

# TIPPIE

SPRING 2024

magazine

AI  
*Optimists*

**IOWA**





# STRENGTH OF CHARACTER

This spring, students who began college in the tumultuous fall of 2020 will turn their tassels and step into their futures as Tippie graduates.

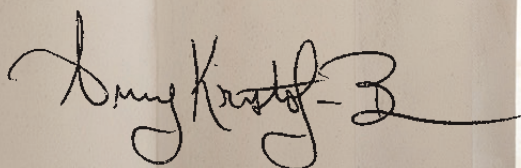
Faced with incredible uncertainty from day one, these students encountered so many challenges—navigating virtual learning, disconnection, and dis-ease. Yet, as you look at them, I think you'll agree: **They not only survived college—they thrived.**

And that doesn't entirely surprise me. I believe perseverance is part of our Hawkeye DNA.

From a group of alums who've pivoted to embrace AI in the workplace, to an entrepreneurial cancer survivor, to the unsinkable resolve of Hancher's former executive director—resilience runs deep in the Tippie community.

I couldn't be more proud of these students, and the faculty, staff, and families who helped them along the way.

**It's great to be a Hawkeye!**



Amy Kristof-Brown, Henry B. Tippie Dean







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**Dan Keough (BBA91)** is the CEO of Holmes Murphy, the co-founder of BrokerTech Ventures, and a cancer survivor.

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ON THE COVER Illustration by Mordi Levi.



the  
**319**



**DYK?**

319 has been the Iowa City area code since 1947



#**16**

**Top UNDERGRADUATE ENTREPRENEURSHIP PROGRAM IN THE U.S.**

(The Princeton Review & Entrepreneur magazine, 2024)

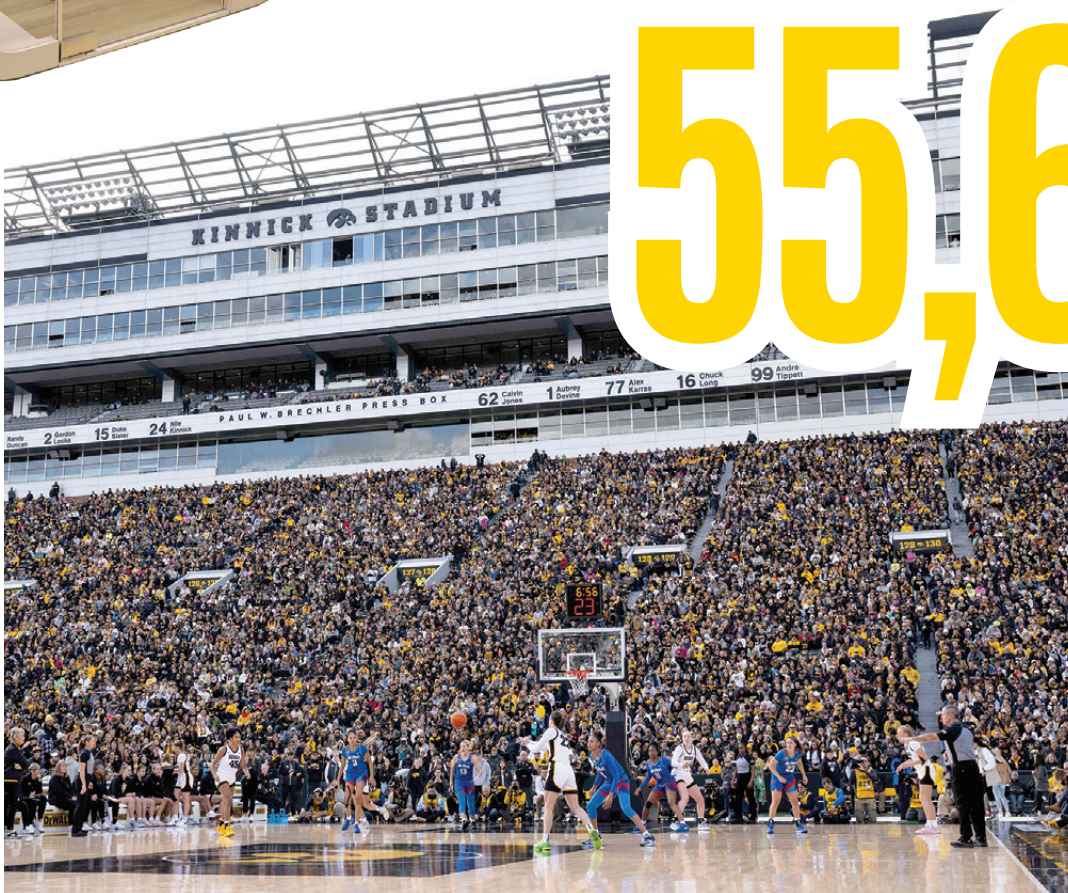


*Smile!*

**Where?** 3rd floor of the Pappajohn Business Building

**What?** Completely free headshot emailed to you instantly!

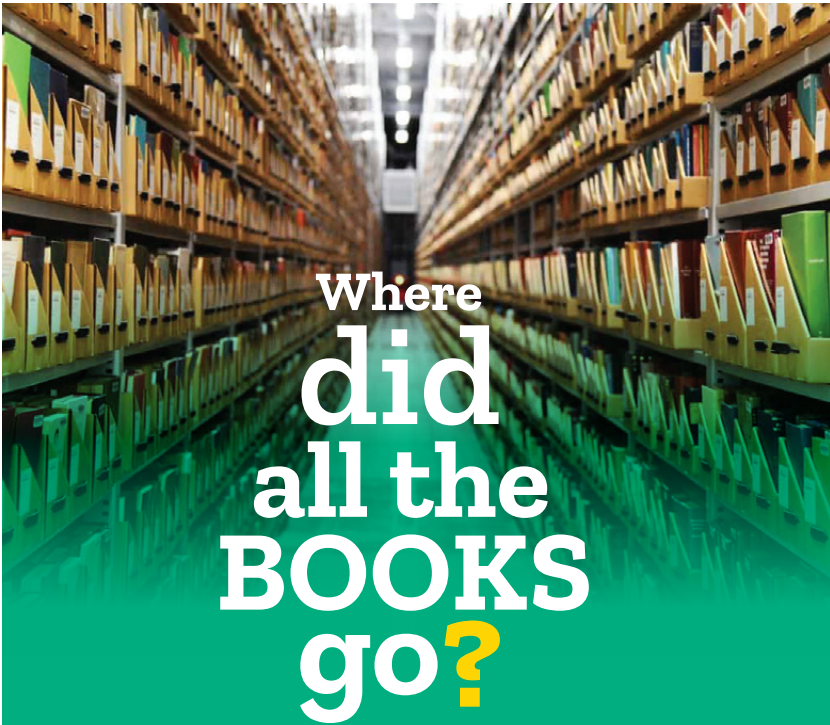
A new addition at the Tippie College of Business will have you looking more professional than ever. The college has installed a headshot photobooth that is open to all Iowa alumni, students, faculty, and staff whenever the building is open. Since it was installed in 2022, more than 1,200 people have been photographed. Check it out the next time you're on campus!



**55,646**

The Hawkeye women's basketball team, led by **Tippie senior Caitlin Clark**, kicked off its season in front of 55,646 fans at Kinnick Stadium. "Crossover at Kinnick" was the first women's basketball game to be played outdoors in a football stadium and set an NCAA single-game record for attendance in women's basketball history.





# Where did all the BOOKS go?

You may know that Tippie completely reimagined the Pomerantz Business Library space in the Pappajohn Business Building five years ago, creating the BizHub, a modern, functional space where students can study, access computers, receive tutoring, and collaborate in groups.

**But inquiring minds want to know:**  
**What happened to all the books?**

Not to worry; no books were harmed in the making of the BizHub. They've just been relocated to the UI Libraries Annex, a 60,000-square foot facility on the outskirts of Iowa City with towering stacks holding 1.8 million volumes and room to grow. The stacks are so high that library staff had to be trained on heavy machinery because they use cherry pickers to reach the highest shelves. The temperature and humidity-controlled facility is the first of its kind in Iowa and is a critical component of the UI Libraries' strategy, streamlining management, preservation, and access to physical book collections.

