



JAKE JABS COLLEGE OF BUSINESS & ENTREPRENEURSHIP

INSPIRING CREATIVITY, INNOVATION, AND GROWTH

2016-2017 ANNUAL REPORT

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JJCBE YEAR IN REVIEW

SEPTEMBER 2016

- **Sept 1** MPac Professionalism Workshop
- **Sept 1** Fall Convocation: Wes Moore
- **Sept 7** Entrepreneurship Info Night
- **Sept 8** Scholarship Banquet
- **Sept 14** Going Global Extravaganza (Study Abroad Fair)
- **Sept 20** Startup of the MSU You: Design It
- **Sept 22** Pitch Fest with RMVCA
- **Sept 22** Meet the Accounting Recruiters
- **Sept 23** Classic Open Benefit Golf Tournament
- **Sept 25** Student/Faculty Golf Scramble
- **Sept 26** MSU Involvement Fair
- **Sept 27** Startup of the MSU You: Make It (3D Printing)
- **Sept 28** Entrepreneur presentations
- **Sept 30** Welcome International Students Celebration

JUNE 2016

- **May-June** Two students participate in Starzen Internship
- **June 16-24** Two students travel to Cuba

NOVEMBER 2016

- **Nov 1** MSU Diversity Summit
- **Nov 2** LaunchCats: Spy vs Spy Workshop
- **Nov 3** Elevator Pitches
- **Nov 14-18** International Education Week
- **Nov 17** MPac B-Ball Tournament

AUGUST 2016

- **August 23** Faculty Retreat
- **August 31** Business Casual

DECEMBER 2016

- **Dec 14** BGEN 194 Venture Pitch Competition
- **Dec 16** Commencement Celebration/Awards
- **Dec 17** Fall Commencement/MPac Hooding

OCTOBER 2016

- **Oct 4** Orser Speaker: Tim Solso
- **Oct 5** Meet the Business Recruiters
- **Oct 7** Montana Family Business Day
- **Oct 8** CODE|24 (Prototyping Competition)
- **Oct 12** EIR: Battle of the Brands Workshop
- **Oct 13** Entrepreneur-in-Residence: Total BS Media
- **Oct 17** Entrepreneur Day
- **Oct 17-21** AMA at MSU Marketing Week
- **Oct 21** Alumni and Blue & Gold Awards
- **Oct 21** JJCBE Advisory Board Meeting
- **Oct 21** Risa K. Scott Collaboration Lab - Room Dedication
- **Oct 24-27** Freshmen Re-Orientation

MARCH 2017

- **March 6** Guest Speaker: Kitty Hsu Dana
- **March 10-19** Acct students travel to Alaska through VITA program
- **March 16-18** AMA International Collegiate Conference, New Orleans, LA
- **March 20** Orser Speaker: Lachlan Perks
- **March 22-25** Management Club trip to Seattle, WA
- **March 23** CFA Montana Topic Dinner
- **March 28** Business Advising Casual
- **March 29** Entrepreneur Speaker Series - Part 3
- **March 30-31** R/GA visit

JANUARY 2017

- **Jan 6** Faculty Retreat
- **Jan 10** Spring Convocation
- **Jan 11-13** Finance Club trip to New York City, NY
- **Jan 19** Entrepreneur Speaker Series - Part 1
- **Jan 20-22** Hatch.edu

MAY 2017

- **May 2** BGEN 194 Pitch Competition
- **May 5** Commencement Celebration/Awards
- **May 6** Spring Commencement
- **May 11** Women's Circle of Excellence Conference

FEBRUARY 2017

- **Feb 8** An Evening with Sir Ken Robinson
- **Feb 11** International Food Bazaar
- **Feb 13-Apr 3** MSU VITA prepared taxes Feb - April
- **Feb 15** Spring Meet the Business Recruiters
- **Feb 21** Awards for Excellence - 4 students and their mentors
- **Feb 22** 406 Labs: Demo Day
- **Feb 23** CATalyst Mentoring Program: Trivia Night
- **Feb 24** Guest Speaker: Miguel Fraga, deputy ambassador of Cuba to the US
- **Feb 28** Women Entrepreneurs Night

APRIL 2017

- **April 5** CATalyst Mentoring Program: Panel Conversations
- **April 8** TEDxBozeman
- **April 10** BGS Induction
- **April 11** LaunchPad Pitch Competition
- **April 14-15** Annual AIC Pow Wow
- **April 18** Provost's Lecture Series: Bill Brown
- **April 20** Entrepreneur Speaker Series - Part 4
- **April 20-22** District XI 2017 NSAC Event, Portland, OR





As I finish up my fifth year as a member of this wonderful college, I am pleased with the progress we have made and excited about our future. In the fall of 2016, we once again set enrollment records for MSU as a whole and for the college, with 1,451 students majoring in business – plus we'll be joined by two new faculty members in the fall. While our fast growth presents challenges, we welcome all the new students and see their presence as confirmation there is value in what we're doing here.

A major reason I'm so excited about the future is that we continue to find ways to be relevant to our stakeholders. Increasingly, we make a positive impact by going beyond the boundaries of the traditional business school. Our students and faculty are more creative and innovative by actively engaging with businesses, non-profits, governments, and scholars in other disciplines.

To encourage these cross-boundary interactions, we recently implemented two new 15-credit certificates in business and entrepreneurship to invite students from other majors to take courses in business. We team-taught more interdisciplinary courses that included students and faculty from engineering, art, and health and human development. We continued to expand the number of students that completed internships and worked on class-based consulting projects for local firms. Our faculty conducted research with colleagues from across campus and presented on topics to policy makers in state government and the United Nations. We broadened our students' perspectives by taking them on educational trips to London, New York, New Orleans, Portland, and Seattle. We also gave our students frequent opportunities to interact with outstanding business professionals that we invited to campus to speak to classes, student organizations, and the general public.

Not only are we changing the process of education from being primarily focused on classroom learning to a much more outward-oriented, highly-engaged process, but our students' expectations of their careers are similarly changing. Our students today are increasingly concerned about doing work that is meaningful and fulfilling, not just being well-compensated. It is through constant engagement with external stakeholders that we help our students find what they are passionate about and position them for those fulfilling careers. Engagement with those outside the traditional classroom also serves potential employers, as they want to hire graduates that can work with people from a variety of backgrounds.

As I said, I am very optimistic about the future of the Jake Jobs College of Business and Entrepreneurship. We are attracting great students and faculty and providing them with excellent opportunities to make a positive impact on the world. It's a positive culture that creates a virtuous cycle of success – and I think it's just getting started.

If you haven't been by to visit us in a while, please do so – I think you'll see what I mean!

A handwritten signature in black ink that reads "Kregg Aytes". The signature is written in a cursive style.

Dr. Kregg Aytes
Dean of the Jake Jobs College of Business & Entrepreneurship



Creativity

The National Student Advertising Competition gives our students the perfect environment in which to demonstrate their creativity. As well as being visually stunning, their work has to be strategic and produce a result.

**- MIKE GOLD, ASSISTANT TEACHING PROFESSOR
OF MARKETING**



STUDENT SPOTLIGHT: KATYA PETERSON

As a third-generation Bobcat, Montana State University was the obvious choice to begin her college career but that did not stop Katya Peterson from visiting other universities. She was looking for the best business program, and the friendly atmosphere and enthusiastic individuals at the college helped to confirm her choice.

Growing up in an entrepreneurial family, Katya always leaned towards pursuing business. Her parents own two businesses and she was fortunate enough to see a successful business from the inside out. In high school, Katya was highly involved in DECA and fell in love with marketing and hands-on experiences.

This passion continued in college. The number of hands-on experiences and opportunities Katya has been involved in is tremendous. While at MSU, she has been an Advocat, actively involved both the business honorary, Beta Gamma Sigma and the American Marketing

Association, served as a student associate for the freshman seminar, helped plan TEDxBozeman and even spent time volunteering at local running events and Service Saturdays.

When asked, she shares some JJCBE programs and opportunities that have made the biggest impact on her so far and what she has taken away from each.

As a student associate for BGEN 194, the freshman seminar, Katya called it a managerial experience from beginning to end. “As a student associate, I had the opportunity to shift perspectives and be at the front of the class. I could objectively identify individual strengths and communication styles and understand from a third-party perspective and the effects each have on team dynamics.”

In her interdisciplinary “Farm to Market” course, Katya says the course has provided the opportunity for her to work with a variety of individuals and learn how to effectively work with people from different disciplines. “Working together in this setting has shown me that a collaborative environment can lead to better and unexpected results.”

Just this past summer, Katya participated in the first ever London Entrepreneurship Study Abroad program. Over the course of the two-week immersive experience, she said she had the chance to develop lasting relationships with classmates, broaden her global perspective and gain a deeper understanding of entrepreneurship.

Katya has also found the two main college guest speaker series invaluable. She has really enjoyed attending both the

Entrepreneur-in-Residence speakers to hear stories about risk and reward as well as the Orser Executive Speakers Forum. “Each experience I have had with this program [Orser] suggests that we all start in a similar place, and it is the goals we set and the drive we have that will take us where we want to be.”

Besides a multitude of hands-on and interdisciplinary opportunities, something that set the JJCBE apart from other universities is how much the faculty care about the students and how they make a positive impact on their education. Katya mentioned that Dr. Amber Raile has been particularly helpful throughout her college career.

“I have had the opportunity to get to know Dr. Raile over the course of my college career. For the last four years, she has served as my advisor, assisting me with making decisions - big and small. She like many other distinguished faculty deserves to be

recognized for her dedication to her students. Last year, I had the chance to take her negotiation and dispute resolution class and was able to see first-hand her love and dedication to the classroom. The excitement she brought to the class made me love learning. Her office is always open, and she is always willing to serve as a sounding board or assist in any way she is able,” said Katya.

As Katya nears graduation, she shares some advice for new business students. “Get to know your professors, advisors and faculty sooner rather than later. These individuals will help you get plugged into the community, serve as references, and be a resource for not only the next four years but also as you begin your professional career.”

After graduation, Katya is looking forward to working in the Montana tourism industry with plans to complete an MBA in the future. She says that once she is done with school, she will miss the community in the JJCBE because Jabs Hall has done an amazing job fostering relationships and conversation among students. Katya says that over the last year and a half, she has had the opportunity to build friendships with classmates and connect with professors in a manner that will last beyond her college career.

When asked what she is most looking forward to, her answer is about life-long learning. “I am looking forward to continue learning from all those around me, be it knowledge, passion, or experience,” said Katya.

“Each experience I have had with this program [Orser] suggests that we all start in a similar place, and it is the goals we set and the drive we have that will take us where we want to be. ”

- KATYA PETERSON

BRIDGING GAPS AND CREATING OPPORTUNITIES IN CUBA

With travel restrictions to Cuba lessening, business students Hans Dierenfeldt and Paden Wallace identified an opportunity for MSU and the Jake Jabs College of Business & Entrepreneurship (JJCBE) to connect with Cuban educational institutions.

In March, the two started a student-led initiative to promote a collaboration between MSU and universities in Cuba, citing similar interests in progressive sustainability, agricultural practices, and emerging eco-friendly tourism.

That summer Dierenfeldt and Wallace were able to travel to Cuba with a delegation of Montana state officials in an unofficial capacity. The trip aimed to expose Montanans to the Cuban culture, people, and opportunities for collaboration. The students also wanted to create professional networks with Cuban representatives and citizens as well as receive a multi-cultural experience and broaden their horizons.

They started their week-long trip by attending a “Cuba Then and Now” presentation before meeting with university professors and visiting Cuba Libro, the only English bookstore in the country. Dierenfeldt and Wallace described the bookstore as a leader in the emerging market for private businesses that serves as a huge resource for entrepreneurs in the area.

Between June 16th and the 24th, they visited many businesses including tobacco farms in the Vinales Region and Finca Marta, a suburban organic farming operation where the owner is able to provide food for 60 families while only utilizing just over 10 hectares.

Wallace said, “This initiative really was the culmination of my education at the JJCBE and was a great way to end my time at MSU. We received overwhelming support all across campus from the JJCBE and the College of Architecture to the College of Agriculture. We always found professors and faculty willing to help us with our initiative. We probably met 6-7 individuals a part of the MSU faculty that had been to Cuba before; all of whom gave us incredible insight as we prepared for our trip.”

Educational connections were made with both the University of Havana and the Latin American School of Medicine. Dierenfeldt and Wallace also met with the US Ambassador, Jeffery deLaurentis, the president and vice president of the Lawyers Union of Cuba, the Ludwig Foundation and even Mariela Castro of the CENESEX Foundation, which is a huge honor.

“This experience has had a long-lasting impact on my future. The multicultural-immersion, networks fostered,

friendships made, and experiences gained have directly influenced who I am as a business professional. We urge future students to think outside the box and accomplish their wildest ambitions!” Dierenfeldt said.

Both students stated that through the trip, they exceeded their expectations in efforts to connect and collaborate. They received an invitation to an annual conference hosted at the University of Havana from one of the students that they fostered a relationship with and they were told that through conference participation, they would take steps to begin building exchange opportunities, study abroad opportunities and educator exchanges.



Paden Wallace at Finca Marta, a 10 hectare sustainable/organic farming operation. Fernando Funes-Monzote, who leases and operates the farm, boasts 56 species of plants that are harvested on a weekly basis. This operation provides organic food for 60 families in the Havana area.



FINANCE STUDENTS MANAGE TOP-PERFORMING PORTFOLIO IN STUDENT INVESTMENT PROGRAM

Students enrolled in a senior-level research seminar in finance placed first among 20 business colleges participating in the D.A. Davidson and Co. Student Investment Program for the academic year 2015-2016.

The Student Investment Program provides a team of upper-level business and finance students the opportunity to get a hands-on education in investing and portfolio management. D.A. Davidson provides each participating school with \$50,000 to invest in actual market transactions, which offers education in finance, stock research, portfolio management and investment topics. During the 2015-2016 school year, 20 schools in seven states participated, with the school teams sharing in profits made and D.A. Davidson absorbing any losses.

“I am very proud of last year’s students for the great job they did managing the winning (Student Investment Program) portfolio,” said faculty adviser Peter Rubicam, a business professor in the JJCBE. “They generated a number of insightful investment ideas and managed the portfolio with a high degree of professionalism and enthusiasm. It was a real pleasure to have the opportunity to act as their adviser.”

From August 2015 to August 2016, the 16-member MSU student team had the program’s top-performing portfolio, earning 10.2 percent return on its \$50,000 investment. The return for the Standard & Poor’s 500 Index – a standard benchmark for the stock market – was 12.6 percent for the same period, according to Jacquie Burchard, public relations coordinator for D.A. Davidson and Co. The Dow Jones Industrial Average had an 11.3 percent return for the same period.

For the 2015-16 program year, nine participating colleges finished with total returns that were positive. Only MSU’s team exceeded 10 percent, and only five colleges achieved returns above the 5 percent level required to earn a check.

“We congratulate the MSU team on their strong performance this year and we salute all of the student participants for their work in managing real portfolios,” said James Ragan, director of research for D.A. Davidson’s Individual Investor Group. “This program provides a unique opportunity for aspiring financial professionals to learn a range of valuable skills. We are honored to partner with the participating schools to offer this experience.”

The Student Investment Program began at MSU in 1985 when Ian Davidson of Davidson Companies and D.A. Davidson and Co. recognized an opportunity to help business students gain real-life investment experience.

Other participating schools include: Boise State University, Boise, Idaho; Creighton University, Omaha, Nebraska; Eastern Washington University, Cheney, Washington; Gonzaga University, Spokane, Washington; Idaho State University, Pocatello, Idaho; Montana State University, Billings; Oregon State University, Corvallis, Oregon; Portland State University, Portland, Oregon; Seattle University, Seattle; Southern Utah University, Cedar City, Utah; University of Idaho, Moscow, Idaho; University of Montana, Missoula; University of Oregon, Eugene, Oregon; University of Utah, Salt Lake City; University of Washington, Seattle; University of Wyoming, Laramie, Wyoming; Utah State University, Logan, Utah; Washington State University, Pullman, Washington; and Westminster College, Salt Lake City.

INTERDISCIPLINARY MARKETING TEAM WINS REGIONAL ADVERTISING COMPETITION

Fifteen MSU students from the Jake Jobs College of Business & Entrepreneurship (JJCBE) and College of Arts and Architecture placed first at the regional level of the National Student Advertising Competition (NSAC) held April 20-22 in Portland, Oregon.

By winning the regional level of the competition, the team will participate in a phone interview with the client, with the top eight teams moving on to the national competition in New Orleans.

Each year, a corporate sponsor provides a case study reflecting a real-world situation to challenge students competing in the event. This year's sponsor was Tai Pei and their objective was to increase sales and be the choice frozen food option for Millennials.

Assistant teaching professor Mike Gold who leads the class said, "I am immensely proud of our students. Their hard work and relentless energy really paid off. We are now competing at the highest level against schools such as Purdue, Syracuse, Brigham Young University -Provo, Oklahoma State, Florida State and Chapman University."

The team also won awards for "Most Effective Use of Reporting & Analytics" and "Most Strategic Approach to Creating Brand Relevance in Young Millennials."

The students conducted research including focus groups and a national survey to better understand their target demographic and breakout their Millennials into three user personas. From there they put together an extensive integrated campaign titled "Discover Tai Pei."

