MEET THE WASHBURN STARTUP HOPING TO PUT BUGS IN YOUR BAKED GOODS

THE CRICKET GUYS
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LETTER FROM THE DEAN

Crickets? I had the privilege of having Senior Andrew Foreman in the Washburn First-Year Experience course I taught in 2017. Andrew comes from a big family of Washburn alumni and supporters. Maybe insect protein won’t solve world hunger or help us become more healthy, but young people like Andrew and his team are going to push the idea to its limits (pg. 6). I met Alumna Lacey Keller in 2003 when she was a Seman High School senior. She now helps to run a new company specializing in research and data analytics (pg. 20).

Many students you will read about in this issue also talk about wanting to start their own businesses or take existing companies in new directions. Thanks to the financial assistance of so many friends and alumni, these embryonic ideas are able to develop and grow.

"The key to our success is our ability to welcome new ideas, new learning experiences, new programs and new talent."

We had the honor of welcoming back so many successful Washburn alumni to campus this past year. Greg and Ronda Brenneman spent a whole day on campus talking with students in a variety of venues (pg. 14). Mark Yardley, CEO of PREL Topeka, was honored as our 2018 Alumni Fellow (pg. 19). Ichabod Bill Malloy received the honorary Doctorate of Commerce (pg. 15). Each and every week, we have alumni or local business leaders on campus, in the classroom or working with our students in some other venue.

Our students continue to do a great job in the classroom. Our faculty continue to win awards for teaching and research, and provide literally hundreds of hours per year in service to business, nonprofit and professional organizations (pg. 22). Laurie Piper in our WUKSBDC Manhattan office received high honors from the statewide SBDC organization (pg. 15). We are proud of these and so many other great accomplishments.

The key to our success is our ability to welcome new ideas, learning experiences, new programs and new talent. As a dean, I am able to say “yes” when a student group wants to go to NYC to explore a new marketing concept, when a faculty member needs a new software tool or database to keep the curriculum current or when a student with a sudden financial emergency needs help in order to stay in school. Through your financial generosity, so many of you allow me to say “yes.” On behalf of the entire School, thank you for your continued support.

David L. Sollars
Dean and Professor

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Washburn University School of Business provides high quality business education, supported by research and service activities, that enhances the economic vitality of the region.

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Our Mission

"The key to our success is our ability to welcome new ideas, new learning experiences, new programs and new talent."

Dr. David L. Sollars
Dean and Professor
THE CRICKET GUYS
MEET THE WASHBURN STARTUP HOPING TO PUT BUGS IN YOUR BAKED GOODS

After Senior Andrew Foreman competed in the 2017 Washburn Pitch Competition, he knew he wanted to compete again the next year with an even bigger idea. He started doing research online, trying to come up with different business ideas and came across the idea of eating insects, specifically crickets. Foreman started learning more about it, exploring the environmental and nutritional factors and thought it would be a cool, unexpected business concept to pitch.

To be successful, Foreman knew he needed to assemble a top-notch team. "I knew I wanted to knock this out of the park, so I had to put together a team composed of hard-working, smart people, with different skill sets – accounting, sales, marketing, technology, and most importantly, someone to figure out how to actually raise the crickets," Foreman said.

He knew people who could fill these roles, so he invited them to an informational meeting on a Saturday morning on campus last September. "He didn't tell us what his idea was beforehand, but Andrew is always trying to push the envelope and do something different, so I figured it would be something good," said Senior Matthew Hochuli.

From the informational meeting, Foreman was able to build his team. He recruited Hochuli for finance and accounting. Senior Jim Henry joined the team to cover sales. Foreman recruited Senior Jonathan Barnell to do research and development and Sophomore Aaron Ediger to handle the technology aspects. (Senior Joseph Holley was originally recruited to handle marketing, but when he decided to pursue other opportunities, Henry absorbed that role as well.)

"Without Washburn, we would not be here today. We would all like to thank Washburn and the Washburn School of Business for all of the knowledge and resources we have received. We are proud to be Ichabods and look forward to representing Washburn as we start an agricultural revolution." said Senior Matt Hochuli.

"The TCU competition was an awesome experience, even though we didn’t place. We met so many different people, from international entrepreneurship students to potential investors and established business people," Henry said.

Foreman says they are hoping to compete again this year at TCU, especially with their business being so much further along than last year.

