

TRUMAN STATE UNIVERSITY SCHOOL OF BUSINESS • SUMMER 2015

Pedigree

Connecting Generations of Business Bulldogs



Building a Bulldog Network



In this issue:
Bridge Ceremony
Hooding Ceremony
Executives-in-Residence
Alumni of the Year
Around the School
Donor Roll

Don't Follow.

Pursue.



Dean's Message

It is amazing how quickly a year passes by when there are lots of activities and successes. I invite you to read through the School of Business news magazine to learn about happenings within the School of Business. You will be impressed with the achievements of our students, alumni, and faculty. During the year, we said hello to some new faces, both students and faculty, and we had to say good-bye to two long-term faculty members.

At the beginning of the 2014-2015 school year, the faculty approved a revised mission statement. As you read the statement, you will notice that we continue to place students and student-learning at the forefront of the School's purpose and activities. We do more than prepare students for their first job; we strive to develop the skills and perspectives required for a lifetime of personal and professional career development.

The School of Business graduates ethically-aware prospective business and civic leaders who are articulate communicators, effective team members, and skilled critical thinkers and problem solvers.

The School of Business cultivates a community of learners by emphasizing:

- A rigorous, liberal arts and sciences educational foundation;
- Highly selective admission of students;
- Civic engagement;
- Leadership development; and,
- Experiential and applied learning activities to enhance student learning.

Alumni can help to illustrate the relevance and importance of the School of Business mission. I invite alums to share their personal and professional stories and achievements with us. The faculty and students appreciate the opportunity to hear and learn directly from the experiences of alumni. We are eager to welcome alumni back to campus, but virtual or digital interactions are also possible.

I invite you to become a follower of the School's Facebook and Twitter feeds, and please let us know how the School of Business can do a better job of staying connected.

Regards,

Deb Kerby, Dean

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Business on**



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School of Business Core Values

◆ Student Learning

- Faculty use effective pedagogies to address the varied learning styles of students.
- Assignments, projects, and other learning activities reinforce the development of creative and critical-thinking skills, effective communication skills, technological proficiency, ethical awareness, and life-long learning.

◆ Excellence

- Faculty members maintain high standards of achievement for student performance.
- Students demonstrate high levels of achievement on learning outcomes through course performance and results on nationally-normed examinations.
- Faculty members demonstrate excellence through their teaching and learning, scholarship impacting practice and pedagogy, and service to the profession and community.

◆ Accountability

- Faculty exercise responsible stewardship of the curriculum, maintaining its relevance to current and future business practices.
- Faculty remain current in their disciplines and use effective instructional methods to enhance student learning.
- Faculty assess student achievement of defined learning outcomes and implement changes to the curriculum and pedagogy to improve student learning.

◆ Collegiality

- Faculty, staff, and students build an atmosphere of mutual respect.
- Faculty and staff share ideas, support others' efforts, and interact with others professionally.

◆ Social and Corporate Responsibility

- Curriculum design and course assignments address the significant issues facing society and businesses, such as ethnic and cultural diversity, environmental sustainability, human rights, sustainable development, and other emerging issues.
- The School provides resources to hire and/or develop faculty prepared to conduct research and provide instruction related to social and corporate responsibility.

◆ Ethics and Integrity

- Students, faculty and staff interact with others in an ethical and professional manner.
- Faculty members teach approaches to ethical reasoning.
- Students demonstrate ethical-reasoning skills.

Don't Follow.

Pursue.



Students Transition to Upper-level Courses

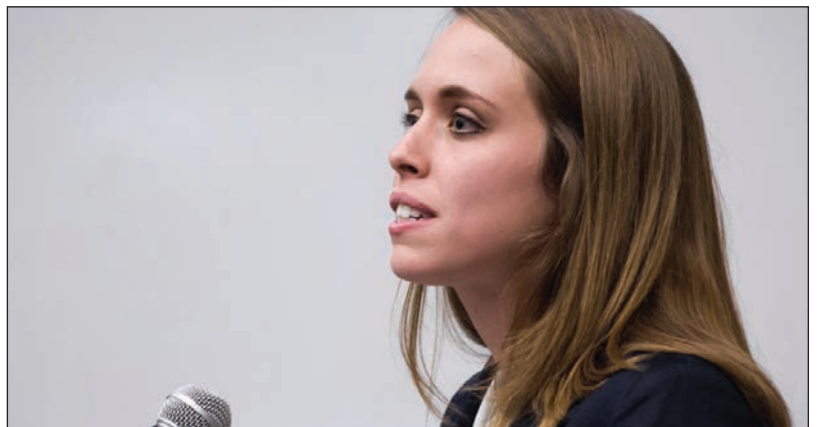
The 2014 Bridge Ceremony celebrated the accounting and business administration students' acceptance and transition to upper-level courses in the School of Business. Ed Coil, Finance Department Leader at Edward Jones and an alumnus of the Accounting program offered two principles for life: importance of communication skills and the need for continuous improvement

Senior business administration-marketing major, Jessie Poole emphasized the importance of a public image. She encouraged students to think about who you want to influence. The key takeaways from her talk included: educate yourself, listen, communicate, anticipate, and results achieved.

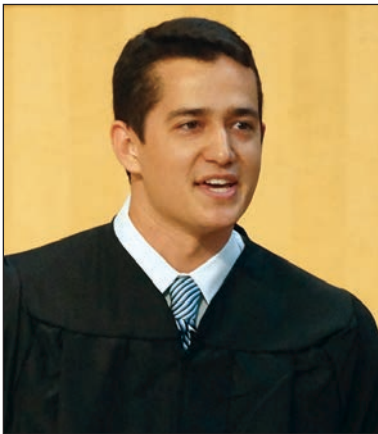
Students read and committed themselves to uphold the School of Business Code of Conduct. Each student was recognized individually and received a padfolio embossed with the School of Business logo.