Their integrated campaign included unique ways of reaching their audience. Their marketing strategy included digital, out of home/outdoor, direct mail, social, radio, sponsorships, partnerships, and paid search. The students also detailed in-store promos like vinyl dragon graphics that led consumers down the frozen food aisle where a gong would sound when they opened the freezer door. They included sampling opportunities at Costco, the use of augmented reality, and even coining a "National Chinese Food Day" specifically associated and sponsored by Tai Pei.

Kregg Aytes, dean of the college, added, "The students do a great job every year but they have been particularly outstanding this year. I am always amazed at how well they

work together as a team across their respective disciplines to come up with creative and innovative solutions. I am excited to see how far this group will go in the competition."

The student team presented their ideas to a panel of judges, consisting of professionals in the communications industry, during the competition. Other schools represented at the competition included Boise State University, Brigham Young University-Idaho, Idaho State University, University of Idaho, University of Oregon and Washington State University.

The students involved were: Kate Burgan, Jonathan de Caussin, Danny Holt, Danielle Kent, Sonja Jacobson, Adam Waldorf, Dylan Weber and Kendrick Wilson from the JJCBE and Emily Brosten, Erik Dale, Walter Funke, Makenzie Guyer, Michael James, Eli Kisko, and Anna Pierce from the School of Art.

Sponsors supporting this group of students: Jim and Connie Alderson, Flying Horse Communication, Great Falls Ad Federation, Jon Saunders at KBZK, MSU School of Art and MSU JJCBE.

For more information about this advertising course, please contact Mike Gold: mgold@montana.edu.

"I am immensely proud of our students. Their hard work and relentless energy really paid off. We are now competing at the highest level against schools such as Purdue, Syracuse and Brigham Young University."

- MIKE GOLD





The 2016-2017 interdisciplinary BMKT 406 team.

BUSINESS STUDENTS HONORED AT ANNUAL DAY OF STUDENT RECOGNITION

Three business students were honored with awards at the MSU Annual Day of Student Recognition held Thursday, April 20 in the MSU Strand Union Ballrooms.

Vanessa Bakken, president of the student chapter of the American Marketing Association at Montana State, earned Student Leader of the Year honors out of 250 student-led organizations. Under Bakken's guidance, the first-year AMA chapter finished in the Top 25 among 370 student chapters worldwide (see page 15), placing it in the top seven percent of all collegiate chapters. While at the AMA International Collegiate Conference in March, Bakken and competition partner, George Gold, reached the semifinals in the Marketing Strategy Competition. The chapter also finished third in best Social Impact Video competition for the film it completed on behalf of the Bozeman ColorMe Fun Run nonprofit organization.

"Vanessa is a consummate organizer and team builder," said Dr. Eric Van Steenburg, assistant professor of marketing and faculty advisor for the AMA chapter. "She has helped to establish a student organization that has accomplished an immense amount in a short period of time. The chapter has come a long way, laying an impressive foundation for coming years."

While at MSU, Bakken has held two marketing internships and is working on a startup venture, Farmented, which has won \$7,000 in start-up funds to date. Bakken says that "it has been a crazy year and a half, and our chapter would not have found the same success had it not been for the dedicated chapter members and leaders. I am honored to have served an organization that provides so much value to students and am excited to see what next year has in store for our chapter."

Garrett Leach, 2016-2017 ASMSU President, was honored as one of the newest members of Septemviri, a senior honorary that recognizes outstanding juniors based on extraordinary scholarship, leadership, and service to MSU.

The Dean of Students, Matt Caires, presented the honor to Garrett at the event. "For over 20 years I have been working closely with student leaders on a number of different college and university campuses. After all of that time and all of those student leaders, a few rise to the top. Garrett Leach is certainly

among that crowd. Garrett is different. His leadership style isn't flashy; it is, however, highly effective. He's always the first to show up in the office and at meetings, and he's always the last to leave. It's his work from behind the scenes, and it's his work ethic, that makes Garrett stand out from the other student body presidents in the past. His leadership will leave a lasting impression on our campus and the future student leaders in ASMSU," he said.

Kelby Janicek was presented with the ASMSU Peer Leadership Award. During her time at MSU, Kelby has been actively involved as a student leader in multiple clubs and organizations and still finds time to volunteer with programs like Frankenscience and Grossology. She was one of eight seniors who was awarded the Torlief Aasheim Community Involvement Award, the university's top award for student service (see page 41).

Kelby's management club advisor, Robyn Chupka, had this to say about her leadership. "Kelby is not only an exceptional student, she is also a very active student. I met Kelby when she expressed interest in bringing life back into the Management Club and have worked closely with her since that time. Kelby's willingness to take advantage of all opportunities presented to her makes the extra time and effort required all worth it. Her ability to manage these extra-curricular activities while excelling academically is truly impressive. I have enjoyed having Kelby

in multiple classes where she not only performed well on her assessments, but was also actively engaged and willing to take risks to maximize learning. I look forward to seeing the path Kelby chooses in life."

Each year, the MSU Office of Student Engagement hosts the Day of Student Recognition. This ceremony honors MSU students who are exemplary in leadership, service, and scholarship. This tradition has deep roots in Bozeman, dating back to 1900. The ceremony has developed over the years; however, it remains grounded in the opportunity to recognize high performing students at the university.



Business student honorees with their award presenters.



Back Row (L-R): Wyatt Kelley, Joe Michael, Duncan Williamson, George Gold. **Front Row (L-R):** Jonathan Habel, Vanessa Bakken, Katya Peterson, Eric Van Steenburg.

NEW STUDENT ORGANIZATION NABS TOP 25 SPOT FOR BEST OVERALL CHAPTER

The American Marketing Association student chapter at Montana State University was very successful in its first-ever appearance at the 39th annual AMA International Collegiate Conference held March 16-18 in New Orleans, Louisiana. The first-year chapter finished in the Top 25 for best overall chapter among more than 370 student AMA chapters worldwide.

“Going into this year, we didn’t know what to expect,” said chapter president Vanessa Bakken, a senior marketing student from Grand Forks, N.D. “But with the help of an incredibly dedicated board, an amazing faculty advisor, and the support of the MSU Jake Jabs College of Business & Entrepreneurship, the Top 25 result demonstrates how hard we worked to not only get the MSU chapter started, but to make it competitive on a nationwide scale from the beginning.”

In addition to the Top 25 award, the MSU chapter earned a third-place finish in the Best Community and Social Impact Video category with its video for the Bozeman ColorMe Fun Run, which raises money for art and physical education programs in Bozeman area schools. Senior film major Duncan Williamson of Denver, senior marketing major Clayton Adcock of Lewistown, Mont., junior marketing major Zen Wohlers of Tacoma, and sophomore Jake Vopel of Billings filmed the event that took place in October 2016, with Williamson also conducting interviews with the event managers, and editing the film.

Finally, the two-person team of Bakken and George Gold, a junior marketing major from Helena, reached the semifinals of the Marketing Strategy competition in which students are

presented with a business case and had 20 minutes to prepare a strategy leveraging marketing to solve the company’s problem. After the preparation period, students had seven minutes to present their strategy to a team of judges, and three minutes to answer two specific questions related to the case. Bakken and Gold reached the final 16 out of 98 teams competing.

To finish in the Top 25, a chapter had to earn a high score in all six areas of its Annual Report. Those are (1) Professional Development, (2) Community & Social Impact, (3) Fundraising, (4) Membership, (5) Internal & External Communications, and (6) Chapter Operations.

Members of the AMA executive board include Bakken (president), Emilie McGee (vice president) of Bozeman, Baylee Eisenmann (VP-Finance) of Kalispell, Kayla Garfield (VP-Fundraising) of Highlands Ranch, Colo., Jonathan Habel (VP-Membership) of Helena, Lena Johansen (VP-Communications), Wyatt Kelley (VP-Membership) of Kent, Wash., Joe Michael (VP-Programs) of Bozeman, Katya Peterson (VP-Communications) of Helena, Williamson (VP-Promotions), and Wohlers (VP-Marketing). The faculty advisor is Eric Van Steenburg, assistant professor of marketing in the Jake Jabs College of Business & Entrepreneurship.

The American Marketing Association at Montana State is MSU’s student chapter of the AMA. Its mission is to develop innovative professionals in a community-oriented environment by providing opportunities, fostering leadership, and growing an efficient global network. Membership in the AMA at MSU is open to all students of any major.



BILL BROWN DISCUSSES TRANSFORMATIONAL LEADERSHIP AT PROVOST'S LECTURE

During his 20 years as an officer in the U.S. Army, Bill Brown saw leadership in many places – some of them surprising.

“A big part of what Army officers have to do is lead, sometimes under difficult circumstances,” said Brown, who is now a professor of management in the Montana State University Jake Jabs College of Business and Entrepreneurship. “I faced those challenges myself and saw both outstanding leadership and sometimes leadership failures.”

The study of what makes a great leader has long fascinated people, Brown noted.

He delivered a lecture on the topic as part of this year’s Provost’s Distinguished Lecturer Series, which recognizes outstanding MSU faculty for their scholarship and leadership. As part of his lecture, Brown discussed the inspiration for his lifelong interest in leadership, as well as how this fascination developed in the Army and as a consultant and a professor. The lecture, “Transformations and Revelations: A Journey Through the Evolution of Our Understanding of Leadership and an Emerging Awareness of Emotional Intelligence,” took place on Tuesday, April 18, at 7 p.m. in the Museum of the Rockies’ Hager Auditorium.

“Most of us want lives with meaning and purpose that give us a feeling of satisfaction and competence,” said Brown, whose research on transformational leadership is based on assessments and interviews he has conducted with thousands of leaders and their followers. “Transformational leaders tap into that... (They) can cause others to transcend personal interest for the good of the group, cause them to spend extra effort voluntarily or enthusiastically.”

Many of the traits of transformational leadership are learned skills, he said. They include treating each person as an individual, pushing others to think more deeply and bringing meaning to the job at hand.

“I’ve seen it in shift leaders at McDonald’s, and in national political and military leaders,” Brown said. “They make things make sense for what they are, and they help us to see what’s possible for us in a situation for our desire to do something meaningful.”

But these skills alone won’t do it, Brown noted. Indeed, an essential component of powerful and positive leadership is emotional intelligence. A highly emotionally intelligent person is aware of their own emotional state, understands the impact of their emotions on others and can regulate their emotions.

To illustrate emotional intelligence, Brown summons Aristotle: “Anybody can become angry – that is easy, but to be angry with the right person and to the right degree and at the

right time and for the right purpose, and in the right way – that is not within everybody’s power and is not easy.”

In other words, good leaders are smart, but not all are experts in terms of cognitive skills like memory and problem solving.

Brown has consulted with business, community and government leaders, and his work is relevant to anyone who has worked in an organizational setting, said Gregg Aytes, dean of the Jake Jabs College of Business and Entrepreneurship.

“I think people will find ways to apply what they learn from Bill’s provost’s lecture in their own personal and professional lives,” Aytes said.

A former student, Matt Asaro, said the open class discussions were his favorite part of Brown’s classes.

“Whether discussing the news or one of our business problems, he wanted to hear contrary opinions and would challenge us to substantiate wherever we stood,” said Asaro, who graduated in fall 2015. “Digging that much deeper helped me grow in those upper-level management classes.”

In class, Brown – who calls teaching the most satisfying professional thing he’s done – emphasizes practical aspects of management. Students love him for it: He has been honored with a litany of teaching awards, many of them bestowed by students.

Brown’s colleagues also see him as a leader.

“A lot of the faculty look to Bill as someone who can help them become better teachers,” Aytes said.

Brown’s most recent interest is pedagogy and studying which teaching methods are most effective. For a publication on “transformational teaching,” he worked with business professors Nancy Dodd and Susan Dana measuring transformational leadership among their peers.

He also led a project assessing student achievement and its correlation to demographics, publishing the results in the *Journal of Business Education*. The research found MSU business students are consistently at or near the top 10 percent nationally in terms of general business knowledge and problem solving. It also informed professors how to better teach specific student populations, Aytes said.

Prior to coming to MSU in 1999, Brown was a member of the faculty at the University of Nebraska. He earned a Ph.D. in business from George Washington University, as well as an M.B.A. in general management and an M.P.A. in manpower management, both from Golden Gate University. He has a bachelor’s degree in psychology from Louisiana State University.

Excerpted from Emily Stifler Wolfe, MSU News

FACULTY WIN \$86,000 GRANT TO CONTINUE INTERDISCIPLINARY ‘FARM TO MARKET’ COURSE

Montana State University faculty members offering an interdisciplinary ‘Farm to Market’ course recently received an \$86,000 grant, funds that will be used to continue offering the course for the next three years.

Graham Austin, a marketing professor in the Jake Jobs College of Business & Entrepreneurship, and Meta Newhouse, a graphic design professor in the College of Arts and Architecture, won the grant from the Montana Department of Agriculture and U.S. Department of Agriculture.

The course is designed to have undergraduate and graduate students solve real-world problems for specialty crop farmers in Montana. In addition to Austin and Newhouse, a faculty member from food and nutrition or hospitality management will co-teach the course in the coming year.

With many specialty crop producers in the state selling their products as low-priced commodities with associated low profits, the students’ goal is to find opportunities to convert some of these raw materials into value-added products, Austin said. This results in higher profits for the growers and economic growth for the state of Montana.

In 2015, six student teams provided three farmer partners with startup ideas for scalable, innovative, value-added products. The ideas helped enable the farmers to differentiate themselves and compete more effectively in a crowded marketplace, Austin said. In 2016, six student teams worked with five additional farmer partners. The student teams in both classes provided prototypes of products, packaging and marketing strategies, all of which were designed to increase growers’ profitability.

These interdisciplinary teams utilized the “design thinking” process they learned in class to develop the prototypes, Newhouse said. The process focuses on the needs of a product’s end user, employing empathy, brainstorming, iterative design, rapid prototyping and critique.

Newhouse said that Stanford University and MIT have similar design thinking programs, but only for graduate students, whereas MSU’s DSEL classes are open to undergraduates.

The Farm to Market class is part of MSU’s Design Sandbox for Engaged Learning, or DSEL, an interdisciplinary collaboration space launched in 2015. In the lab – which is open to any student – business, graphic design, engineering and other students come together to tackle unusual and challenging design questions and gain experience working as a member of a team.

Learn more about this course: <https://www.youtube.com/watch?v=G41ef-8qLsU&feature=youtu.be>.



Top and middle: Teams of graphic design, nutrition and business students worked with local food producers to create marketable retail products. MSU photo by Kelly Gorham. **Bottom:** Montana State University students Emily Brosten, Paige Rittersbacher and Teale Harden present a food product they created for Strike Farms as part of a value-added class Monday, December 12, 2016. MSU photo by Kelly Gorham.

FACULTY RESEARCH

Entrepreneurial Diversity



Agnieszka Kwapisz

What role does gender play in entrepreneurial success? A team of researchers from the Jake Jabs College of Business and Entrepreneurship has been conducting research to determine how gender influences the choices entrepreneurs make and how gender diversity influences the success of teams who are working to start businesses.

Dr. Agnieszka Kwapisz has been analyzing data on diversity in entrepreneurial teams. Her research focuses

specifically on why women entrepreneurs do not ask for money when financing their start-ups. Kwapisz has been collaborating with Montana State University professors Dr. Scott Bryant and Dr. Brent Rosso, and Dr. Dianna Hechavarría from the University of South Florida's Muma College of Business.

As part of her research, Kwapisz ran numbers from existing data using regressions. Her statistical analysis supports her hypothesis that female entrepreneurs are less likely than their male counterparts to ask for financial help when starting a business. According to Kwapisz, "The literature shows that women don't ask for many things in life. We suspect: gender stereotypes, reputation issues, societal norms, expected discrimination and denial, lower level of risk-tolerance or confidence, and less or inadequate support." While Kwapisz and her team found evidence to support this hypothesis, they will need to do further research to determine why this trend exists. However, Kwapisz and Hechavarría were able to conclude that if female entrepreneurs surrounded themselves with "helpers" (non-owners of the business), they were more likely to ask for financial help.

Kwapisz's quantitative findings support the group's conclusion that gender diversity in entrepreneurial teams affects the success of the team. Together with Bryant and Rosso, she found that teams of all men or all women were more likely to succeed, and that groups with gender diversity were less likely to succeed.

Kwapisz hopes that these findings will help entrepreneurs start successful businesses. She also hopes that this research will help women ask for help when starting businesses. In October, 2016, Kwapisz shared her research with the rest of the JJCBE faculty. The abstract of her work with Bryant and Rosso, titled

"Should Men and Women Start Companies Together? The Impact of Team Diversity on Startup Success," was included in the proceedings at the Academy of Management Conference in 2014. Kwapisz and Hechavarría extended the discussion of this topic with a paper titled, "Women Don't Ask: An Investigation of Gender and Start-up Funding," which was recently accepted by the Venture Capital Journal.

After conducting her research, Kwapisz has been able to see her findings first-hand. "I see it in my students. The guys will come and ask [questions]. If they miss points on the test, they will come and ask why, and females won't."

For additional information about faculty research, please visit our website: <http://www.montana.edu/business/faculty-staff/research.html>.

Leadership



Virginia Bratton

Dr. Virginia Bratton, MSU associate professor of management, and Dr. Patricia Catoira, MSU associate professor of Latin American Studies, teamed up in the fall of 2014 to collaborate on research centering on Bratton's interest in leadership and Catoira's interest in the narcotics industry and violence in Latin America. The pair authored a chapter, entitled "El Chapo for Presidente: An Examination of Leadership

through Mexico's Narcoculture," which will appear in the book "Leadership, Popular Culture, and Social Change" By Edward Elgar publishing in fall 2017. Their chapter highlighted the leadership qualities of the famous Latin American drug lord, El Chapo.