They competed in the Network of International Business Schools (NIBS) Business Plan Competition, making it to the finals and presenting their business idea and plan to an international audience in Harbin, China via Skype. They came in second place and won roughly $800.

In May, the Arbor team submitted their business plan to the Washburn Business Plan Competition and the Washburn Student Business Accelerator Fund (SBAF). They won first place in the Business Plan Competition, taking home $4,000. The SBAF awarded them $35,000.
similar to crickets, and they taste kind of like sunflower. Cheaper to raise because you can condense them. Provide slightly less protein than crickets, but they are worth researching, growing and evaluating meal worms, but have found them to be promising. “We’re in the early stages of testing with the meal worms as a potential secondary product. Because of the summer temperatures in Kansas, they haven’t been able to grow crickets. Instead, the cricket guys are excited for what’s next. With all of their hard work beginning to come to fruition, the cricket guys are excited for what’s next. Several of their team members will be graduating this spring, and they hope to begin working on the business full time, without the added pressures of college and student life. “We’re in the early stages of testing with the meal worms, but have found them to be promising. They provide slightly less protein than crickets, but they are cheaper to raise because you can condense them more than crickets,” Foreman said. “Their nutritional profile is similar to crickets, and they taste kind of like sunflower seeds when baked with a little bit of olive oil and sea salt.” Once they lease their warehouse space, they’ll move in, order supplies, build the structures to house the crickets, purchase the crickets and start breeding and raising them. They realize they’ll have a lot of work to do, creating and implementing their processes and procedures and getting their U.S. Food and Drug Administration (FDA) approval. Their intention is to be a one-product company initially, creating their cricket powder in-house. It takes about three thousand crickets to manufacture one pound of powder, which they admit sounds like a lot, but really isn’t. The warehouse space they’ll be leasing is about 2,500 square feet; they anticipate being able to produce about one thousand pounds of cricket powder every month at full capacity. With all of their hard work beginning to come to fruition, the cricket guys are excited for what’s next. Several of their team members will be graduating this spring, and they hope to begin working on the business full time, without the added pressures of college and student life. “We’re excited to see what the Arbor team will achieve. They have a very interesting and attractive product in an emerging industry capable of rapid growth. They have put together an exceptional team, with each member having specialty knowledge that will contribute to their success.”

“I’ve learned 5 Things”

1. Build self-confidence and don’t be afraid to take risks.
Munganga says during his first semester at Washburn he lacked confidence, but he realized he needed to be confident in order to be successful. In order to gain confidence, he took risks, tried new things and exposed himself to new challenges on a regular basis. He found getting involved in student organizations helped him meet new people and learn about cultural differences as well. Munganga says he has really enjoyed his time being involved with the Presidential Ambassadors for International Students as well as the Innovation Club.

2. Be passionate about the subject you are studying.
As a college student, having a genuine interest in what you’re studying is critically important. Munganga says mathematics was not his favorite subject and he found that he was more successful in the courses he enjoyed. He knows that in order to be successful in college, he needed to do well in his math courses. Munganga started spending more time studying math, and by the end of the semester his grades improved, as well as his enjoyment of the subject.

3. Always seek advice from your professors.
Coming from a French-speaking country, Munganga found he had to ask his professors a lot of questions in order to succeed. He really appreciates how accessible the professors are at Washburn. “If you need help in a class, they will take the time to speak with you and explain the steps you need to take so you can improve your performance,” he said.

4. Manage your time properly and be organized.
For many students, time management can be a difficult thing to practice. Munganga says he spends time every Sunday to plan out his week, including study and review time, time for resting and relaxing, as well as time to have fun. In his spare time, he enjoys spending time with friends and participating in campus activities.

5. Don’t isolate yourself, especially from your classmates.
Munganga says that his classmates and peers have been tremendously helpful to him. “One of the things I do in every class I take, is approach at least one person and become study partners and their friends,” he said. He finds that if you have at least one person in each class, they can be a good resource to help make sure you each understand the course material.

Munganga was the 2019 recipient of the James D. Pollack Memorial Scholarship, the only School of Business scholarship that provides a full ride for the recipient. “Getting the Pollack Scholarship was awesome! I am so grateful to have received it and have found that it has given me even more motivation to be successful and pursue my dreams,” Munganga said.

He plans to graduate this spring, and hopes to find an internship with a logistics company. Munganga says he eventually would like to build his own business.
This past spring, faculty and staff members from the School Student Affairs Committee wanted to create a way to reward and honor some of our most hard-working students. They collaborated and devised the School of Business Magnificent Seven Awards.

