

Dick English to retire after 35 years

Associate Professor Dick English is beginning his 35th year of teaching accounting and business classes at Augustana College. It's been a career filled with student interaction, colleague shenanigans and a lot of excellent instruction in between. Dick says his beginning at Augie in the fall of 1974 wasn't auspicious.

"I overslept for my first class -- an 8 a.m. Tuesday-Thursday class. I woke up about 7:50 and still was only about 10 minutes late."

Shelby Ekyn Quail, now an accountant with Copeland Buhl & Company in Wayzata, Minn., says Professor Dick English's witticisms made her accounting classes a lot of fun.

"I always looked forward to going to his classes because I knew I would hear a great one-liner that I could add to my ongoing Dick English Quote Book (also known as my accounting notebooks). I learned a great deal from him outside the world of accounting. For example, he gave our class a suggestion for saving for retirement, 'You might want to smoke cigarettes and die so you don't have to worry about saving.' And he offered up his knowledge of geography, 'North Dakota is so flat you can watch your dog run away for 3 days.' Professor English was not only a funny guy, but he was a great teacher who was always willing to go out of his way for his students."

Assistant Professor Kevin Buell has had the opportunity to be both student and colleague. "After teaching at Augustana for several weeks I felt like I had been teaching with Dick for several years. It seemed that we just picked up conversations where we left off several years ago. He always has time to tell a few stories about childhood, family or friends and share a joke or two. He is one of the only professors that I can talk to about accounting or tax issues and in the next breath, hunting,



Professor Dick English has been teaching accounting and business classes at Augie since 1974.

fishing or spin a few jokes. I consider Dick a mentor, colleague and good friend."

Academic Dean Mark Braun says English will be missed. "Though I have known Dick for only a year, I can vouch for the well justified pride he has in his current and former students. I am grateful for the frequent clippings he sends detailing the successes of our Augie accountants," he says. "Dick is clearly a dedicated parent and grandparent, and relishes the chance to share stories of his family

life. I know that he has hosted classes at his home for picnic over the years, and that these events have been treasured by students. Dick is an example of how well Augustana infuses professional studies with a student-centered personal approach, as is the hallmark of the small-college setting."

Jane Sershen Rolloff, an accountant for Federated Insurance, is sad that future generations of accounting students will miss English's influence. "The two words that immediately come to mind when I think about Professor English are humorous and kind. Professor English and his wife took kindness and hospitality to another level when they would host the '102nd Annual Soiree' in their home twice a year. I don't think an annual event can be held two times in one year and I'm not sure how old Professor English is (I think it is less than 102), but I do know there weren't many students that passed up the offer to spend an evening listening to his stories while enjoying the fabulous fruit dip and coffee cake. It is just one example of the kindness Professor English showed to the people around him."

Dick and his wife Bev plan to travel, perhaps taking a grandchild or two along. There are hundreds of national parks and monuments they'd like to visit, and Dick also will continue doing some tax work.

Alumni strut entrepreneurial, spiritual stuff

Julie Clark starts online personal development business for women

Julie, who graduated in 2000, recently started her online coaching/speaking business, The Inspirational Coffee Club.

According to the website (www.theinspirationalcoffeeclub.com), the site "is a dose of enthusiasm for your life. We are refreshing and rejuvenating the spirits of women across the world by sharing our Ground Rules for Savoring Life! We're teaching women a revolutionary approach to personal development and goal setting—a method called Inspirational Coffee Breaks. Step-by-step, women are learning how making even little changes can create new opportunities and happiness. We are sharing our uplifting messages through products, coaching, seminars and our FREE online Inspirational Coffee Club."

Julie began with a very limited start-up budget, and still works as Education Director for the Sioux Empire Housing Partnership. She has already booked two speaking engagements, one at a women's business gathering in Fargo, N.D., and another in Willmar, Minn.

"My time at Augustana instilled in me an inspiration to be my best and the confidence needed to follow my dreams. It was during college that my love of marketing and entrepreneurship was discovered and the initial foundation for business success was laid. Most importantly, I discovered role models who continue to encourage my journey years after my formal education has been completed."



Inspirational Coffee Club founder Julie Clark.

Adam Weber markets the Lord's work at Embrace Church

Adam Weber graduated with a business degree four years ago. He fully planned to head into a marketing career when he felt the strong call to ministry. After spending three years at Asbury Seminary in Kentucky, Adam and his wife, Becky, and son Hudson headed back to Sioux Falls to grow a brand new church. Embrace is currently renting space on 41st Street, but is exploring sites to locate the church. Adam invites you visit Embrace's web site, www.embracesiouxfalls.com, to learn more about his ministry and those who have chosen to call Embrace home.

Adam's knowledge about marketing is apparent in the site's design and content. Video images of Adam's welcome to video testimonials by the church's parishioners help browsers learn a bit about the church. There's a poll on the website and Adam's an unabashed aficionado of FaceBook. Adam's blog also shows his youth, energy, and passion for the Lord.

Here is a sample of Adam's online description of his backstory:

"I can't believe that it's been a year since I graduated from seminary. A year since Becky and I packed up our things, life, and son and moved a thousand miles from Kentucky to the always perfect weather and beauty of South Dakota (a touch of sarcasm in there some where). A year since I officially became a pastor. Crazy.