Bratton focused on the leadership side of the research, using her knowledge from research and instruction of leadership. Together, they used qualitative data and leadership theory to complete this research. Catoira gathered several sources of qualitative data including numerous documentaries, news coverage, and folk songs, which they used to examine life in Latin America with drug lords. Bratton scoured the

Leadership, cont.

international leadership literature to provide a theoretical framework for this analysis.

After extensive research, Bratton and Catoira realized that El Chapo successfully employed an authoritarian leadership style. El Chapo is a charismatic man who took care of his people; they looked up to him as a father figure. In contrast to the formal leadership of the Mexican government, El Chapo proved to be a reliable provider and protector of the people. However, this came with a price: if he did something for you, you were expected to return the favor, and this favor was embedded within the brutally violent culture of the narcotics industry. Nonetheless, many were willing to pay this violent price and came to appreciate the luxuries that this lifestyle afforded. A common sentiment of El Chapo's followers is expressed by the phrase: It's better to live five years as a king than 50 as an ox.

Bratton was not surprised that an authoritarian leadership style worked for El Chapo. Even though El Chapo had a violent way of doing things, citizens responded to his leadership because he could accomplish things that the government could not. "Leadership theory supports the success of El Chapo in the context of Mexico's narcotics industry," Bratton explained. "In the violent environment of the Latin American narcotics industry with a growing disillusionment toward the Mexican

government, it makes sense that citizens are more willing to trust and follow leaders with backgrounds similar to their own. El Chapo grew up in poverty much like the people who came to depend on him for his leadership." Bratton and Catoira's research supports the idea that different cultures respond to different leadership styles; therefore, U.S. businesses should be cautious about the leaders they choose when conducting business in another country.

Bratton hopes that their research will have an impact on American businesses. Organizations need to be thoughtful when contemplating an expansion abroad. El Chapo demonstrates in a dramatic way that leadership styles used in business in the United States may not be the appropriate or effective for other cultures and contexts. Many managers make the mistake of assuming that whatever is successful in the United States is going to be successful elsewhere. However, businesses need to research the culture, political climate, and historical context of the region into which they are considering future partnerships or expansion.

Virginia Bratton has worked at Montana State University for 9 years and teaches classes in organizational behavior, human resource management, and leadership. To learn more about Bratton's research, you can contact her at virginia.bratton@montana.edu.





(L-R): Ellie Van Dyke, Jefferson Jones, Michael Monaghan, Kevin Ames, Chris Jones.

ALUMNUS CO-FOUNDS HIGH-TECH COMPANY, PUTS BOZEMAN ON THE MAP

As most outdoor enthusiasts know, communications in the backcountry can be challenging if not near impossible. The same can be said of rural areas across the state. Beartooth provides a solution to this problem. The company was incorporated in 2013 by business alumnus Michael Monaghan '98 and Kevin Ames, a former smokejumper and telecommunications expert.

The two men, who met at MSU more than 20 years ago, had lost each other up while skiing at Bridger Bowl and started discussing whether it was possible to run a cellphone through a radio system. After graduation, Monaghan spent the next 10 years working in the financial services industry before returning to start this high-tech business in Bozeman with Ames.

Monaghan and Ames started tinkering on weekends and before they knew it, they had a company with employees, and they were pitching their product at Disrupt SF 2014, a technology conference. By 2015, Beartooth had raised \$2.9 million in venture funding. They followed up with a crowdfunding pre-sale campaign in February 2016 that resulted in almost 6,000 backers ordering 20,000 devices and \$1.3 million in funding to launch production.

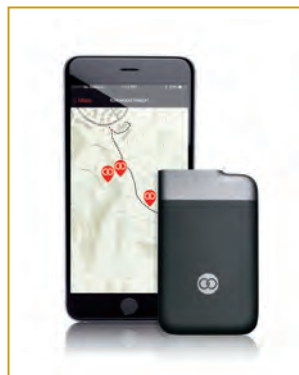
Besides innovative leaders, Beartooth is backed by a talented team, three of which are MSU alumni, and two of whom studied business. The mixture of engineers, developers,

creatives, and businesspeople highlights the interdisciplinary nature of most startup companies. One of these integral team members is Ellie Van Dyke, director of marketing, who has been with the team since its incorporation.

“Being a part of a startup, especially as the first employee, is an amazing experience. I have been able to take part and see first-hand the different stages of the business process from conception through to the actual sale and delivery of a brand new product. Working closely with an interdisciplinary team has allowed me to grow as a professional and I can’t stress the importance of networking while in school, which is how I was able to stay in

Bozeman,” Van Dyke said.

As with all innovative startups and new technology, Beartooth ran into roadblocks along the way from product redesign to production issues. It has been a challenging journey for Monaghan and the Beartooth team to bring this product to life. They have had to go through technical and regulatory hoops like working with the Federal Communications Commission to negotiating hundreds of different parts from suppliers all over the world. Regardless of these setbacks, hundreds of products have now been shipped as of the end of May 2017, with thousands more to ship throughout the summer.



ALUMNI SERVE AS NATIONAL ACCOUNTING LEADERS

The Montana Society of CPAs (MSCPA) featured some of Montana's national accounting leaders in its blog that we are in turn sharing with you. For a state with our size population, we have a tremendous representation of leaders serving at the AICPA, NASBA, ASWA, and more. Here are two of our alumni who share with us the work they do and why they feel it is important to volunteer. We are grateful for their service, the impact they make, and the positive representation they have for the state of Montana and Montana State University.

RICK REISIG '82



Presently, I'm involved with two national groups – the National Association of State Boards of Accountancy (NASBA) and the AICPA's Auditing Standards Board.

NASBA's mission is to enhance the effectiveness and advance the common interests of the various state boards of accountancy (including Montana, of course) that regulate all certified public

accountants and their firms in the United States and its territories.

The AICPA's Auditing Standards Board is the AICPA's senior committee for auditing, attestation, and quality control standard-setting applicable to the performance and issuance of audit and attestation reports for non-issuers (non-public companies).

With NASBA, I'm in my third year on the Board of Directors, the first year as a Regional Director and the last two as an At-Large Director not tied to any particular region. For the AICPA's Auditing Standards Board, I'm in the last year of my three-year term on the board.

While the missions of both groups are very different, my involvement, and my main take-a-way from serving, is very similar. For both, my service is focused on the strengthening of the profession, while protecting the public interest. To serve in that role, for the profession I love, is tremendously rewarding! That leads, of course, to my main take-a-way from serving – the opportunity for professional and personal growth that comes from working with the brightest, most committed individuals in our profession. At each meeting, for each organization, I try to be a sponge absorbing all the knowledge I can for the time that I'm there. I've learned so much from my participation, and made so many wonderful life-long friends from all across the country that share my love of the profession.

I would definitely encourage any involvement on a national level, as you will then have a real "say" in the future of our profession along with meeting some fabulous individuals that feel as strongly about the profession as you do!

GORDY THOMPSON '84



Presently, I am the elected AICPA Council member representing the state of Montana. The AICPA Council is the governing body of the AICPA with representation from all fifty states and territories based upon membership.

I am just beginning a three-year term in which we normally have meetings three times a year

at various locations around the country. We meet at least every other year in Washington DC, where our main focus is advocacy for CPAs. We meet with all of our state Senators and Representatives to discuss and promote (or not promote) bills and legislative agendas that have an impact on our profession.

The AICPA is the organization that promotes, as well as offers guidance and tools to practice, as well as enforces the standards that we as professionals must maintain. Being on Council provides me the opportunity to meet other professionals from around the country to discuss the issues affecting all of us. It also allows you to network with some of the brightest minds in business. What I enjoy the most is listening to what all the experts have to say about what the profession will look like in the future and how do we prepare for that.

I am very proud to be able to represent the great state of Montana and to provide input from the Big Sky Country and would strongly encourage anyone to get involved at the state or national level. Being a CPA is not just how I make living. It is who I am!!

Founded in 1913, the Montana Society of CPAs is a professional association with approximately 1,800 members throughout the state, nation, and world. MSCPA has eight local chapters throughout the state that educate and create networking opportunities. Their mission is to inspire, empower and impact members to achieve professional excellence.

BUSINESS ALUM'S APP ACCEPTED INTO PRESTIGIOUS ACCELERATOR PROGRAM, WINS NATIONAL PITCH COMPETITION

In May 2016, a business alumnus was accepted into a highly competitive, national startup accelerator program that could help bring his product, a mobile app aimed at reducing drunken driving, to market. Three months later, he takes first place in a recent national entrepreneurship pitch competition.

Alex Crosby, a 2013 graduate of MSU's Jake Jobs College of Business and Entrepreneurship, is co-founder and CEO of HERO, one of 12 startup ventures selected from a pool of more than 500 applicants to participate in the 2016 Techstars program. HERO app is the first venture from the state of Montana to participate in this accelerator.

The Techstars program provides startups with \$120,000 in funding, plus access to executive-level contacts in successful companies. Participants refine their businesses and market strategies to prepare for recruiting venture capital in order to significantly grow their companies.

"Techstars is one of the most prominent of these accelerator programs in the country," said Les Craig, director of the MSU Blackstone LaunchPad, which provides entrepreneurial business support to MSU students and alumni. The LaunchPad has been assisting Crosby with his venture since 2015.

Crosby's app connects users with available transportation options including taxis, public transit and third-party ride services such as Uber, as well as sober designated drivers recruited from a user's friend network. The app displays the price and location of each option.

Users who receive or give rides are rewarded with points that can be redeemed at participating businesses. Bars and restaurants that promote the service may also be able to lower the insurance premiums that they pay in order to serve alcohol.

Crosby had the idea for the app in 2014, after a friend was involved in a drunken driving incident that resulted in him losing his military flight career.

An early iteration of the app was tested in Bozeman. "We needed extra funding and resources to really make it successful though," Crosby said.

The College and Blackstone LaunchPad have been instrumental in providing support for Crosby.

"One of the reasons I went to MSU was its focus on entrepreneurship," said Crosby, who is originally from Chicago.

"During my time at MSU working with the Enactus club to help non-profits become financially sustainable, I realized that as an entrepreneur you can institutionalize your social purpose into the core of your business, so that as the company

grows and scales, so can the impact of the social missions. It's something that has stuck with me since my time at MSU."

Craig noted that Crosby's success is evidence of the Jake Jobs College of Business and Entrepreneurship's cross-disciplinary approach and its emphasis on innovation.

"It's really exciting that a graduate of the business school has founded a tech company," Craig said. "This is one of many of these stories that are developing from students and graduates of the Jake Jobs College of Business and Entrepreneurship."

The LaunchPad helped Crosby network with individuals who expanded the scope of the business and set it on the path of being accepted into Techstars, Crosby said.

Crosby followed up his success by entering into a national competition, which was sponsored by the Blackstone LaunchPad and held in Boston as part of the prestigious Forbes Under 30 Summit. Top ventures from 20 schools within the Blackstone network participated in the competition. The first place award came with \$15,000.

"Winning this competition is an honor and a testament to the ecosystem that has developed because of Les Craig and the Blackstone Launchpad at MSU," Crosby said. "These funds will help extend our runway and accelerate our fundraising progress."

Twenty-eight states have requested to work with HERO app, Crosby said.

"We have something that can create a lot of value for a lot of industries," he said. "And at the same time, on the local community level, it can save lives."

Excerpted from MSU News



YOUNG ENTREPRENEUR SPOTLIGHT: MEAGAN DAVIS

While training for her yoga certification, Meagan Davis sketched numerous yoga positions to help her learn the Sanskrit names. With a notebook full of sketches, she decided to print some drawings on shirts for her friends and family. With encouragement, Meagan decided to start Disarm Your Heart while still a business student at Montana State University. As a student, finances were tight so she pursued crowdfunding and launched a successful Kickstarter campaign that ended on September 11, 2015. Disarm Your Heart was established that year. People really took to the product and her business has grown organically since her first batch of shirts.

She graduated in fall of 2016 with her B.S. in business with the marketing option and a German language minor.

We asked Meagan to answer some questions including challenges with starting and running a business while in college, how her education at MSU helped her succeed, and what keeps her up at night.

How did you choose MSU? Why business?

Both of my parents are alums, and my sister Amy also studies at Montana State, so choosing to study at MSU was easy. Studying business was a happy coincidence. My original reason for studying marketing was because I am passionate about visual storytelling. I am grateful that MSU requires marketing students to take core business courses prior to specific marketing option courses. This curriculum provided me with a comprehensive understanding of each facet of a business and has proven invaluable in my entrepreneurial pursuits.

Any courses, professors, or resources that helped you succeed as an entrepreneur?

Every single one! To name a few... Linda Ward and the team at the Blackstone LaunchPad were instrumental in helping me break down the entrepreneurial process into digestible steps. The DSEL class that combines graphic design, business and engineering students gave me the opportunity to connect with industry professionals and broadened my scope of thinking. Additionally, playing the Business Strategy Game in my senior seminar with Tom Bloomquist opened my eyes to the macroeconomic perspective on business and has proven to be a great icebreaker at high-level interviews. Finally, the Student Entrepreneurs in Action program facilitated by Gary Bishop provided me with my first work experience in a professional environment, which was a quintessential step in my career development.

What were some challenges about starting a new business while in school? How did you overcome these challenges?

Surprisingly, starting a new business while in school proved to be more synergistic than challenging. The business courses I was taking provided a knowledge framework for my startup, Disarm your Heart. In turn, applying the concepts I was learning in class to a real business scenario helped me to absorb that information more completely and perform better on exams.

How did you come up with the name for your company?

The name, Disarm your Heart, was inspired by Brene Brown's book called, "Daring Greatly." Brene studies human connection, and her perspective on empathy is integral to the mission of my company.

How do you find inspiration?

I draw inspiration from the people who I surround myself with and the people who I meet serendipitously. The Big Sky country and classical music help, too!

What's your favorite quote?

I find a new one each week!

What two pieces of advice would you give to college students who want to start their own businesses?

Start today! Don't let the discomfort of starting something new, or the uncertainty of the future of your company prohibit you from taking the first step. Also, surround yourself with people who love you, support your idea and challenge you to grow.

Describe your life now in three words.

Hustle. Genesis. Blisters.

What are your current plans? What are your plans for 10 years from now?

Current plans: purchase bandaids for blisters so that I can continue hustling. Another current goal is to connect with one new person each day. In ten years, I hope to be self-employed at a successful company that provides positive externalities.

What keeps you up at night?

I'm either alive with some creative idea (which I promptly jot down in my iPhone notes), or overwhelmed by the prospect of executing said creative idea.



Sonia Antar, Jessica Minalga, and Meagan Davis modeling Disarm Your Heart apparel. Photo bottom right by Blake Marcus. Other photos by Emma Light.

FEATURING: PROGRAMS & CURRICULUM



STUDENTS HAVE EYE-OPENING EXPERIENCES ON ENTREPRENEURSHIP TRIP IN LONDON

To expand upon entrepreneurship and international business opportunities, Gary Bishop, an associate teaching professor of management, coordinated a trip to London, England, June 2016. Eleven MSU students (Kelcie Boltz, Ryan Cappis, Michelle Cassens, Laura Dahnke, Emilie McGee, Katya Peterson, Nathan Piccini, Leighton Seder, Taylor Stults, Gabby Tracz, and Jordan Ulrich) joined Gary on the two-week trip organized between the Jobs Entrepreneurship Center (JEC) and International Studies Abroad (ISA).

We checked in with one of the students who went on this trip, Emilie McGee, a junior from Bozeman studying marketing, to learn more.

How did you hear about this opportunity and why did you decide to participate?

I heard about the opportunity to travel abroad to London through an email from Linda Ward in the Jobs Entrepreneurship Center. I've always had a desire and love for traveling, and knew that I wanted to study abroad at some point during my college years. However, with the JJCBE being such an amazing college, I wasn't so keen on missing an entire semester or year of school. When the opportunity to travel to the UK for two weeks in the summer came up, I knew it was exactly what I needed.

What were some of the highlights for you from the trip?

Each day we spent traveling and exploring London was filled with a multitude of highlights. I felt like I had at least one "breathtaking moment" per hour, nevertheless per day. Whether that was inside the British Museum where over two days I spent a total of 12 hours wandering around what is now my favorite museum to date or in St. Paul's Cathedral awing over the mural work that covers every square inch of the church's ceilings and walls. Each day was a perfect balance of culture, educational visits, and endless wandering.

Please describe some of the take-aways and things that you learned from going on the trip.

During our time in London, we visited three different universities and one amazing small business incubator space. One of the biggest take-aways was during my time spent touring the universities and networking with current students, learning why they decided to attend university and how their schooling was structured. What was incredible to me was that many students specifically go to university because they have already developed their small business idea, or have designed

a concept for an app, but they need the help and resources on how to execute it. I would argue that this is almost dead opposite of why Americans attend university; many students would say they attend because they don't know what they want to do with their lives, and they are hoping that attending a university will guide them.

The concept and the operations of the small business incubator spaces were something entirely new to me that I learned about while on the trip. In London, not only is real estate very high but it is also limited, especially spaces structured for small businesses. Cockpit Arts is a warehouse building that at the time hosted 120 small businesses or entrepreneurs within its walls. Individuals could rent out spaces anywhere from three months up to ten years, and were provided with different resources on site on how to grow their business. Not only is an incubator space an incredible and functional use of warehouse space, but it's a breeding resource ground. Artists or entrepreneurs can walk down the hallway and get input or gain insight from ten to fifteen different people daily, and that's just on their floor.