Ed Coil ('89)



Jessie Poole



Andrew Ogle

Faculty Bestow Hoods to M.A. Graduates

Prior to the 2015 University Commencement, the accounting faculty bestowed master's hoods to the Master of Accountancy graduates. The graduates selected Andrew Ogle to give remarks on their behalf. Master of Accountancy Alumna **Cassandra Meschke** (December '99), Senior Manager with KPMG in Kansas City offered professional advice to the graduates. Drs. Alan Davis and Kathy Otero, bestowed a hood to each graduate.



Cassandra Meschke ('99)





Bentele/Mallinckrodt Executive-in-Residence Program Hosts Joseph Mooney

Joseph Mooney, Chief Financial Officer (CFO) for Lodging Hospitality Management served as the Spring 2015 Bentele/Mallinckrodt Executive in Residence. During a campus-wide presentation on February 23, 2015, Mooney discussed “The Hospitality Industry: A Behind-the-Scenes Look at Hotel Management Operations.” Mooney spoke to students in Project Management and Cost Management classes while on campus.

Established in 1986, Lodging Hospitality Management (LHM) is an independently owned and operated lodging and hospitality management company. During the past 28 years, LHM expanded its portfolio with 17 hotel properties – both upscale, independent and brand affiliated hotels, eight restaurants and two commercial properties.

Mooney is the investor, leader, insurer of relationships and is responsible for the overall financial operations of the company and all its hotels, including establishing internal controls and measurements necessary for profitable and strategic top line growth. Mooney’s major accomplishments include initiating channel, product and program changes to increase sales by 300%. In addition, Mooney created process and product improvements to increase gross profit by 50%.

Prior to his tenure at LHM, Mooney rose through the ranks from Corporate Controller to Chief Financial Officer/Chief Operation Officers



at the EAC Corporation (d.b.a. The EckAdams Company) and was with the company for nearly 30 years. His advancement through the Financial, Sales and Operations areas honed his skills in leadership, analytical problem solving and team building in a variety of disciplines.

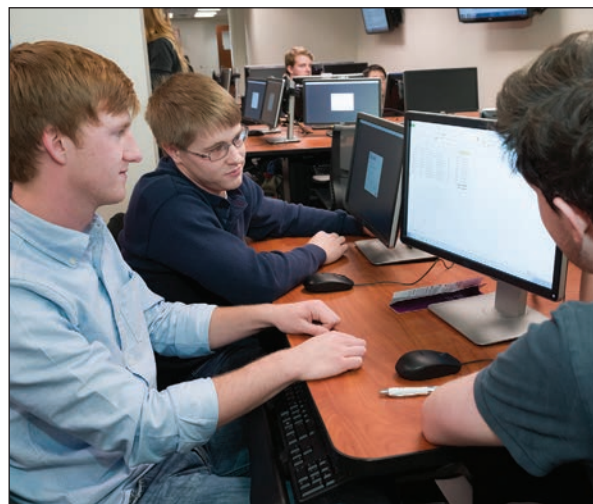
Mooney serves on the board of the CA St. Louis and is a member of several community organizations, including Ronald McDonald House and St. Vincent de Paul. He also serves on the board of Gateway Region YMCA and the Treasury Board for Enterprise Bank. Mooney's three children are all graduates of Truman State University.

The IMCERA Group (Mallinckrodt) endowed the Raymond F. Bentele/Mallinckrodt Executive-in-Residence Program in 1993. The Program brings top-level executives to Truman to share their experiences and perspectives with students and faculty.



VH 1432 Computer Classroom Upgraded

During the 2014 summer break, the Violette Hall 1432 computer classroom was upgraded to facilitate collaborative student work. The School drew upon funding from Information Technology Services and two Foundation accounts, the L. L. Via Endowed Fund for Excellence and Larry & Janet Rigdon Business Excellence Fund, to install the technology and furnishings for the room.



Professor Cathy Poyner and Accounting Information Students review and discuss their project.

(left Accounting Information Students work on projects in VH 1432

Alumni



School Named Conrad Alum of the Year

During the April 25, 2015, School of Business Recognition Dinner, **Colleen Conrad ('85)** was named the 2015 School of Business Alumna of the Year.

Conrad, a CPA, serves as executive vice president and chief operating officer of the National Association of State Boards of Accountancy (NASBA). She is responsible for all operations of NASBA including CPA examination, licensing and compliance services, as well as IT and risk management. Ms. Conrad also oversees governmental, international and professional relationships.

Conrad brings more than 25 years of accounting expertise and leadership to NASBA. As a former partner with RubinBrown, LLP, a regional CPA firm, she practiced in the firm's Real Estate Services Group, providing real estate, attest, tax and consulting services to clients nationwide.

From 1997 to 2007, Conrad served on the Missouri Board of Accountancy, with two terms as chair. During this time, the Missouri Board progressively rewrote its statute and regulations as a leader in championing uniformity among accounting boards, as well as the mobility of CPA licenses. Her contributions to NASBA as a volunteer committee member and featured speaker during NASBA forums date back to 1997.

Conrad is a member of the Financial Accounting Standards Advisory Council (FASAC), which advises the Financial Accounting Standards Board (FASB) on issues related to projects on its agenda, possible new agenda items, project priorities, procedural matters that may require the attention of the FASB, and other matters as requested by the chairman of the FASB.

A long-time member of the AICPA, Conrad recently completed a three-year term on the AICPA Council. She was a member of the AICPA Board of Examiners for 10 years, serving one term as chair, and was also a member of the AICPA/NASBA International Examination Task Force. Conrad served on the BOE during the crucial transition from a paper-and-pencil to a computerized CPA examination.