The Magnificent Seven Awards is a re-branding of existing scholarships, one for each Business major – Accounting, Economics, Entrepreneurship and Innovation, Finance, International Business, Management and Marketing.

The awards acknowledge students who best represent the School’s core values – honesty, trust, fairness, respect, integrity and responsibility – and who might not otherwise be recognized.

“We wanted to give our faculty members an opportunity to reward our most hard-working students, not just relying on the award matrix,” said Stacy Woltje, director of student affairs for the School of Business.

The School of Business Student Affairs Committee members are: Stacy Woltje, Lecturer Rick LeJuerrne, Dr. David Price, Dr. Rosemary Walker, Dr. Barbara Scofield and Dr. Liviu Ploece.

Matthew Hochuli is a senior majoring in Accounting from Topeka, Kansas.

What has been your favorite class so far?
I would say my favorite class thus far has been Intermediate Financial Accounting I and II. I found these classes to be rather challenging, but I enjoyed what I was learning.

What are you into outside of academics?
Pot sports, I enjoy playing golf, basketball and tennis. I volunteer at my church by leading a small group of 9th grade guys. I enjoy sitting down with friends/people and helping them create budgets or miscellaneous financial planning. My all-time favorite books are the Harry Potter series and I love watching just about anything that falls under the genre of comedy. If you can consider it a hobby, putting a smile on someone’s face or making someone laugh is what I enjoy most in my free time.

What is your dream job?
My dream job is to be either cast as a member of Saturday Night Live or be a stand-up comedian. You know, just your normal accountant’s dream job.

“Matt stretches the mold for the typical accounting major. Not only is he technically strong, but he also has a very entrepreneurial and outgoing demeanor which will serve him well in the business world.”

– Professor Jim Martin

J.T. Chinn is a senior majoring in Economics with a minor in Psychology from Topeka, Kansas.

What has been your favorite class so far?
My favorite class so far has been Abnormal Psychology. With psychology as a side academic interest to economics, I find the abnormal side of it to be the most fascinating. I gained more perspective on what people who have experienced, or currently live with, a mental disorder go through. About one in four people will experience a mental disorder in their lifetime, so I definitely think it was also an important topic to learn about as well.

What are you into outside of academics?
I enjoy playing video games, listening to music, petting animals all day. I would like to be a financial or credit analyst, but my true dream job would consist of being able to take care of animals all day.

What is your dream job?
I would like to be a financial or credit analyst, but my true dream job would consist of being able to take care of animals all day.

“J.T. is a bright and conscientious student, who excels in the economics classroom. His talents stand out and portend even greater success in the future.”

– Dr. Paul Byrne

Andrew Foreman is a senior majoring in Entrepreneurship & Innovation and Accounting and minoring in Computer Science. He’s from Topeka, Kansas.

What has been your favorite class so far?
I’ve always been passionate about learning in general, so asking me to pick a favorite topic is difficult. Some of my favorites have been: Creative Writing Poetry, Macroeconomics, Introduction to Astronomy, Individual Taxation, Legal Environment of Business, Intermediate Accounting II, Ethics and Statistics.

What are you into outside of academics?
When I’m not at my day job or working on my startup, I like to spend time with my wife, friends and family. I also enjoy reading, writing and learning how to do new things.

What is your dream job?
I’d love to be a serial entrepreneur. Initially, I’d like to work at innovative and creative companies where things are happening, and where I can contribute to that energy and excitement to create something that has a meaningful impact and improves lives.

“We encourage students to explore entrepreneurial opportunities and Andrew is doing this at the highest level with his startup, all while maintaining exceptional grades, providing leadership to iClub and working part time.”

– Professor Rick LeJuerrne
"Katie is a hard worker who increases the quality of the people around her. She’s a great student who is willing to help her classmates. Katie is a great representation of a Washburn student."

- Dr. Shane Van Dalsem

Katie Mayer is a senior majoring in Finance and Management from Maple Hill, Kansas.

What has been your favorite class so far?
I loved Business Finance and Investments with Dr. Van Dalsem. I also really enjoyed Productions and Operations Management with Dr. Harnowo. Both professors were very encouraging and always made time outside of the classroom to help students. They are respectful of all their students and truly care about our progress in the Business school.

