

## Dr. Wright Named Chair of Political Economy

By Dan Morrison

In the Spring of 2009, Augustana College invited two finalists to speak on their area of expertise to a crowd of faculty and students. The purpose for their lecture was to determine who would fill the position of Political Economy Chair. Dr. Robert E. Wright gave an entertaining and informative lecture on our current financial crisis. Shortly after, Dr. Wright, an accomplished writer and economic historian, was chosen as the recipient of the Nef Family Chair of Political Economy.

This chair was possible due to the generosity of Rudy and Marilyn Nef of Milbank, S.D. The Nefs are one of two families to found Valley Queen Cheese, an award-winning, nationally recognized cheese production company. Valley Queen Cheese was named the 2009 South Dakota Business of the Year by the South Dakota Chamber of Commerce and Industry. The Nefs' gift allows Augustana College to reap the benefits of Dr. Wright's presence on campus.

Dr. Wright hails from his most recent position as Clinical Associate Professor of Economics at the Stern School of



*Dr. Robert Wright, author and Nef Family Chair of Political Economy*

Business, New York University. His body of work speaks for itself. Author of 13 books, a recently released book, "One Nation Under Debt: Hamilton, Jefferson, and the History of What We Owe", was named one of the top 25 outstanding academic titles in economics by Choice: Current Reviews for Academic Libraries. Of those 13, his newest publication titled Bailouts: Public Money, Private Profits tackles the question of whether government bailouts speed up financial recovery. He also authored a money and banking textbook released this year, and has contributed over 100 articles to different publications.

Dr. Wright will serve the Augustana community in a number of ways. Aside from his duties as the Chair of the Political Economy, he will teach, continue his research and writing, and maintain his speaking engagements locally and nationally. Be on the lookout for Dr. Wright around campus. He will offer a class titled Financial Crises: A Global Perspective during Interim 2010. Get to know him a little better by visiting his web page: <http://faculty.augie.edu/~rwright>.

## Administrators consider adding MA in Sports Administration

By Brett Lutmer

College administrators are exploring the possibility of adding a Master of Arts degree in Sports Administration and Leadership to the academic line-up. Dr. Marcia Entwistle, chair of the business administration department, says the conversation about the newest master degree revolves around replacing the current MA in Education.

"We are still in the conversation stage," Entwistle said. "But what we want to do is create an interdisciplinary program for our graduate students." The Sports Administration and Leadership degree program, as envisioned, will focus mainly on preparing students for careers in athletic administration, coaching, working for a professional sports team, and related fields. The program is tentatively scheduled to last two years and will be spread over multiple departments on campus to give graduate students a multi-disciplinary education.

A list of possible classes includes research methods, sports statistics, regulatory agencies, gender equity, fiscal management and budgeting, sport psychology, sports management and marketing, and sport law.

Administrators have expressed their belief that this degree program fits well with a cluster of undergraduate majors in Sports Management, Business Administration, and Fitness Management, as well as the needs of graduate assistants currently working as coaching staff. This proposed program is intended to prepare individuals for leadership roles in a variety of sport-related professions including coaching, teaching, and sports administration.



*Marcia Entwistle*

# What's Happening on Campus

## Augustana Business Club springs back into action

By Elizabeth Spaans & Jaris Fritz

After a few years of inactivity, the Augustana Business Club is back with hopes of building camaraderie among business students, faculty and community leaders.

Formerly known as Alpha Beta Chi (ABX) and later as Students in Free Enterprise (SIFE), the club seeks to provide all members with an equal opportunity to learn about business through social, educational, and professional opportunities.

An executive committee consisting of six students was recruited by Professor Jason Harris last spring. "Each student that I approached about this opportunity demonstrated leadership in the classroom as well as on campus," said Harris. "As a group, they are passionate about ensuring the success of this club."

Last spring a barbecue functioned as the kickoff event, and drew a crowd of approximately 100 students and faculty. In line with the goal of educating students, the club conducted an informational meeting to assist freshmen with the registration process.

