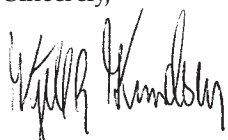
The purpose is to provide a direct line of communication from students to me. I ask that they take an active interest in their education and bring not only their concerns, but also their ideas for improving what the School has to offer them.

Council members are nominated by the student affairs office to represent all five of the School's departments. As many of the members are upper class students, there is turnover each year, allowing room for new voices to participate.

Already the council has proven to be a valuable resource. Students have brought ideas for staff training, alumni relations, course studies, and educational opportunities.

Students in the council benefit from the opportunity to develop leadership skills, and serving on the council encourages them to take more ownership of the School and what we do. The result is a community of learning where administration, faculty, staff, and students are active in making LSBE the best it can be. That is something in which I am proud to be a part.

Sincerely,



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



# LSBE GOES GREEN IN THE CLASSROOM

WITH ITS LEADERSHIP IN Energy and Environmental Design (LEED) gold-certified building, LSBE operates one of the greenest business schools in the country. Now, the School is taking its commitment to sustainability to the next level by starting to integrate it into the curriculum.

Developing students' understanding and appreciation of sustainability is part of LSBE's mission statement. To help achieve this goal, the School formed a Sustainability Committee in 2010. The eight-member Committee has been tasked with facilitating the integration of sustainability into the curriculum.

"Sustainability is more than an environmental issue; it's also a people issue. LSBE takes this very seriously and is in the process of training the next generation of business leaders to think about how their decisions affect people, the planet, and their product," said Mindy Granley, UMD sustainability coordinator.

## A MULTIPHASE APPROACH

Led by LSBE Academic Advisor Kurt Guidinger, the Committee is developing and implementing strategies to ensure all LSBE graduates have sustainability in their degree. One strategy is a list of campus-wide sustainability-related courses. Guidinger says the list will help advisors and students find and incorporate sustainability courses from other academic departments that complement their business studies.

The Committee is in the process of gathering information from academic divisions across UMD and plans to have the list available as early as fall 2012.

Guidinger says several other approaches have been discussed, such as developing an elective course for each major within LSBE, creating a required interdisciplinary LSBE class, or establishing an interdisciplinary course in partnership with other academic departments. The School

is also investing in its faculty by offering sustainability education opportunities, including speakers and other training sessions.

In the meantime, several faculty, including Dr. Geoffrey Bell and Dr. Christopher McIntosh, have already begun to integrate sustainability education into their classrooms.

## SUSTAINABILITY IN CURRENT LSBE COURSES

Bell, an associate professor of management, teaches sustainability management, an elective course that introduces students to the underlying concepts of sustainability.

"From an ethical perspective, business students need to be aware of our modern industrial society's impact on both humankind and our environment," said Bell.

Bell's class focuses on balancing business decisions with environmental and social concerns, as well as designing businesses so environmentally and socially responsible choices also deliver positive financial outcomes.

Tara Schlomka (B.B.A. '12) says the course helped her develop a deeper value for sustainability in our world.

"I learned how much society relies on business to begin the movement toward a more sustainable future. But at the same time, it is our duty to pressure businesses and their suppliers to provide sustainable alternatives," said Schlomka.

For Lucas LePrey (B.B.A. '11), the course influenced his career path. "I knew after my first class with Professor

**"[LSBE] is in the process of training the next generation of business leaders to think about how their decisions affect people, the planet, and their product."**

**– UMD Sustainability Coordinator Mindy Granley**

Bell that this was something I wanted to further educate myself in and also find a career in."

Since graduating, LePrey has been volunteering for, and is now arranging an



About 60 alumni gathered in November for LSBE's first Management Information Systems alumni gathering at the Old Spaghetti Factory in Minneapolis. (l to r) Dr. Nik Hassan; Bonnie Benning, Jon Benning (B.B.A. '08), and their daughter, Hailey; Dr. Dahui Li; Dr. Seung Lee.