What are you into outside of academics?
I love hammocking or just walking around campus. My favorite show on Netflix is Brooklyn Nine-Nine and I love watching comedy specials, especially John Mulaney. For three years I’ve worked at Washburn as a Summer Orientation Counselor. I love getting the chance to welcome new students and show them our beautiful campus.

What is your dream job?
My dream job would be either a financial advisor or president of a bank.

“Andrew is genuinely interested in international business and never misses an opportunity to attend external educational events. He’s currently working on his Global Business Professional certification.”

- Dr. Dmitri Nizovtsev

Andrew Minter is a junior majoring in International Business and Finance from Wichita, Kansas.

What has been your favorite class so far?
Although it’s an entry-level class, my favorite was Intro to Microeconomics taught by Dmitri Nizovtsev because I felt very welcomed to Washburn and it exemplified the University’s knowledge in the business field and commitment to teaching students.

What are you into outside of academics?
In my spare time, I like to spend time with my two pet rabbits, and watch my favorite sports team, the New York Knicks.

What is your dream job?
My dream job would be to work as an investment portfolio manager.

“Dylan has demonstrated his passion and seriousness in learning. He always came to class early, prepared and actively participated in discussions. He also smiled a lot, which brought positive energy to his surroundings.”

- Dr. Akhadian Harnowo

Dylan Kurtz is a senior majoring in Management, Marketing and Entrepreneurship & Innovation. He’s from Lecompton, Kansas.

What has been your favorite class so far?
What I most enjoyed was the Entrepreneurship Clinic; the class showed me how to properly take a client and help them expand their business. It allowed me to get creative with how to help a business.

What are you into outside of academics?
I enjoy watching sports; my favorite teams to watch are the Kansas City Chiefs, Kansas City Royals and the Kansas Jayhawks. I also enjoy spending time with my dogs and my girlfriend. Going to the dog park is one of my favorite past times.

What is your dream job?
I would love to run my own business, though I’m still looking for a good business to start. I’m considering the possibility of my own restaurant, because I have restaurant experience and I enjoy working with food.

“Joey is actively engaged in his community and regularly serves in leadership roles. He also has a great sense of humor.”

- Dr. Michael Stoica

Joseph Holley is a senior majoring in Marketing and Entrepreneurship & Innovation from Wamego, Kansas.

What has been your favorite class so far?
My favorite class so far has been Introduction to Marketing with Professor Stoica. It was the first class where I worked hard because I genuinely loved what I was learning, not to just get an A. The class helped me realize I was pursuing something I was passionate about.

What are you into outside of academics?
When I can, I love to take the opportunity to volunteer. The past two years I have enjoyed the opportunity to be the site leader for The Big Event, Washburn’s community-wide service event. I also love to spend my free time playing basketball, reading and binge-watching Netflix.

What is your dream job?
My dream job is to either do marketing for a technology company or run my own tech startup.
Thanks to the generosity of many alumni, community leaders and organizations, the Washburn School of Business awarded more than $407,000 in scholarships to approximately 280 incoming and current business students.

Each semester, we administer the Educational Testing Services (ETS) Major Field Test in Business to our BBA and MBA capstone courses. The test measures business knowledge gained by students during their studies and allows us to benchmark performance against hundreds of Business programs across the U.S.

For the past several years, Washburn students have scored at least the 80th percentile or higher. We believe our strong results are a testament to the excellence of our faculty, staff and students, as well as the support we receive from alumni and our business partners. In addition, we have tremendous support from everyone in the Washburn academic community. It is truly a team effort and we are proud and grateful for everyone involved.

The Washburn University students listed here placed in the top 25 percent.

### Fall 2018

- David Artidiello
- Sha'Nash Davis
- David Gehring
- Sonya Hale
- Trae Shelton
- Jared Walton
- Blaine Wells

### Summer 2018

- Nathan Heideman
- Haojun Fu
- Brock Falley
- Brian Bradfield
- Alissa Barber
- Samuel Thompson
- Shaojun Zhao
- Jaron Caffrey
- Chase Oberg
- Alexandra Caballero
- Autumn Heydenreich

### Spring 2019

- Brady Anderson
- Alissa Barber
- Tyler Brinker
- Brian Bradfield
- Andrea Chavez
- Chee Copeland
- Brad Crenshaw
- Darrell Crenshaw
- Autumn Heydenreich
- Raul-Alin Dicu
- Kelly Ford
- Sotiriou Kostas
- Ethan Schmidt-Kipp
- Adam Thaw

