

Two Accounting Grads Pass CPA Exam on Initial Try

Kathryn Enget and Stacy Lynn Bush Erdmann, both 2002 Augustana College graduates, have passed all four sections of the Uniform Certified Public Accounting exam on the first try. Both Kathy and Stacy majored in accounting. Kathy is now working as a CPA at Henry Scholten & Company LLC in Sioux Falls, and Stacy is employed as a CPA at Schecter Dokken Kanter in Minneapolis.

2002 Grad Receives Prestigious Scholarship

Angie Highland, who is attending graduate school at the University of North Texas, has received a \$16,500 scholarship. The Hatton W. Sumners Scholarship was awarded by faculty in the department of public administration and recognizes truly outstanding individuals who have an interest in a leadership career in public service. Angie, a government major with a business administration minor, is one of six Sumners Scholars, all of whom met recently with former Secretary of Treasury and of State James A. Baker. Angie plans to complete her MPA degree in 2004.

Alum Selflessly Shares Kidney

Gina Kosen Schumacher in December donated a kidney to co-worker Don McLaughlin. McLaughlin had suffered from diabetes for 30 years, spent a year on a national waiting list for a kidney, and finally spent a few months on dialysis before Gina offered to help out a friend who was more like a grandpa. It turned out that Gina, 2001 communications business graduate and specialty leasing manager for the Macerich Company/Empire Mall & Empire East, was a good tissue match for the transplant.

Don is recovering well and surgeons estimate that the new kidney may double his life expectancy. Gina is back to work, but was a bit surprised at the pain and lengthy recovery time associated with major surgery. Both agree that their friendship and God's gifts are worth sharing.

SIFE Group Named Rookie of the Year

With some assistance from a cracker jack Business Advisory Board, Augustana's Students in Free Enterprise utilized their business skills in founding their organization. S.I.F.E. not only has a mission statement, but has also set goals and objectives. One of the goals was to enter the regional competition, never expecting to win Rookie of the Year honors. Members of the Business Advisory Board, who have lent guidance to the group and supplied projects, are local business leaders. To learn more about S.I.F.E.'s phenomenal growth in just one year, check out augie.edu/dept/bsad/subcategories/sife.html.

Hoehn Awarded \$25,000 Fellowship

Noah Hoehn, who graduated with a double major in business and music in 2002, was recently awarded a \$25,000 McKnight Artist Fellowship for Performing Musicians for 2003-04 through the MacPhail Center for Music in Minneapolis. In addition, Noah will be earning a \$2,000 grant by participating in community projects during the year. Noah's instrument is the harmonica; other fellows were chosen from 55 applicants in the Twin Cities metro area and include a violinist, guitarist and pianist.

Art/Business Major wins State Design Award

Sarah Hellstrom has won a student award from the South Dakota Advertising Federation. Sarah's entry was the web site she designed for the Augustana College Art Department. Students from throughout the state were eligible to enter the contest in a number of categories. Sarah's entry was judged best in the interactive category.

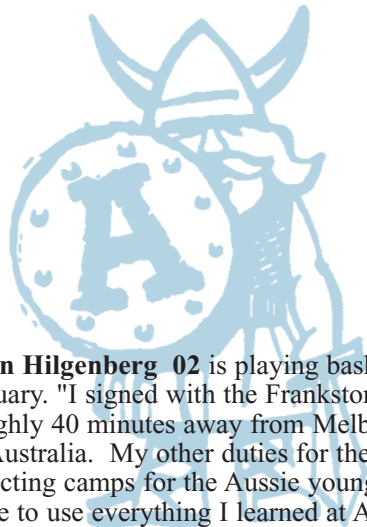
During her senior art show on campus, Sarah was awarded the Spitznagel Medal in recognition of her outstanding talent. Sarah also redesigned the Business Administration web site as part of a class project, choosing to showcase college colors and declare that Augustana Means Business.