Ben Caplette and five teammates presented their telemedicine healthcare application project at the Microsoft competition in the Twin Cities. The project was part of an MIS class with Dr. Nik Hassan.

Students in Dr. Geoffrey Bell's sustainability management course worked with Sustainable Twin Ports (STP) to compile and present case studies on organizations that have completed the STP's early adopter training.



internship with, a nonprofit organization paving the way for alternative energies in Salt Lake City. He says he wouldn't have had this opportunity if it weren't for his introductory experiences with sustainability at LSBE.

McIntosh, an associate professor of economics, incorporates sustainability into his graduate-level managerial economics class. McIntosh says he takes a broad approach to the topic, focusing on major threats to the sustainability of market-based economies.

"I work through a list of problems that can disrupt a market from its economically ideal outcome and apply it to the sustainability of health, education, food, the environment, etc.," said McIntosh. "These topics relate to the quality, availability, and cost of resources companies use to make products, as well as to the demand for those products."

#### DEVELOPMENT STAGES BENEFIT STUDENTS

Although it's an ongoing process, even the initial steps of incorporating sustainability into the curriculum have offered students valuable learning experiences.

Anne Rittgers (B.A. '11) was highly involved in sustainability at LSBE, serving as the first student representative for the LSBE Sustainability Committee and working in the UMD Office of Sustainability. Rittgers, who is now the sustainability program assistant at the University of Alaska Fairbanks, says her experience at LSBE helped her attain and excel in her position.

"Having a background in economics has been an asset, because I can think in terms of costs and benefits," said Rittgers. "Many sustainability projects are about bringing people together and working as a team, skills that I developed during my time as a student at LSBE."

## STUDENTS, LOCAL BUSINESS BENEFIT FROM SUSTAINABILITY COLLABORATION

Last fall, Dr. Geoffrey Bell organized a pilot student to business initiative (SBI) in sustainability. Three students took part in the independent study in partnership with Frost River, a Duluth-based manufacturer of canvas backpacks, briefcases, and other softgoods.

Looking at everything from the chemical makeup of Frost River's suppliers' inputs to the amount of wasted material scraps, the team analyzed the company's current processes and prepared a proposal to help it gain a competitive edge through sustainable business practices.

"The students helped us formalize our philosophy related to sustainability and environmental stewardship," said David Hoole, Frost River marketing coordinator. "They encouraged us to look at our operations differently and gave us valuable ideas on how to market our business as more sustainable."

Andy Swanson, a senior management major, says the SBI was the most rewarding academic experience of his college career.

"The project exposed me to networking, supply-chain, and marketing elements, as well as helped me develop leadership and analytical skills," said Swanson. "I was able to leverage my passion for sustainability to help a business that's part of my community make a change for the greater good."



LSBE partnered with maurices to bring the DemandTec Retail Challenge, a nationwide math and science scholarship competition, to the Northland in November. High school seniors Kylee Borash (l) and Steven Holappa (r), members of the winning regional team, each received a \$2,500 scholarship from maurices.



Joel Labovitz, one of our region's most successful entrepreneurs, attended and spoke at the 20th Annual Joel Labovitz Entrepreneurial Success Awards on April 25 at the Duluth Entertainment and Convention Center.



Michael Howe (B.B.A. '76), a nationally recognized entrepreneurial leader, presented "Personal Branding for Market Success" in March as part of LSBE's Distinguished Speaker Series.

# DEAN'S BUSINESS ADVISORY COUNCIL PROFILE

TIFFANY G. VARILEK



A marketing and foreign studies major, Tiffany G. Varilek (B.B.A. '07) never imagined a career in information technology.

"I always thought IT was something for people who sit at their computer and code all day," said Varilek, an IT project manager at Target Corporation.

Varilek stumbled upon her career by accident – or rather, as she puts it, "luck." The summer before her senior year, Varilek pursued an internship at Target. The only open position was in IT, so she hesitantly took it.

After six years in the IT industry, Varilek says she can't imagine doing anything else.

In her current position at Target, Varilek manages a large software development project. She says her background in business has given her a greater understanding of the rationale behind software and user interaction.