Other insights?

This is the perfect trip for students with busy academic years, students who have never gone abroad before, or anyone in between. In two weeks, you will become fully immersed in the culture and lifestyle, and still won't have seen a quarter of the city. Each street or district of London is entirely different, which makes you feel like every day you are experiencing something new and exciting. I fell in love with every part of that city and would jump at a moment's notice, just to see it all again.

"It has been amazing to see the students experience everything unique about London, especially those who have never been outside of Montana," said Bishop.

Over the course of two weeks, the students were able to visit the Bank of England, go on a tour of London and the Financial District, visit a number of startups, businesses, an incubator, and participate in Kingston University's Entrepreneurship Conference. They also managed to squeeze in some cultural and historical sites from Westminster Abbey and the Houses of Parliament, to the U.S. Embassy and the Tower of London. One of their favorite experiences was watching the Trooping of the Colour and seeing the Royal Family in person.

Gary will be bringing another cohort of students back to London, summer 2017.

COLLEGE PARTNERS WITH MONTANA BANKS ON ENHANCED INTERNSHIP PROGRAM & BANKING CURRICULUM

A need for a program with more emphasis on banking has resulted in a partnership between the Jake Jabs College of Business & Entrepreneurship and the Montana banking community.

Current MSU alumni and professionals in the banking industry have expressed an increased demand for a well-trained source of graduates interested in entering this profession, according to Kregg Aytes, dean of the college. To meet the demand, the Jake Jabs College of Business and Entrepreneurship will work with the banking community over the next few years to develop and offer more extensive coursework relevant to these banks, including a course focused on community banking. It will also develop an intensive, state-wide internship program to facilitate hands-on experiences for business students interested in banking, Aytes said.

To help fund the efforts, Montana Independent Bankers Association (MIB) has donated the lead gift to further develop and enhance the banking curriculum at the Jake Jabs College of Business and Entrepreneurship.

“Montana Independent Bankers Association is pleased to provide the initial seed money for the program,” said Jim Brown, MIB executive director. “MIB is particularly excited about that portion of the program that (develops) a statewide internship program for those students involved. The internship program will bring students from the classroom into participating community banks, where the students will begin building hands-on knowledge of the industry.”

Senior finance student Cody Siems piloted the internship program last summer with Stockman Bank in Miles City.

“Interning with Stockman Bank opened my eyes to the opportunities in community banking, giving me a leg up in respect to my understanding of finance and on my career outlook,” Siems said.

Faculty say they also see value in this type of programming.

“This collaboration between the Jabs College and Montana’s banking community is a win-win from my perspective,” said Gary Caton, MSU associate professor of finance. “My students get formal access to great job opportunities in Montana, while Montana’s banks get formal access to bright, eager university graduates.”

Future plans for the Community Banking Program include providing ongoing educational and professional development opportunities for Montana bankers to facilitate the long-term sustainability of the banking community and Montana’s economy, Aytes said.

“We are thrilled to collaborate with our Montana banks and appreciate the lead gift from the Montana Independent Bankers Association,” he said. “The program will expose our students to great careers here in Montana and prepare them to be strong contributors to both the banks where they will work and to the communities in which they live. We couldn’t do this without the assistance from the banks.”

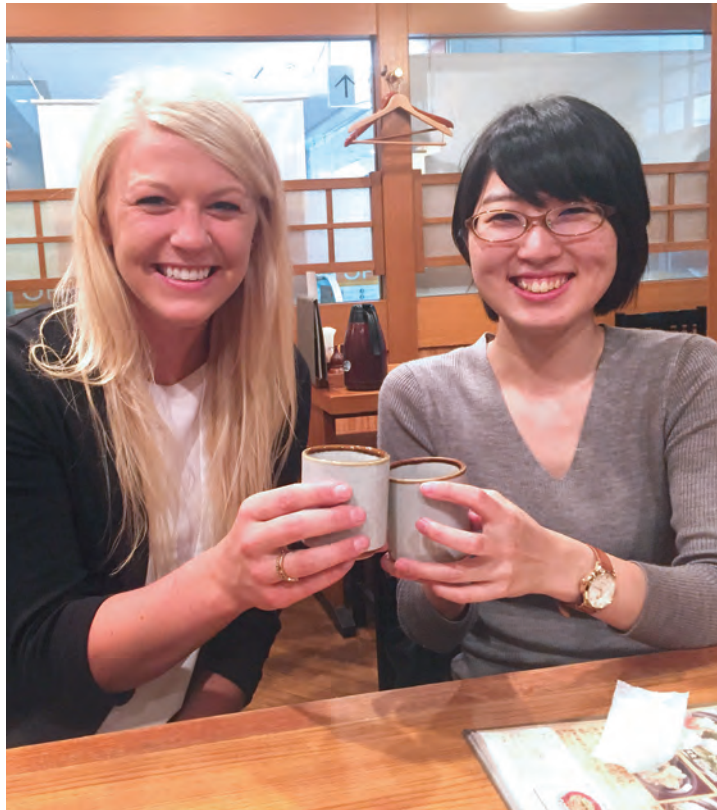
With additional major gifts from Montana Bankers Association and Big Sky Western Bank, as well as support from several banks across the state, the College launched the program in 2017. The first group of summer interns includes seven students under the guidance of Tim Harvey, the director of the Community Banking Program.

For more information or to see the full list of participating banks, please visit: <http://www.montana.edu/business/finance/community-banking.html>. To participate in this collaborative effort, please contact Jackie Sather, senior director of development with the MSU Alumni Foundation, at jackie.sather@msuaf.org or (406) 994-6766.



Summer 2017 interns: Sarah Bolt, Gunnar Brekke, Alex Cady, Paul Eayrs, Stephen Murray*, Angelina Philippova, Alex Picicci*, and Tevan Rembe with instructor Tim Harvey

*not pictured



Left: Riley and Mircha enjoying some green tea **Top right:** The interns touring one of the many Starzen factories **Bottom right:** Sierra and Riley enjoying a Saturday afternoon supporting a collegiate baseball rivalry.

STARZEN INTERNSHIP FROM THE STUDENT VIEWPOINT

Riley Nordgaard and Sierra Smith spent the first month of their summer vacation as interns for Starzen International Co., an international trading company and meat producer and processor, in Tokyo, Japan. Through this program, the student interns learned about the Japanese culture, Japanese business practices, and the operations of an international agricultural company.

Riley Nordgaard wrote this about her travels during her time in Japan:

When I first heard of this opportunity, I was a little apprehensive. Every time I envisioned going abroad I had thought Europe would be the destination. However, after being accepted by Starzen I did not hesitate for a second. The opportunity to travel, broaden my experiences, and grow as a young professional all were appealing aspects.

Tokyo is one of the most unique places I have ever been too. It is honestly hard to compare it to anywhere else. It seems as though the streets, buildings, and people never seem to stop.

The people have been absolutely welcoming and that is what resembles Montana the most for myself.

I have only been in Japan for one week, but we have done and seen many things already. We have visited Tokyo Tower, which is modeled after the Eiffel Tower in Paris, and provides a beautiful vantage point of the entire city. I have also participated in the famous Tea Ceremony of Japan. This is a service that prepares and distributes green Matcha Tea as a way to give thanks. Finally, I don't think I could do Tokyo justice without talking at least briefly about their shopping malls. I have never before seen such a selection of both goods and food.

All in all, I already feel beyond grateful to have had this opportunity. I couldn't thank Starzen Group and the Jake Jobs College of Business and Entrepreneurship enough. Arigato Gozaimus! - Riley Nordgaard

To see more of their travels and experiences in Tokyo, check out their video: https://www.youtube.com/watch?v=_3nx10oyHho&feature=youtu.be

R/GA RETURNS TO CAMPUS, BRINGS KICKSTARTER AND HAVAS

Global marketing agencies R/GA and Havas were on campus and hosted events with the crowdfunding platform Kickstarter in March.

“We are thrilled to be again hosting old friends from R/GA and building new relationships with Havas and Kickstarter here at MSU,” said Jake Cook, academic director of MSU’s Jobs Executive Education for digital marketing and analytics program. “All three of these companies sent senior talent that spans computer science, interactive design, data science and digital marketing. This was an incredible opportunity for students and entrepreneurs to hear firsthand how to successfully launch their own companies or careers from some of the best in the world.”

Representatives who visited MSU include Jon Leland, senior director of strategy and insights at Kickstarter; Michael “Pickles” Piccuiro, senior technical director at R/GA’s Prototype Studio; and Marc Maleh, global director at Havas.

During their visit, the three representatives co-presented a talk, “The Power of Data, Design and Dreams or why successful teams need the brain of a math quant, the heart of an artist, and the mindset of a dreamer to fund an idea today,” on March 30 to an audience packed in Jabs Hall III. They shared who they are and their companies, their career paths as well as and some of the unique projects they have worked on.

In one example, Pickles described how he and his team from R/GA had to build the user experience for a special interactive photo exhibit. They had to create a brand, think through how the exhibit would work within the space of the venue, how the users initiate their experience, how the users get their photos, and how they are then able to share that image. The team, consisting of people from a diverse set of backgrounds and skillsets, also had to build more than 10 different components to accommodate what the photographer wanted to achieve and automate the system so the user would have a seamless and enjoyable experience.

This and other examples really highlighted how changes in technology, data and culture require teams to continually evolve

and learn new skills and how that has influenced how they and their companies come up with solutions and innovative products and services. The audience was able to participate in a question and answer session after the presentation.

In addition to the public talk, Kickstarter hosted a student workshop, “How to Successfully Launch Your Kickstarter Project,” as well as coached startup pitches with the MSU Blackstone LaunchPad. Students also had the chance to receive coaching and advice from representatives of all three companies, and R/GA and Havas interviewed students for summer internship positions.

About the visiting companies:

“In my past roles, I have really enjoyed the collaboration with Montana State and have been impressed with the students I have met and eventually hired. I’m excited to be back on campus and getting a chance to interview candidates and teach workshops with such an engaged, humble and talented student body.”

– MARC MALEH

Based in Brooklyn, New York, Kickstarter has risen to become a revolutionary force in helping companies around the world get funded through its online platform focused on creativity. With the stated mission to “help bring creative projects to life,” Kickstarter has received nearly \$2 billion in pledges from over 9.4 million backers to fund 257,000 creative projects, such as films, music, stage shows, comics, journalism, video games, technology and food-

related projects. Jon Leland’s work with the company spans data analysis, user research, strategic planning, community management and partnership development.

R/GA works alongside Fortune 500 companies helping them navigate how consumers interact with brands in the digital world across a variety of devices, screens and experiences in the connected age. Michael Piccuiro, Senior Technical Director at R/GA’s Prototype Studio, works on building prototypes for clients like Nike, Samsung, Google and Verizon. Michael and his team build a wide range of ideas from web and mobile applications to Alexa, Augmented Reality, Virtual Reality and Arduino projects. This also marks the fourth year in a row MSU has hosted R/GA with deepening ties for internship opportunities and an expanding MSU alumni base within the agency.

The global agency, Havas, made its first trip to campus for recruiting and conducting workshops. Havas is one of the world’s largest global communications groups. Founded in 1835

in Paris, the Group now employs 20,000 people in over 100 countries. Havas Group is committed to being the world's best company at creating meaningful connections between people and brands through creativity, media and innovation. Havas has deep relationships with clients such as IBM, Dos Equis, TD Ameritrade and Hershey's to name a few.

Marc Maleh was recently hired as the Global Director at Havas focusing on products and campaigns using data and advanced analytics tools and is excited to begin building a relationship with MSU.

Marc Maleh was recently hired as the Global Director at Havas focusing on products and campaigns using data and advanced analytics tools and is excited to begin building a relationship with MSU. "In my past roles, I have really enjoyed the collaboration with Montana State and have been impressed with the students I have met and eventually hired. I'm excited to be back on campus and getting a chance to interview candidates and teach workshops with such an engaged, humble and talented student body".



Jon Leland, senior director of strategy and insights at Kickstarter, hosting a student workshop in MSU's Blackstone LaunchPad.

FRESHMEN SHOWCASE ENTREPRENEURIAL ENDEAVORS DURING VENTURE PITCH COMPETITION

The Jake Jobs College of Business and Entrepreneurship held a new and exciting venture pitch competition for more than 400 students enrolled in a business and entrepreneurship fundamentals course on December 14 in the SUB Ballrooms. The majority of incoming students take this fundamentals course in the fall, but a small number of students take it in the spring, so a smaller competition was held in May as well.

The competition, designed by Susan Dana and Terry Profota, both BGEN 194 instructors, was the culminating event in the college's freshman seminar, in which students honed their creativity, innovation and critical thinking skills by brainstorming ideas for an innovative product, developing a prototype, and writing and presenting a feasibility plan for their idea.

"We [Dana and Profota] designed BGEN 194 to help students understand how everything in a business is related to everything else, and they can't just focus on one aspect of a business without understanding how a decision here will have an effect there. The purpose of the Pitch Competition was to challenge the students to showcase their very best work" said Susan Dana. Terry Profota added, "It was amazing to watch students take basic business concepts and then wrestle with their application. You could see the 'light bulbs' going on as students suddenly understood a fundamental business idea at a much deeper level than a text could ever convey."

During the fall competition, each of the 23 sections of the class displayed their idea in a poster presentation. In addition, a panel of local entrepreneurs evaluated all of the feasibility plans and selected three finalist teams to make an oral pitch.

"We asked each section of BGEN 194 to focus their efforts on a single innovative product or service because we wanted our students to discover the benefits of collective creativity and to practice navigating the challenges and rewards of teams. Some students came out of the class having made friends for life, and others at least learned to listen to and respect each other's opinions, added Susan Dana"

The three ventures picked to pitch in front of the judges were Bijou, EpiGuard, and DreamRock.

Bijou is a small inexpensive modular design for a dishwasher that is good for the environment, didn't need to be hooked up to a water source, and has a self-contained power pack. EpiGuard is a sleek and fashionable wristband that houses a small cartridge with a needle that would administer a lifesaving dose of epinephrine when activated. DreamRock is an alarm clock built into a Himalayan salt rock with an essential oil diffuser, blue tooth speaker and USB ports.

Jake Lile, one of the students from the EpiGuard team, found the competition to be an amazing experience. "It was exhilarating standing up there in front of not only the judges but so many teachers, students, and community members from and around Bozeman. Working together as a team in preparation for that day was challenging and constructive. You don't really know if you get to pitch your product until minutes beforehand and showing up prepared and expecting to present was a valuable catalyst to the success of our team's presentation. I had a lot of faith in what we had come up with and although I was nervous, I was excited to take advantage of the opportunity to pitch a concept I had come up with months earlier. A lot of preparation goes into that day, much like the real world of business you get one shot to absolutely nail it, so you have to go all in!"

The judges were very impressed by the creativity, innovation and professionalism shown by the students in their first year of college.

"This was my first time participating as a judge for the Venture Pitch Competition. I was so pleased with the effort, thought process and creativity applied to the team projects. The students simply went above and beyond and it showed in their work. I look forward to seeing next year's group," said Andrew Hull, President & Founder of Elixiter.

The judges awarded a number of prizes and students also voted on a students' choice award.

"We are looking forward to the fall 2017 Venture Pitch Competition and all the creative and innovative product and service ideas that the freshman class of 2017 will develop," said Profota.

WINNING TEAMS

Fall 2016

Best idea: Tommy Q

Best written plan:
Stak Rak

Best presentation:
EpiGuard

Best exhibit: BikeBrella

Student's Choice:
EpiGuard

Spring 2017

Best written plan:
Wheel Climb

Best presentation:
Guyser

Best exhibit:
Kah-chal

Best pitch:
Brews 2 You

THANK YOU JUDGES!

Holly Allen, *Dee-O-Gee*

Josh Allen, *Dee-O-Gee*

Mike Antonczyk, *H2A Partners*

Brit Booth, *Total BS Media*

Cory Brester, *Foundant Technologies*

Tessa Burnett, *Hattie Rex*

Les Craig, *MSU Blackstone LaunchPad*

Sean Gallinger, *Summit Resources Import*

Sammie Holzwarth, *Foundant Technologies*

Trevor Huffmaster, *406 Labs*

Andrew Hull, *Elixiter*

Sarah Hunter, *Total BS Media*

Tiffany Lach, *Sola Cafe*

April LaMon, *Lead InSite*

Maclaren Latta, *Latta Consultants*

Clint Lohman, *Rewards LLC dba Route Plus Suites*

Liz Marchi, *Frontier Angels*

Peter Nalen, *Peak Advisory*

Karen Vinton, *Bozeman SCORE*



NEW YORK CITY TRIP CONNECTS STUDENTS WITH CAREER OPPORTUNITIES

Since 2009, Gary Caton, finance faculty and Finance Club advisor, has organized a trip to the Big Apple for business students. These unique biannual trips give students an opportunity to experience what it would be like to live and work in the world's financial capital.

In January 2017, nineteen students, along with professors, Gary Caton, Frank Kerins, Lisa Yang, and Dean Kregg Aytes spent three days meeting with well-known financial firms and MSU alumni in New York City.

As Dr. Caton put it, "In the classroom, our students learn how companies raise money from and how individuals and institutions invest in the world's financial markets. The New York trip brings these topics to life by putting students face-to-face with the professionals involved in making these transactions happen."