Students, faculty, and staff can still check out books, of course, and can often get the information they need in the form of digital scans. Goodbye, late fees!



## Hawkeye rower Jaecee Hall won the Undergraduate Student Startup of the Year award

at the John Pappajohn Entrepreneurial Center's 2023 Innovation and Entrepreneurship Honors. Hall won for co-founding the Unbreakable Female Athlete apparel brand, which now sells in the U.S., Canada, England, Scotland, Australia, New Zealand, the Netherlands, and Germany.

## IOWA MBA ENROLLMENT IS UP

*a whopping*  
**67%** FROM 2020! 

Tippie now has one of the largest online MBA programs in the country, with students from 48 states (come on Delaware and West Virginia!).



## NEW RMI CERTIFICATE

Want to advance your career into the fast-growing field of risk management and insurance? You're only a year away. Tippie's newest graduate certificate is designed for people who work in the insurance industry but have no background in insurance or finance and want to get up to speed; people who work for insurance companies but not in a risk management capacity and want to understand the industry better; and people who work outside the industry and are looking for a career change.



## Virtual reality

Facebook parent Meta donated 15 VR headsets to Tippie, allowing students to learn with the latest cutting-edge classroom technology.



*Student*  
**FEATURE**

Class of  
**2024**



**AUBRIE ROBEL**  
*Life of the party*



**CAEL WOLTMAN**  
*Most competitive*



**MOLLY SIEBENALER**  
*Best eyes*

# MAJORING IN RESILIENCE

REFLECTIONS FROM THE "COVID CLASS" AS THEY GRADUATE

BY JENNIFER SETER WAGNER



**SARAH PHAN**  
*Most likely to make you laugh*



**PATRICIA WOZNIAK**  
*Most likely to cheer you up*



**OANH LAM**  
*Most likely to know everyone in the room*



**JOEL CASTILLO**  
*Most likely to be of great influence to many*



**CREDE WERNKE**  
*Most likely to move to California*



**ISABELA BERNHARD**  
*Most likely to be on a reality show*

## *The* "COVID Class"

Not exactly the most sought-after moniker for a talented group of students who became freshmen at the University of Iowa in the fall of 2020. They likely don't look fondly upon their nickname—or back at the experience—but many find solace in having pushed their way through the pandemic's early months, knowing they are changed because of it and are now better prepared to face the future.

When this class first arrived on campus, COVID-19 had already been declared a national emergency. In June, U.S. COVID cases had already reached 2 million.

Schools around the country shut their doors; high schoolers did not attend prom or graduation. By the end of August, the Iowa governor ordered all bars to be shuttered. Vaccines were still months away.

Human connection was difficult, particularly for these first-year students. There was no crowded orientation where they could meet future friends and classmates. Rather, the semester began with little fanfare, by either logging on to a classroom Zoom from a

lonely dorm desk, where many of their peers kept their cameras off; or by attending the rare in-person class, where desks were spaced six feet apart and everyone wore a mask. Athletic and cultural events were being canceled. Many students were contracting COVID and needed to isolate even further.

Now seniors, this group looks forward to graduation; they speak of how COVID-era challenges taught them the hard lesson that life will present roadblocks, that at times they will be required to dig deep to find the motivation and will to persevere. In doing so, they established a legacy of success worth celebrating.

"They are heroes in their own right," says Dean Amy Kristof-Brown. "Not many of us can say we had to jump over the kinds of hurdles these students did during their formative years of college. We applaud their strength and character and know the resilience that comes with it will help them tremendously, no matter what challenges they face down the road." ■

*2020-2024*



“Everyone was collectively experiencing a ‘new normal.’ **It helped knowing I was not alone, and we would all get through it together.**”

—AUBRIE ROBEL

“If there’s anything I have learned from being part of the ‘COVID Class,’ it’s that **if I put my mind to anything, I am able to do it.**”

—JOEL CASTILLO

“One of my strengths is being disciplined, and I thrive off structure. **Unknown and unexpected changes, like the ones that accompanied the pandemic, challenged me to become more resilient.**”

—MOLLY SIEBENALER

“THE EXPERIENCE INSTILLED A PROFOUND UNDERSTANDING THAT RESILIENCE AND ADAPTABILITY ARE ESSENTIAL LIFE SKILLS. I NOW FRAME CHALLENGES AS *opportunities for growth.*”

—SAMANTHA BUOL

“I’m much better now at getting out of my comfort zone; **I’m not afraid of things ‘going wrong,’ because they already have.**”

—ISABELA BERNHARD

“**Not everything that resulted from COVID was negative.** For example, freshman year I met my best friend, who was my roommate. Being isolated together allowed us to bond and become the friends that we are today.”

—PATRICIA WOZNIAK

“I truly believe that COVID playing such a large role in my **freshman year made me much more grateful for all the years to follow.**”

—REGAN DAY



**JULIA SAUL**

*Most changed since freshman year*



**KATIE KLASSEN**

*Most optimistic*



**EMMANUEL AKRASI, JR.**

*Quietest kid in the class*



**IGNACIO GOMEZ**

*Most likely to sleep through graduation*



**REGAN DAY**

*Most likely to never skip class*



**MCKENZIE TURNER**

*Most dedicated*



**LISA LEE**

*Most future-oriented*



**MAX GONZALEZ**

*Most likely to brighten your day*



**GRAYSON KILBURN**

*Most school spirit*



**NOLAN PATTISON**

*"Dynamic Duo" (with friend Cole Arduser)*



**ANNA BAUER**

*Most likely to be the first one to class*



**SAM BUOL**

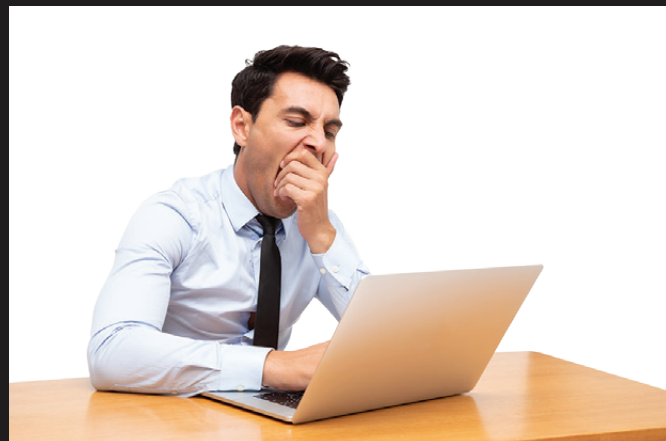
*Most approachable*





*Tippie*

**LIFE**





# KIT

Expert advice  
to make your  
life better



## Flip the script on IMPOSTER SYNDROME

**EXPERT** RONG SU  
*Pioneer Research Fellow and associate  
professor of management and entrepreneurship*



“Imposter syndrome” refers to a pattern of thoughts and feelings in which an individual doubts their skills, talents, or accomplishments and fears being exposed as a fraud. It can happen even to highly competent and successful people. Break this cycle of irrational beliefs by reframing your inner dialogue to focus less on your emotions and more on growth opportunities. Instead of saying to yourself, “I am a fraud,” try saying, “I feel like a fraud right now, but these feelings are situational and are not permanent.” Also try asking, “What can I learn and what experience can I gain here at this moment? What opportunities are there to help my co-workers and contribute to my organization?” Focusing on self-development and ways to help others can provide relief from self-doubts while increasing feelings of competence and belonging. This isn’t easy, and **it will take intentional efforts to change your inner dialogue, but know that over time, things will change and you can harness imposter thoughts and feelings to fuel your performance.**



**Feel like an imposter?**  
Get tips on this topic and more from  
Tippie’s on-demand webinars!



## Rethink **BOREDOM AT WORK**

AMY COLBERT

**EXPERT** Leonard Hadley Chair in Leadership and professor of management and entrepreneurship

Being bored at work is understandable, especially if you feel like your job doesn't provide much purpose. But most every job makes an impact of some sort. **One way to make your job more interesting is to focus on how it's making a difference in peoples' lives.** This "cognitive reframing" helps prevent burnout by reminding people that their work has purpose and matters to people.