A Kansas native, Conrad is a member of the Tennessee Societies of CPAs, past president of the St. Louis Society of Women CPAs and was named as an AICPA/Missouri CPA Woman-to-Watch, Experienced Leader, in 2008. Conrad was a Pershing Scholar at Truman State University where

*In Recognition of
Outstanding Service,
Commitment,
and Achievement*

she earned a Bachelor's degree in Accounting. She has served as chair and board member of the University's Accounting Alumni Board. She has also been active in the community by serving on the board of the Better Business Bureau of Eastern Missouri and Southern Illinois, the Foster and Adoptive Care Coalition of Greater St. Louis and The Alexandria Ballet Company.

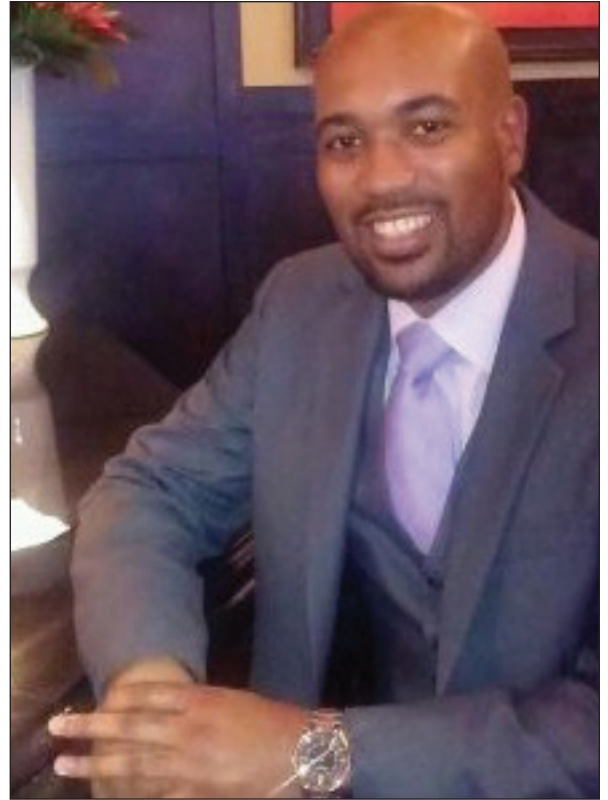
Simpson Named Young Alumnus

The School of Business named **Floyd Simpson ('02)** its 2015 Young alumnus of the Year during the April 25, 2015, Recognition Dinner.

Simpson joined FIS Group in September of 2012 as a Product Specialist, and possesses over a decade of investment management experience. In his current role, Simpson is in charge of the manager selection and due diligence of investment managers while providing valuable input for the portfolio construction/management process. Prior to joining FIS, Simpson worked with Northern Trust where he spent 10 years in various investment and client servicing positions across their main business units. In his most recent role as an Associate Relationship Manager with Northern Trust Investments, he provided investment advice and strategic solutions to institutional clients. Prior to that, as an Analyst within the Wealth Management Consulting Group, he provided in-depth performance analysis and manager commentary for Northern Trust clients. Simpson earned a BA in Business Administration from Truman State University (finance concentration) and an MBA from DePaul University with a dual concentration in Financial Analysis and Strategy, Execution, and Valuation. He is a Chartered Financial Analyst (Philadelphia and Chicago societies) and Certified Financial Planner.

While attending DePaul University, Simpson helped found the DePaul SEV Alumni Association in 2004 to provide a medium for alumni to communicate, network, and support the mutual interest of the SEV Center and Kellstadt Graduate School of Business. During his tenure at Northern Trust, he worked in conjunction with three other Northern employees to create a new employee on-boarding process to increase employee retention and engagement within the organization through the HR service center portal that is still utilized today. He also created and chaired (2010, 2011) the Professional Development Seminar for the National Association of Securities Professionals Annual Conference.

Simpson is currently the secretary for the National Association of Security Professionals Philadelphia Chapter, an active participant within the CFA Philadelphia Society, an Auxiliary Board member/volunteer for UCAN Chicago, and is a former Advisory board member of PEAK Chicago. In the past he has volunteered with UNCF, Junior Achievement, UNICEF, and Big Shoulders.



Simpson helped found the DePaul SEV Alumni Association in 2004 to provide a medium for alumni to communicate, network, and support the mutual interest of the SEV Center and Kellstadt Graduate School of Business.

Truman Students Continue to Excel on the CPA Exam

A National Association of State Boards of Accountancy (NASBA) report* indicates that Truman's first-time pass rate on the 2014 CPA exam remains among the highest nationwide. Truman's first-time pass rate ranked 7th in the nation for medium-sized programs with 21 to 60 reported candidates (n = 265). Truman's first-time pass rate ranked 42nd out of the 776 institutions with 10 or more reported candidates. Truman had 44 candidates sit for the exam. Truman candidates passed 73.5% percent of exam sections taken with an average score of 79.3 percent. Nationally, the first-time pass rate was 55 percent.

Truman is consistently among the top 10 percent in performance on the CPA exam. The performance of Truman candidates comes at an exceptional value as Truman is the only public university in the top ten for medium-sized programs. Student performance on the CPA exam provides evidence that Truman's updated curriculum and focus on student learning provide a private university experience and outcomes at a public price.

**Source: NASBA 2014 Uniform CPA Examination Candidate Performance*



Prof. Lin with trip participants at the Coliseum.

Students Study Europe in Transition

The Europe in Transition program combines study and field trips using the setting of Brussels, Belgium; Paris, France; and Venice, Florence, Assisi and Rome, Italy. The trip focused on the current issues and problems in the European Union (EU), the economy, and the political and social climate.

