Edgewood College School of Business sprang into action this Spring semester. We have news for you about students, alumni, faculty and events. First and foremost, let’s commence to honoring our Spring 2018 graduates.

**GRADUATION**
This is just a sampling of our Spring 2018 School of Business Graduates. Well done, grads, you’re part of the ECSB alumni community now! Best wishes for continued success.

**ACCOUNTING NETWORKING EVENT**
Connections were made and internships offered during this Spring’s Accounting Networking Event. Many thanks to BDO for their sponsorship, and to all the accounting firms that participated.

**CBOE**
Our Business students are so dedicated, Professor Phil McKnight’s Fall BUS 412 and BUS 712 classes reconvened this Spring semester for a road trip to the Chicago Board Options Exchange.
INNOVATION SHOWCASE

Team Badger Kraut and Pickle, in an unprecedented coup, won both the People’s Choice and the Judges’ Award at this Spring’s BUS 499 Capstone Innovation Showcase. Badger Kraut and Pickle represented FEED Kitchens. Joe Mingle is FEED Kitchen’s ECSB community partner.

DELTA MU DELTA

Here they are, this year’s inductees into international business honor society Delta Mu Delta. The Outstanding Undergraduate Scholarship and Leadership Awards were conferred on Evan Stone and Allison Tilque. Dr. Fazel Hayati was named honorary inductee. Congratulations to all on your impressive achievements.
Tareq, a senior majoring in Business Management, heeded the advice he received that Madison would be a great place to learn English by immersion since, as he puts it, “Not many Saudis come to Wisconsin because of the cold.”

He arrived in the United States from Riyadh, Saudi Arabia late in December 2011. Knowing very little English, Tareq went to an intensive language school called WESLI on the Capitol Square for two years, then studied at Madison College another two years before he transferred to Edgewood in Spring 2016. Plan A was to attend UW Madison, but Tareq prefers the small class sizes and faculty accessibility that Edgewood provides.

Tareq was a student worker in the ECSB office Spring semester. The week after finals, he began a summer internship at the Events office on the Monroe Street campus. He plans to develop his leadership style while he gains professional experience in this challenging role.

Tareq lives downtown with four roommates. In nicer weather, he likes to grill, swim, and play volleyball with friends. When winter strikes, he prefers indoor recreation like going to the gym. This summer he is closely following his Saudi soccer team, Al-Suqour (The Falcons), during the World Cup.

*Tareq graduates in December, and walked in the Commencement Ceremony in May.*

**PRINCIPLES OF LEADERSHIP**

In Dr. Annette Mondry’s Principles of Leadership BUS 462 class, Business majors develop vision and core values by designing and implementing a fundraising event. This Spring, they:

- Hosted a bake sale for American Red Cross.
- Raised funds to purchase toys for American Family Children’s Hospital.
- Collected and donated loads of food to Second Harvest Foodbank.
- Sold brats to raise money for St. Vinny’s.
Former Edgewood College cross country athlete Natasha Zanoya [Business Management ’17] came in first place in the 2018 Crazylegs Classic. Wearing her Edgewood jersey and crossing the finish line in 32:44, Natasha said, “I just gave it my all.” We should say so! Congratulations, Natasha.

Edgewood cross country/track coach and 2006 Crazylegs winner Bethany Brewster provided Natasha with training assistance.

As an advance scout-video scout for the Golden State Warriors, Chris did his part to help the team win the 2018 NBA championship. Chris, a Business major, played college basketball three years at Edgewood before finishing up at Dominican University in San Rafael, California, just north of San Francisco.

Guest speaker and Edgewood Alum Holly Zimmerman, Sr. Analyst Supplier Quality Harley-Davidson Motor Company, shared her career progression and details on how Harley-Davidson incorporates Lean and Six Sigma into their Continuous Improvement System during Dr. Annette Mondry’s Improving Organizational Effectiveness class last Spring.
True love found at Edgewood College School of Business!

Trevor and Sam met at ECSB and married November 2017. Sam is Marketing and Social Media Manager at JAMAR Health Products in the Greater Milwaukee Area. Trevor is Production Coordinator at DCI Artform LLC, a Marmon / Berkshire Hathaway Company. He is also Assistant Varsity Baseball Coach, New Berlin Eisenhower.

While we can't promise that everyone will find their true love at ECSB, it's good to know that Sam and Trevor have. Congratulations, newlyweds!

THOMAS KASTER, CPHQ, MBA ’11 SR.
DIRECTOR-FINANCE, FLAMBEAU HOSPITAL

Tom touched base with Dr. Fazel Hayati: “I moved the family to Northern Wisconsin, which was big a change but has been enjoyable. I do miss the Madison area and Southwestern Wisconsin where I grew up. Being up north has its advantages. We were able to afford a place on a lake. I built my wife and kids a chicken coop; now my son has a small egg selling business. I have not deflated his entrepreneurial dreams yet by making him adhere to the #1 accounting equation of: Revenue - Expense = Profit. At this point the egg operations are subsidized by government DAD. This spring, when weather has permitted, we made maple syrup, which is a traditional project up here. So ... we are embracing the life as one would say.