As a community leader and former President of Wells Fargo's Sioux Falls Market banks, Augustana President Rob Oliver served as the first of many speakers to address topics relevant to today's business world. The club was pleased to present President Oliver on November 12.

"We were excited to present such a prominent and successful community leader as our inaugural speaker," stated Junior Executive committee member Tanner Bortnem. "We have high hopes for the future of this club and there are many great events to come."

Students are encouraged to join the Augustana Business Club Facebook group, or email [ebspaans06@ole.augie.edu](mailto:ebspaans06@ole.augie.edu) for more information.



## Ryan Sougstad joins faculty after earning Ph.D.

By Jon Emerson

Dr. Ryan Sougstad joined the Augustana business administration faculty in the Summer of 2009. He holds undergraduate degrees in Business Administration and English from the University of Kansas. In addition, Sougstad holds an MBA from the University of Texas at Dallas. Sougstad defended his doctoral dissertation at the University of Minnesota's Carlson School of Management in June.



*Dr. Ryan Sougstad*

Sougstad spent seven years working with the IBM Corporation, specializing in client sales and marketing as well as working with their Business Informatics group. *The Journal of Management Information Systems* and *The International Journal of Services Science* have featured his research on valuation and risk management of technology-enabled services. Along with this experience, Sougstad has teaching experience in finance, information systems, economics, and operations management.

During the fall semester, he taught Finance and Operations Management. Next semester, he will be teaching Statistics, Sports Statistics, and Project Management. His expertise lies within the economics of information technology services. He studies ways firms can structure contracts to manage risk.

Sougstad is a native of Sioux Falls who enjoys spending time with his wife and his five year-old daughter. A couple of his hobbies include playing basketball and reading. After one semester at Augustana, Dr. Sougstad said, "I find the students to be extremely bright, and I have enjoyed my time in the classroom with them. I appreciate the sense of community here at Augustana."

# Faculty introduce trends into classrooms

By Blake Thompson

The world is an ever-changing place; new technologies and new concepts make the study of business more complex.

Changes require Augustana College professors to constantly adapt their courses to the new business landscape and enlighten their students with what this means for them. Professors Jaciel Keltgen, Shelly Gardner, Anne Oppegard, and Ryan Sougstad shared a few of the most profound trends they are addressing.

**Social media** has been taking the world by storm. Businesses are now incorporating Facebook and Twitter and other social media opportunities into their marketing efforts. The best part about social media is that it can reach millions of people and it is, for the most part, free. Jaciel Keltgen's classes have been focusing on how social marketing has altered traditional media options.

"Everything old is new again, and the latest example of that is digital word of mouth. It used to be that businesses relied on satisfied customers to tell their friends. And their friends would tell their friends and so on. But now marketers apply the power of the web, especially social media such as Facebook and Twitter, to the tried-and-true technique of word of mouth and suddenly it's a phenomenon," Keltgen says. "The *Wall Street Journal* recently reported that online customer reviews are digitizing and somewhat formalizing the WOM phenomenon in a way that could really enhance the influence one person has on another. For instance, recent purchasers receive an email from Amazon.com, asking them to write a review of that experience. Consumers have relied for years on opinions from family and friends. Now we also welcome total strangers into our purchasing decisions."

In the realm of accounting, Professor Anne Oppegard is teaching her students about **international accounting standards** and how they are similar and different from the U.S. accounting standards. She focuses on implications that will arise when the U.S. will have to switch over from the U.S. Generally Accepted Accounting Principles to the IFRS (International Financial Reporting Standards). This will better integrate international businesses with U.S. businesses, but will be very costly for corporate America.