## Manage your kids' **SOCIAL MEDIA USE**

NICK WESTERGAARD

**EXPERT** Lecturer of business communication and author of Get Scrappy: Smarter Digital Marketing for Businesses Big and Small

**TikTok, Snapchat, and Instagram are all very different platforms with different rules—making some more age-appropriate than others.**

As a parent, it's on you to become familiar with the different platforms and understand the rules of each when it comes to young users. Also, you may want to consider establishing expectations for your kids and family before they download an app. One of those expectations might be that you monitor their use and help them manage their account and privacy settings.



## Master the art of **NEGOTIATION**

MICHELE WILLIAMS

**EXPERT** Henry B. Tippie Research Fellow in Entrepreneurship and associate professor of management and entrepreneurship

**Trust is key.** Before the negotiation even begins, take time to get to know the people you're working with and those you're going to make decisions for, so they know you'll make decisions in everyone's best interest. Building trust also minimizes adversarial mindsets. Listening is also vital because it helps to build that trust and uncovers essential information. It allows you to get to know your negotiation partners better and learn their perspective so everyone can come away feeling it's a win-win deal.





## Set your kids up for **FINANCIAL SUCCESS**

**EXPERT** **ERIK LIE**  
*Amelia Tippie Chair and professor of finance*

**Open a new 529 college savings plan as soon as possible after your child is born.** Not only do the earnings grow tax-free to pay for college expenses, but a new law also allows up to \$35,000 of it to be transferred to a Roth IRA later, sheltering that money (and its future growth) from taxation. As a result, even if your kids don't use their entire fund to pay for college, they can use much of what's left decades later in retirement. There are numerous conditions that must be met, of course, so check with a financial planner for the details.



**HOT TIP**

*The benefits of a 529 are so great that parents should consider setting one up for themselves even if they don't plan to return to college, because the money could be converted to a retirement fund or passed down to pay their kids' and grandkids' college tuition.*



## Pick the **BEST INSURANCE**

**EXPERT** **RICHARD PETER**  
*Tristar Research Fellow and associate professor of finance*

To get the best insurance policy, you should at a minimum maintain good credit and a clean driving record—but don't sleep on all the discounts offered either. Make sure to take advantage of multicar discounts, discounts for defensive driving courses, and/or bundling discounts when purchasing auto and homeowners insurance from the same carrier. It's also a good idea to **shop around every year or two to make sure you are still getting the best deal.**

Consumers can also save on their premiums with policies that have higher deductibles, if they're comfortable taking on more risk and have an emergency fund that can pay those deductibles if needed.



## Handle the **OFFICE BULLY**

**EXPERT** **YIDUO SHAO**  
*Assistant professor of management and entrepreneurship*

**Bullying behavior of any kind is often rooted in stereotypes.** Bullies make assumptions about you based on preconceived notions about your sex, age, etc., rather than how well you actually do your job. Putting a stop to bullying might require some assertiveness on your part. Say something like "that was uncalled for" or "this is disrespectful" to be clear you object. If the bullying behavior continues, document everything and take it to HR. ■







In a small town in Iowa in the 1960s, 11 African elephants drew crowds to a supermarket. Decades later, a woman in a spectacular white gown swooped down from the ceiling of Hancher Auditorium and poured a guest a glass of champagne.

**What do these bizarre, but charming occurrences have in common? Intrigue, sure. Wonder, of course. But above all, a Swanson behind the scenes.**

Like his dad told him long ago, **Chuck Swanson (BBA75/MBA76)** is a “people person.” He’s instantly likeable, and a fast friend. He’s also an entertainer. A host extraordinaire.

So much so that the University of Iowa recognized him with the 2023 Distinguished Forevermore Staff Award for spending 37 years managing and directing Hancher, bringing awe and joy, laughter, and shared experiences to Iowa City and beyond.

**His imagination and flair for showmanship started early.**

Growing up, the family business was Swanson’s Superstore in Spencer, Iowa. It was a grocery store open seven days a week and was wildly successful, thanks to his creative father, Oscar.

According to Swanson, attention-grabbing events at the store included bringing elephants to the parking lot (“Who knows where he got them!”) and hosting a contest for a new invention at the time—hula hoops, which his dad had shipped all the way from California.



← Oscar → Chuck →

“He had a very successful business because he was such a great marketer,” Swanson remembers. “He was always creating and thinking outside the box. I learned a lot from him.”

Along with instilling his unique business sense, Swanson’s dad also proudly sent Chuck and his three siblings to the University of Iowa, even though he never attended college himself. Chuck got his bachelor’s degree in marketing and business administration in 1975 and his MBA with a concentration in finance in 1976.

**“If it wasn’t for my degrees from the College of Business, I wouldn’t have had the career I did,” Swanson said.**

**“It opened doors for me.” Specifically, the doors of Hancher.**

Swanson first stepped foot into Hancher its opening year, 1972, while he was an undergraduate student. He saw the first show at the original Hancher building, a staging of *The Music Man*, with the Iowa playwright Meredith Willson in attendance. He was wowed, and thought “My God, this is a pretty cool place,” but had no idea the impact the institution would have on his life.





Within the tragedy came a silver lining. Something so contradictory and wonderful, that it almost felt magical, like something you'd see on Hancher's stage. With help from FEMA funds, Swanson, the university, and the community got to rebuild and have one of the most cutting-edge performance centers in the United States.

After graduation, he worked as a state bank examiner and as an officer at a bank in Rock Rapids, Iowa. Then one chance day, he went to the gas station and bought a newspaper, where he saw a small classified ad seeking a business manager for Hancher Auditorium and applied.

"As soon as my wife heard I got an interview, she started packing," Swanson said. She knew he'd win them over at the interview.

At the helm, he moved up the ranks from business manager to executive director in 2002. All the while making connections and building relationships with artists and community members. Audiences benefited through performances and residencies with top-tier artists brought to Iowa City from around the world.

**"Relationships are what matter most," Swanson said. "It's everything. It can change the world."**

Some of the people he has created meaningful relationships with over the years include the Joffrey Ballet and the architects and builders of the new Hancher.

Swanson was driving through torrential rain to reach Hancher with the Rubberband dance company when the 2008 flood was just beginning. He was desperately trying to get to the venue, then tried to move the event to Carver-Hawkeye Arena, but eventually had to just take the dancers to their hotel. He couldn't believe that the show wouldn't go on.

"Everybody was crying. It was so devastating," he recalled.

He was equally disbelieving when someone first said that they would need a new building and not have a home venue for nearly a decade. ("I thought they were crazy!") He figured it would probably just be a restoration, but the water kept coming and the floors buckled along with any hope of saving it.

**"I'll never forget looking at the site from a distance with the floodwater rising and just feeling... helpless," he said.**

But within the tragedy came a silver lining. Something so contradictory and wonderful, that it almost felt magical, like something you'd see on Hancher's stage. With help from FEMA funds, Swanson, the university, and the community got to rebuild and have one of the most cutting-edge performance centers in the United States.





The elegant new Hancher sits on higher ground a few hundred feet from its previous iteration and was designed by the world-renowned Pelli Clarke Pelli architects, led by the now late César Pelli.

The building echoes the bends of the river it overlooks, existing alongside it and treating it with reverence. “We used to have our back turned to the river,” he said.

Swanson’s role in the rebuild was to communicate the community’s vision to Pelli and the local partnering firm, OPN Architects, whose team included Dan Thies and Tippie alum **Justin Bishop (MBA15)**.

It was a meeting of the minds. Pelli Clarke Pelli won him over at the interview (sound familiar?), and it became one of the most rewarding partnerships of his life. Swanson remains friends with the extended team of architects to this day.