Ten students enrolled in 2015 Europe in Transition. Dr. Jason Lin directed and led the program with assistance from Dr. Kathy Otero. Course related field trips included the European Union Parliament and

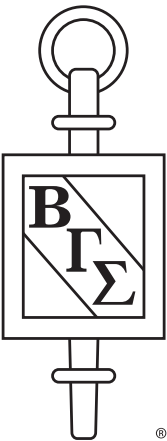
Bruges, Belgium's best preserved medieval city. In Paris, trips included the Louvre Museum, Impressionist's Museum, Notre Dame Cathedral, and the Eiffel Tower. While in Venice, the students toured St. Mark's Basilica and Ducal Palace. Florence is always a student favorite. They visited the Bargello Museum, Duomo, Academia, and Uffizi Museum. Historic Rome featured field trips to the Forum, the Coliseum, and Vatican Museum. Students also visited Civita di Bagnoregio, Orvieto, ruins of Pompeii, and other historic sites in Italy. Seminars and lectures were slated as part of these field trips. For more information, check out the Europe-in-Transition link, www.truman.edu/majors-programs/academic-departments/about-school-of-business/business-school-study-abroad/.



Degrees Awarded during 2014-2015

BS Accounting, 72
BS Business Administration, 57
BA Business Administration, 48
Master of Accountancy, 31

Beta Gamma Sigma Honor Society Inducts New Members



On April 25, 2015, the Truman State University Chapter of Beta Gamma Sigma inducted 23 student members and 2 faculty members into the Society. Beta Gamma Sigma is the international honor society serving business programs accredited by AACSB International. The following individuals were inducted into the Truman Chapter of Beta Gamma Sigma:

Stephanie Anderson
 Erin Biddle
 Tyler Chambers
 Xi Chen
 Danielle Cox
 Laura DeDecker
 Andrew Keyes

Caroline Larson
 John Lux
 Andrew Meyer
 Rex Michitsch
 Abigail Moynihan
 Jessica Mugler
 Matthew Peterson

Dalton Powell
 Joseph Pratt
 Katie Schmitz
 Khala Schulte
 Camille Smith
 Zachary Thomas
 Colleen Warner

Zachary Wenig
 Jinghan Xie
 Datha Damron-
 Martinez, *faculty*
 Susan L. Thomas,
Provost

Accounting Program Recognized for Affordability

Truman's accounting program was recently acknowledged as the No. 5 most affordable program in the country. *Accounting Degree Review* published their 2014 affordability rankings for residential undergraduate accounting programs. The rankings comprise of the top 30 most affordable schools based on annual tuition and fees for out-of-state incoming freshmen enrolling in the 2014-2015 academic year.

Truman was recognized for the lowest student loan default rate among public schools in Missouri, as well as the fact that around half of Truman seniors graduate without taking any federal student loans.

In six of the last eight years, the school's accounting graduates ranked in the top 20 for passing all parts of the exam on the first attempt. In four of the years, Truman students ranked in the top 10.

Aspiring CPAs Earn Scholarships from the MSCPA

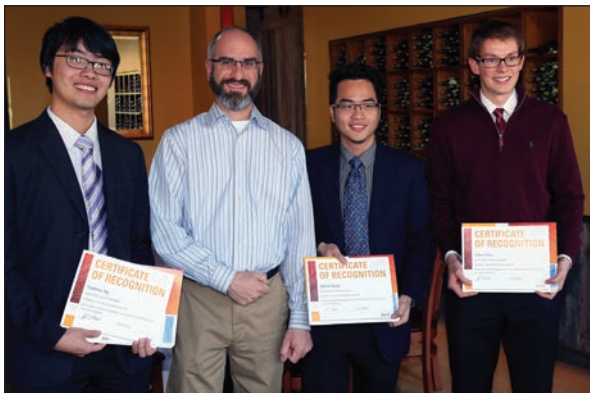
Congratulations to the 2014-2015 MSCPA scholarship winners! Hundreds of students applied, leading to a strong competition among deserving candidates. In total, the society awarded \$37,250 in scholarships this year, thanks to the generosity of MSCPA members. Two Truman students were named recipients of the \$1,250 MSCPA Scholarships.

Jason Bangert
Dalton Powell



Students Participate in Majors Day

During the 2014 Truman Week, first-year and transfer students were given the opportunity to meet together by major. The School of Business brought together all accounting and business administration students for a brief introduction to the School. This year, Molly McGraw, a Senior Business Administration major, used some humorous anecdotes to give guidance to the first-year students on how to successfully navigate their college career. In addition, the students viewed a video entitled, A Peacock in the Land of Penguins, which addressed diversity issues and their impact on decision making. In breakout sessions, students discussed the scenario presented in the video and drew inferences for their upcoming experiences on campus.



Ng, DST Rep, Fung, Fuss

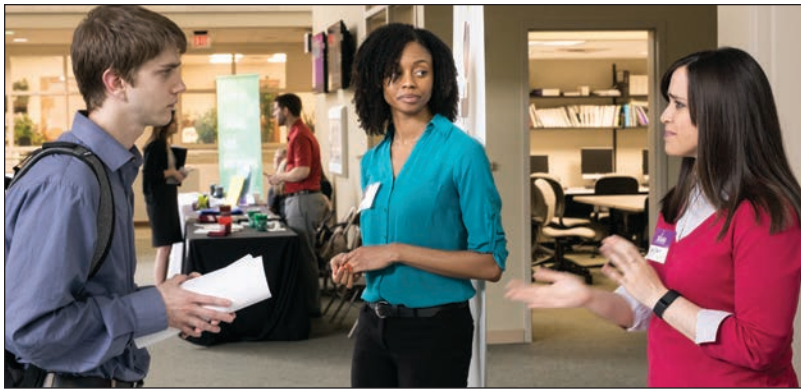
Truman Students Take Home the DST Gould Award

Tommy Ng, Senior Business Administration and Economics; Julian Fung, Junior Business Administration and Computer Science; and Lasse Fuss, Junior Interdisciplinary Studies, were awarded first place in the DST Robert L. Gould Scholastic Award Competition. The Gould Award recognizes outstanding university students who compose exceptional academic papers on topics related to investment management strategies, theories, and trends. Truman submitted the paper from the team of Ng, Fuss, and Fung entitled “Transcending Traditional Service Models with Disruptive Technologies.” DST Systems invited the students who wrote the top three papers to a special ceremony

in Kansas City. Student winners are awarded grants in the amounts of \$10,000, \$7,500 and \$5,000 for first, second, and third place, respectively. Each participating university is awarded an administrative grant of \$2,000. More information about DST can be found at www.dstsystems.com. As the winning team, Ng, Fuss, and Fung will share the cash prize of \$10,000.