Between January 11 and 13, the group visited Barclays' investment banking division, the Federal Reserve Bank, the New York Stock Exchange, the private equity firm Riverstone Holdings, LLC, the Museum of American Finance, Manhattan real estate giant The Durst Organization, Citigroup capital markets division, global investment manager Blackrock, Inc., media giant Bloomberg, Inc, and the iconic One World Trade Center. They also attended an MSU Foundation-sponsored student/alumni mixer giving current and former MSU students a chance to network together.

"I am very grateful to the busy professionals who help me organize the trip and host us in New York. I am especially grateful this year to Alexander Durst of The Durst Organization and Ken Wilson of Blackrock. Without their help the trip would not have been possible," said Dr. Caton.

In addition to touring finance companies, the trip provides opportunities for MSU students to connect with finance professionals in the New York area. Five MSU students who made the January trip are interning in the New York area this summer. William Cronk is at private equity company Blackstone Group; Garrett Leach is in Blackrock's Advisory Services Group in Princeton, NJ; Heather Wise, a double major in finance and French, is at Credit Agricole; and William Murray and Austin Zomer are at The Durst Organization. These five MSU students are representing MSU well in the Big Apple.

"The opportunity for our students to go to the financial capital of the world and hear from both young and seasoned professionals at the top financial firms is invaluable. They come back from the trip much better informed and prepared

to enter professional careers. Some of them even get internships at these top firms because of this experience. But perhaps my favorite thing about the trip is that our students make such a great impression on those they meet while they're there – they truly make us proud," said Dean Aytes.

To see the trip from the viewpoint of the students, please visit the Finance Club's Facebook photo album at <http://bit.ly/2tGgXpu>. The college encourages students to be engaged in their learning to better prepare for their future through these types of experiences, which are facilitated through the JJCBE faculty and student organizations.







Innovation

I'm so grateful for the support I've received from the college and the university to develop the Farm to Market course. My colleagues and I have been able to collaborate and innovate in the classroom, which has allowed students from across the university to collaborate and innovate with farmer partners in the community. It's really exciting to guide them as they develop new products, start new businesses, and help to grow Montana's economy.

- GRAHAM AUSTIN, ASSOCIATE PROFESSOR OF MARKETING

OUTSTANDING STUDENTS

STUDENT ENTREPRENEURS SHINE AT STARTUP CHALLENGE IN MISSOULA

Four MSU teams competed at a business startup competition held recently in Missoula, with one team placing first in the competition and two of the teams collectively taking home nearly half of the available prize money.

The students were competing at the annual John Ruffatto Business Startup Challenge, held April 13 at the University of Montana. Four schools were represented at the competition: MSU, Carroll College, Montana Tech and the University of Montana.

Les Craig, director of the MSU Blackstone LaunchPad who for three years has coached teams of MSU students competing in the challenge, said he was impressed with the depth of the competition from across the state. He added that the strength of the competition made the MSU students' accomplishments even more impressive.

"Multiple judges and coaches expressed to me how impressed they were with our teams this year," Craig said. "MSU finalists should be extremely proud of their accomplishments, and I'm excited to watch them ride this momentum into growing their businesses this summer."

The four MSU teams that competed included Cowboy Cricket Farms, which farms bugs for human consumption; Farmented, which offers a line of fermented foods in order to help address food waste issues; Sirberus, which manufactures a patent-pending door-breaching device used by law enforcement officers and first responders; and Darktwin Studios, a company that builds video games focused on decision-based storytelling.

Cowboy Cricket Farms took first place in the competition and also earned the People's Choice Award, the Intent to Launch Award and the Manufactured Product Award. Farmented received the Athena Award, the Polymath Award and overall honorable mention. For their efforts, the two teams collectively earned a total of \$26,000 out of \$53,000 available in prize money.

Both Farmented and Sirberus had business students as a part of their teams.

Students who presented Farmented at the competition included Vanessa Bakken, a senior studying business marketing; Vanessa Walsten, a senior studying sustainable food systems; and Jessie Madeson, a senior in graphic design.

Students Matt Brownlow, a senior studying business management and marketing, Will Krolick, a graduate student in mechanical engineering, and Zach Wright, a junior studying business management, pitched their startup Sirberus.

Craig and Trevor Huffmaster, director of the MSU Blackstone LaunchPad's 406 Labs program, mentored and coached the four MSU teams. Adjunct business instructors Peter Nalen and Garrett Brucker assisted in coaching.

"This was my first experience with the John Ruffatto Business Startup Challenge, and it was an honor to participate as a coach with Farmented. What an amazing experience and opportunity for these startup teams to pitch and receive feedback from this extensive group of strong leaders. The networking alone was a win for these teams! With solid competition from across Montana, Cowboy Cricket Farms, Farmented, Darktwin Studios, and Sirberus all did an excellent job and we are extremely proud!" said Huffmaster.

Craig noted that all four student teams received support from the MSU Blackstone LaunchPad, which offers coaching, ideation and venture creation support for students, alumni and faculty, as well as support from the MSU Jake Jobs College of Business and Entrepreneurship.



Vanessa Bakken presenting her group's venture, Farmented.



The Sirberus team.

BUSINESS STUDENT'S ESSAY FEATURED ON HUFFINGTON POST

A blog post by a business student was recently featured on the popular Huffington Post website. Mike Maher's post, "What I Wish I Knew Before Starting My Business," was published Aug. 23 in the Huffington Post's "What's Working" section.

"Entrepreneurship is intimidating," Maher wrote. "Perhaps what drives people crazy is that there isn't a one-size-fits-all mold of how to be successful in the entrepreneurial realm."

Maher, who also works as operations manager for the Blackstone LaunchPad at MSU, went on to outline a few tips for entrepreneurial success, including to: focus on solving a real problem, start small before scaling up, learn from one's predecessors, keep things simple and recognize opportunities.

Maher, from Los Gatos, California, is a junior majoring in business management. He said he appreciated the opportunity to have his blog post published in a national outlet and is grateful for the many opportunities he has received while at MSU.

"Entrepreneurship has always been an amazing outlet to connect my creativity and passion for building things to something that I could actually monetize. I'm incredibly grateful for the opportunities provided by the Huffington Post, (Jake Jabs College of Business & Entrepreneurship) and the Blackstone LaunchPad in an effort to share my entrepreneurial journey," Maher said.

To read the essay online, visit http://www.huffingtonpost.com/blackstone-launchpad/what-i-wish-i-knew-before_1_b_11660788.html.



Benni Lyche and Stephanie Gartner in the top two podium spots at the NCAA Championships.

BUSINESS STUDENTS CAPTURE TOP SPOTS IN GIANT SLALOM

Montana State's Benni Lyche became the fourth Bobcat in history to win an individual national title at the NCAA Skiing Championships winning the women's giant slalom to join legendary MSU skiers Tor Fageraas, Dan Brelsford and Anika Miller, Wednesday afternoon at Cannon Mountain.

Lyche's title capped an outstanding day for the Bobcat alpine team. Teammate Stephanie Gartner finished runner-up, while on the men's side freshman Addison Dvoracek and Garret Driller each garnered All-America accolades.

"I'm so excited for Benni and Steph," said MSU head alpine coach Kevin Francis. "They both did well last year and built upon it this year. The men's team was very solid as well. They'll be fired-up to capitalize on the slalom, Friday."

Lyche's final run was one for the ages as the skier in front of her lost a ski in a rut and hit the fence hard. Lyche was held in the gate while they fixed the fence, which skiers refer to as 'getting iced in the start,' and extremely difficult to deal with mentally.

"She remained calm, called down on the radio to check in and see what the problem was," Francis said. "After we assured her she could handle the rut, she came out of the gate skiing nervous. After five terrible turns, she flipped the switch and skied her best from there down."

"She hit the rut hard but maintained her composure and kept moving down the hill and managed to carry all of her speed to the finish," Francis added. "It was terrifying and exciting and the most amazing performance I've seen in a long time. It required all of her skill, mental toughness and aggression to win."

Lyche finished with a two-run total of 2:17.58, while Gartner followed closely in 2:17.71. This is the second time in as many years both Lyche and Gartner raced to All-America First Team recognition; Lyche placed second and Gartner fourth in the GS at the 2016 NAAs.

—Excerpt from Tom Schulz, MSU Athletics

OUTSTANDING STUDENTS

STUDENTS RECOGNIZED AT FALL AND SPRING GRADUATION WITH COLLEGE HONORS

At the end of each semester, the College recognizes students for their accomplishments throughout the year. Four students, one in each option, are awarded the *Dean's Award for Excellence* during the graduation celebration. Award recipients are chosen by the faculty. Starting in the spring of 2014, one or more student speakers have also been chosen to address their fellow classmates at the event.

FALL 2016

- **Accounting Option:** Elise Carlson
- **Finance Option:** Jacob Ebersole
- **Management Option:** Derek Weitzel
- **Marketing Option:** Meagan Davis

Student speakers: Meagan Davis and Jacob Ebersole

SPRING 2017

- **Accounting Option:** Suzanne George
- **Finance Option:** Laura Middel and Riley Nordgaard
- **Management Option:** William Ten Eyck
- **Marketing Option:** Sonja Jacobson

Student speaker: Katya Peterson, *Bracken Professionalism Award* recipient

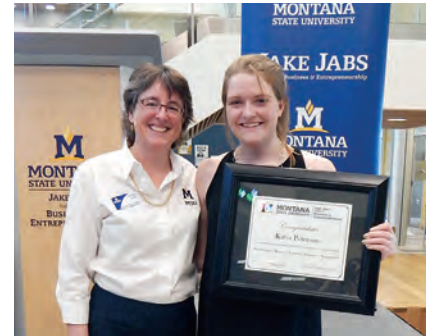
The following special awards were also announced in the spring:

- **Dean's Award for Excellence (Master of Professional Accountancy Program [MPAc]):** Emily Christiaens and Krysta Seville
- **Montana Society of CPAs Medallion Award:** Caitlin Stone

The graduation celebrations take place the Friday before Commencement and serve as a great way for students to celebrate their time at MSU with family, friends, and JJCBE faculty and staff.



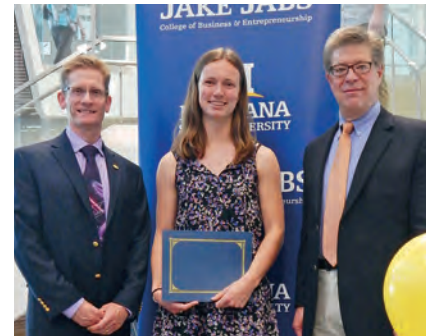
Derek Weitzel with Amber Raile



Susan Dana with Katya Peterson



Elise Carlson with Angela Woodland



Laura Middel with Gary Caton (L) and Tim Harvey (R)



Omar Shehryar with Meagan Davis



Graham Austin with Sonja Jacobson



Riley Nordgaard



Frank Kerins with Jacob Ebersole



William Ten Eyck with Terry Profota



The 2017 Awards for Excellence recipients and their mentors

FOUR BUSINESS SENIORS AND THEIR MENTORS HONORED AT 2017 AWARDS FOR EXCELLENCE

Forty of Montana State University's top seniors and their faculty or staff mentors were recognized Tuesday, February 21, at the 35th annual *Awards for Excellence* banquet held on the MSU campus.

Each year, the MSU Alumni Foundation and the Bozeman Chamber of Commerce co-host this banquet. Honored students were nominated by faculty in their college or department. Qualified seniors must have at least a 3.5 grade point average on a 4.0 scale, as well as demonstrated campus leadership and community service.

The award-winning students each selected a mentor who were honored with them at the event.

The 2017 Jake Jobs College of Business & Entrepreneurship (JJCBE) Excellence award winners and their mentors are:

- **Kellen Bates**, *finance, Kalispell, Montana*, Jared Burnham
- **Haley Blodgett**, *management and marketing, Golden, Colorado*, Jerry Carvalho
- **Suzanne George**, *accounting and finance, Princeton, New Jersey*, Steve Ault
- **Kelby Janicek**, *management and accounting, Helena, Mont.*, Robyn Chupka

BUSINESS STUDENT AWARDED COMMUNITY INVOLVEMENT AWARD

Eight Montana State University seniors have won the **2017 Torlief Aasheim Community Involvement Awards**, the university's top award for student service. Business student **Kelby Janicek** was one of the recipients of this prestigious honor.

Issac Stafstrom, William Harning, Kelby Janicek, Lauren Hausauer, Esther Oloff, Aaron Benson, Sarah Coldiron and **Catherine Coe** are this year's winners of the award, which recognizes senior students who, in addition to excelling academically, volunteer on campus and in the community. The award is named for late MSU alumnus Torlief "Torley" Aasheim, former director of the Montana State Cooperative Extension Service and a member of the class of 1937.

Kelby Janicek, from Helena, is majoring in business management and accounting. She is a member of the MSU Management Club, works as a student volunteer with the Volunteer Income Tax Assistance Program (VITA), has been a member of the Health Professional Club and is a participant in the undergraduate chemistry club. Janicek has volunteered for both Frankenscience and Grossology through the Undergraduate Chemistry Society, working with kids and future scientists. She has also participated in Bowl for Kids' Sake and Destination Imagination.



The Torlief Aasheim Community Involvement Award recipients



MARKETING PROFESSOR WINS FIRST PLACE IN RESEARCH PROPOSAL COMPETITION

Eric Van Steenburg, an assistant marketing professor in Montana State University's Jake Jobs College of Business and Entrepreneurship, and his research partner recently won first place in a research proposal competition.

Van Steenburg and his research partner, Srinivas Venugopal, who this fall will begin serving as an assistant marketing professor at the University of Vermont, won first place in a research proposal competition held during an annual marketing and public policy workshop. The workshop was held at Cal Poly San Luis Obispo in June. Sponsors included Villanova School of Business, Oklahoma State University, Cal Poly San Luis Obispo, the Marketing Science Institute, the American Marketing Association and the Society for Consumer Psychology.

Van Steenburg and Venugopal won for an idea they developed to help foster conversations between Hindus and Muslims. Their research proposal, "Building Bridges: Increasing Interfaith Dialogue in India and Pakistan," used radio and television advertisements to see which would work better at encouraging individuals to participate in cross-cultural communications.

Judges for the eight-team competition cited Van Steenburg and Venugopal's "big idea" approach to using marketing for the common good as the major reason for voting their proposal the best at the workshop.

In addition to the competition, the workshop featured four days of intensive learning about how marketing can affect policy. More than a dozen marketing faculty and researchers mentored the 24 workshop attendees, who ranged from first-year doctoral students to junior faculty early in their academic careers.

BUSINESS COLLEGE RECOGNIZED FOR STRONG FINANCE CURRICULUM

The Jake Jobs College of Business & Entrepreneurship has been recognized for its strong finance curriculum.

The CFA Institute, an organization comprising investment professionals, recently welcomed the College into the CFA Institute University Recognition Program. The recognition acknowledges that the College's finance curriculum is consistent with the CFA Program Candidate Body of Knowledge and emphasizes the institute's code of ethics and standards of practice.

The College's finance curriculum also positions students well to sit for the first of three examinations necessary to achieve the Chartered Financial Analyst (CFA) designation, according to Frank Kerins, associate professor of finance. The CFA is a highly respected and recognized international investment credential, Kerins added.

"This is a great endorsement of our finance faculty and the courses we are providing our students," Kerins said.

Kerins noted that entry into the CFA Institute University Recognition Program signals to potential students, employers and the marketplace that the Jake Jobs College of Business and Entrepreneurship's finance curriculum is closely tied to professional practice and is well-suited to preparing students to sit for the level I CFA examination. Through participation in the program, MSU also is eligible to receive a number of student scholarships for the CFA program.





MONTANA INBRE RESEARCH TEAM RECEIVES AWARD FOR SUICIDE PREVENTION PAPER

Five Montana INBRE researchers received recognition at a professional convention for their work on suicide prevention in eastern Montana.

Sarah Keller, a Montana INBRE researcher and professor in the Department of Communication and Theatre at Montana State University Billings, received a Top Competitive Paper Award at the 108th annual Eastern Communication Association Convention this spring in Boston for a paper, “A Look at Stigma as it Relates to Suicide: Content Analysis of Community Theatre.” She has been a JJCBE visiting professor for fall 2016 and spring 2017.

The paper’s co-authors include Graham Austin, a marketing professor in the Montana State University Jake Jabs College of Business and Entrepreneurship; and Joy Honea, Vanessa McNeill and Lani Paulson Miller, all from MSU Billings.

The paper examines young adult and adolescent experiences with stigma and perceived barriers to seeking professional help by analyzing interactive role-playing and performances about suicide.

“Despite alarmingly high suicide rates in Montana, little is known about how to develop and deploy effective strategies targeting high-risk groups,” Keller said. “In particular, strategies that improve interpersonal communication about suicide, which is a known protective factor against suicide risk, are limited, as are strategies aimed at reducing stigma.”

According to the Centers for Disease Control and Prevention, Montana has one of the highest rates for death by suicide among all states. The National Action Alliance for Suicide Prevention, a leading private-public partnership advancing a national strategy for suicide prevention, lists stigma against suicidal ideation and professional help as significant barriers to preventing suicide.

For the paper, the researchers examined original scripts from a community-based theater program that focused on suicide and suicide prevention. They analyzed the scripts, performances and themes in order to identify barriers to help-

seeking, experiences with mental illness, factors of suicide and themes related to stigma.