### 2019-2020 Scholarships

- Andrew Miles
- Raul-Alin Dicu
- Donald Allen & Betty L. Allen
- laughing stock
- Andrew Minter
- Hardin Smith
- Edward S. 
- Jaron Caffrey
- Raul-Alin Dicu
- Jared Spurgin
- Autumn Heydenreich
GREG BRENNEMAN RETURNS TO WASHBURN

Greg Brenneman (BBA ‘84, Hon. ‘99) is the Executive Chairman of CCMP Capital; he’s also an Emmy Award winner, author, businessman and leader. He visited campus in March and spoke to students about his experiences turning major companies around and his book, Right Away & All at Once: Five Steps to Transform Your Business and Enrich Your Life.

When he arrived at Continental Airlines in 1995, they had lost $650 million that year and were flying planes people didn’t want to go. The first step had to be to fly where people wanted to go; they looked at their flight profitability and found that 18 percent of their flights weren’t even covering the cost of the flight and crew. Brenneman sat down and wrote everything that was wrong with the airline and arranged it into a one-page plan. They executed the plan and their stock went from $6 to $120 per share and they became number 18 on the list of the 100 best places to work.

“Surround yourself with people that can actually help you and take you to the place you want to be, to execute your plan.”

In business, you need to have the right team in place to execute what you want to do and life is no different. Surround yourself with people that can actually help you and take you to the place you want to be, to execute your plan.”

Brenneman says when he came back from turning around Burger King in Miami, he wasn’t feeling completely fulfilled and wondered if he could write a plan to turn around himself. He wrote a one-page plan for himself, capturing and focusing on the most important pieces of surrounding himself. He wrote a one-page plan for himself, capturing and focusing on the most important pieces of his life, and it worked. He says he felt more fulfilled and wondered if he could write a plan to turn around a major company.

In 1985, Malloy began working in the cellular industry. He worked for McCaw Cellular Communications, which later merged with AT&T to create AT&T Wireless Services. He became the Executive VP of U.S. Operations and was the architect of AT&T Digital One Rate, the first nationwide mobile calling plan to unite analog and digital networks while eliminating long distance and roaming charges. This achievement was ranked by the Cellular Telephony Industry Association as one of the industry’s top 10 historic moments.

Malloy became the CEO of Peapod, the first online grocer, in 1999. Then he became CEO of Worldstream, a pioneer in developing software for online streaming. In 2002, he joined Ignition Partners, as a venture partner on their telecom team, investing in early stage technology companies, and also serving as CEO and chairman of their portfolio company, Sparkplug Communications.

He retired in 2009, but was recruited out of retirement to join Sprint/Nextel as chief marketing officer in 2011.

The company executed a turnaround that ranked Sprint number one among S&P 500 companies for total shareholder return in 2012 and 2013, and culminated in the sale of Sprint to Softbank. He retired from Sprint in 2014.

In retirement, Malloy continues to invest and advise early stage companies. He established the DoGood Scholarship at Washburn, a $50,000/year scholarship for students interested in investing and advising early stage companies.

WUKSBDC CELEBRATES RECORD YEAR

The Washburn University Small Business Development Center (WUKSBDC) celebrated a banner year in 2018. They served a record 560 clients and delivered their highest-ever total hours of advising services – 4,139 hours, up 27 percent from 2017. Their hard work translated into 44 business starts and a five-year record in capital infusion (assistance provided to obtain financing and personal investment in the business) to $13.1 million, up 76 percent from the previous year.

Another milestone for the WUKSBDC was that for the second year in a row, the first online grocer, in 1999. Then he became CEO of Worldstream, a pioneer in developing software for online streaming. In 2002, he joined Ignition Partners, as a venture partner on their telecom team, investing in early stage technology companies, and also serving as CEO and chairman of their portfolio company, Sparkplug Communications.

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WUKSBDC CELEBRATES RECORD YEAR

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Another milestone for the WUKSBDC was that for the second year in a row, the 2019 State Star was selected from their region. Advisor Laurie Peper (pictured center) was elected as the Kansas SBDC State Star by her organizational peers. Peper will represent their region, Washburn University and the Kansas SBDC at their national conference this fall and accompany the state director to Washington D.C. in 2020.