Enrollment Facts (Fall 2014)

	Total	Male%	Female%	Minority%	International%
ACCT	309	57.6%	42.4%	6.2%	26.5%
BSAD	481	60.9%	39.1%	11.9%	17.9%
Master of Accy	35	48.6%	51.4%	2.9%	22.9%



Accounting Students Meet the Firms

The Accounting Department and School of Business hosted the 7th Annual **Meet the Firms** event in April 2015. Accounting students from all class levels met informally with representatives from several accounting organizations to discuss leadership programs, internships, and future employment opportunities.

Organizations participating were Anders, Becker Professional Education, BKD, Emerson Internal Audit, EY, Deloitte, KPMG, Mueller Prost, Novogradac & Company, PwC, RubinBrown, and Williams-Keepers.

Truman PBL Members Win at National Leadership Conference

During the April 2015 Phi Beta Lambda State Leadership Conference 14 students qualified to compete at the 2015 National Leadership Conference (NLC) in Chicago. Four Truman PBL members attended the NLC and competed in seven events.

The students and Truman Phi Beta Lambda Chapter received multiple awards at the NLC.

Taylor N. Libbert, 1st Place in Business Communication and 8th Place in Organizational Behavior and Leadership

Ashton Wolter, 1st Place in Financial Concepts and 8th Place in Microeconomics

Hailey Ketchum, 1st Place in Retail Management

The team of **Hailey Ketchum** and **Rebecca Stearns** earned 2nd Place in Human Resource Management

The Truman Phi Beta Lambda chapter placed 1st in the Local Chapter Annual Business Report competition and was recognized as a Gold Seal of Merit chapter.

Truman Team Wins the St. Louis CFA Research Challenge

On Friday, February 20, 2015, the team of **Sam Lohmeyer** (senior, business administration-finance), **Lasse Fuss** (junior, interdisciplinary studies), and **David Shoko** (junior, accounting) won the CFA-STL Research Challenge. All are members of the Bulldog Student Investment Fund (BSIF). The team spent many hours researching Express Scripts, writing a report, and presenting their research to a panel of judges. Chuck Boughton served as their faculty mentor, and Truman alumnus Tom Kersting (Edward Jones) was their CFA professional mentor. The team competed in April at the national level in Atlanta.

The CFA Society St. Louis (CFA-STL) hosts the annual local level of the CFA Institute Research Challenge in St. Louis region. The Challenge gathers students, investment-industry professionals, publicly-traded companies, and corporate sponsors together locally, regionally, and globally for a real world competition.

The contest's goal is to promote best practices in equity research and company analysis. Students research, analyze, and report on a company as if they are practicing analysts. Additionally, all participants are introduced to and held to the standard of the CFA Institute Code of Ethics and Standards of Professional Conduct. The Truman team finished ahead of teams from Lindenwood University, Saint Louis University, the University of Missouri-St. Louis, Washington University, and Webster University.



MARK YOUR CALENDAR!
Spring Recognition Dinner
 April 23, 2016



Faculty Name Outstanding Students

Dean of the School of Business Deb Kerby addresses the Recognition Dinner attendees.

The Accounting and Business Administration faculty selected the outstanding graduating students for the 2014-2015 academic year. The School of Business recognized the students during the 2015 Recognition Dinner, and the University honored the students at a special ceremony on May 8, 2015.



Dominic Kacich
Undergraduate Accounting Student



Samuel Lohmeyer
Business Administration-Finance



Molly McGraw
Business Administration-Management



Jessica Poole
Business Administration-Marketing



Amanda Shreves
Business Administration-International Business



Amanda Truschinger
Graduate Accounting Student



Daron Van Wyk
Federation of Schools of Accountancy Award

University Recognizes Campus Leadership

The Truman State University Leadership Recognition Awards were presented on April 1, 2015. Several School of Business students, faculty and organizations were recognized for their outstanding activities and service.

- Ron and Elsie Gaber Achievement Award: **Ly Dong**
- Veronica S. Nichols Award: **Joseph Shaver & Holly Long**
- Outstanding Organization Award: **Delta Sigma Pi**
- Cady Award: **Amanda Shreves**
- Outstanding President Large Organization Award: **Kelsie Langenberg**
- Outstanding Student Worker Award: **Linda Zhang**
- Senior Leadership Award: **Kelsey Collier**
- Outstanding Small Organization Award: **Bulldog Student Investment Fund**
- Outstanding Large Organization Award: **Delta Sigma Pi**
- E.M. Violette Outstanding Advisor Award: **Dr. Debra Cartwright**

Truman Student Wins Elevator Pitch Competition

Nixon Tarrant, senior Accounting major, won the Saint Louis University Elevator Pitch Competition on December 14, 2014 with his product idea, Limitless Backpacks! See his idea at: www.youtube.com/watch?v=w417R0Pz8CQ#t=19 He won \$2,500 and one-night use of a Tesla. Sophomore Business Administration major, **Anthony Hill**, was among the ten finalists with his product idea, SpiroRip, www.youtube.com/watch?v=DdK_Dj_2_5s

See more at: storify.com/SLUCookBusiness/slu-center-for-entrepreneurship-s-real-elevator-pi



Alpha Kappa Psi members assisted with the Adair County Human Society Adoption Day.