Because connectors never stop making connections, Swanson was also a catalyst for all sorts of cross-campus collaborations throughout his career, including with his alma mater, the Tippie College of Business.

Hancher once brought the Orchestra of St. Luke’s from New York City to Hancher and the Pappajohn Business Building. “It’s an orchestra with a really different management style,” Swanson explained. “They performed and had a lunch and a discussion with students about their non-hierarchical style and what decision making looks like in that kind of organization.”

Another time, the Hubbard Street Dance Company was in town for a performance and Hubbard Street 2’s director, Taryn Kaschock Russell, came to speak to David Hensley’s entrepreneurial classes to present on creative thinking and what it’s like to serve on the board of a nonprofit.

And Swanson asked Associate Professor of Practice Nancy Abram and her students to help with the showcase marketing for Hancher’s grand reopening in 2016.

**“I loved thinking of different ways to connect the arts with students,” Swanson said.**

Since his retirement in 2022, Swanson is staying active with his five grandchildren, visiting favorite places like Santa Fe with his wife, Kim, and serving on multiple boards across the state.

Of course, he also throws fantastic dinner parties. (“I’d rather host than be hosted.”) Though there may no longer be champagne descending from the ceiling, one thing is for sure—he knows how to make it memorable. ■



cover  
**STORY**

BY ERIN PETERSON



# AI *Optimists*

How Hawkeyes are using artificial intelligence to advance their careers and industries.



**Call it a bomb, call it a tidal wave, call it humanity's winning lottery ticket: When ChatGPT introduced the population at large to the world of generative artificial intelligence in November 2022, it seemed that nearly everyone agreed the world would never be the same.**

Early data seems to bear that idea out: ChatGPT reached 100 million users in just two months. A survey of 6,000 people found that 84 percent of consumers are already using an AI-powered device or service (Amazon's Alexa is one). And the global consulting firm Grand View Research forecasts a total AI market value of \$1.35 trillion by 2030.

**What does that mean for business?** We talked to four alumni leaders and faculty experts to find out. While they are all acutely sensitive to AI's power as well as its shortcomings, they share an optimism about its potential to make businesses more efficient and innovative—and to make our lives healthier and more vibrant than ever.



# 1

## Fine-tune MEDICAL TREATMENTS



In the early 1990s, **Nick Street**, now the associate dean for research and Ph.D. programs, was a busy graduate student working on a promising machine learning project. The aim? Help surgeons diagnose breast cancer directly from a needle biopsy, creating a streamlined, one-visit diagnosis for an anxiety-producing experience. While the idea had transformative potential, the actual work could feel tedious: “I had to manually analyze about 500 images, then write my own code for a system that could analyze them before I could even get to the diagnostic part,” he says.

Today’s tools, however, are so much more advanced that many undergraduate students could replicate, or perhaps even better, Street’s graduate school efforts in significantly less time.

That’s one reason Street is so encouraged about the potential of today’s AI tools. Their ability to gobble up and analyze vast amounts of data—millions of cases, not hundreds—offers enormous opportunities to create increasingly sophisticated and individualized approaches to support patient health.

Take for example, a current project that Street is working on for people who have experienced a heart attack. He and his colleagues seek to find the best combination of medications, based on a patient’s individual characteristics, to increase their chances of survival.

“Once we’ve estimated a patient’s risk, we can find the combination of medications—beta blockers, statins, aspirin—that will reduce their risk the most,” he says. He has also developed a system to reduce long-term heart disease risk by finding the easiest and most effective lifestyle changes. Is eating broccoli more valuable than an extra workout? Someday, he says, we will have the ability to get these granular, personalized recommendations to optimize our health integrated into technology that many of us use daily, like smartwatches.

Street knows that he’s working on just one piece of a very big puzzle, but he sees a vast horizon of opportunity. “I’m excited about the idea that we’ll be able to get personalized answers to clinicians and patients at the time they need them, and give people the best possible path to take care of themselves,” he says.

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## the AI GENERATION

Few sectors felt the impact of AI more quickly and dramatically than education. Was ChatGPT a boon in the classroom—or a boondoggle? How should instructors teach students to make the most of this new technology, while being clear-eyed about its dangers?

At Tippie, faculty soon coalesced around a philosophy that Dean Amy Kristof-Brown articulated in an October 2023 op-ed piece for *Inside Higher Ed*. “We have a responsibility to prepare our students for a world in which ChatGPT and its competitors are widespread,” she wrote. “To do that, we need to teach them how to use it expertly and creatively—incorporating it into their learning in ways that will make them better critical thinkers and problem solvers.”



## Help farmers make their land more EFFICIENT AND SUSTAINABLE

Move over Silicon Valley: the next big AI advances might just be in farm equipment. “It’s a little bit of a hidden secret that companies like ours have so much tech work going on,” says **Eric Hansotia (MBA98)**, chairman, president, and CEO of the Duluth, Georgia-based agricultural machinery company AGCO.

Since taking the helm as CEO in 2021, Hansotia has increased the company’s engineering budget by approximately 60 percent. AGCO also recently announced a \$2.3 billion ag tech joint venture—the industry’s largest ever—with the technology company Trimble.

Farmers are already seeing the benefits of AI: AGCO planters can take some 789,000 measurements per minute and, with the help of the technology, reduce costs and increase yields. Cameras on AGCO sprayers can identify the difference between a weed and a crop, and spray only the weed. “AI saves about 70 percent of the pesticide,” says Hansotia. It can also help farmers ensure that the most amount of grain is captured by the combine harvester.

For Hansotia, the potential of AI is coming to fruition: Even better? He feels confident that they’re only getting started maximizing the possibilities.

“The curve is flexing up in terms of the rate of change and the rate of innovation we can drive,” he says.

Beyond the field, AGCO uses AI to help with its customer service calls by pulling up the exact materials a trained technician needs to support the diagnosis and resolution of farmers’ technical problems. The process improvements can trim a call from 30 minutes to just three.

For Hansotia, the stakes of maximizing this technology are enormous: “These are challenging problems that have real purpose: feeding the world.”



Here are just a few ways that faculty are integrating AI tools into their classrooms:

*"I'm having an AI chatbot act as an extra team member who is always the devil's advocate, challenging each decision the group comes up with. This encourages critical thought and pushes groups to consider how they'd treat a real person asking the same questions."*

—CARL FOLLMER,  
director of the Frank Business  
Communications Center



## 3 Make small businesses MORE EFFECTIVE

Principal Machine Learning Engineer **Ben Cunningham (BBA16)** knows that taking action on important business and financial information can help transform a “so-so” small business into a spectacular one. But even for experienced accountants, finding that needle of insight in a haystack of data can be maddeningly time-consuming. That’s why Cunningham finds his work at Sage on tools such as AI digital assistants so exciting.

Imagine, he says, a chatbot that can do far more than simply provide canned

responses to a question. “[An employee] might say, ‘Can you tell me what happened to our accounts overnight?’ The chatbot would say, ‘Sure, I’ll fetch some data and analyze it to help you understand what happened.’”

From there, the digital assistant might highlight the top accounts with overdue invoices, recommend sending an email reminder, and even craft the text of the message. “It’s quite a bit beyond what we could have expected of a chatbot even two years ago,” says Cunningham.

This type of digital assistant might be able to tackle some of the duties typically assigned to an intern (minus the coffee-fetching), but Cunningham doesn’t see it as a way to eliminate workers. Instead, he sees it as a way for employees to eliminate many of the most unrewarding aspects of their roles. “AI will never replace the strategic aspects of work,” he says. “Hopefully, AI assistants will help get rid of those tedious aspects and allow employees to focus on the more value-added, human aspects of their jobs.”