Marketing Students Win Prestigious Scholarships

Junior business administration majors Micah Aberson of Sioux Falls and Teresa Resch of Lakefield, Minn., were awarded two of four scholarships from the Sioux Falls chapter of Sales and Marketing Executives (SME). SME is a professional association dedicated to sales and marketing excellence. SME offers professional growth, education, certification and networking opportunities for members and supports youth education through scholarship programs to encourage students to pursue sales and marketing careers. SME members include CEOs, marketing managers, sales managers and other senior executives who contribute to the advancement of sales and marketing management. Micah received a \$1500 scholarship,

based upon his academic performance, answers to marketing questions and a sales presentation on the American Institute of Foreign Study. Teresa used personal selling techniques to gain customers for Resch's Lawn Service and a \$1000 scholarship. (photos accompany article) Augustana students have historically performed well in the SME scholarship competition.



The World is Their Oyster, er, Lutefisk

Jobs have drawn Augustana College business students throughout the Midwest and beyond. They say their degrees and experience are portable and translate into excellent professional credentials.

Here's a look at a few alumni who have parlayed their business administration degrees into interesting occupations:

Sean Hilgenberg '02 is playing basketball down under. He left several job offers behind as he jetted off to Australia in January. "I signed with the Frankston Blues last week, so I am an official professional basketball player. We are located roughly 40 minutes away from Melbourne and play in the ABA, which is one division lower than the top professional league in Australia. My other duties for the organization will include Officer of Development, which means I will be in charge of directing camps for the Aussie youngsters, and also conducting 1-on-1 sessions for those who are interested. This means I'll have to use everything I learned at Augustana about promotions, sales, marketing, and organizational skills. It gives me a chance to use both my business knowledge and basketball experience together, which I find very exciting. I live with 5 other people in Chelsea, Victoria and we are roughly 250 steps away from a gorgeous beach. The other team members seem to be great guys and good athletes so we should be competitive. I am very excited I get the chance to play basketball again." Email him at seanhilgenberg@hotmail.com.

Jackie (Freeberg) Just caved in to doughnut lust, jumping from a public relations agency in Minneapolis to working for Glazed Investments, part of the Krispy Kreme Doughnut family. Jackie started her career in Sioux Falls as an account executive with marketing firm Lawrence & Schiller. She then moved to Colle & McVoy, a busy public relations firm in Eden Prairie, where Krispy Kremes was one of her PR clients. In announcing her decision to change jobs, this is what Jackie had to say. "In describing my dream job to people, there are a few key things that have always remained consistent for me. Most importantly, I've always hoped for a job down the road that had a greater purpose than coordinating great events, great ads, great news coverage (although I've enjoyed those things immensely over the years, and respect those in the field more than I ever thought possible). A job that helped make someone else's life better (not just by increasing profits, market share, etc.) by something I helped do, or create. Well in the process of following my PR dreams, along came a client that I've been passionate about since the day they walked into our agency. And with that client relationship has come an opportunity to move from the agency side to the client side.

"I'm just THRILLED to tell you about the new job I've accepted as Director of Community Relations with Glazed Investments (the franchise group for Krispy Kreme that owns the rights to Minnesota, Colorado and Wisconsin). In a nutshell, I'll be working with community organizations, business, etc on ways to help gain visibility and/or donations for their designated causes. This will include anything from helping a High School raise money for a student who needs an organ transplant to a little league baseball team raising money for new uniforms to working with a large corporation on ways to raise additional dollars for their United Way fundraising drives. All, of course, through the sale of doughnuts!" Jackie's email is jjjust@glazedinvestments.com.