Peer Mentors 2014-15

School of Business Peer Mentors assist first- and second-year students with academic, internship, study abroad, and student organization questions. The 2014-2015 Peer Mentors were (L to R): **Joanne Chong, Jonathan Gilmor, Jennifer Petersen, Daniel Koch, Yujing Guo, Shelby Pieper, Joanne Chong** (not pictured).

Student Organizations Earn Distinctions

Alpha Kappa Psi: National Award for Chapter Growth, 100% pledge class retention

Beta Alpha Psi: Superior Chapter Status, 14 consecutive years

Beta Gamma Sigma: Premier Chapter Status, 95% membership acceptance

Bulldog Student Investment Fund: ENGAGE, highest risk-adjusted rate of return for a value portfolio

Delta Sigma Pi: the National R. Nelson Mitchell Outstanding Chapter Award 2013-2014

Students Present at Student Research Conference

School of Business students presented nine projects during the University's Student Research Conference on April 14, 2015. Student researchers were mentored by faculty from the School of Business.

BULLDOG STUDENT INVESTMENT FUND,
LOGAN SUMMERS, MUHAMMAD RASHIDOV,
JUSTIN PERSELL, and MICHAEL FENTRESS
"Equity Analysis of ConocoPhillips Corporation"
Prof. Chuck Boughton, *Faculty Mentor*

BULLDOG STUDENT INVESTMENT FUND,
JON GILMOR, ANH BUI, MATT LUEKEN, and
KENNETH BOHANNAN
"Equity Analysis of Halliburton Company"
Prof. Chuck Boughton, *Faculty Mentor*

TOMMY NG
"Capitalization of Executive Compensation to
Improve Company's Performance"
Dr. Katherine Jackson, *Faculty Mentor*

BULLDOG STUDENT INVESTMENT FUND,
DOMINIC TEOH, DAVID NEWELL, ZACH
WENIG, and DAVID STODDEN
"Equity Valuation of Gilead Sciences"
Prof. Chuck Boughton, *Faculty Mentor*

BULLDOG STUDENT INVESTMENT FUND,
CONNOR MCINTOSH, ANNALI CLER, BRICE
SHULTZ, and ALEX JACK
"Equity Valuation of Everest Re Group Ltd"
Prof. Chuck Boughton, *Faculty Mentor*

BULLDOG STUDENT INVESTMENT FUND,
CANDICE BOBBITT, ALEX IVY, ANTHONY
HILL, COLBY BYCROFT, CONLAN WILSON,
DAVID SHOKO, SHANE LEGATZKE, and
SPENCER FRANTA
"Portfolio Management in the Bulldog Student
Investment Fund"
Prof. Chuck Boughton, *Faculty Mentor*

JOANNE CHONG
"Paradox of Choice in the Fast Food Industry"
Dr. Debra Cartwright, *Faculty Mentor*

**SAM LOHMEYER, LASSE FUSS, and DAVID
SHOKO**
Equity Analysis of Express Scripts Holding Company
Prof. Chuck Boughton, *Faculty Mentor*

BULLDOG STUDENT INVESTMENT FUND,
MOLLY MCGRAW, PHILIP ECKERT, TIMOTHY
HUDSON, and DREW ROBY
"Equity Analysis of Microsoft Corporation"
Prof. Chuck Boughton, *Faculty Mentor*

Masters of Accountancy Student Profile: Thilini Weerawarnasuriya



I absolutely loved every minute of my time at Truman, ...

From getting involved with student organizations to participating in an Alternative Spring Break that led to a job offer, Thilini Weerawarnasuriya discovered opportunities at Truman that inspired her to pursue her dreams.

As Thilini prepared to graduate from the Master of Accountancy program this past May with plans to begin her career at the Ernst and Young accounting firm later this fall, she reflected on how her experiences at Truman prepared her for the opportunity.

When Weerawarnasuriya, who was born and raised in the United Arab Emirates, decided to leave her home in Colombo, Sri Lanka, to study in the United States, she was drawn to the small liberal and sciences university in northeast Missouri because of its reputation for affordability and consistent high rankings in national publications, such as *U.S. News and World Report*. She was also excited to learn that a small population from Sri Lanka also called Truman home.

Once she arrived in Kirksville, Weerawarnasuriya delved into campus life becoming a member of Beta Alpha Psi, Beta Gamma Sigma, and the Christian Campus Fellowship. She cites her Business Law class as one of the first impactful experiences she had at Truman. She enjoyed working closely with her fellow students on projects such as role-playing as lawyers in mock court cases in class.

Learning Beyond the Classroom

Weerawarnasuriya also took advantage of opportunities outside the classroom to enhance her skills and practical experience. She found a campus job with the Center for

International Students where she helped recruit other students from around the world. “It was so much fun and so very rewarding,” said Weerawarnasuriya.

After careful consideration, she decided to major in accounting because it opened up many opportunities for her. She earned her Bachelor’s degree in 2014 before entering the Master of Accountancy program. “The best part is the great professors,” said Weerawarnasuriya. “I was initially surprised at the amount of writing that we were assigned, but I eventually learned that accounting really was about being able to analyze and translate numbers into logical facts.”

When Weerawarnasuriya signed up for Truman’s Alternative Spring Break in the spring of 2013, little did she know that the experience would ultimately lead to a job offer. During the break, she was placed to job shadow at Ernst and Young and the following summer, she participated in Ernst and Young’s Emerging Leadership Program. She was invited back to intern at the accounting firm the summer of 2014 and was offered a full-time position starting in September.

Besides learning applicable technical skills as an intern, she also valued the experience she had improving and gaining confidence in interpersonal communication, which she acquired by working alongside full-time employees and communicating with actual clients. Weerawarnasuriya discovered that having the type of diverse pool of knowledge associated with a liberal arts education provided an advantage when working in the real world — she found her Truman education helped her stay a step ahead because it touched on many different fields and disciplines.

As Weerawarnasuriya counts down the days before she begins working full-time with Ernst and Young, she feels excited about everything the future has in store. No matter where life takes her, she plans to use her intellectual pursuits and her passions to make a difference in the world.