"By some estimates, the total cost of US corporations converting from US-GAAP to IFRS may be as much as \$3.5 billion for the first 110 companies that adopt IFRS,"



Jaciel Keltgen



Anne Oppegard



Ryan Sougstad



Shelly Gardner

Oppegard says. "The impact of this pending (but as yet without firm decision) to move to IFRS also affects students in accounting who must - during the

transition period - learn two sets of accounting standards: US-GAAP and IFRS. Effective January 1, 2011, the Uniform Certified Public Accountant exam will begin testing on IFRS." Accounting students will definitely have a lot more to study during this transition period of accounting practices, but they will be in high demand for this expertise.

Professor Ryan Sougstad is teaching on trends in **channel relationship management** and prediction markets. He is interested in teaching his students the skill sets they need to assess and manage risk in supply chains. He wants his students to understand that building healthy relationships with suppliers is key to having a healthy business.

"In today's increasingly service-oriented business world, managers must work with many suppliers," Sougstad says. "Contract negotiation and relationship management will be a key skill set moving forward." Sougstad is also interested in prediction markets and how they can help firms with decision-making. Prediction markets are places where people can essentially bet on a prediction. If businesses look into this they can see what people believe is going to happen in the future, and this could be very helpful in deciding what path a business pursues. People get paid in prediction markets for making a correct prediction and they lose money when they make a bad prediction, lending strength to these prediction markets since people have money at stake. It is an interesting way to help with a business's market research.

The financial crisis has propelled the private business sector into the news. Professor Shelly Gardner has been discussing government actions to step in and be a bigger part of private business.

"The new trend that we are discussing more and more in management classes is government taking a more active role in the private business sector," she says. "As the economy suffered, the government decided to step in with **bailout measures** and have now even set some limits for executive pay."

There have been, and will continue to be, many new and exciting trends in the business world. Augustana's accounting and business professors work hard to keep up with changes, which keep their classrooms dynamic.

# Moose trots onto T-shirts, into college hearts

By Mari Stensgaard

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Eleven years ago, Augustana senior Blake Thompson drew a moose.

With his pencil box propped open and his wide-ruled notebook folded back, Thompson was ready to conquer his fifth grade class project. With a small group, he was to create a business. And what the group of recess lovers chose to produce was a pet store.

That's all it took. Thompson's imagination flew from there, and what resulted was a moose doodle that lasted longer than the awkward years of middle school.

"I never stopped drawing the moose because people liked it," Thompson said. "All through the years I kept drawing it on random assignments and on people's binders or papers. Sophomore year of college, my friends were like, 'You should put that on a shirt because I'd buy it.'"

And that's exactly what Thompson did. He designed a T-shirt version of the moose, contacted Midstate Industrial Supply in Sioux Falls, printed 150 shirts and began a business.

"When we would go to Sunday school on Wednesday, Blake would always find a chalkboard or something to draw a big bug-eyed moose or pig or squirrel on," Augustana junior and brother Joel Thompson said. "Ian Blue (Augustana senior) would draw a cow with similar large eyes and I guess from those days, the legend of the moose has grown to Blake's small business today."

On Dec. 16, 2008, Thompson's business became official—Moose Friendly, LLC. Since then, Thompson has sold more than 400 Moose shirts.

Now, with a slightly different moose design as well as 12 T-shirt colors to choose from, Thompson continues to expand his customer base. In addition



to Augustana students, he finds that Moose Friendly, LLC attracts customers across the country with its Web site and digital marketing tools. Moose Friendly, LLC is on both Facebook and Twitter.

Thompson dubbed Augustana junior Colin Richards Moose Friendly's Vice President of Sales (a.k.a. "Twitter-guy"). Richards is in charge of the business' social media campaigns.

Augustana junior Kristin DeGroot contacted Thompson via Facebook to purchase her two Moose shirts. It was during her freshman year when she began noticing them around campus.

"I thought the Moose shirts were super creative and fun," DeGroot said. "I right away thought that I probably need one too."

What DeGroot loves most about her Moose shirts is that they are conversation starters.