Varilek joined the Dean's Business Advisory Council in 2010. One of the youngest members of the Council, Varilek lends a unique perspective to the group.

"I was involved in student government at UMD and am honored to have the opportunity to stay involved in making the school better and influencing programs at LSBE," said Varilek. "I'm newer in the workforce, so I still have that student-workforce connection," she said.

Through her involvement, Varilek hopes to open students' eyes to the career possibilities within their majors – to bridge the gap between what students study and what they can do in the real world.

## LSBE DEAN'S BUSINESS ADVISORY COUNCIL

### COUNCIL MEMBERS

**Karen S. Andresen**  
President/Owner, Karen Andresen Human Resources Consulting

**Jim Cherveney**  
Executive Vice President/Senior Officer  
Hospital Division, SMDC Health System  
(Retired)

**Tom Conrad, B.B.A. '81**  
Vice President & CFO, BendTec

**Al France**  
Senior Consultant, WestmorelandFlint

**George Goldfarb, B.Acc. '81**  
President/COO, maurices

**Bob Heimbach**  
Account Executive, Otis-Magie Insurance Inc.

**Mark Labovitz, B.B.A. '85**  
President/CEO, Labovitz Enterprises

**Rob Link**  
President, A&L Properties

**Tania A. New, B.B.A. '97**  
Director of Sales, Kraft Foods North America

**Mark Phillips, B.B.A. '73**  
Commissioner, MN Department of Employment and Economic Development (DEED)

**Tom Renier**  
President, Northland Foundation

**Phil Rolle, B.B.A. '71, M.B.A. '99**  
Owner, PDR Consulting

**Brendon J. Schrader, B.B.A. '97**  
President/CEO, Antenna

**Bill Spang**  
CEO, First National Bank of Buhl

**Tiffany G. Varilek, B.B.A. '97**  
IT Project Manager, Target Corporation

**Judy Weber, B.S. '64**  
CEO, Inter City Oil Co., Inc.

### EX OFFICIO MEMBERS

**Kjell R. Knudsen**  
Dean, LSBE

**Lawrence P. Johnson**  
Director of Development, LSBE

**Joel S. Labovitz, B.A. '49**  
Chairman, Labovitz Enterprises  
Senior Fellow, LSBE

**Richard S. Brown**  
CEO, JNBA Financial Advisors Inc.  
Senior Fellow, LSBE

**Lendley C. Black**  
Chancellor, UMD

**Andrea J. Schokker**  
Executive Vice Chancellor for Academic Affairs

**Praveen Aggarwal**  
Interim Associate Dean, LSBE



## HANDS-ON EXPERIENCE BRINGS CONCEPTS TO LIFE



Lawrence "LJ" Johnson

AT LSBE, RIGOROUS academics ground students in knowledge, and experiential learning gives them the opportunity to apply it.

The LSBE Volunteer Income Tax Assistance (VITA) program is one of those opportunities.

Through the program, students provide tax return preparation services for low- and moderate-income residents of the Duluth-Superior area.

Students offer services at LSBE, the Duluth Public Library, the Fond du Lac Tribal and Community College, and the Fond du Lac Tribal Center. Last year, more than 900 returns were prepared through the program.

The program allows students to put what they learned in the classroom into practice. They also get a chance to develop client skills and benefit the community.

"Opportunities like these give our graduates marketable skills and confidence on the job," said LSBE Director of Development Lawrence Johnson.

While the grant funding that supported the program in the past is no longer available, Johnson believes it is important to continue offering students this important experience. That is why LSBE is seeking gifts to create an endowment of \$100,000 that would provide the \$5,000 annually to cover work-study grants for the program's student directors, office equipment, and supplies.

"Support from the community and our alums allows us to offer programs like VITA that enrich students' educations in a meaningful way," said Johnson.