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Mike Jones 01, who has used Kleenex all his life but who joined its manufacturer, Kimberly-Clark, somewhat more recently. He worked in Sioux Falls for the past few years, but has moved to Indianapolis with his wife, Shiloh (Caudill). Mike is a family care specialist assigned to the Marsh Supermarket account, and is enjoying his promotion at Kimberly-Clark as well as the opportunities abundant in a large city. "Tomorrow, I have another presentation about our NASCAR promotion that we run in conjunction with the Brickyard 400/Kroger 200 weekend in August. We always run our products on extremely hot ad prices the month before the race and we have our Showcar at 9 different stores during the week before the race to support the promotion/race fever etc. Last year Marsh ordered 12,000 cases... This year we are asking them to order 27,000 cases in support of all the promotional things that we are doing for them. (tickets, VIP dinner, hospitality, in store materials, sponsorship of the race car, etc.) Should be fun!" Mike s also been awed by the sights and sounds of the big city. "I went to a Pacers game a few weeks ago and saw the Lakers. Shaq is huge!!! Even from the balcony! I am going again in March when they play the 76ers. Conseco Fieldhouse is awesome and I can't wait to sit close to an NBA game." You can email Mike at miloh29@msn.com.

Kathy Kirkeby is a 1997 accounting graduate. While at Augie she interned in the tax department of McGladrey & Pullen, LLP and with Missouri Basin Energy Services, working on audit and accounting issues.

After graduation Kathy settled in Minneapolis and started work with Graves, McKenna, Lundeen and Almquist, PLLP. She remains with that same firm today in the audit and accounting department. Kathy says she enjoys her work immensely because she is able to help a variety of companies, including manufacturers, retailers, construction companies and not-for-profit organizations. She has successfully completed the Uniform CPA Exam and earned her certificate and license to practice.

In her spare time (after the busy season) she enjoys golf and travel. Kathy is a fierce competitor on the golf course and participates in several golf leagues. Kathy has taken major trips to Egypt, Israel, Germany and Norway, and is planning for a return trip to Scandinavia in the near future. Kathy is single but encourages her old Augie friends, "If you know any great men, call me." You could also email her at klk@gmla-cpa.com.

Jason Watt graduated from Augustana in 1999 with a degree in Professional Accountancy. In July of that year he accepted a job with the U.S. Department of Health and Human Services. He worked in Audit Services for the Office of the Inspector General. He performed compliance and financial audits of companies having contracts with Medicare. Most of the companies Jason audited were insurance companies. He worked for six months out of the Des Moines, Iowa, office and then for about two and one-half years in St. Paul, Minnesota. During his time with the Department he successfully completed the Uniform CPA Exam. Jason has also completed the experience requirement and holds a license to practice in Minnesota.

Jason has always planned to continue his education. In early 2002 he decided it was time to return to school, but couldn't decide between seminary and law school. After much soul searching he decided he could best achieve his lifetime goals by becoming a lawyer. In August, 2002 he enrolled at Hamline University School of Law. Jason is currently completing his first year of law school, and claims to enjoy the challenges and rigors required of a law student very much. At this point his favorite classes are in criminal law. (Another Perry Mason?)

Jason encourages Augie students considering law school to investigate Hamline. Jason says, "It is a great school and you can get free M&M's in the Registrar's Office every day!" Feel free to email and congratulate Jason on completing his finals, galileo_star@hotmail.com.

Heidi Hofmeyer Grant graduated from Augustana in 1998 with a degree in business administration, with an emphasis in marketing and management, and a minor in communications. She began working at The Empire Mall through an unpaid internship that spring, and was hired full-time as a marketing associate in May of that year. "I was promoted to Assistant Marketing Manager in 2001 and will celebrate my 5-year anniversary with the mall this May!" she says. "I love my job because I have been able to experience the many areas of marketing on a daily basis! More personally, I was married in '99 and live in Tea." Nick and Heidi became the proud parents of Gabriel Dane on May 16, 2003.