In examining factors of suicide expressed in the youth theater performances, Keller said that social isolation and the feeling that one does not belong among one’s peers was the predominant factor participants described. Keller went on to say that stigma against expressing emotional vulnerability, seeking professional help and acknowledging mental illness were dominant themes in the plays.

“In our study, defensive-avoidance, which is a fear-based control response that occurs when an individual feels unable to control a risk, was the most commonly expressed barrier to help-seeking,” Keller said. “We believe that the perception of public stigma against mental illness and mental health treatment may have contributed to these defensive-avoidance reactions. Our study also showed that hopelessness – the belief that one is unable to do anything to resolve a health threat – was the most common self-reported mental health problem.”

Keller hopes that by illuminating the stigma and its relationship to help-seeking behavior and suicide, she and her co-authors will contribute to future research on experiences of stigma surrounding mental health topics and the development of more effective interventions to counteract it.

Established in 1910, the Eastern Communication Association is a professional organization of scholars, teachers and students of communication studies.

Housed at MSU, Montana INBRE is a collaborative network of Montana-based universities, colleges and research institutions that invests in the state’s biomedical research capacity and workforce pipeline.

Research reported in this publication was supported by the National Institute of General Medical Sciences of the National Institutes of Health under Award Number P20GM103474. The content is solely the responsibility of the authors and does not necessarily represent the official views of the National Institutes of Health.

COLLEGE RECOGNIZES FACULTY WITH AWARDS FOR TEACHING, RESEARCH, AND SERVICE

Faculty and staff play an integral role in the College and at the end of the spring semester, the Jake Jobs College of Business & Entrepreneurship (JJCBE) recognizes them for their accomplishments throughout the year. Faculty received these honors based on their outstanding performance in teaching, research, and service. Some of the awards, provided through endowment programs, give faculty members financial resources for scholarly and pedagogical development. A handful of awards are given out based on service excellence, professionalism, and collaboration. Award recipients were:

SPRING 2017



← *Carstensen Haferman Excellence in Teaching Award:* **Terry Profota**, associate teaching professor of management



← *Dean's Award for Outstanding Performance in Service:* **Virginia Bratton**, associate professor of management



← *Harold & Reta Haynes Faculty Superior Performance Award:* **Bill Brown**, professor of management



← *Dean's Award for Outstanding Performance in Teaching:* **Jerry Carvalho**, associate teaching professor of management



← *Scott & Barbara Heck Faculty Scholar Award:* **Eric Van Steenburg**, assistant professor of marketing



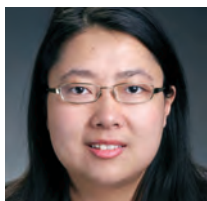
← *Gary K. Bracken Student's Choice for Excellence in Teaching Award:* **Omar Shehryar**, associate professor of marketing



← *Joe & Sharlene Loendorf Excellence in Teaching Award:* **Angela Woodland**, associate professor of accounting



← *PRIDE Code of Excellence Award:* **Tim Harvey**, adjunct instructor of accounting and finance



← *Thomas Nopper Academic Excellence Award:* **Lisa Yang**, assistant professor of finance



← *Impact Award:* **Amber Raile**, associate professor of management, **Graham Austin** (see photo bottom left), associate professor of marketing, and **Virginia Bratton** (see photo top right), associate professor of management



← *Dean's Award for Outstanding Performance in Research:* **Graham Austin**, associate professor of marketing

MPAC WORKSHOP PREPARES STUDENTS TO BE ACCOUNTING PROFESSIONALS

The Jake Jabs College of Business and Entrepreneurship (JJCBE) held its fifth annual Masters of Professional Accountancy (MPAc) in early September. More than 30 graduate students received information about the accountancy profession as well as the opportunity to meet with accounting professionals from across the U.S. Student Caitlyn Stone said, “The chance to get résumé reviews and interview practice in a low pressure situation was helpful.”

The MSU Accounting Advisory Panel (AAC), which consists of JJCBE faculty members and local accountants, spent the entire day working with students in large groups and individually. The panel focused on helping students understand accounting as an occupation. “The panel was very helpful. They are very distinguished professionals, and to get their opinions on how to improve your professional skills and pick their brain on how they might go about certain things was beneficial,” MPAc student Chase Roberts described. The students asked the panel many questions about what will be expected in the accounting workplace and were given immediate feedback. Students found this part of the day to be extremely useful.

Several JJCBE faculty members gave presentations at the workshop. Anne Christensen, professor and president–elect of the American Accounting Association’s Board of Directors, discussed the importance of remaining involved in the accounting profession. The College dean, Gregg Aytes, took time out of his busy schedule to present a speech on Growth Mindset. The speech focused on taking criticism or feedback in a professional manner. “Many of us have issues taking feedback, so it is good to keep in mind that you are not always perfect and you need to be able to take feedback to improve” student Chase Roberts explained.

The JJCBE prides itself on ensuring that its students are well prepared to find jobs after graduation with events like the MPAc Professionalism Workshop.

For more information about the MPAc program visit our website: <http://www.montana.edu/business/accounting/MPAc/>.

–Paige Vinger



Dean Gregg Aytes introducing the AAC panel.



Tournament winners: Nick Johnson, Tyler Wantulok, Eric Murphy, and Brandon Vancleeve.

RESULTS

Gross 1st Place: Nick Johnson, Eric Murphy, Tyler Wantulok, Brandon Vancleeve

Gross 2nd Place: Bryce Harrison, Pat Schumacher, Doug Weedon, Jeff Weedon (State Farm – Jeff Weedon)

Gross 3rd Place: Scott Eide, Kasey Harte, Mike Hayter, Tony Vallez

Net 1st Place: Ryan Bovy, Drew Maier, Amy Millikan, Mitchell Schafhauser (Elixiter)

Net 2nd Place: Erin Gallinger, Aaron Maki, Rhett Nemelka, Nick Newgaard

Net 3rd Place: Scott Hatler, Bill Langlas, Adam Leachman, Jason Monroe

Longest Drive (Men 0-20): Jim Ness

Longest Drive (Men 21+): Jason Martel

Longest Drive (Women 0-20): Audrey Wooding

Closest to the Pin (Men): Brent Maggio

Closest to the Pin (Women): Audrey Wooding

GOLF TOURNAMENT BRINGS TOGETHER ALUMNI AND FRIENDS OF THE COLLEGE

The 15th annual Classic Open Golf Tournament took place on Friday, September 23, bringing together more than 100 golfers and volunteers, despite the rainy weather.

Similar to previous years, the scramble format event kicked off with a shotgun start and wrapped up with an awards ceremony. During the event, the American Marketing Association at Montana State and the JJCBE Management Club had members stationed at the Betting Hole to raise funds for their organizations. Monies raised through the auction went towards funding three Friends of the Classic Open Golf Tournament scholarships to be announced on September 7, 2017.

The 2016 winners (Nick Johnson, Eric Murphy, Tyler Wantulok, and Brandon Vancleeve) were triumphant in capturing the first place gross spot and took home the traveling crystal trophy. Players also won prizes for first, second and third place gross and net, as well as longest drive and closest to the pin.

It is with the support of event sponsors, players and silent auction donors that the College is able to continue providing excellent business education programs and scholarships. Big Sky Western Bank and Rudd & Company were this year's co-host sponsors. A complete listing of all donors to the Golf Tournament and other JJCBE activities can be found in the Honor Roll of Donors located in the back of this report.

The next tournament is scheduled for Friday, September 29, 2017 at Black Bull. Please contact Anna Reardon at anna.reardon@montana.edu for more information, or see the JJCBE Website at www.montana.edu/business/alumni/golf.html.

STUDENT CLUB CREATES SPEAKER SERIES TO BRING AWARENESS TO TYPES OF ENTREPRENEURSHIP

The LaunchCats, a co-curricular student organization housed between the JJCBE and the Blackstone LaunchPad, launched a unique three-event speaker series to highlight and motivate students around three “types” of entrepreneurship. With the support of the Jobs Entrepreneurship Center (JEC), students were able to host these engaging and educational events throughout the spring semester, bringing together students from different disciplines across campus as well as the local community.

They kicked off the series featuring four social entrepreneurs in partnership with HATCH and HATCH.edu in January. Attendees learned how entrepreneurship could make a positive change in the world from Mark Brand, Mark Goerner, AJ Paron-Wildes, and Philip Sheppard in Reynolds Hall. The speakers touched on everything from designing furniture and architecture to better assist users with autism to an app that compares and ranks products based on sustainability, environmental and cost factors.

Sam Kern, president of the LaunchCats, said, “[The speakers] were there to tell their stories of success and failure and inspire people to be social entrepreneurs in their own way. People our age want to do something meaningful, and these are all examples of people who have done that.”

The next event featured three innovators on March 29 in the Strand Union Building. Joel Martin, a freelance marketer

and filmmaker; Alysia Andrikopoulos, the creator of Google Maps; and James Woodson, the founder & CEO of Pulsara, enlightened the audience with realistic first steps that those in attendance could take to begin their journey into a life of innovation. They addressed questions ranging from “How can you even begin to be self-sufficient as an entrepreneur?” and “What failures and initial steps led to eventual innovation?” and “Can you find ways to become an entrepreneur while still being an employee?”

The last event, co-hosted with the AMA student organization, focused on community building which brought together three area entrepreneurs who positively influence their community. The club described the event as a celebration of the businesses, physical spaces, cultures, and experiences that strengthen the community and make Bozeman such a thriving, wonderful place to work and live. Attendees heard from Tate Chamberlin, the founder of Interchange, Chamberlin Productions, and Blunderbuss; Luke Welborn, co-owner of Zocalo Coffee; and Andrew Hull, president & founder of Elixiter.

Linda Ward, one of the club advisors, was impressed with what the students were able to accomplish. “The series provided an excellent forum to show students there are many types of entrepreneurs, but also there are many ways to use entrepreneurial skills working for other companies,” she said.



AJ Paron-Wildes



Mark Brand

THREE-WEEK CLASS PROJECT RAISES MONEY FOR LOCAL NON-PROFITS

Teams of business students turned \$25 each into more than \$5,200 in just three weeks, and the students then donated those funds to three local non-profit organizations of their choice this fall.

The students were participating in the “Entrepreneurship Challenge,” part of an upper-division class on entrepreneurship in the MSU Jake Jobs College of Business and Entrepreneurship. As part of the course – taught by management professor Brent Rosso – student teams were given \$25 in start-up capital and asked to launch real businesses that were as profitable and impactful as possible in just three weeks. Rosso challenged the students to think beyond their perceived constraints and act entrepreneurially to maximize their impact.

Representatives from Habitat for Humanity of Gallatin Valley, the MSU VOICE Center and Special Olympics Montana listened to presentations demonstrating the different entrepreneurial ventures the students built to raise money. At the end of each class period, the students gave representatives of those organizations checks.

Students launched a variety of creative ventures this year, including instant pumpkin spice lattes, apparel, handmade goods, equestrian training, professional portraits, and a number of other unique products and services.

The representatives from the local non-profits expressed gratitude for the students’ ingenuity, resourcefulness and impact.

David Magistrelli of Habitat for Humanity Gallatin Valley said that the funds will allow the organization to put another roof over a family in need. Alanna Sherstad from the MSU VOICE Center said the funds will allow the center to help rebuild its Survivor Fund, which assists domestic abuse survivors in crisis situations. And Mandy Patriarche of Special Olympics Montana said the students’ contributions will provide new athletic opportunities for intellectually disabled children and adults in the Gallatin Valley.

“A benefit of this project is that students have an opportunity to put their classroom learning into practice right from the start of the semester,” Rosso said. “But I think it is equally important that students experience how their entrepreneurialism can impact their communities in tangible ways. This gives us the opportunity to discuss how entrepreneurs can do good while doing well, and vice versa.”

The combined total the students raised this year for the three non-profits was \$5,265.80, Rosso said. He added that it brings the total amount students participating in the Entrepreneurship Challenge have raised over the past six years to more than \$25,000.



David Magistrelli of Habitat for Humanity Gallatin Valley receiving a check from the students.



Mandy Patriarche of Special Olympics receiving a check from the students.



Alanna Sherstad from the MSU VOICE Center receiving a check from the students.



GM BOARD DIRECTOR TEACHES STUDENTS WHAT IT TAKES TO BE AN EFFECTIVE BUSINESS LEADER

Tim Solso, the former CEO of Cummins, Inc. and the current lead Director of the Board of General Motors, visited Montana State University early October to describe qualities good leaders must possess. More than one hundred students and visitors came together in the Strand Union building to hear what Solso had to say.

During his talk, Solso touched on six key roles that leaders should fulfill. These included; self-awareness, having the right people in the right job, treating people with respect, having a communication plan, personal involvement, and corporate responsibility. A combined understanding of these roles helps a leader be efficient and effective. Solso stressed, “There is no room for toxic bosses,” explaining that how people are treated in the workplace will affect their level of work and attitude. Being a positive and encouraging leader will not only boost your employees’ morale, but increase production and revenue.

Concluding his speech, Solso talked about what personal qualities he looks for when choosing a leader. He specifically looks for someone with character, a person who is going to have the best interest of the company in mind, a positive attitude, a broad view of the world, passion and compassion, and a sense of humor. Having insight on what a CEO is looking for in a leader will hopefully help the attending students obtain future leadership positions.

The Jake Jabs College of Business & Entrepreneurship’s David Orser Executive Speakers Forum has existed at Montana State University since 1988. David B. Orser, a 1966 MSU graduate, funded this program to inspire MSU business students to pursue careers as innovative, responsible, and ethical business leaders.

–Paige Vinger

SIX MONTANA BUSINESSES HONORED AT ANNUAL FAMILY BUSINESS DAY

The Jake Jobs College of Business and Entrepreneurship recognized six Montana family businesses in 2016 for their hard work and dedication to their businesses, communities, and industries. Chosen based on their commitment to customer service and community, family values, and their adaptability to an ever-changing business environment, the winners were:

Elliotts of Montana of Bozeman—Very Small Business category (fewer than 10 employees)

Mars Stout, Inc. of Missoula—Small Business category (10 to 30 employees)

Wild West Shirt Company of Bozeman—Medium Business category (31 to 50 employees)

General Distributing Company of Great Falls—Large Business category (more than 50 employees)

Cooper Hereford Ranch of Willow Creek—Old Business category (more than 50 years)

Busted Knuckle Brewery of Glasgow—New Business category (less than 10 years)

These winners were chosen from 25 impressive applicants from across the state. The awards luncheon brought participating families together to celebrate their achievements, learn from each other, and share advice. Multiple generations and many MSU alumni attended the luncheon, as well as past Family Business Day award winners.

Dan Rust, a State Farm agent based in Bozeman, was the keynote speaker.

Now in its 23rd year, the JJCBE and Montana Family Business Program has honored 151 old and new Montana family businesses, ranging in size from fewer than 10 employees to more than 50, in all types of industries.

The JJCBE and State Farm, in honor of Robert Jaedicke, hosted the program. Additional support provided by the Montana Chamber of Commerce.

The 2017 Family Business Day is scheduled for Friday, October 6, 2017 at the Best Western Plus GranTree Inn. Please email Anna Reardon at familybusiness@montana.edu for more information or see the JJCBE website at <http://www.montana.edu/business/familybusiness/index.html>.



Medium Business category winners: Wild West Shirt Company with their award. Photo by Paul Bussi/Ideal Photography.



AY 2016 GUEST SPEAKERS

Lynn Altman

Mike Antonczyk H2A Partners

Megan Armstrong Armstrong Marketing Solutions

Tory Atkins Atkins Consulting

Carlie Auger Profitable Ideas Exchange

Desirae Bamba Seattle Seahawks

Stacy Bateson Amatics

Donald Beeman Montana BioScience Alliance

Chanda Beppu Starbucks

Justin Bigart Wisetail

Kate Boie Boeing

Brit Booth Total BS Media

Jaymie Bowditch Boone Karlberg, P.C.

Kelly Brookie Deloitte

Steve Bullock State of Montana

Tessa Burnett Hattie Rex

Dave Burwick Peets Coffee

Tyler Carneal Splashlab Social

Bill Clem KerbSpace

Stephanie Cole Profitable Ideas Exchange

Bethany Cordell MSU Athletics

Stacie Costello American Prairie Preserve

Erica Coyle HAVEN

Les Craig MSU Blackstone LaunchPad

Jules Dickerson Microsoft

Kyle Engelson Starbucks

Jesse Engle CoTweet

Clif Farrah The Beacon Group

Chad Ferris Johnson & Johnson

Eric Flynn Bitterroot Capital Advisors

Dean Folkvord Wheat Montana

Miguel Fraga Embassy to Cuba in DC

Erin Gallinger Wells Fargo Bank

Daniel Gaugler PrintingForLess.com

Jennifer Giering Starbucks

Marc Guillian MSU

Morgan Hausauer Elixiter

Andrew Hull Elixiter

Sarah Hunter Total BS Media

Robert Jenkins

Rod Johnson Nordstrom

PK Kirwan Wisetail

Tiffany Lach Sola Café

Suzie Lalich PrintingForLess.com

April LaMon Leadinsite

Connie Lange Starbucks

Maclaren Latta Latta Consultants

Dave Lockie Mountain Arts Pottery

Clint Lohman Rewards LLC dba Route Plus Suites

Sarah Lukes Agile Focus Designs

Liz Marchi Frontier Angels

Maddy Mason Philipsburg Brewery

Justin Mitchell Seattle Seahawks

Peter Nalen Peak Advisory

Toni Neal

Irina Nechaeva Microsoft

Shelby Nordhagen Registered Yoga Teacher

Carl Nystuen D.A. Davidson

G.M. O'Connell Modern Media

RJ Patch

Douglas Paul PharmD

Will Price Next Frontier Capital

DeeDee Rixe Microsoft

Doug Robert Flat Earth, Inc.