The bright-eyed and curvy-antlered moose with its small body lives as a distinct character around Sioux Falls and beyond—one that doesn't have to ask for attention. The moose just gets it.

Not only does Thompson hope that his Moose shirts bring people together, he hopes to build an experience for those purchasing from Moose Friendly, LLC.

"Someday, I want to start something on my Web site like 'Moose

Shirts Around the World,'" Thompson said. "People can take a photo of themselves with their shirt in a random place, and send it to me. Then I can post it online."

Thompson has dreams for Moose Friendly, LLC that reach past Twitpics and Web site photo galleries. He hopes to one day make a brand and begin his own line of clothing.

"I was thinking about taking it to some stores in Wyoming where there are lots of moose, and places out west where they have stores geared around moose," Thompson said. "I feel like on that wall of other crappy looking shirts, my Moose shirt would be eye appealing."

As a senior business administration major at Augustana with emphases in marketing and entrepreneurship, Thompson derives motivation in applying what he learns in class to Moose Friendly, LLC.

"This is my dream job," Thompson said. "Especially if it gets bigger. It's a fun starting point and I'm learning a lot."

In addition to the acquisition of knowledge and experience, Thompson also profits from his Moose shirts.

"I make some money," Thompson said. "But then I have to buy new shirts. Someday I'll be ahead of what I'm paying to buy, but for a while it'll just be up and down. I'll be really happy if I can just break even."

## Sioux Falls businesses attend Ready to Rebound conference



*Al Novstrop of Thunder Road chats with Ron Nelson of Commercial Property Consultants during a break.*

By Ryan King

Augustana College teamed up with the Sioux Falls Business Journal to host the first annual Sioux Falls Business Conference, "Ready To Rebound," on June 3, 2009. The 2010 conference has been set for June 2, 2010.

Geared toward smaller businesses struggling with the effects of the economic downturn, the conference provided specific tactics and advice to more than 200 attendees. Prominent community business and financial leaders were on hand to offer strategies and support to persevere until the economy recovers.

Several panel discussions were moderated by college faculty. Panelists included local experts in marketing, real estate, finance, and human resources. The keynote speaker was Augustana's own, Dr. Robert Wright. As the Nef Family Chair of Political Economy, Wright is the

college's first endowed faculty chair. Wright's keen insight into the state of the economy helped to restore attendees' confidence that the market can be restored.

Bob Preloger, Vice President for Marketing and Communications at Augustana, deemed the conference a success. "Based on the overwhelmingly positive reactions from participants, we are excited about continuing this important collaboration with Argus Leader Media and many small and medium size businesses in the community," he said.

## Alumni designs ideal coffee shop, Coffea, in Sioux Falls

By Elizabeth Spaans

As an avid coffee lover, 2007 graduate Jenna Aukerman is fortunate enough to share her passion with customers every day at work. In the summer of 2007, Jenna and two fellow coffee lovers purchased Great Plains Coffee Roasting Company in Sioux Falls. When it came time to open a new location, the owners decided to start fresh and design the ideal coffee shop. The outcome was Coffea Roasterie & Espresso Bar, a coffee shop with a mission to roast, brew, prepare, and serve without compromise.

Jenna's outlook for Coffea focuses on a wide range of coffee drinkers. "Not only are we bringing in a top tier selection of coffees and offering traditional drinks, but we will also be offering a culinary-minded specialty drink menu to display the potential when combining great coffee with great ingredients. For example, we are using locally produced milk, making homemade extracts for our lattes, and offering a unique rotating menu of drinks that our baristas create. Every specialty drink is the culmination of weeks, if not months, of researching, experimenting, and tasting to develop a menu unlike any other. But overall, we are so passionate about sharing coffee's potential with customers and hope that Coffea Roasterie & Espresso Bar gives us the opportunity to invite them on this journey."

Coffea opened in March of 2008 at 2318 South Louise Avenue in Sioux Falls, SD. Company and product information, online ordering and a blog can be found at [www.coffearoasterie.com](http://www.coffearoasterie.com).