*"I have taught students in my social analytics and data management classes how to use ChatGPT and other AI tools, such as Copilot, to help them automate the coding process."*

—PATRICK FAN,  
professor of business analytics

## Optimizing AI'S ADVANTAGES

Director of Artificial Intelligence **Joni Wallace (BBA00)** says that her team at Collins Aerospace sees AI not only as redefining business, but as a critical way to advance science and benefit humanity. **"We would not be in these roles, dedicating our careers to the advancement of AI, if we did not believe it to be the most consequential technology of our time."**

For Wallace, there's no "one thing" that AI might transform for the company: It's everything. "Collins Aerospace uses AI in a variety of ways, from digital assistants that predict best-next-step for business processes and aerospace and defense markets to driving better strategic planning and risk mitigation," she says.

Collins Aerospace's wide-ranging efforts are possible, in part, because of early investment: They launched AI-adjacent efforts in the 1990s; by 2016, the company was acquiring more data and using AI neural networks. And all of the most impactful opportunities, Wallace says, remain ahead. "We still see ourselves at the front end of this transformation to tap the

potential of AI and redefine how all markets deliver products and services."

It helps, she says, that ChatGPT's viral introduction led to enormous employee interest. "It provided an opportunity to educate employees on the innovative benefits and risk factors of this technology and led to opportunities to drive and scale generative AI across the business for additional value creation," she says.

Among the company's newest initiatives: an AI university for employee training opportunities, an AI portal for collaboration and standardization, AI events to share knowledge across the company, and even an AI fellow technical track to support employee career advancement.

Once an interesting novelty, AI now plays an essential role in the company's innovation efforts—and will continue for years to come. "Our company, like many, now views the world through an AI lens," she says. ■



*"Students in my [Foundations of Business Analytics] courses use generative AI to create graphs, manipulate databases, and create forecasts."*

—PATRICK JOHANNIS,  
associate professor of instruction



# MISSION-DRIVEN MBA

BY AMANDA MAY

## On a hot September night in Iraq, Luke Fenner and his fellow Navy SEALs were ambushed.

After another member of SEAL Team 10 took machine gun fire, they fell back, gaining cover from behind a large tractor tire and a strike from an AC 130 aircraft above. Some say it was the closest fire cover in the Iraq war, as Fenner and some of his fellow SEALs lay injured only 45 feet from the enemy target. The men on the ground knew it was a risk calling in the air strike, but they needed to get their injured commander a medevac chopper ASAP.

**Because that's what SEALs do. They band together and help, even in the face of death.**

For Fenner, the goodwill and selflessness didn't stop after his 12 years as a SEAL ended.

Thanks to the GI Bill, he immediately started his MBA at Tippie and used knowledge from Joe Sulentic's Social Entrepreneurship course to once again help a fellow SEAL.

That fateful night in 2007, Lieutenant Jason Redman was Fenner's assault force commander, and he sustained critical injuries to the arm and the face. When Redman got back stateside, people asked him if he had been in a motorcycle accident.

"The general public is very insulated from what war has done to some people—both the visible and invisible scars," said Fenner, who joined the Navy after the terrorist attacks of 9/11.

To raise awareness about wounded military personnel, Redman created the advocacy venture/clothing company Wounded Wear.

Meanwhile, Fenner took entrepreneurship classes as MBA electives through the John Pappajohn Entrepreneurial Center at the Tippie College of Business. As part of the curriculum, he learned how to jump between the for-profit and nonprofit worlds, how to set up his own social enterprise (a hipper term for nonprofit), and to understand all the elements needed for success.

Fenner applied that knowledge to host a fundraiser for Wounded Wear at a Lake Forest, Ill., Ferrari dealership and raised nearly half a million dollars for his friend's cause.

**We call that using your MBA for good. ■**

*Fenner is now a division manager for Rosendin, a \$4B electrical contracting company in the Washington, D.C. area that also has a charitable foundation. He still goes on an annual vacation with the SEALs he was deployed with.*



**DYK?** Not everybody makes it through Navy SEAL training. According to Fenner, two groups seem to stand a better chance of making it to the finish line: water polo players and wrestlers. (Fenner wrestled for Webster City High School in north central Iowa.)





Luke Fenner (MBA16)





ONCE A HAWKEYE  
ALWAYS A HAWKEYE

# hawkeye PRIDE



**Kristi Roehr (BBA14/MBA16)** and her husband, Kevin Farrell, at the Iowa vs. Utah State football game on Sept. 2, 2023. They were married on June 10, 2023. Roehr is a senior manager of vertical marketing at Epsilon in Chicago, Ill.



## 2020s



**Elizabeth Barrett (BBA21)** is a client success coordinator for MuteSix, an advertising agency owned by Japanese media conglomerate Dentsu.



**Riley Callahan (BBA20/MAC21)** started a new role as an associate for Revelstoke Capital Partners in Denver, Colo.

**Fabio Cunha (MBA20)** is an IT tech lead for Citi in Tampa, Fla.



**Tess Ellithorpe (BBA23)** became an event coordinator for City Experiences in Chicago after graduation.



**Isabel Gomez (BBA22)** is an analyst at Deloitte in Chicago, Ill.



**Zach Grant (BBA22)** is the owner of Tribute Kicks, a company that sells limited release and sold-out sneakers and clothing. What originally started as a side hustle during college is now a full-time business with a storefront at the Coral Ridge Mall in Coralville, Iowa.

**Brandon Greenly (MBA22)** was promoted to engineering program manager for Aruba, a Hewlett Packard Enterprise company.



**Neah Howlett (BBA23)** is a data analyst at IBM in New York City. Howlett was named one of the Tippie Top 21 students last May.



**Maxwell Hedges (MSBA22/MFIN22)** started a new role with Wells Fargo as a risk analytics consultant.

**"I'm excited to leverage the skills I learned from the Master of Business Analytics and Master of Finance programs!"**



Send us an update and we'll send you a bib!  
[tippie.uiowa.edu/update](http://tippie.uiowa.edu/update)

**Matthew Hsieh (BBA22)** is an account management intern with Saatchi & Saatchi in New York City.

**Nathan Molina (BBA21)** is a supply chain planner with Martin Brower in Chicago, Ill.



**Austin Moss (PhD22)** was selected as the 2023 winner of the Financial Accounting and Reporting Section (FARS) Best Dissertation Award. His dissertation looks at how retail investors respond to push notifications and the visualization of earnings information.

**Tyler Nations (MBA22)** was promoted to sales and marketing manager at Thombert in Newton, Iowa.



**Don't cry. You're a Hawkeye!**

**Ken Klinner (MBA23)** and his wife, Sally, welcomed their third child, Kenneth Robert Klinner, on Oct. 19, 2023. Klinner is IT director at Erie Insurance in Erie, Pa.



**Jake Smalling (BBA20)**, a senior tax consultant at Deloitte in Chicago, Ill., was chosen to help restart Deloitte Tax's U.S. to India rotation program. Smalling spent March and April 2023 living in Hyderabad and Delhi building out teams, teaching, and developing relationships for the firm.



**Emily Studnicks (BBA20)** was promoted to senior analyst at VMLY&R Commerce in Chicago, Ill.

**Sarah Yun (MBA21)** is a technical insurance advisor with MetLife in Des Moines, Iowa.

## 2010s



**Erica Cole (BA19)** was named to the *Forbes* 30 Under 30 list of 2024. Cole is the founder of No Limbits adaptive clothing line.

**Lauren Eastman (BBA18)** is a financial service specialist at One Source Advisory in Tampa, Fla.

**Rachael Eisenreich (BBA18/MBA23)** is a senior financial analyst with Wells Fargo in Minneapolis, Minn. She also serves on the board for the Twin Cities Iowa Club.





**Joel Fernandez (BBA19/CER22)** joined BMO Harris as an audit manager specializing in data analytics in Chicago, Ill.



**Anthony Lehnertz (BBA16)** was promoted to executive director at the University of Iowa Center for Advancement, focusing on fundraising for the Tippie College of Business.



**Jesse Hall (BBA16)** is a certified financial planner and joined the wealth management team at The Grandview Capital Group at Morgan Stanley in Peoria, Ill.