“Working with the dedicated professionals in our WUKSBDC team and faculty from Washburn University makes performance second nature to the results we achieve by helping the small businesses in our region and the state of Kansas,” director Karl Klein said.
AMASON PLANS ESTATE GIFT TO GIVE BACK TO WU

Amy Amason (BBA ’82) didn’t end her higher education career when she graduated from Washburn University. She found her niche in fundraising when she took a job with the American Heart Association right after she graduated and has stayed in the field after working with several universities. When she thinks about her own philanthropic efforts, Amason looks back at her time at Washburn and how it changed her life. She recalls James Eck, professor of Finance from 1979-2009, pushing her hard when she was a student. Those challenges were when she learned the most. “It was a wonderful experience,” she said. “My faculty cared about me, I made a lot of friends and I loved my sorority, Kappa Alpha Theta.”

In addition to other nonprofit work, Amason has raised money for Washburn University, Arizona State University, Georgia College and Piedmont College. She continues to fundraise in her newest role as the executive vice president for development and comprehensive campaign director for Drury University in Springfield, Missouri. She lives in Springfield with her husband, Craig, and has two stepsons in Georgia.

“For those of us who have had the opportunities, it is a gift to be able to invest in our future and provide opportunities for students to grow, learn and be productive members of society.”

“Higher education is about the future,” she said. “Campuses are vibrant places to work; there is so much to be a part of and a great sense of community.”

As a development professional, Amason knows firsthand the importance of having a plan for her estate. Not only has she talked with donors about planned giving, but it became personal to her when her first husband passed away at a young age. Their plan, and knowing what he would want done with his estate, helped her get through the tragedy. Today, she continues to urge people to understand the importance of planning and thinking about what is most important to you, your family and the organizations that made a difference in your life. That plan allows loved ones to execute your wishes with a sense of peace and purpose. Amason’s own longstanding commitment to higher education led her to document a planned gift for the area of greatest need within the School of Business at Washburn.

“In a lot of ways, it was not a decision to make a planned gift, but rather a feeling of ‘I want to support my alma mater that did so much for me,’” she said.

To her, giving to the area of greatest need is important because it can complete exciting projects or help minimize budget cuts if there is another economic crisis. She knows how grateful institutions are for gifts to the area of greatest need and what a difference they make moving a university forward. “As a student, you learn so much inside and outside the classroom, so those years are transformational,” she said. “For those of us who have had the opportunities, it is a gift to be able to invest in our future and provide opportunities for students to grow, learn and be productive members of society.”

MARK YARDLEY HONORED AS 2018 ALUMNI FELLOW

“Don’t just think about dollars; think about the long term and what a position could do for you in the long run.”

Mark Yardley (BBA ’77) was honored as the 2018 School of Business Alumni Fellow. He is the President and CEO of the Federal Home Loan Bank of Topeka (FHLB). He visited with students about his experiences at Washburn as a non-traditional married student and his accounting and banking career. Yardley joined a large Topeka accounting firm after graduation, which provided him with a wide range of experience. He spent seven years in public accounting and then took the Director of Public Accounting position at FHLB, working his way up to his current leadership position.

Yardley gave students some career advice during his talk. “Almost all of my clients are institutional investors who want to know if they should be more defensive or aggressive. I send them a daily digest of information every morning.”

Yardley told students about the structure of his business and explained that the business world has changed from when he started 40 years ago. He advised them to be flexible and to use technology to make themselves more valuable to their clients and employers.

Following the breakfast lecture, Yardley spoke to students about being an entrepreneurial capitalist and being in business for himself.

“Don’t just think about dollars; think about the long term and what a position could do for you in the long run.”

The Washburn University chapter of Beta Gamma Sigma inducted its Class of 2019 on April 17. Calla Haggard was the special honoree. Haggard is the President and CEO of Community Bank. She’s worked in banking for 35 years, beginning as a part-time teller in college. She graduated Magna Cum Laude in 1988 with her BBA and earned her MBA in 1994. Beta Gamma Sigma is the international honor society serving business programs accredited by AACSB. Only the best business students in the world and professionals who earn the distinction of “the best in business” during their academic careers can claim membership.
Lacey Keller (BBA ’08) is a Managing Director with Gryphon Strategies, an international investigations firm in New York. She has almost a decade of research and analytics experience and currently advises financial and law firms on how to best use data for investments and investigations.

She visited campus last September to speak at Wake Up with Washburn and also talked to students about her experiences in New York City working with labor unions, the Office of the New York State Attorney General and in the private sector.