## Students gain international experience through export service



*Cinnamon King, left, looks over export regulations with student Mikhaila Baltes.*

By Tyler Hayzlett

The United States Department of Commerce offers internship opportunities throughout the year at U.S. Embassies all over the world. Fortunately for ambitious students, Cinnamon King, Director of the US Commercial Service, has an office in the Madsen Center at Augustana College to help facilitate marketing internships.

In an interview with King, she spelled out exactly what the internship would encompass. Students in the internship conduct market research, assist companies seeking information, organize trade missions, and participate in commercial events and other administrative work. In order to participate in this program, students must meet several qualifications, including passing the US government background check (every intern has to give detailed personal information for a security check), enrollment at a university or institute of higher education, and good communication and computer skills. The internships last approximately 1-3 months and starting dates are flexible.

Mikhaila Baltes, an Augustana student, enjoyed her internship in Minneapolis, MN. "My duties included analysis of trade dates of US exports worldwide, which mostly contained general market research in international market for potential export clients," she said. "I also assisted clients with the export process, especially finding out the different forms and paperwork was required for the specific country they were trying to enter."

According to Baltes and King, there are many reasons to begin an internship through the Department of Commerce. Experience gained is extremely valuable to enhance resumes, and to gain first hand international cultural experiences. Students also gain first-hand knowledge of how businesses operate on a global spectrum by utilizing the U.S. Commercial Services. The U.S. Department of Commerce assists U.S. companies entering international marketplaces and helps foreign firms in their efforts to profit from alliances with American companies either by representing American manufacturers, utilizing American products, or through joint venture arrangements. To support these objectives, the commerce office analyzes information on foreign markets, facilitates contacts with overseas businesses, and promotes American products in the global marketplace. King says interns are a vital tool to the development of international trade and can benefit greatly through the internship process.

## Scholarships: Students appreciate help with college costs

By Megan Sabin

Kari Hipsak and Paula Dirksen stay busy with classes and even speaking engagements after they were awarded \$1000 scholarships from the Sales and Marketing Executives (SME). Both were asked to speak at the an SME luncheon scheduled to promote their scholarships to professors at South Dakota colleges and universities. Kari spoke about what she is learning as an accounting major and how the scholarship has helped her develop and grow. She will also be giving reasons why the college should promote these scholarships more intensely.

Two other fairly new scholarship opportunities – only a few among the dozens available to business majors each year – also are drawing student interest. The first is the Perry C. Page Scholarship. This scholarship covers one student's tuition for up to four credits of internship hours. Sophomores, juniors and seniors with a GPA of at least 2.5 are eligible to apply. Also, the internship must be at least 250 miles from Sioux Falls, SD. This gives students a chance to move outside their geographic comfort level. Biology major Matthew Moldan of Lambertton, Minn., was awarded the first-ever scholarship in 2009.

Applications are available in the Financial Aid Office or online through the Career Center website and must be completed by January 10th. A committee will consider applications and make a recommendation to the Financial Aid Office by February 1. This scholarship is intended to encourage students to seek an adventure with a work experience as a bonus.

Another opportunity is the Premier Business Scholarships through First Premier Bank and Premier Bankcard. This offer includes renewable \$1,000 scholarships for up to four years. Also, students are eligible for a \$1,000 match from Augustana. Applicants must be full time and studying Accounting, Business, Finance, Marketing, Economics, or Business Communications. The application can be found in the Financial Aid Office or online at [www.firstpremier.com](http://www.firstpremier.com). This scholarship tests the student's abilities to keep an employment relationship with the bank and customers alike. Applications are due on February 28th. The bank and Augustana make their decision by April 1st. Students taking advantage of the scholarship's two-fold benefits include Derek Daly of Sioux Falls, Kalli Heupel of Clark, SD, Samantha Jurens of George, Iowa, and Noah Kervliet of Larchwood, Iowa.