One day she hopes to own her own orphanage. “Sri Lanka is very much a third-world country, and I am willing to do whatever I can to help the burdened,” said Weerawarnasuriya. “I have learned that I have an innate love for children, and it would be a pleasure to do something like this.”

“I absolutely loved every minute of my time at Truman,” said Weerawarnasuriya. “There is not a thing I would change, and I would do it all over again if I could.”



Peterson Spun the Wheel of Fortune

Jennifer Peterson, a Truman accounting major was a contestant on "Wheel Of Fortune" last fall. She wasn't the big winner but still took home \$23,000 worth of cash and prizes. Though she didn't win the grand prize, she was excited to win her first trip outside the United States.

Peterson won the prize puzzle and scored a trip to Nicaragua. She also won two thousand dollars cash. Peterson plans to use her cash winnings to help pay for the Master of Accountancy program at Truman State University, and she plans to use whatever she has left over to travel. As an accounting major, Peterson is also researching the tax implications of her win.

Start-up Seeks Solution to Employer Recruitment Problem

Identifying a problem frequently serves as inspiration for a new product, service, or business start-up. Such was the case, when three friends identified a problem, thought about ways to address the problem, and made the decision to jump into the world of business start-ups — launching Motavera.

Motavera solves the problem of recruiting college students for small to medium-sized businesses by pairing an active student user base with technology that allows employers to effectively recruit students. Motavera is an online platform that enables employers to find and hire college students for internships and entry-level employment. Think of it as a combination of LinkedIn's informative profiles and Indeed's job posting functionality exclusively for college students.

Motavera's founders are **Nep Orshiso**, **Dustin Staashelm**, and **Will Ruman**. Orshiso, a December 2014 business administration (finance and marketing) graduate serves as the CEO. Staashelm, COO, is also a December 2014 business administration (marketing and management) graduate. Will Ruman, Chief Technology Officer (CTO), graduated in May 2015 with a major in Computer Science.

Orshiso briefly describes what motivated the creation of Motavera. While entering an internship program for the Boeing Company, Orshiso felt the process could have been made easier and more efficient. In addition, several friends at Truman were complaining about the difficulty of finding internships and job opportunities. The team at Motavera began researching the problem to see if there was potential to create a solution that could better facilitate communication between employers and students.

Staashelm and Orshiso have known each other since the eighth grade and roomed together freshman year at Truman. The two have worked on countless projects and it was a natural fit to go into business together. Orshiso met Ruman on a Truman-related overnight trip to Saint Louis where they shared a hotel room. Orshiso realized Ruman was extremely intelligent and thoroughly enjoyed technology so Orshiso later convinced Ruman to join the startup as the technical founder. The team was assembled between their sophomore and junior years and have been working on the startup ever since.

After launching the platform during the spring semester of 2015, Motavera achieved positive results and was encouraged to continue iterating on the idea. Motavera was admitted to Digital Sandbox KC during the summer of 2015 which provides proof-of-concept resources to support early-stage commercialization. As a result, Motavera will relocate the startup to Kansas City while still maintaining a presence on Truman's campus.



Motavera's founders: Nep Orshiso ('14), Dustin Staashelm ('14), and Will Ruman ('15)



Harrison Retires after More than 25 Years of Teaching

Dr. Keith Harrison, after teaching at Truman for more than a quarter century, retired this year. We asked Dr. Harrison for his thoughts on educating a generation of accounting students, and about his experiences with the Truman community.

1) When did you first move to Kirksville and Truman?

In the fall of 1987 we moved to Kirksville and started at Truman that academic term. Becky was hired in classics and I was hired as a temporary assistant professor of Accounting. We had lived for a year in Waco, TX and prior to that we had lived in the Philadelphia, PA area.

2) Did it take long to adjust to Kirksville and Truman?

What I remember is that the adjustment from Pennsylvania to Texas was significant, but that coming to Kirksville was much less of an adjustment. I think it's fair to say that Missouri culture is about halfway between Pennsylvania and Texas. And, if you look at the lines of latitude, we're within one degree of where I grew up in Morrisville, PA.

3) What kind of a first impression did Truman make?

Friendly and supportive. I immediately liked the faculty I was working with. The students were capable, and we had a broader mix of students because the mission change of the University had not yet fully come

into effect. The mission change had been implemented, but there were still students who had been admitted under the older catalogue who were continuing to finish their program. It took a while for the student population characteristics to settle to where they are now. It's been fairly stable for the last fifteen to twenty years.

4) What different positions have you held in the School of Business and department of accounting?

For the first five years I was a temporary instructor, which gave me a chance to decide whether I wanted to remain in academia. From fall 1992 to 1996 I left to pursue a PhD in accounting at the University of Kansas. When I returned, I came back to an assistant professor position. After the completion of my PhD. in May 1999, I was promoted to associate professor and received tenure. With that promotion I became Convener of the accounting department for about six years. Then, once I was eligible, I was promoted to full professor of accounting. In the summer of 2011, I was appointed department chair and remained in that position until my retirement.

5) How has the School of Business evolved over your time at Truman?

I think the biggest change was the accreditation of the School of Business and the Accounting department by the AACSB. The early stages of change were happening when I was hired, though I didn't necessarily know it at the time. While I was away as a student, they

formalized many of the policies and procedures to pursue accreditation. The second largest change was when the School of Business moved to a department/school structure (about 5 to 10 years ago). We were one of the last schools to move to the new departmental structure.