"The Empire Mall is the largest mall between Minneapolis and Denver with over 180 specialty shops, department stores and restaurants. The main focus of the marketing department is promoting the mall to our target market area of 75-mile radius. As the Assistant Marketing Manager of The Empire Mall, I am kept busy with spectrum of responsibilities in advertising, research, and special events coordination. We also maintain strong relationships with the media, general public, merchants, community and industry." Please check out the mall's website at www.TheEmpireMall.com or email Heidi at Heidi_Grant@Macerich.com.

Julie Clark 00 is busily traversing South Dakota as Junior Achievement's district director. Julie works with Junior Achievement boards across South Dakota to help bring business and economic programs into South Dakota classrooms. Julie manages the coordination of program development including, fundraising, board development, training, and volunteer and staff management. Since Julie joined JA immediately after graduation, JA has grown by 37% statewide and grown to reach over 27,000 students in communities across South Dakota.

"It's both exciting and gratifying to work with business leaders who fully engage themselves to be role models for today's youth. It is a tremendous example of exceptional people who are willing to put their heart and soul into building a brighter future for students and their communities. The Junior Achievement program can impact students far beyond classroom walls, leaving lasting impressions on the lives of kids across the state. It is a pleasure to help build and promote such a special endeavor!" Junior Achievement of South Dakota has been recognized as one of the top performing JA franchises in the country. Julie can be reached at jlark@jasd.org.

Ryan Tysdal 02 has stuck with media, but he's sequed from selling CDs and DVDs at Best Buy to buying media for a local advertising agency. HenkinSchultz Communications Arts is a full-service advertising agency serving clients in healthcare, retail, education, non-profit, tourism, food industry, business-to-business, banking and real estate. Ryan says, "I handle the media buying for the agency, which entails purchasing radio airtime, television airtime, newspaper space and billboard space for our clients. In short, I buy the space for our clients' advertisements to be seen. The nature of my job involves working with numerous media salespeople to make sure our clients are getting the absolute best value out there for their media placement spending.

"For those of you who have seen our building (located at 69th & Western), you would agree it is very unique. People say all the time, 'Wow, it must be great to work in an environment like this!' Well the truth is...IT IS GREAT but not because of the building; it's the people. We truly are a family here at HenkinSchultz, and I believe that that chemistry is shown through the fantastic service our clients receive each and every day. You can find pictures of our agency as well as samples of our work and contact information at www.henkinschultz.com." Ryan's email is ryan@henkinschultz.com.

Bottom Line (Faculty Notes)

Dr. Dennis Bolen recently presented a paper in April at the Financial Education Association national conference in Orlando. The paper is titled, "The Eyes of the Beholder: A Look at the Principles of Finance Course by Graduates and Current Students."

Dr. Anne Oppegard is preparing revisions of ancillary material for an intermediate accounting text published by Southwestern. This is Dr. Oppegard's fourth project for Southwestern. Earlier, she developed Powerpoint lecture materials, online tutorial materials and testbanks for various Southwestern accounting publications.

Dr. Tryg Fredrickson presented a paper entitled, "The Role of Work Value Congruence in Successful Internships," at the Midwest Academy of Management in St. Louis in April. Dr. Fredrickson's paper will be published as part of the proceedings.

Jaciell Keltgen-Pierson will deliver her paper, "Gilmore Girls Meet Drew Carey or Do TV Viewers Respond to the WB in a Bigville Way?" at the Hawaii International Conference on Business in June. Her paper is also being considered for publication by the Journal of Marketing Communications.

Dick English presented a case study at the American Society of Business and Behavioral Sciences in Las Vegas in February. His case study is entitled, "Our Reverence for the Parsonage Allowance" and pertains to the housing allowance for ministers. This is the fifth tax paper Mr. English has presented at the annual national conference.

Doug Nelson is looking forward to taking advantage of his proximity to Prairie Green Golf course as a balm to a hectic year of accounting, law and tax.

Shelley Gardner, completing her first year as an adjunct instructor after 20 years in the business world, is looking forward to her second year of teaching management and accounting courses.