“At the hospital I am doing mostly finance, however, having a firm understanding of Deming QI has helped me no matter what I am doing. I often recommend Deming’s Out of Crises and The Goal as must-reads to anyone interested in learning more about quality. When I can, I pick up used copies...just in case someone shows interest. As always, thanks for helping me find my passion.”
STUDENT ORGANIZATION: 
EDGEWOOD COLLEGE MARKETING ASSOCIATION

The Edgewood College Marketing Association student organization got ahead of the game this Spring and held an event to show Business students how ideas really get started. The guest speakers were two Edgewood College alumni, Renee Frank, (BS Marketing), Marketing, Sponsorship & Sales for Frank Productions and Tom Lenertz (BBA), Master Distiller at Wollersheim Winery. They shared business and marketing insights gained during and after their ECSB experience.

FACULTY HAPPENINGS

Interim Dean Edward J. Keeley, Ph.D.

Dr. E. J. Keeley brings more than 20 years of leadership experience in organizational research and strategy, higher education marketing and student recruitment, student success initiatives, academic planning and assessment, and accreditation. His career-long focus on student success, coupled with his strong background in guiding students to achieve their academic, career, and life goals, seeks to provide an enriching and motivating educational experience for students.

He holds a Ph.D. in Business Administration, an MBA in Marketing Research, and a BA in Marketing, and has published and presented extensively on best practices in student success and persistence, assessment of student learning, and knowledge management, including in the Journal of Psychology, Journal of Genetic Psychology, and Journal of Faculty Development. He also co-authored a chapter in Peggy Maki’s book, Coming to Terms with Student Outcomes Assessment.

Since 2012, Dr. Keeley has served as Director of Institutional Assessment & Research and Senior Adjunct Faculty in the School of Business at Edgewood College, where he teaches undergraduate and Master’s-level courses in Marketing and Organizational Research Design and Analysis. He also serves as a mentor for new faculty teaching online.

Quote from Dr. Keeley: “I have had the opportunity to work with so many amazing students who have come to the College at different stages in their careers to develop their critical and creative thinking skills and to learn to apply our Edgewood College
values to their lives and careers. Our College offers a unique opportunity for our students to experience our values-enriched Edgewood College learning model; I want to support these students and contribute to our continued strength in providing our community of learners with this wonderful opportunity.”

**Stephanie Douglas, Ph.D.**

*Stephanie writes:* “I am excited to be a part of the Edgewood College School of Business! I have held various administrative positions in higher education ranging from Director of Online Learning to Assistant Dean. Prior to joining academe, I was a marketing manager and director of a non-profit organization. I currently reside in Janesville with my partner, Bruce, who is a Master Sargent in the Air Force. Outside of work, I am an avid equestrian and have been showing Arabian horses for nearly 25 years.”

**Victoria M. Palmisano, Ph.D.**

Victoria M. Palmisano has a Bachelor’s degree in art history and classical studies from Tulane University, and Master’s degree in arts administration from University of New Orleans, where she studied the viability of for-profit art galleries in New Orleans French Quarter post-Hurricane Katrina. She completed a graduate program in educational leadership, and received her Ph.D. in educational administration. She served as a graduate assistant and worked with the Urban League of Greater New Orleans and Young Audiences of Louisiana. She worked for Nunez Community College, first as project coordinator under a Department of Labor grant and later as the academic advisor for the college, serving students across all curricula. After accepting the Assistant Dean of Undergraduate Affairs at the School of Business, she moved to Janesville with her husband Trevor, Chihuahua Hecate, and cats Ibis, Nyx and Freyja.

**Phil McKnight, Ph.D., MVP**

Due to his remarkable teaching, exceptional support, demonstrated partnership addressing specific needs of student-athletes, and outstanding examples of good character, Dr. Phil McKnight received the MVP (Most Valuable Professor) award at the Athletic Department's
Senior Awards Banquet this spring, Finance Major and EC Athlete Jeff Tucker nominated MVP award winner Dr. Phil McKnight

CULTURECON

“Nearly 70% of employees are disengaged at work. You can fight that disengagement by ramping up your company culture. CultureCon is the premiere conference for creating cultural change. CultureCon is a non-profit organization with a mission to impact the workplace by connecting humans to spread positive change around organizational culture.” -CultureConUSA.org

Co-founded by School of Business graduate Nick Lombardino, the first annual CultureCon event was held in downtown Madison this June. Themes included volunteerism, giving, engagement within the larger community, recruitment and retention, curating culture/brand, and the hard work of starting a change movement.

Assistant Dean Victoria Palmisano, Marissa Guenzi (Assistant Director of Adult College Completion and Graduate Admissions), and Holly Klawitter (MBA Programs Coordinator) participated at Innovation Hall, engaging with the community about Edgewood College's Adult College Completion and Graduate programs.

The second edition of Denis Collins’ Business Ethics: Best Practices for Designing and Managing Ethical Organizations was published by SAGE.
Thanks to Mary Jo Spiekerman, Amy Esry, Rachel DeGrand, and everyone at Hausmann-Johnson Insurance for sponsoring and supporting ECSB’s Executive Speaker Series event on April 12.

HEALTHCARE DISPARITIES IN THE AFRICAN AMERICAN COMMUNITY

Healthcare experts discussed how to improve healthcare disparities in such areas as infant mortality rates, mental health services, patient education and healthcare services during our February Black History Month Executive Speaker Series.