**Iain O'Connor (BBA17)** began a new position as vice president with the J.P. Morgan Private Bank.



**T'Shailyn Harrington (BBA16)** is the City of Iowa City's outreach and engagement specialist, overseeing the neighborhood association system.

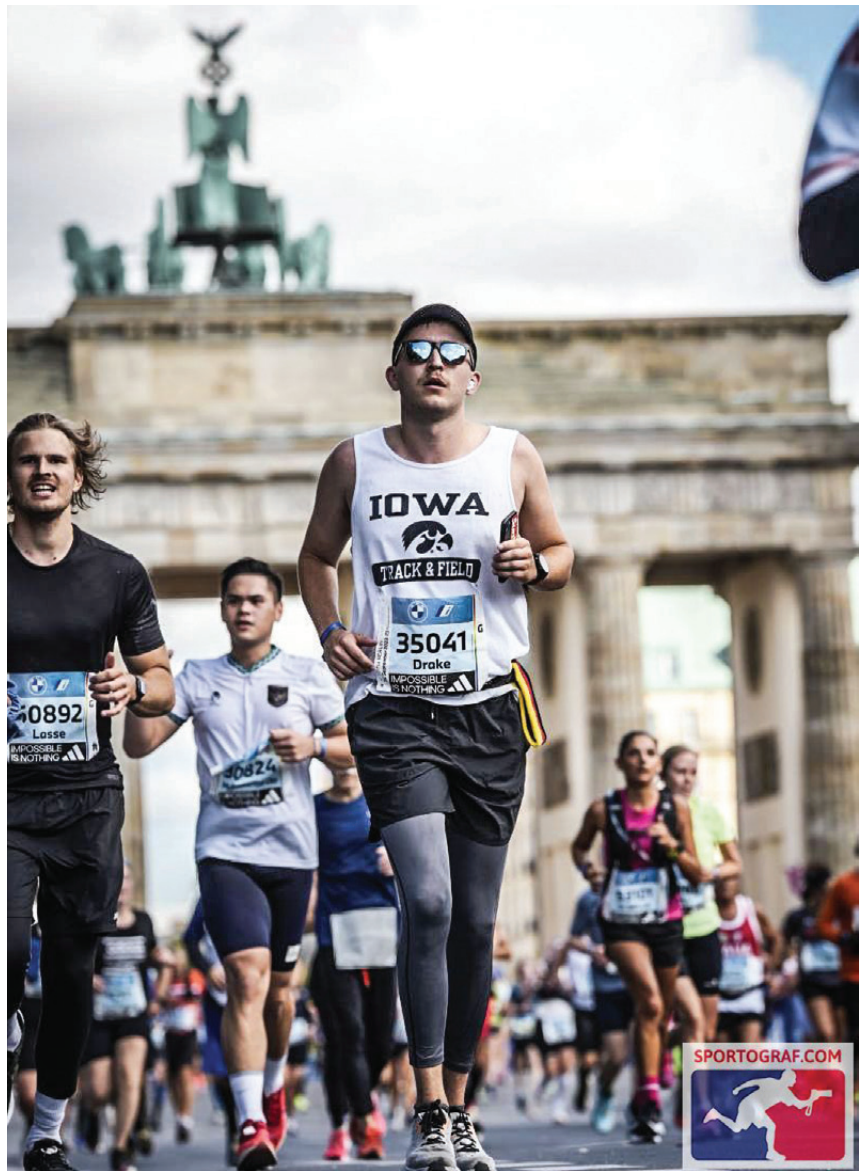


**Francisco Olalde (MSBA19/MBA22)** is a Vizient analyst in the office of the chief medical officer at the University of Iowa Hospitals & Clinics.

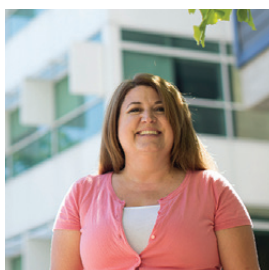
**Michael Johnson (BBA13/MBA22)** is a senior human resources business partner with the Children's Mercy Hospital in Kansas City, Mo.

**Kevin Kotek (BBA10)** is lead data engineer at Harley-Davidson.

**Kelly Schmidt (BBA19)** is a senior SAP FICO consultant at CONTAX in Chicago, Ill.



**Drake Shepard (BBA19)** ran the Berlin Marathon in September 2023, proudly wearing an Iowa track and field shirt while raising funds for the American Cancer Society.



**Sarah Thompson (MBA16)** was promoted to director of operations at Transamerica.



**Katelyn Wheeldon (BBA16)** graduated with an MBA from the Wharton School at the University of Pennsylvania.

**Litao Wu-Hardee (BBA13)** was promoted to finance and analysis manager at Metra in Chicago, Ill.

**ARE YOU A published author?**

**Let us know!**

Update your info at: [tippie.uiowa.edu/update](http://tippie.uiowa.edu/update)



## 2000s



**Paresh Bhanderi (BBA05)** is a senior finance advisor at Chevron in London, England.

**Emily Girsch (MBA07)** is the interim president and CEO of Lincoln Savings Bank in Waterloo, Iowa. She was previously the bank's executive vice president and CFO.



**Brent Pritchard (BBA00/ MBA11)** published a book, *Would Your Boomerang Return? What birds, hurdlers, and boomerangs can teach us about the time value of money.* Pritchard is a lecturer in the Department of Finance at Tippie.



## #TWINNINGFORTIPPIE

**Jay Schaldecker (BBA00)** with his wife, Caroline, and twin daughters at their first game at Kinnick. Schaldecker is a partner at PwC in Chicago, Ill.



Bravo! 🙌

**Chad Greenway (BA05)** and his wife, **Jennifer Capista Greenway (BBA05)**, received the 2023 University of Iowa Distinguished Alumni Award for recent graduates. Chad was a Hawkeye linebacker (2002-2005) who went on to play for the Minnesota Vikings. He is now co-founder of Gray Duck Spirits and a sports consultant. Jennifer ran cross-country at the UI and is now a personal trainer. The parents of four girls are passionate about children's health, and have created the Lead the Way Foundation, which supports families of seriously ill children.



## 1990s

**Michael Cross (BBA91)** was honored at the *Dallas Business Journal's* 2023 CFO of the Year awards. Cross is CFO of Toyota Connected North America, based in Plano, Texas.

**Patrick Stack (BBA02)** is executive vice president at Nigel Frank International. Stack is also pursuing an MBA at Tippie.



**Emily Vorland (BBA07)** welcomed a son, Lewis, in December 2021. Vorland is an emergency room nurse in Denver, Colo.



**Lura McBride (BBA93)** was named the 2023 National Association of Electrical Distributors (NAED) Women in Industry Trailblazer honoree. She is the president and CEO of Van Meter in Cedar Rapids, Iowa. She was also the Cedar Rapids Economic Alliance's 2023 recipient of the Howard Hall Excellence in Business Award.





TO THE FOLLOWING TIPPIE ALUMNI

**Corridor Business Journal's "Forty Under 40"**

- Mary Ann Allan (BBA06)**  
Senior Director of Financial Operations,  
*University of Iowa Health Care*
- Danielle Rocca (BBA11)**  
Administrative & Privacy Officer, *Four Oaks*
- John Schickedanz (MBA21)**  
Executive Director, *Englert Theatre*
- Megan Thomas (MBA15)**  
Director of Business Growth, *Informatics*
- Mollie Thomsen (BBA08)**  
Chief Operations Officer/Wealth Advisor/  
Principal, *United Iowa Financial*
- Joe Vens (BBA13)**  
Risk Advisor, *First MainStreet Insurance*
- Nikki Wilcox (MBA23)**  
Director of Strategic Development,  
*Cedar Rapids Metro Economic Alliance*

**Corridor Business Journal's "Forty Under 40"**

**ALUMNI OF THE YEAR**

- Jeff Disterhoft (MBA03)**  
Retired CEO, *GreenState Credit Union*

**Quad Cities Regional Business Journal's  
Most Influential Leaders of 2023**

- Steven C. Bahls (BBA76)**  
President Emeritus, *Augustana College*
- Melissa Pepper (MBA18)**  
Chief Strategy Officer,  
*Russell Construction & Development*
- Caitlin Russell (MBA12)**  
President, *Russell Construction & Development*

**EDITOR'S NOTE:** Alumni updates are submitted by alumni and are not verified by the editor. While we welcome alumni news, *Tippie Magazine* is not responsible for the information contained in these submissions.