Keller’s first assignment for the labor unions was to research and find the square footage of 2,000 buildings using public data. They needed the information to measure workforces and the number of workers they could organize. Her boss expected the assignment to take her all summer to compile the information by hand, but Keller figured there had to be a better way to do it.

Instead, she built a macro that downloaded and compiled the data quickly for each building, and she handed over the information to her boss within the week.

“That first assignment was a turning point for me. I realized there’s always a faster way to do something; you can automate it and make it bigger, better, faster and stronger,” Keller said.

After her time working with the labor unions, Keller went to work for the New York State Attorney General’s office. Her role there was to help provide information for ongoing cases within their large jurisdiction. She worked on cases having to do with money laundering, human trafficking, gun trafficking, public corruption and fraudulent charities.

One of her first cases was against Airbnb, when the company was very new. The Attorney General’s office had the suspicion that more apartments were being rented than there should be and that full apartment buildings were being used as hotels. They brought a case against Airbnb, but needed to show the scale of the crimes committed.

Keller examined the revenue stream of people renting multiple nights and repeat customers and matched it with public data based off the property addresses and found discrepancies. Her data showed that there were more rentals than units available, supporting their theory of illegally occupied units. She says it was a really big deal at the time and even made the front page of The New York Times.

“I really love putting two types of data together to see what happens, and maybe it will tell a cool story,” Keller said.

Keller told students a lot of cool stories. She talked about using data to analyze where guns involved in crimes were coming from to identify gun traffickers. She told a story about using chat logs from stock traders on Bloomberg to find 20,000 counts of felony fake trades. One of her most interesting stories was about finding drug dealers on Instagram.

She explained that this was prior to a lot of the recent privacy concerns that have happened with social media platforms. At the time, Instagram had an API, which allowed full unfettered access to the platform. Because of this, they were able to go into Instagram and download every picture that had been posted publicly.

The Attorney General’s office used summer interns and a super computer to create a training set. Basically, the interns went through all of the photos to identify if the image contained drugs or not, which systematically showed them which accounts and users were the alleged drug dealers. Keller theorized that the investigation would ultimately use pattern analysis, as the dealers were using the same photos, but posting them on different accounts. They would then obtain the account owners’ information from Instagram to prosecute the offenders.

The public sector was a good gig for Keller, but she found she was in need of bigger challenges. She took her position with Gryphon Strategies in 2017. She said her role there is much different; it includes a lot more marketing and sales. She emphasized the importance of self-marketing in any position, but especially when working in the private sector.

“Big data brings the impossible within reach. There is always a faster way to do something; you can automate it and make it bigger, better, faster and stronger.”
FACULTY ACCOMPLISHMENTS

ROSEMARY WALKER
Professor of Economics
Dr. Rosemary Walker was awarded the Kaw Valley Bank Excellence in Research Award for 2019. Over the last five years, she has published seven peer-reviewed journal articles. Dr. Walker's research topics include hedge funds, seasoned equity offerings and insider behavior.

PAUL BYRNE
Professor of Economics
Dr. Paul Byrne was promoted to professor. "The thing I love about teaching is that every year I get a new batch of students that know very little about economics and I get to help develop their knowledge about how economic forces influence the world around them," Dr. Byrne said. He has taught at Washburn for 16 years.

DION HARNOWO
Assistant Professor of Management
Dr. Dion Harnowo was awarded the 2019 Dicus Excellence in Teaching Award, which is selected by the students. Harnowo says his favorite part of teaching is when students come back and say how much they learned from the class and how they could connect things afterward. Dr. Harnowo has taught at Washburn for four years.

SHANE VAN DALSEM
Associate Professor of Finance
Dr. Shane Van Dalsem was promoted to associate professor and received tenure. He has taught at Washburn for five years. "My favorite part about teaching is when students display intellectual curiosity about the world around them, especially if their curiosity is about finance," Dr. Van Dalsem said.

NORMA JUMA
Professor of Management
Dr. Norma Juma was awarded the A. Roy Myers Excellence in Research Award at Washburn's Employee Recognition Program in April. Dr. Juma also received an Emerald Literati Award for an article studying university faculty, which she co-authored with 12 other business faculty members from around the world.

GAIL HOOVER KING
Visiting Professor of Accounting
Dr. Gail Hoover King was recently inducted into the American Accounting Association Teaching Learning and Curriculum Section Hall of Honor. Before joining the faculty at Washburn University, she was a tenured Accounting Professor at Purdue University Northwest and at Rockhurst University.

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