6) *Did you have a favorite class that you liked to teach?*

My favorite class to teach is probably the first course in auditing. It's the class I've taught the most. I think I like helping students to understand the aspects of judgment that are necessary to the process of auditing, in addition to understanding the rules and standards that are currently in effect. Many of my former students will remember me saying that the most important thing about being a good auditor is to understand the client's business, and to understand how the client makes a profit. If you understand that, you can understand where difficult issues are most likely to arise. I guess the other thing that I liked to help students understand is that accounting is not as black and white as it first seems. And that's why judgment is so important. Students gain insights that they don't realize at first. I think it's obvious to many folks how quantitative skills and economics certainly play into an accountant's preparation, but it's also interesting to think about how literary characters demonstrate human behavior that transcends culture and time. Few accounting students would take an upper-level English class in Shakespeare, but if you think about Macbeth, Lear and Hamlet, we can see the common foibles and character weakness that you might encounter in the profession. I think it's pertinent to mention that this comes from a guy who wasn't particularly thrilled to study English literature! I think that another benefit of the liberal arts and sciences experience is that it makes our students more well-rounded and therefore more fun to work with and talk with in a variety of settings.

7) *What will you miss most about teaching at Truman?*

I will miss the daily interactions with students and faculty. I have a lot of friends here. And while I don't intend to ignore them, I won't see them on as regular a basis as I do now. Advising was probably one of my favorite activities as a faculty member. I'll most certainly be doing a whole lot less of that than I do currently!

8) *How has the accounting curriculum adapted to the changes in the profession of accounting?*

It's actually a fairly straightforward question to answer. There is more content in Accounting Information Systems (AIS) – that's probably the largest change we've made. Individual topics in concentration areas have changed a lot with time, obviously. In 2000 Missouri adopted the 150 hours requirement to sit the CPA exam which probably caused the largest change in our accountancy program. Prior to that we may have had 10 to 15 students per year in our Master's program. Now it ranges from 35 to 45!

9) *What do you like best about the Truman community?*

I like the fact that I know a lot of faculty and even some students from a variety of disciplines and departments across campus. That's enhanced by the fact that my wife worked in a different school and by the fact that I meet others in different committees and in the community from a wide variety of backgrounds.

10) *What are you most proud of from your time at Truman?*

I think the fact that our students have continued to do well on the CPA exam, over a long time period speaks to the strength of our program. They've gone on to successful careers. If you talk to business leaders across the state of Missouri and even beyond our region, they will know about the Truman accounting program and will speak of it in a positive way.

11) *What do you plan to do to keep busy?*

I was afraid that question might come up! I'm not clear yet, though I have a variety of ideas. We will be relocating to upstate New York in a year or so, so part of that will depend on what the landscape looks like when we get there. Part of the reason of our relocation is to get closer to family. It's possible that I will try to do something with accounting skills in a not-for-profit environment. I think it's possible that I might do something that's part-time or seasonal, giving me time to spend time with family and friends. I've tried to prepare and make sure that my CPE credits are up to date, and they are, and that I have copies of my evaluations and even my teaching materials, so that if I chose to teach part time, I'd be adequately equipped. At the moment, though, that's not my first intention. I think that teaching somewhere else apart from Truman would probably be difficult.

12) *What advice do you have for accounting students?*

Continue to develop the skill of reading technical material, strong writing skills and strong professional communication skills. Despite changes in technology, those skill sets are still highly sought after. And, I guess, maybe don't take yourself too seriously!

13) *What advice do you have for the School of Business?*

That's a hard question. I think it's that to have the kind of program that we've had in the past, one needs to do more than just the minimum job requirements, and we've always pulled together to do that. But, what has made us strong is the willingness 'to do what needs to be done,' as Garrison Keillor might say. I don't see any indication that either the senior or junior faculty will change, but I think it's something we must continuously be aware of. There are so many different components that are a part of what we do, that many may not be obvious when a faculty member first arrives.

Advising was probably one of my favorite activities as a faculty member.



Harrison Awarded 2015 Teaching Excellence Award

Each year current students and recent alumni are invited to submit nominations for the School of Business Teaching Excellence Award. The 2015 recipient of the Excellence in Teaching Award was Dr. Keith Harrison, Professor of Accounting and Chair of the Department of Accounting. Student nominators stated, “Dr. Harrison truly cares about his students, and it shows every day in the classroom.”

“Dr. Harrison has shown an extraordinary dedication to the School of Business and has always made me feel comfortable talking to him inside and outside of the classroom.”

“Keith Harrison is one of the most fair, caring, and hard-working professors I have ever had the pleasure to have . . . Overall, it was very clear to everyone who has had him that he is a guy that will go out of his way for his students.”

Through the years, Dr. Harrison has taught a variety of accounting classes including introduction to accounting, accounting information systems, auditing (his specialty), professional seminar in accounting, and most recently advanced financial accounting (consolidations). He has also served as the advisor to the National Association of Black Accountants (NABA).

Kaden Joins Accounting Faculty

Dr. Stacey Kaden, Assistant Professor of Accounting, joined the accounting department faculty in August 2015. Dr. Kaden is an alumna of Truman earning both Bachelor of Science in Accounting and Master of Accountancy degrees. She earned a Ph.D. in Business Administration from the University of Arkansas. Dr. Kaden is a CPA and worked for five years for a BKD, LLP in Springfield, Missouri, as a tax accountant. Her research interests include nonprofit tax compliance and executive compensation. She is married and has two young sons. Outside of work, she enjoys spending time with family, hiking, and traveling.



Truman Students Win International Business Case Competition

Truman student team won the 2015 Annual International Business Case Competition hosted by the University of Missouri-St. Louis, International Business Institute in April 2015. The members of the winning team were **Shari Fieser** (Senior, Business Administration – Marketing), **Kathryn Bielecki** (Senior, Business Administration – International Business), **Seth Beckett** (Senior, Business Administration – International Business and Management), and **Bradley Hansell** (Senior, Business Administration – Management). The team won a \$2,000 cash award by outperforming 11 other university teams. Teams researched, analyzed, developed, and presented an action plan for a new, original case study currently facing a global company. The team was advised by **Dr. Yung-hwal Park**, Assistant Professor of Business Administration.

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