**Allison Pendroy (BBA99)** is the chief operating officer at WesleyLife in Johnston, Iowa.



**Eric Rupe (BBA90)** is the new CEO at the technical consulting firm Lerch Bates in Denver, Colo. The previous CEO was fellow Tippie alum **Barton Stephan (BBA03)**.

**Chris Snyder (BBA92)** is the new president of Folience in Cedar Rapids, Iowa.



**Wolfe Tone (BBA96)** has a new role as the Global Deloitte Private leader. Tone is also the U.S. Deloitte Private leader based in Chicago, Ill.



**Your Name Here**  
(BBA/MBA/PhD)

- New job?
- New grand/baby?
- Retirement?

**It's ok to brag a little.**  
Send your update to:  
[tippie.uiowa.edu/update](http://tippie.uiowa.edu/update)



WE LOVE TO SEE **HAWKEYE GEAR**  
*in the wild!*

SEND US YOUR PICS:  
[tippie-magazine@uiowa.edu](mailto:tippie-magazine@uiowa.edu)

**1980s**

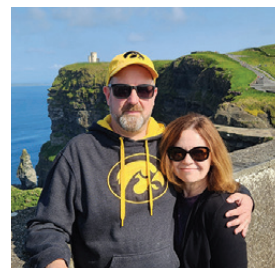
**Lori Danielson (BBA87)** was named the Indiana Chamber of Commerce's 2023 Volunteer of the Year by *BizVoice* magazine. Danielson is the president and founder of GoTime Coaching in Terre Haute, Ind.



**Kyle Krause (BBA85)**, founder and CEO of Krause Group, received the 2023 Oscar C. Schmidt Iowa Business Leadership Award from the Tippie College of Business.



**Jim Lewis (BBA83)** is the new executive director of the Vaughan Institute of Risk Management and Insurance at the University of Iowa's Tippie College of Business.



**Nancy Tank (BBA89)** and her husband, **Jeff Tank (BBA88/MA89)**, visited the Cliffs of Moher in Ireland. The couple traveled to the U.K. and Ireland with fellow Hawkeyes **Brad Gilchrist (BBA86/BSPH90)** and **Julie Kellman (BA87)**.

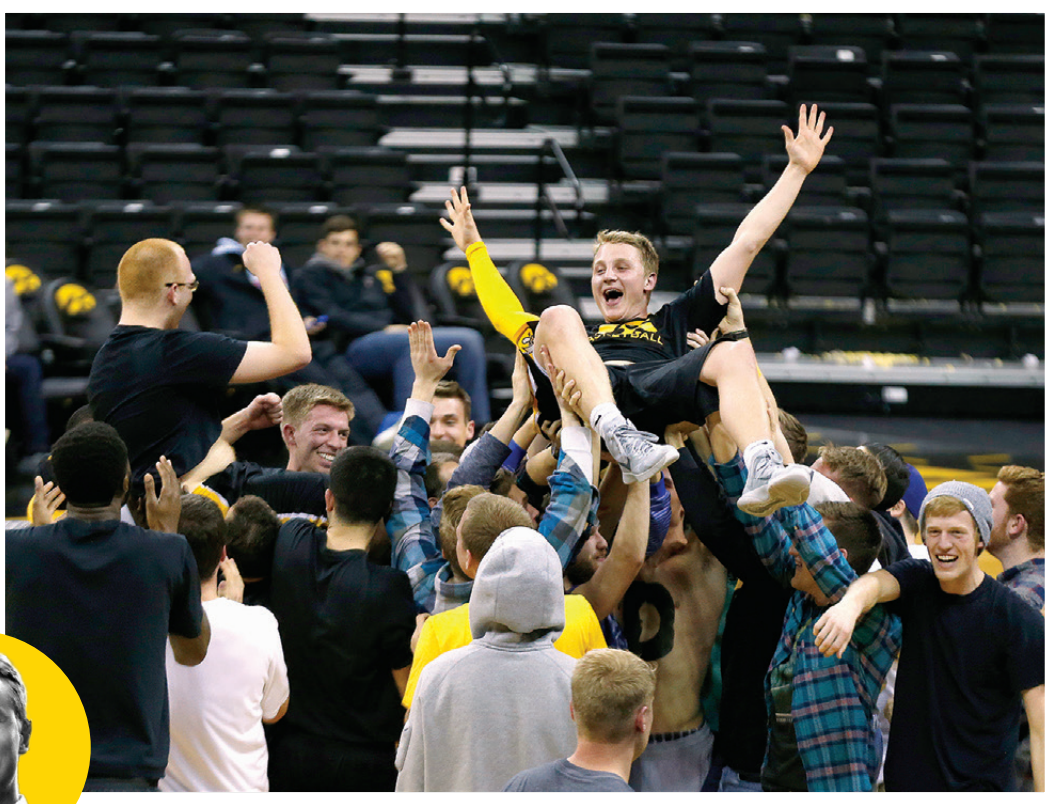


**Colonel Kevin W. Techau (BBA81/JD84)** received a 2023 Hawkeye Distinguished Veterans Award. Techau served for seven years in the U.S. Air Force and 19 years in the Iowa Air National Guard, after which he was awarded the Legion of Merit for his service. He served as the U.S. Attorney for the Northern District of Iowa from 2014 to 2017 and received the Iowa Public Health Heroes Award from the UI College of Public Health for his work in opioid overdose death prevention in Iowa.

# If you could go back to college for a day, what day would you pick?

(What year? What were you doing? Who else was there?)

TELL US AT:  
tippie-magazine@uiowa.edu



## "Oh man, so many to choose from! Here's mine: **December 11th, 2014.**"

I worked as a student manager for the men's basketball team while in college. We often scrimmaged our opponents' managers the night before the actual teams played. All Hawkeye fans know that playing Iowa State means more; our manager game was no different. We thought it'd be funny to compile a scouting report on the Iowa State managers and send it to ESPN analyst Jay Bilas. He loved it and proceeded to tweet snippets of our report throughout the day of our game. This, combined with our own word-of-mouth promotion, led to over 100 people coming to watch us play, including Iowa Men's Basketball Coach Fran McCaffery and members of the local media who were already at Carver covering the women's game that had ended only hours before. The atmosphere was hilariously electric for such a silly event. Importantly, we played our (unofficial) role in the CyHawk Series by winning the game, and I was hoisted up as the game's MVP by a group of my friends."

### **Jackson Nichols (BBA17)**

Senior analyst, Aavin Equity Advisors, Iowa City, Iowa





# What the HAWK?!

Perusing old Hawkeye yearbooks, we often come across photos that defy explanation. This one from 1960 simply had the caption, **“No, you may not cut in!”** Anybody know what’s going on here? A theater production? A prop at a dance? At least they look happy!



SHARE YOUR HAWKEYE *memories*

Submit your photos to: [tippie.uiowa.edu/update](http://tippie.uiowa.edu/update)

### CONNECT WITH US

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## 1970s



**Jeffrey Chapman (BBA79)** is an attorney with Gibson Dunn in Dallas, Texas. In 2023, he represented Pioneer Natural Resources during its acquisition by ExxonMobile in a \$60B deal.

He is a longtime member of the Polk County I-Club and UI Alumni Advisory Board. He was also inducted into the Iowa Volunteer Hall of Fame in 2009 for his involvement in many community organizations.

## 1950s



**Maj. Gen. John Peppers (BBA59/MA72)** posthumously received a 2023 Hawkeye Distinguished Alumni Service Award. He served in the U.S. Army for 31 years and was awarded the Distinguished Service Medal, the Legion of Merit, and Bronze Star Medal. Upon retirement, Peppers volunteered with many outreach programs and frequently gave speeches to veterans’ groups at patriotic celebrations.