"Taking on the role of a pastor... I never knew how much it'd change the average person's view of me... And it's not something that's easy to dodge... one of the first questions a person asks is "so what do you do?" (while they think "this guy is a 26 year old bum that sits at coffeeshops all day"). And then I respond by saying..."crazy enough, I'm a pastor."

His years at Augie were an essential component to his ministry. I really can't say enough about my Augie experience. From friends and dorm life to classes and professors, it was an amazing 4 years that I'll always cherish. It may sound strange, but my business and marketing classes couldn't have prepared me more to be a pastor... I learned how to lead people, run a healthy business (or church in my case) and market the greatest "product" ever in my books... Jesus. Augie was more than an education; it truly was an experience that I don't think I could have gotten elsewhere."



Embrace Pastor Adam Weber.



Kelsey Aamlid, left, and Paula Dirksen, second from right, receive their scholarships from chair Lisa McGuire, right, also an Augie business alum.

Students earn sales scholarships

Juniors Kelsey Aamlid and Paula Dirksen won scholarships in the prestigious annual Sales and Marketing Executives scholarship competition in April. Kelsey, who is from Sioux Falls, and Paula, who is from Milbank, each participated in an oral presentation including a 15-minute role-play in selling/marketing a service or product. Members of SME were judges for the oral presentations.

Augustana College students traditionally have a strong showing in this competition, and Kelsey and Paula have continued this tradition. Both will apply their \$2,000 scholarship winnings to tuition costs for their senior years at Augie.

Faculty enjoy opportunities to expand horizons

Assistant Professor Shelly Gardner recently started a Ph. D program through Walden University. It is a four and a half year program and she has completed four courses. Her research topic is rural economic development, and deals with 5 of the 10 poorest counties in the US—counties in South Dakota that include Native American reservations. Her research focuses on two questions. What economic development programs have or haven't worked in these areas? How do these economic development programs fit into the local Native American cultures?

Associate Professor Anne Oppedard continues to manage the BSAD website, and was recently nominated for the Niebuhr Teaching award.

Kevin Buell, Accounting Assistant Professor, continues work on his doctorate program through NOVA Southeastern. He is currently collecting data for his dissertation and plans to work on it through the summer.

Marketing Assistant Professor Jaciel Keltgen researched, authored, and published a book called *Bike Geek: Bone Voyage*. This book caters to an audience of "tween-age" girls (grades 5 through 8). Currently, Jaciel is busy promoting and marketing



2008-09 faculty include, front, left to right, Marcia Entwistle, Shelly Gardner, Jaciel Keltgen and Anne Oppedard. Back row, left to right, are Jason Harris, Dick English, Kevin Buell and Dennis Bolen.

the book which is available for sale only through her website: <http://www.bikegeekdc.com>. The choice to utilize a single source for sales requires Keltgen to use marketing concepts she teaches.

Assistant Professor Dennis Bolen has been busy with classes as well as projects within the department and with the college administration to improve the department as

a whole and expand opportunities within his investments class. In addition, he has launched or continued major research projects in the areas of academic promotion and tenure standards across 26 institutions, and in the area of investments. The investments research involves limit orders and the effects on portfolio value and involves supervising two students who are also working on the project to gain some research experience.

Associate Professor Marcia Entwistle recently ascended to the Chair of the Business Department. The new administrative position has been an interesting challenge for her, but she says the faculty works well together and she is looking forward to the new academic year. Her main goal is to incorporate more technology-based curriculum for BSAD students in the future.

Junior Jesse Jones wins Kaplan CPA review scholarship



Jesse Jones receives his award from Adam Peterman of Kaplan Schweser.

Augustana's business administration department announced junior Jesse Jones as the recipient of the Kaplan Schweser CPA Review award. Jones received the award from Adam Peterman, Kaplan Schweser regional sales director.

Jones, who is majoring in professional accountancy, is the son of Becky and Doug Jones of Maple Grove, Minn.

"One of President Oliver's main themes is to celebrate and that is what we are doing today," said Kevin Buell, assistant professor of business administration.

The Kaplan-Schweser CPA Review award includes a certificate that can be redeemed for complimentary access to either Kaplan's Self-Study learning systems (\$1,599 retail value) or enrollment in

Kaplan's live, Online Review Course (\$2,299 retail value) for all four sections of the CPA Exam.

Kaplan Schweser is a global provider of financial education solutions led by an enterprise of financial industry experts. Well known as a trusted leader in CPA (Certified Public Accountant), CFA(r) (Chartered Financial Analyst(r)) and FRM(r) (Financial Risk Manager(r)) Review, Schweser is also an emerging leader in CAIA (Chartered Alternative Investment Analyst) Review and Professional Development courses.

Sports students attend Twins season opener in April

Sports Management and Marketing Professors Shelly Gardner and Jaciel Keltgen accompanied their students to the Minnesota Twins' opening homestand in April. In addition to watching the Twins lose to the Kansas City Royals, students met with Twins vice president of marketing Patrick Klinger.

Students attending the game included, from left front: Jessie Sandbulte, Megan Berg, Assem Kalymbetova, Carrie Burns, Val Anderson, Paula Schmeichel, Ryan Wilkison and Dane Yde. Back row, from left: Shelly Gardner, Jaciel Keltgen, Marques Blank, Todd Lamont, Andrew Hewitt, Jake Ness, Brian Baumgartner, Jeremy Huber, Tom Ver Douw, and Ben Hasche. Student Jessie Sandbulte, along with her son Ashton and husband Curtis, enjoyed the game.