Peter Roos Bridger Photonics

Morgan Scarr Amatics

Cavin Segil Profitable Ideas Exchange

Mike Stenberg Starbucks

Lief Summerfield KerbSpace

Karen Vinton Bozeman SCORE

Andrea Waite Starbucks

Betsy Webb MSU

Steve Wheeler First Security Bank

BUSINESS ALUMNA TABBED TO LEAD BOBCAT MARKETING EFFORTS

Bethany Cordell, a Montana State business graduate with experience in the Big 12 and Pac 12 conferences, returned to her alma mater on July 14 as Associate Athletic Director for Marketing.

Cordell, a 2012 alum originally from East Helena, spent the past two years at the University of California, most recently as the Director of Digital Marketing & Social Media. She previously worked as a Graduate Assistant in Fan Experience & Sales at Kansas State while earning her MBA (2012-2014), as a Marketing Intern with the Seattle Mariners in 2010, and in several capacities at Montana State during her time in Bozeman.

“Bethany is a marketing professional who has gained considerable, impressive experience in the years since she graduated from Montana State,” said MSU Director of Athletics Leon Costello. “Her work in social and digital media, as well as conventional sports marketing, combined with her passion for Bobcat Athletics, make this a very exciting addition to our department. I’m very happy to welcome her back to MSU.”

At Cal, Cordell managed the department’s marketing staff and budget to promote the Golden Bears’ 30 athletic teams. Her team’s efforts led to a record 95% men’s basketball season ticket renewal rate and over 1,300 new season tickets sold this past season. At Kansas State, she managed all aspects of the school’s women’s basketball marketing plan, which resulted in the first increase in season-ticket sales in six years and an average attendance that landed the Wildcats in the top 30 nationally in that category. Cordell also serves on the board of



directors for the National Association of Collegiate Marketing Administrators (NACMA).

“I could not be more excited to join Leon’s staff and serve the Bobcat community in this capacity,” Cordell said. “Growing up a Cats fan and attending the University, I understand and appreciate the passion our fans have for the Cats and for this campus. I’m looking forward to working with a great team of coaches and administrators to continue growing Bobcat Athletics.”



ALUMNUS APPOINTED TO FINANCIAL ACCOUNTING FOUNDATION COUNCIL

Rick Reisig '82, a certified public accountant and shareholder of Anderson ZurMuehlen & Co., P.C., has been appointed to the Financial Accounting Foundation’s Private Company Council (PCC) by FAF’s Board of Trustees. The PCC is the primary advisory body to the Financial Accounting Standards Board on the establishment of accounting standards for private companies. The PCC consists of ten members from across the United States representing users, preparers, and practitioners who have significant experience using, preparing, and auditing private company financial statements.

Reisig is one of three practitioners serving on the council, and the first from Montana.



Frances Cole Jones, event keynote, shares her professional experiences with the audience.

WOMEN'S CIRCLE OF EXCELLENCE CONFERENCE CONTINUES TO WOW

Based on last year's success, the College once again hosted the 9th annual Women's Circle of Excellence (WCOE) conference in Jabs Hall. The planning committee continues to emphasize mentoring, networking and sessions that are educational and inspirational. The day-long event on May 11 reached capacity by hosting more than 140 women.

Jackie Sather, a WCOE co-founder, welcomed everyone and announced that due to the generous contributions of participants, sponsors, and volunteers over the years, the Women's Circle of Excellence was able to establish an endowment this year to ensure continued scholarships for students.

Attendees started the morning with a group session titled "Who are You? How are You? How's that Working for You?" with Dr. Lynn Owens before separating into one of three breakout sessions: "Developing your Story: A Foundation for Funding," with Anya Peterson-Frey with the Small Business Development Center; "Innovative Inclusion: Diversity in the Workplace," with Ariel Donohue of the MSU Diversity Awareness Office; and "Social Media Strategies for You and your Business," with Nilam Patel, the social media specialist for MSU Communications.

The participants were then treated to five powerful PechaKucha-style presentations centered around the theme "I Wish I Had Known" in the Jabs Forum. The five presenters were Kelsey Sather, Kay Van Norman, Lindsey Downs, Kris Bart and Maclaren Latta. Presentations ranged from "Milestones. Marketing. And Mistakes. Lots of Them" to "What I Wish I Had Known (that Disney Didn't Quite Tell Me)."

After lunch, breakout sessions included: "Making the Most of Your Community Involvement," with Terry Profota, a JJCBE associate teaching professor and founder of Sage Solutions Nonprofit Consulting; "Meaningful Mentoring," with Kitty Saylor from the MSU Alumni Foundation; and

"Myths & Benefits of Individual & Business Charitable Giving," with Erin Yost of D.A. Davidson & Co. and Kristin Bailey of Kristin Bailey Law.

The 2017 Outstanding Woman Mentor Award recipient was Brenda Kitto of D.A. Davidson. Each year, this award is presented to a woman in recognition of exceptional contributions of leadership, inspiration, and mentorship to her community. Two of Brenda's nominators shared with the audience how much Brenda has done for them and countless others in the community.

Frances Cole Jones, president and CEO of Cole Media Management in New York City, had been sharing professional tidbits called "Frances Fundamentals" throughout the day, before giving her keynote presentation in the afternoon. Her talk, "10 Things You Can Do Today to Wow Tomorrow," covered everything from effective body language and tonality to effective verbal phrases for any situation.

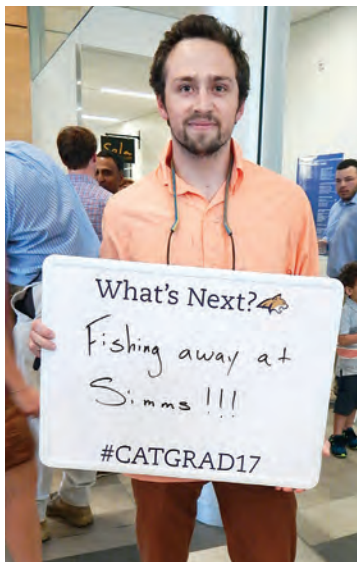
Regarding giving successful presentations, she shared, "Begin your presentation with a story, statistic, or quote." With clients, co-workers, and supervisors, she talked about finding the "egg," a reference to ready bake boxes where you add an egg, which adds an element of participation for those you are trying to engage with. Frances shared numerous tips during her Q&A session.

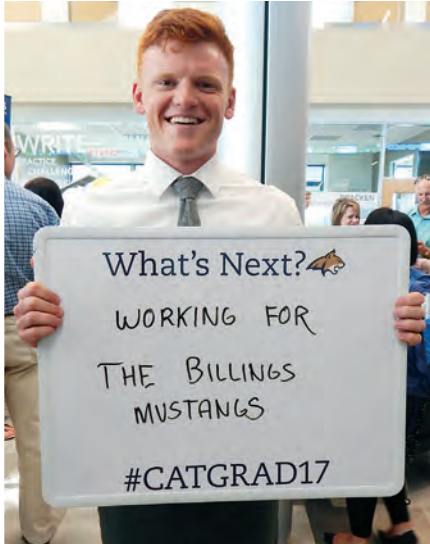
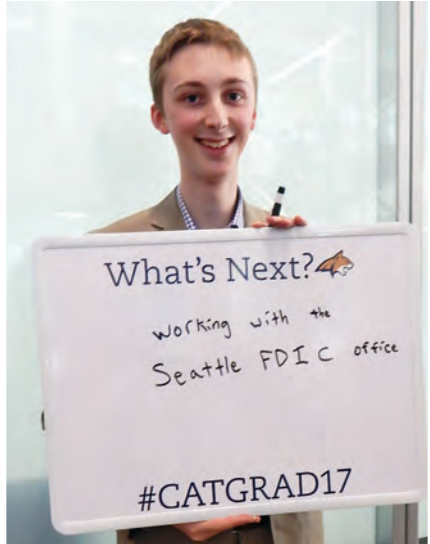
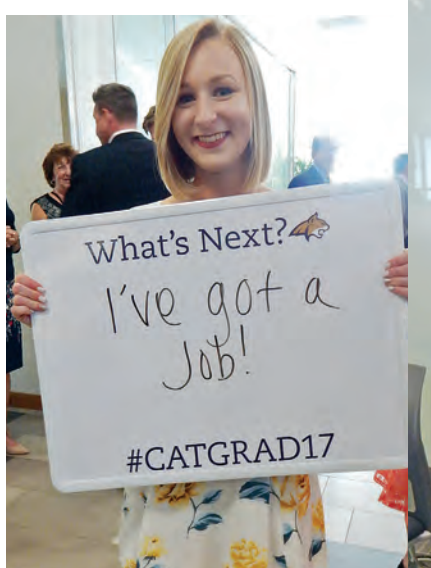
Overall, the conference wowed the crowd with its speakers, sessions, and attendee comradery. One attendee who has been to the majority of the conferences shared that this year's event was by far the best, the most engaging, and inspirational. "This was my 3rd or 4th WCOE Conference and it was by far the BEST! Thank you." Other comments from the participants included, "The conference was very professional all the way around! Frances was amazing- I want to steal a bit of her mojo" and "Frances Jones was fantastic and the practical knowledge, humor, and quick tips made for a light, easy and best afternoon lecture."

GRADUATION AND WHAT'S NEXT



Above: The 2017 MPAC graduating class.
Below and facing page: What's Next for our business students.







Growth

Being a member of the JJCBE forces you to grow in and out of the classroom every day. Professors push your limits academically, so you are prepared to tackle opportunities in the real world. Without the support of the staff, faculty and friends of the college, I wouldn't be where I am today – at an internship with BlackRock.

- GARRETT LEACH, JJCBE STUDENT

Outstanding Students

1 Eleven Students Inducted into International Business Honorary

Beta Gamma Sigma (BGS) is the prestigious honors society in business with only the top 10% of juniors and seniors and the top 20% of the graduate accounting students in the Masters in Professional Accountancy (MPAc) program chosen as initiates.

Eleven students were inducted into BGS, some in absentia. Dr. Angela Woodland, associate professor of accounting was honored as the professor of the year and the chapter speaker this year was Tricia Binford, MSU's head women's basketball coach.

More information about Beta Gamma Sigma as well as the list of 2017 initiates can be found on our webpage: <http://www.montana.edu/business/bracken/beta-gamma-sigma.html>.

2 Beta Gamma Sigma Hosts Fun 'Can the Griz' Competition

The newly elected BGS officers for 2017-2018 of Joel Benson, president; Monica Denny, vice president of programming; Aidan Wade, vice president of membership and public relations; and Jessica Liner, vice president of finance, came up with the idea for the 'Can the Griz Option Competition' during their

leadership meeting at the beginning of fall 2016. With all the leaders being fans of the Can the Griz competition and service standing as a core value of our organization, they wanted to come up with an event that would get the entire college involved. With a hidden (maybe not so hidden) rivalry between the different options (marketing, management, finance, and accounting) in the college, they figured they could leverage that competition to increase donations compared to previous years. Club leaders decided that over three weeks, the option that donated the most food would win and have its name engraved on a permanent plaque displayed in the Jobs Hall Atrium. The marketing option won the inaugural event.

3 Management Club Meets with Businesses in Seattle

The Management Club, with advisor Robyn Chupka, traveled to Seattle, WA from March 22-25 for an amazing professional development trip. Students from all option areas were represented. They were able to meet with Nordstrom, the Seattle Seahawks, Starbucks, and Microsoft.

4 Three Business Students Participate in the Undergraduate Research Celebration

Three business students showcased their research at the annual Student Research Celebration on April 21 in the SUB Ballrooms. Elva Dorsey's research was titled "Can there be another Industrial Revolution?" Her mentor was Andreas Thorsen. Tyler Elkins conducted research on "Dodd-Frank: An Explanation of Mortgage Delinquencies" and his mentors were Frank Kerins and Gary Caton. Austin Stonnell's research was called "Lending Outcomes Among Native American and Reservation Applicants" and his mentor was Tim Harvey.

5 MSU Earns Brawl of the Wild Series Victory

The 2016-2017 edition of the Brawl of the Wild Series came to a close following the Big Sky Outdoor Track and Field Championship on May 13. That event served as the finale of head-to-head matchups between in-state rivals Montana and Montana State, with the Bobcats officially winning the Cat-Griz year-long rivalry by a 10-7 margin.





2



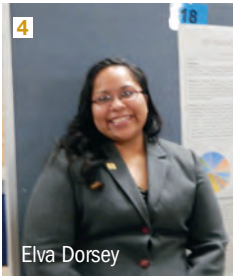
2 THE GARY K. BRACKEN CENTER FOR EXCELLENCE IN UNDERGRADUATE BUSINESS EDUCATION

BETA GAMMA SIGMA
Recognizing Business Excellence



3

To inspire and nurture the human spirit - one person, one cup and one neighborhood at a time.



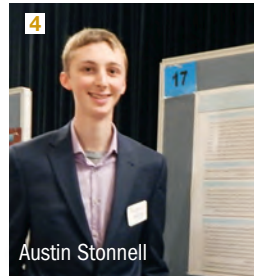
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Elva Dorsey



4

Tyler Elkins



4

Austin Stonnell



5*

Mia Henry, David Neuhauser, Jeff Bell, Stephanie Gartner

5 Sport	MSU	UM
Men's Basketball	x	x
Women's Basketball	xx	
Men's Cross Country	x	
Women's Cross Country		x
Football	x	
Women's Golf		x
Men's Tennis		x
Women's Tennis	x	
Men's Indoor Track & Field	x	
Women's Indoor Track & Field		x
Men's Outdoor Track & Field	x	
Women's Outdoor Track & Field		x
Volleyball	x	x



5

Laura Middel



5

Margreet Barhoum (#2) and Rileya Nordgaard (#15)



5

Sam Neumann



5

Margreet Barhoum



5

Wanda Holopainen and Angelina Philippova

Faculty and Programs

1 Startup of MSU You Provides Hands-On Experience for Student Entrepreneurs

Sometimes the best hands-on experience for students is to actually design and make something. The Startup of the MSU You series hosted through the Jobs Entrepreneurship Center (JEC) continued this year with two unique workshops focused on just that.

The Scrappy Design workshop took place on September 20 in Cheever Hall. Students learned about design thinking and ideating from Meta Newhouse from the College of Arts & Architecture and Mandy Rutherford, an instructor in mechanical and industrial engineering. The “Make It” workshop taught students how to use 3D printing through Tinkercad. Matthew Griffin, the MakerSpace Lab manager, led the workshop. Additional sessions for fall 2017 and spring 2018 are being planned.

2 24 Hour Competitions Energize Students

A trend of concentrated 24-hour innovation and creation sessions has emerged. Leading the efforts in this area is the LaunchCats club. They offered their first Code|24 session in the spring of 2016. With apparent demand for this type of event, they have offered Code|24 events each semester since.

Code|24 began with an hour of ideation and team building to present a vision for the type of project their idea could be by the end of the event. Competing teams consist of computer science, graphic design, and business-minded students. They then worked through the night building their idea into a minimum viable product. Students described it as a trial-by-fire exercise and demonstrated just how much they could accomplish in a short amount of time. Judges spent the last hour testing what each team had built and awarding prizes.

With the success of the coding event, the LaunchCats also hosted a Food|24 event this year in the spring. In similar fashion, the event was created as a fast-paced “chopped-style” competition where interdisciplinary teams had 24 hours to invent and market a new food product. Participants had access to a pantry of ingredients, a shopping budget for additional ingredients, a fully equipped kitchen, and the tools needed to package and label the products. Students mingled with professional chefs, nutrition experts, restaurant owners, designers, and food industry aficionados. Teams pitched to a panel of judges and winners were announced in the last hour.

The LaunchCats are looking forward to holding more of these 24-hour sessions.

3 Students Continue to Connect with Recruiters

The Bracken Center holds numerous events each year to help facilitate job and internship opportunities for students. This fall, the Meet the Accounting Recruiters Fair hosted about 17 different firms with around 100 students in attendance on September 22. The Meet the Recruiters Fair was on October 5. Over 110 students participated with 65 recruiters representing 32 organizations in attendance. For the first time, the college hosted a spring Meet the Recruiters event on February 15 in Jobs Hall! More than 100 students came to meet with the 30 organizations and 58 representatives at the event.

These events were put on by Bracken Center staff Chantelle Mahan and Susan Dana along with numerous JJCBE staff. Beta Alpha Psi and Accounting Club members also assisted with the Meet the Accounting Recruiters event.

4 College Launches New Executive Education Program

The JJCBE is launching a new non-degree, post-graduate executive education program called the MSU Jobs Executive Education program. The program is designed to provide professional development opportunities for alumni and industry professionals. The college intends for the program to promote lifelong learning and to help its participants succeed in business.

We will be developing custom programs for organizations that have specific management, marketing, and leadership needs, whether these are 1-3 day sessions or an entire multi-session program that can run over several months. JJCBE faculty and national experts will be employed to create a world-class learning experience for participants.