## 1960s

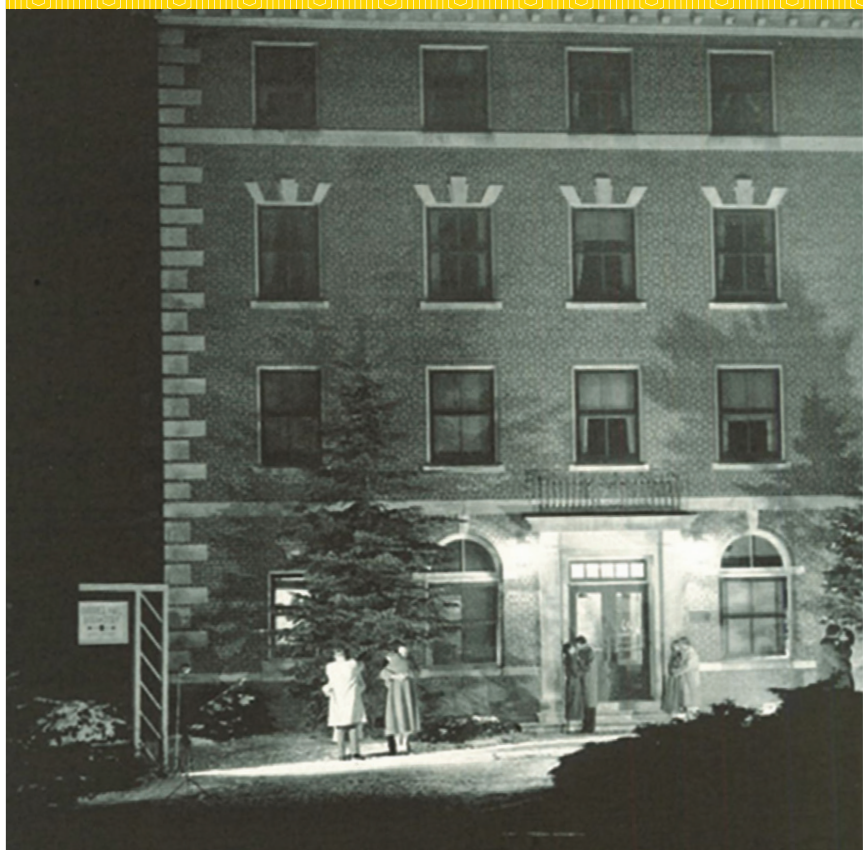


**Robert “Bob” Mitchell (BA62)** received a 2023 Hawkeye Distinguished Alumni Service Award. Mitchell is president of Bob Mitchell and Associates, a human resources and management consulting firm.



HAWKEYE *memories*

68 YEARS AGO



## Currier Hall Romance

Men were not allowed in the all-women’s dorm in 1955, which led to many a long goodnight at the door. How many of you married your college sweetheart? Tell us your love story at [tippie-magazine@uiowa.edu](mailto:tippie-magazine@uiowa.edu)

# *in* MEMORIAM



## **Mark L. Frazier (BBA72)** November 7, 1949 – May 19, 2023

*Tippie Society Member*

Devoted Hawkeye fan Mark Frazier passed away last May. Among his many professional achievements, he was the founder of Silveroak Companies, a land development organization. Frazier was also a supporter of the Tippie College of Business, where he established a full-ride scholarship for students from his hometown of Chariton, Iowa.



## **Johannes Ledolter** August 26, 1950 – November 5, 2023

*Robert Thomas Holmes  
Professor of Business Analytics*

“Hannes” Ledolter joined the college in the late 1970s and enjoyed teaching statistics at all levels at Iowa and other prestigious universities in the U.S. and Austria. Ledolter’s academic curiosity led him to explore the world as an applied statistician when the field was just beginning. His collaborative research method was influenced by his mentor George Box, who taught him to let the real-world problem dictate the statistical method needed—or invent one yourself. He and his wife, Professor Lea VanderVelde, were a trailblazing duo on the UI campus, sustaining and propelling each other’s careers forward to great success. Ledolter authored more than 10 books and 150 papers, earning over 9,000 citations. He also received numerous awards over his more than 40-year career, including a William G. Hunter Award from the American Society for Quality, the Dean’s Teaching Award, an Executive MBA Great Instructor of the Year Award, and a Faculty Career Achievement Award.



## **Forrest D. Nelson** September 1, 1946 – September 21, 2023

*Emeritus Professor of Economics*

Forrest Nelson joined the Tippie faculty in 1980 and was one of the founders of the Iowa Electronics Market in 1998, which he and many others used as a research and prediction tool for topics ranging from influenza to presidential elections. He was a member of the Econometric Society and also served as the Department of Economics director of undergraduate studies, was an honors program advisor, and held a Henry B. Tippie Research Fellowship prior to his retirement in 2015.



## **David G. Pickering** January 2, 1964 – June 26, 2023

*Tippie Society Member*

David Pickering was a donor to Tippie and an engineering manager at Siessent in Beveray, Mass. His wealth of interests and hobbies included travel, wine, sports, and spending time in nature. He and his wife, Amanda (Van Treese) Pickering (BBA90), support business students through the establishment of an endowed scholarship.



## **Scott L. Taylor (BBA82)** May 8, 1945 – September 14, 2023

*Tippie Society Member*

Scott Taylor was a veteran of the U.S. Army as well as a fourth-place finisher in the 1972 Munich Olympics’ modern pentathlon. He made his fortune in finance and real estate, and later established a student-managed fund at Tippie in honor of his former professor, Charles E. Marberry.



# HOW TO *Persevere*

Dan Keough (BBA91) | Chairman and CEO, Holmes Murphy Co-Founder and Co-CEO, BrokerTech Ventures, Waukee, Iowa



## THIS / OR / THAT?

TALK / LISTEN

HOME / OFFICE

COFFEE / DRINKS

OPTIMIST / PESSIMIST

SPONTANEOUS / PLANNED <sup>1</sup>

INTROVERT / EXTROVERT

SHORT TERM / LONG TERM

PHONE CALL / EMAIL

RISKTAKER / RISK AVERSE

PLANNING / IMPLEMENTATION

IOWA CUBS / DES MOINES MENACE <sup>2</sup>

ACCELERATOR PROGRAMS / TRADITIONAL MENTORSHIP

GRADUATE FROM TIPPIE / WATCH SON GRADUATE FROM TIPPIE

ANTHONY NELSON / CAITLIN CLARK <sup>3</sup>

**LET ME EXPLAIN...** (1) While I do favor order, structure, and planning, I'm also a great proponent of living in the moment and creating experiences. (2) As a former Hawkeye baseball player [1987-90], I still enjoy the sport—but soccer is a growing interest for me, and for Des Moines. We're on track to bring a professional soccer stadium to downtown Des Moines, and I've been honored to be a part of that project. (3) **Caitlin and her family have been friends since she was young.** My son, Michael, played on the same 2nd grade team with her (yes, she played in the boy's league!) and I was proud to help coach the team—but am in no way taking any credit for her success! As a cancer survivor, it was an honor when she asked to play with my name on her jersey as part of the team's support of cancer awareness and survivorship. Needless to say, we're raving fans of Caitlin (on and off the court) and of her continued success!

*Tippie Magazine* is published semiannually for the alumni and friends of the University of Iowa Tippie College of Business.

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*one last thing...*

Hindsight is always 20/20, but photos of the original Hancher Auditorium being built from 1969 to 1971 are nothing short of alarming. Why so close to the Iowa River?! We'd love to be able to warn young Chuck Swanson of the heartbreak (and opportunity!) that will come from this ill-fated site.

*Read Swanson's story on page 12.*





# IOWA

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*old*  
**GOLD**

1992

## MORE AQUA NET!

Hair in the  
Hawkeye yearbook  
used to be ... big.  
See page 4 for a  
modern take on a  
yearbook spread.