*If you are interested in supporting LSBE's VITA program, please contact Lawrence "LJ" Johnson at (218) 726-6696 or [lpjohnso@d.umn.edu](mailto:lpjohnso@d.umn.edu).*

## DEVELOPING STAND-OUT PROFESSIONALS AND STAND-OUT PEOPLE

ETHICS IS AN INTEGRAL PART of LSBE students' preparation for life after graduation.

The School is committed to not only developing professionals who stand out in the business community, but also to building well-rounded human beings who stand out in society. At LSBE, ethics has a place in every course.

In his marketing ethics course, LSBE Professor of Marketing Dr. Stephen Castleberry uses a variety of interactive lessons, such as guest speakers and case studies, to help students align their actions with a strong moral compass.

As part of the class, students take a field trip to a correctional facility where they meet white-collar criminals and learn how unethical behavior can snowball into incarceration. The goal is to heighten students' awareness of ethical and legal issues in marketing and business, while also positively influencing their behavior as members of society.

While he wants students to be good people, Castleberry suggests that strong ethical behavior is about even more than the positive social implications. Ethics studies show companies that care about doing the right thing are more successful. He also points to the notion that employers look for people who fit in with their culture, and most leading companies value high moral character.

Additional faculty, such as Dr. Geoffrey Bell, also offer ethics-specific courses. Bell, an associate professor of management, teaches business and society, a class in which he challenges students to consider how ethical issues may impact their future careers. Students role-play scenarios to compare their ideal behaviors to their actual ones. These experiences allow students



Using a variety of interactive lessons, such as guest speakers and case studies, Dr. Stephen Castleberry's marketing ethics class gives students a chance to align their actions with a strong moral compass.

to learn about themselves in a supportive environment, where the worst possible result is laughter.

Identifying careers with employers that match your personal values is important, says Bell. He has this advice for students: "Focus on who you are, what you value, and what your character should be. If you focus on character, the rest will follow." Some students from his business ethics courses have decided to pursue opportunities with companies that share their values. To him, this is proof that students are learning about their own values and planning their futures accordingly.

Whether ethics is in the course description or not, every class offered within LSBE is an opportunity for students to discover who they are and who they want to be.



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### ONLY ONLINE

- Learn how Michael Howe (B.B.A. '76), speaker at the LSBE Distinguished Speaker Series, inspired students with the concept of personal branding.
- Meet faculty and staff who received awards.
- And more!

Connect at [lsbe.d.umn.edu](http://lsbe.d.umn.edu) and click on "newsletter."

## INNOVATION FUELS LSBE BUSINESS PERSON OF THE YEAR



IKONICS CEO Bill Ulland received the 2012 Business Person of the Year Award. Presented annually since 1971, the award honors business leaders who have made an impact in their area of expertise, contributed to the region's economy, and served as a role model for UMD students.

THOUGH THE 2012 LSBE Business Person of the Year is a regional entrepreneur, his industry impact stretches across the globe. Bill Ulland, CEO of IKONICS, has led the company to

its position as an international leader in imaging technologies.

Ulland began his career with IKONICS in 1972 as a member of the board of directors and has served as its chairman since 1976. He became CEO in 2000 and has guided the company through many changes and transitions, including shifting its focus from the screen-printing market to the automotive and aerospace industries. IKONICS now works with big-name industrial companies, such as Boeing, General Motors, and Airbus.

By focusing the company's business model on adaptability, Ulland has introduced game-changing products and process solutions, including IKONICS' patented digital texturing technology, or DTX. IKONICS now operates in more than 90 countries and was ranked 57th on Fortune Magazine's 2005 list of the nation's top 100 fastest-growing, small public companies. While the company is growing internationally, more than 90 percent of its employees work in Duluth.

"Receiving this award is a great honor and a total surprise. I've known Joel Labovitz for many years, and that made it particularly important," said Ulland.

Ulland received the award at the Joel Labovitz Entrepreneurial Success Awards at the Duluth Entertainment and Convention Center, held on April 25, 2012. The UMD Center for Economic Development gave out additional awards to regional entrepreneurs in front of a record crowd of more than 400. Ulland also received the innovation award, which recognizes individuals who have implemented a new idea or technology.