“This program will offer a bridge to our alumni to encourage them to return to MSU for their life-long learning pursuits,” dean Gregg Aytes said. “But it will also offer an opportunity for those outside the area to come for a top-quality learning experience and then stay and visit Montana for a while.”

Karen Cates has been named the director of the Jobs Executive Education program, Aytes said. Cates will lead the design and delivery of these and future courses, seeking to add new offerings and repeat popular ones as the program grows. Cates hails from the Midwest, where she has been an adjunct professor of executive education and an academic director of executive programs at the Kellogg School of Management at Northwestern University for the past 20 years.

To learn more about MSU’s Jobs Executive Education, visit <http://www.montana.edu/business/exec-ed/>. If you have questions or would like to learn more about customized programming,

please email MSUExecEd@montana.edu or call 406-994-4677.

Women's Night Connects Students **5** with Successful Businesswomen

The Women's Entrepreneurship Night featured five different successful businesswomen this year. The event opened with keynote speaker Alysia Andrikopoulos, formerly of Google, where she was a founding team member and operations director of the industry-altering effort to create Google-owned world map data. Originally from Wyoming, she graduated from Stanford University with a B.S. in Product Design Engineering and earned her Harvard Business School MBA years later.

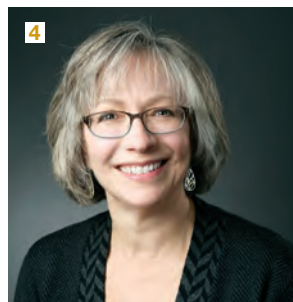
Afterwards, participants were treated to a panel conversation with Susan

Eckert, founder of AdventureWomen; Marissa Fuher, owner and founder of Bright Black Architecture; Stephanie McDowell, associate director of BridgerCare; and Brie Thompson, co-founder of Olivelle. More than 75 students then spent the rest of the evening networking and mingling with the more than 45 successful businesswomen in attendance.

Blackstone LaunchPad Now Housed Within the College

6 The Blackstone LaunchPad and its associated programs are now housed under the umbrella of the Jake Jobs College of Business and Entrepreneurship as of spring 2017. The LaunchPad, under the direction of Les Craig, serves as an entrepreneur resource

for students, alumni, and faculty across the university and community that offers coaching, ideation, and venture creation support. 406 Labs, led by Trevor Huffmaster, is the accelerator program of the LaunchPad that provides focused resources to help high-growth potential LaunchPad ventures. The program assists companies with various items related to launching a business, including prototype creation, go-to-market strategy, business development pipeline creation, sales training, fundraising strategy, and hiring. An extensive network of Montana-based mentors assists companies that are selected to participate in the program.



Community Involvement

VITA Programs Continue to Provide Excellent Outreach and Experience

In spring 2017, 21 upper division accounting students prepared a total of 289 tax returns (170 electronic, 119 paper). Through this program, accounting students gain professional tax knowledge and experience, while serving the needs of the lower income taxpayers in the community, many of whom are other MSU students.

The College also continues to send a number of accounting students to participate in the Alaska VITA program in February and over Spring Break. This year, five students (Ryeland Allenson, Suzanne George, John Litaker, Antonela Sotelo Marticorena, and Cortney Thompson) went up in February and two more students (Jesus Jose Garcia and Kelby Janicek) traveled up to Alaska over spring break. The two students who went over spring break, for example, visited three villages and completed more than one hundred tax returns each.

Kelby Janicek had this to say about the Alaska VITA experience. “It is the experience of a lifetime. The people make a bigger imprint on your life than you do on theirs.”

Entrepreneur Day Brings Montana High School Students to Campus

About 250 students from 12 Montana high schools attended the 12th annual Entrepreneur Day at MSU on October 12. The event consisted of workshops with business faculty and students, a campus tour, and a keynote address by local entrepreneurs, Josh and Holly Allen, founders and owners of Dee-O-Gee. The Allens shared their story with the high school students as well as folks from the MSU and Bozeman communities.

The MSU Jake Jobs College of Business & Entrepreneurship hosts Entrepreneur Day as part of its commitment to enhance entrepreneurial spirit and education in the area, as well as improve the economic development of the state. This program is supported in part by the Boeing Company.

Entrepreneur Center Partners with State to Host Resource Rendezvous

In a new partnership, the Jobs Entrepreneurship Center (JEC) connected with the Montana Office of Tourism and Business Development to offer the “Resource Rendezvous” in Jobs Hall on April 27.

“This evening provided the consulting class students a final opportunity to provide their Montana business clients some additional information to take their business to the next level. The level of support from the State of Montana, Department of Commerce in helping organize the event and the participation of the various state departments and Prospera was absolutely key to its success,” said Linda Ward, director of programs for the JEC.

Client businesses participating in the College’s pro bono consulting courses, LaunchPad and 406 Labs clients, and 35 students – many whom have their own businesses - attended the event. More than 50 people overall showed up to hear about what resources were available from the Montana Department of Commerce, Prospera Business Network, and the local Small Business Development Center.

Karyl Tobel from the Department of Commerce said the event was a huge success. “We had a full house of students and businesses... many [attendees] now have leads to help them move their [business] plans to the next steps. As economic developers, working

with new and growing businesses recharges us,” she said.

The JEC is looking to continue this event in the future.

Entrepreneur-in-Residence Brings in Bold Marketing Firm

Sarah Hunter, co-founder of Total BS Media, served as the fall 2016 Entrepreneur-in-Residence. During her time on campus, she visited a number of classes and met with students in the College’s entrepreneurship program. She also teamed up with the LaunchCats club to host a “Battle of the Brands” workshop where student teams squared off in a 90-minute brand building competition judged by a panel of local entrepreneurs.

On October 13, Sarah also gave a free public talk titled, “Irreverent Strategy, Entreprgrrls, Sock Puppets, and Faking Awesome,” which delved into information about the firm’s successful approaches to inbound marketing and its trademark pending “Irreverent Strategy” approach. She brought with her Misty Kuhl of Girlzilla, a client of Total BS Media, to add to the discussion as facilitated by Les Craig, director of the Blackstone LaunchPad.

Total BS Media is a full-service media firm specializing in content marketing and public relations. The firm has partnered with the Blackstone LaunchPad at MSU to advise some of their startups.

The JEC started its entrepreneur in-residence (EIR) program as an additional resource for students in the spring of 2011. These seasoned entrepreneurs are brought in to act as mentors for our students and they often provide a community outreach component. This program provides one-of-a-kind mentoring and face-to-face interactions with successful entrepreneurs spanning diverse fields of expertise.



Alumni and Friends

1 Alumna Appointed State's Chief Business Development Officer

Montana Gov. Steve Bullock filled several key cabinet and adviser positions at the beginning of 2017, with one of them being our alumnus, Ken Fichtler ('07 Mgmt). He was appointed the state's Chief Business Development Officer, heading the governor's Office of Economic Development.

Fichtler has spent his career in high-tech business management and marketing. He is also an entrepreneur and business investor, having started Montana companies like Gecko8 Studios and Fermion Technologies, as well as co-founding the first and largest TEDx event in the state, TEDxBozeman. Most recently, he has served as the senior marketing specialist for Lattice Materials.

2 Office of Student Services Nominated for MSU Award

Service Excellence is very important to MSU and the university annually honors individuals and teams on campus who had outstanding performance and contributions towards these standards. In 2017, the Office of Student Services was nominated for a team award based on their overall contributions towards service excellence through collaborative team efforts to improve or enhance the quality of service and productivity, as well as their representation of the college and university in a positive manner to external and internal audiences. Great job!

3 2017 Reunion Visitors

Each year in the spring, MSU welcomes back the reunion classes for a weekend of receptions and campus activities. The events culminate with recognition and participation in MSU's

spring commencement ceremony, as alumni are recognized on stage in the Brick Breeden Fieldhouse. Alumni from the classes of 1967, 1957 and 1947 were invited this year. The College had two alumnae visit: Linda Jarrendt (left) and Sue Tibbetts (right), both from the 1967 class.

4 New CATalyst Mentoring Program Aims to Connect Students with Young Alumni

To better connect our students and alumni with their JJCBE community, the College launched the CATalyst Mentoring Program now housed under the Gary K. Bracken Center. This program is designed to create opportunities for current students to connect with and learn from the experiences and challenges that recent graduates have faced in their professional endeavors. It also provides an avenue for Alumni to reconnect with their collegiate home in a meaningful way.

"We are so fortunate to have this incredible pool of recent graduates and young alumni right here in our backyard. They are all so eager to connect back with the college and provide current students with relevant advice, networking and mentoring. Besides being fun to hear their stories, the information they share is invaluable," said Chantelle Mahan, associate director of the Bracken Center.

This spring semester featured a student-alumni Trivia Night social on February 23 and two panel conversation events on April 5, one featuring accounting and finance alumni and the other with management and marketing alumni.

One of the alumni who participated in both events was Patrick Zimny ('15 management),

who works as a solutions consultant for commonFont here in Bozeman. He was excited to learn about the CATalyst Mentoring Program and to be involved.

"There are four of us at commonFont who are MSU alumni, and we have been attending these types of events so we can give back. We want to make sure we contribute what we can to the place that got us where we are now," he said. "It is also super beneficial for me to chat with other alumni who have stayed in Bozeman as well as connect with faculty and staff during these events. It is great to continuously expand upon my network."

"The panel conversation was an amazing experience. We were able to actually talk about what it is like after school, how we feel about our current jobs, and the students asked phenomenal questions. As a student, I would have loved the opportunity to attend an event like this," Patrick added.

Between the two CATalyst events and the recruiting fairs, he enjoyed seeing some of the same students and getting to know them better. Patrick says that he and his company view their continual involvement with MSU as a long-term partnership and a win-win for both parties. Some of the alumni who participated in CATalyst have gotten together afterwards and Patrick has had coffee with a number of the students he met through these events. He even serves as someone they can go to for resume review and additional questions about transitioning from student to professional.

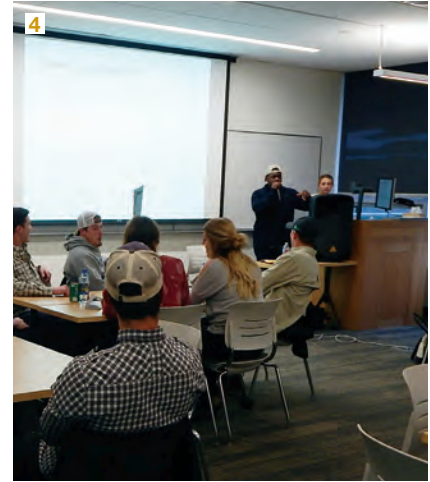
When asked after the event, the students said that they enjoyed hearing advice and different perspectives of the alumni and they

really appreciated the diversity of jobs that the panelists represented. Students also cited the information regarding entry-level jobs, advice about how to move forward after graduation, and how to cope with the changes of the professional workplace as insightful. They valued how open and honest the discussion was and appreciated that the panelists were young adults with whom they could easily relate.

“We really look forward to

continuing CATalyst and will continue to make adjustments to best meet the needs of our students and alumni. We hope even more alumni and students will take advantage of this opportunity to grow and connect with each other,” said Mahan.

The next round of CATalyst events are already in the works. If you have any questions or would like to participate, please contact Chantelle Mahan at 406-994-4438 or chantelle.mahan@montana.edu.

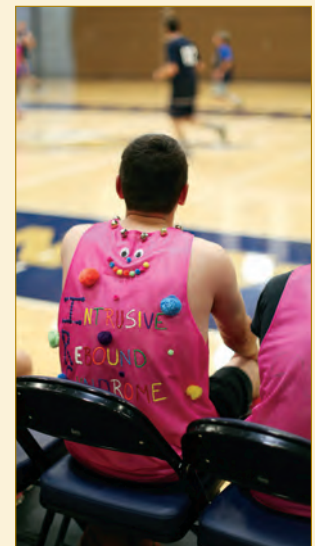


In Memoriam: Adam Evans

It was hard to miss the tall accounting student with a big smile, a friendly face and big personality in the College. Beloved by students, faculty and staff alike, Adam Evans was a great student, a great friend, and very active within the business school. He knew most of the faculty and staff by name, and he was one of two students (with Nolan Preeshyl) who collaborated with accounting professor Ed Gamble to start a friendly basketball game of MPAC students versus faculty and staff with the losing team donating to the local food bank. This inaugural event was followed up with a dodgeball tournament after the students lost the basketball game.

Tragically, he passed away on June 10, 2016, after battling an aggressive illness. He had graduated from the Master of Professional Accountancy (MPAC) program that spring and was working as a purchasing coordinator for Earth Elements in Bozeman. A celebration of life was held for Adam with numerous faculty, staff, and students in attendance.

His basketball competitions continued, and after that fall event, a fellow accounting student proposed changing the name of the competition. With the faculty in support, the College renamed the basketball tournament to the Adam Evans Classic.





UNDERGRADUATES

ACCOUNTING	39
FINANCE	38
MANAGEMENT	84
MARKETING	78
TOTAL	239



GENDER

FEMALE	91
MALE	148



GPA
3.14



ATHLETES

ALPINE SKI	3
MEN'S BASKETBALL	5
MEN'S FOOTBALL	21
MEN'S NORDIC	2
MEN'S TENNIS	3
MEN'S INDOOR TRACK	6
SPIRIT SQUAD	5
WOMEN'S ALPINE	4
WOMEN'S BASKETBALL	3
WOMEN'S GOLF	3
WOMEN'S NORDIC	2
TOTAL	68



NON-BUSINESS MINORS

ACCOUNTING	8
BUSINESS ADMINISTRATION	33
E-SHIP & SMALL BUSINESS	60
FINANCE	13
INTERNATIONAL BUSINESS	9
TOTAL	123



BUSINESS CERTIFICATE
3



MPAC

FEMALE	17
MALE	7
TOTAL MPAC	24
GPA	3.53





The Comprehensive Campaign

For the past several years, your Montana State University Alumni Foundation has been working to raise funds for the priorities of MSU through our first ever comprehensive campaign - *What It Takes, the Campaign for Montana State University*. We set a goal of \$300-million when we publicly launched the campaign in September of 2015. At the time, the goal seemed to be far reaching; we all knew we had until December of 2018 to reach that number and went to work. I am delighted to announce that because of the generosity of our alumni and friends, we reached our goal this past fall. To date, we are at \$347 million and counting. There was no fanfare or big announcement when we reached the goal, but rather we continued to do our best, raising significant funding to ensure that future generations of MSU students and faculty have the resources and opportunities they need to succeed and achieve in college and life.

So, how did we reach this goal? Following the Council for Advancement and Support of Education (CASE) Reporting Standards & Management Guidelines, all gifts made to MSU since July 1, 2010 have contributed to the overall total. If you made a gift when our phone-a-thon students called you, your contribution made a difference. If you set up an endowment or made a major gift contribution, your gift counted. Perhaps you participated in the end-zone campaign? Here at the Jake Jabs College of Business and Entrepreneurship (JJCBE), we have a new building, Jabs Hall, and others have supported this effort with named rooms in the building – again, these gifts contributed to the success of the campaign. We have had several new scholarships as well as funding for our programs and faculty. Because of these gifts, Dean Kregg Aytes has been able to provide much needed additional support to our students and faculty, funds for student clubs and national competitions, curriculum enhancement, faculty research and professional development.

A major part of our campaign success has come from estate gifts made to MSU. Planned gifts are a great way for you to make a difference while often being able to take advantage of tax incentives. If you will reach the age of 65 by December 2018, you can document your intent to leave MSU a portion of your estate in your will, and this will count in the campaign. Perhaps an IRA rollover would work well for your financial planning and support of MSU. Folks of all ages may want to consider taking advantage of the Montana Endowment Tax Credit (METC). This program for Montana residents provides a special opportunity to support MSU while paying less in Montana state income taxes. I am currently working with one couple who is taking advantage of this unique program and it will result in an endowment in their name in the future. Another couple is gifting their life insurance policy to set up a future scholarship. Some planned gifts provide life-long income to you. Interested in learning more? Give me a call and we can review options and how they may benefit you while supporting MSU.

Next year, MSU will celebrate its 125th birthday and we will conclude *What It Takes, the Campaign for Montana State University*. President Cruzado put it best when we launched campaign:

'In this new era of cutbacks in public support of higher education across our country, private philanthropy now spells the difference between an ordinary university and an extraordinary one. It yields the margin of excellence that will continue to set us apart from peer institutions. With your continued support and investment in people, places and programs, we will create the MSU that will serve and inspire learners and leaders for generations to come.'

This is what it takes. It takes you. Please, give me a call. Together we can review ways that you can make a difference and determine What It Takes for you.

Jackie Sather, Senior Director of Development
 jackie.sather@msuaf.org
 406-994-6766



Hands-On Experience

Working as a consultant for Lewis and Clark County 4-H as a part of BMGT 475R was a challenge.

My group and I learned how to convert our higher level knowledge into an interactive, applicable lesson plan about marketing designed for middle and high school students. We had a lot of fun developing games, skits, and common household examples; the challenge taught us the value of marketing in a realistic setting while providing value to a wonderful organization.

- KELBY JANICEK, 2017 BUSINESS GRADUATE

HONOR ROLL OF DONORS



Every effort has been made to ensure that all names are listed correctly. This list represents donations given in June 2016 - May 2017. If your name has been inadvertently omitted or misspelled, please contact Jackie Sather at 406-994-6766 or jackie.sather@msuaf.org.

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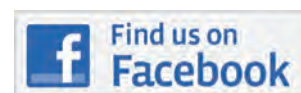


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