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# University of Wisconsin-Whitewater



## Department of Economics

Fall, 2003

## Newsletter

VOLUME 5, No. 1

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### A TIME OF CHANGE

Welcome from  
Mark Skidmore, Chairperson



Over the past several years the department has experienced some significant changes. Most recently, with the retirement of Ashok Bhargava I have taken on Chair duties. Ashok's leadership and organizational abilities were a real asset to the department—he will be missed. Two other recent retirements (Kirk Kim (2002), and Sandra Snow (2002), the loss of Jeff Anstine (2002) to North Central College in Naperville, Illinois, and the recent additions of Russ Kashian (2002) and Mark Eiswerth (2003) have given our department a new look—on average we have less experience and we are younger. However, we are confident that any lack of experience is made up in youthful exuberance and energy!

The nature of the department is changing, to some degree, as well. With the addition of Mark Eiswerth and Russ Kashian (and another new faculty member with a successful search this year), the department is taking on a distinctively “applied research” focus. Many of the department's recent publications, grants, and consulting activities are empirical in nature, and some of the work  
(continued on page -2-)

### ASHOK BHARGAVA, EMERITUS

**Professor Ashok Bhargava** retired from UW-Whitewater after 33 years of teaching.



While retired from teaching, he has taken a position as Comptroller of the Feingold Senate Committee and is enjoying this new adventure. He sends his best to all.

### OUR NEWEST TENURE TRACK FACULTY

The Department welcomes **Dr. Mark E. Eiswerth** as our newest tenure-track Associate Professor. He comes to us with a BA in Economics from Colorado College, and MA and PhD degrees in Economics from the University of Maryland. He most recently served as a Research Assistant Professor (non-tenure-track, soft money position) at the University of Nevada, Reno. In addition to conducting research at Nevada, he also taught courses there in Statistics, Environmental and Natural Resource Economics, and Farm and Ranch Business Analysis.  
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(Eiswerth continued from page -1-)

This year at Whitewater, he will be teaching courses in Macroeconomics, Business Statistics, and Natural Resource and Environmental Economics.

Dr. Eiswerth's recent research areas include the economics of water quality and water resources; bio-diversity; optimal management of nonnative species; public lands and rangelands; regional economics and the estimation of regional economic impacts; human health impacts of air pollution; and interactions between wildlife, agricultural systems, human uses and ecological landscapes. He has published the results of his research in journals such as *Environmental and Resource Economics*, *Land Economics*, *American Journal of Agricultural Economics*, *Water Resources Research*, *Energy Policy*, and *Ecological Economics*. He is looking forward to conducting new and exciting research with his new colleagues at Whitewater.

Mark and his wife (Ann Dixon) have settled in the Cambridge area with their two daughters, Kristen (7) and Kathleen (3). They are looking forward to a longer ice skating and winter sports season, and are delighted to be closer to various friends and family in the upper Midwest.

(Chair continued from page -1-)

focuses specifically on issues relevant to Southeastern Wisconsin. For example, Professor Kashian recently conducted a survey of Muskego, Wisconsin residents to evaluate perceived quality of Lake Muskego. Similarly, Professor Eiswerth is involved in two grants in which he is evaluating the economic effects of invasive plant species. Professor Marks is currently doing work with the newly formed UW-Whitewater Technology and Workforce Development Center to conduct a nationwide study of incentives offered by state and local governments to encourage high-tech business development.

The number of economics majors has increased over the past couple of years. We are not sure whether the increase is due to significant curriculum changes (we added emphases in International, Business Policy, and Public Policy 3 years ago) or due to other forces beyond the department's control (unusual or difficult economic circumstances sometimes draw students to the major). Nevertheless, we are very pleased with the trend and are currently working to build on the momentum by increasing the number of formalized internships available to our majors, inviting guest speakers to campus, and

generally working to keep our courses and curriculum up-to-date.

The department appreciates and offers a sincere thank you for your continued support; we rely on your contributions to help fund student awards and activities. We also appreciate the advice you give to the department

and our current students. Our association with you truly enhances the effectiveness of our department.

Best wishes,  
Mark Skidmore

## FIND US ON THE WEB

You can view the Department website at [http://academics.uww.edu/business/depts/Econ/econ\\_content.htm](http://academics.uww.edu/business/depts/Econ/econ_content.htm) You will find information about the faculty, honors and awards and other information.

All Newsletters are on our home page for easy access.

## 2003 GRADUATES - ECONOMICS MAJORS/MINORS

### CONGRATULATIONS

#### May 2003

Steven Brunner, BBA	Brandon Harris, BBA
Gwendolyn Kast, BBA	Jay Nadboralski, BBA
Kevin Selch, BBA	Scott Healy, BS
DiMenna, Timothy, BS, Public Policy Emphasis	

#### Second Majors

John Albers Jr., BBA	Stephen Elmer, BBA
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#### Minors

Jason Walerstein

#### August 2003

Alex Spurlock, BBA  
John S. Grochowski II, minor  
Jeremy Kramschuster, BS

## SCHOLARSHIPS AND AWARDS

**Jay Nadboralski**, 2003, James Hellie Scholarship  
**George Ambelang**, 2003, Department of Economics  
Scholarship  
**Kevin Selch**, Wall Street Journal Award

#### Outside Scholarships

**Sarah Szczepanec**, ICE Scholarship

### New Scholarship

The John Dominguez Endowed Scholarship has been established by some of his former students in

gratitude for the relationships he has formed and nurtured. Dr. Dominguez has always strived to help each student perform at his or her highest potential. Under the leadership of Kurt Andrea (Member of Advisory Board and 1990 graduate), this scholarship was established in October, 2003.

This scholarship will be given to a student majoring in Economics or Finance.

Please see the College of Business and Economics for further information.

## FACULTY AND STAFF

Lecturer **Dr. David Bashaw**, has been keeping busy lately with the additional responsibilities related to his new position of Master Advisor for the College of Business and Economics. In addition to advising incoming and returning students, he also taught a New Student Seminar for the first eight weeks of the fall semester. Despite the additional responsibilities, Dave is enjoying this position.

Last summer Dave experienced a medical problem consisting of nerve damage stemming from his neck through his right arm. This certainly limited his ability to enjoy the summer months as well as his stamina in the classroom. Physical therapy has worked wonders to help him deal with this set-back and begin to return to normal.

Lecturer **Chris Ferguson** is a graduate of Wake Forest University with an M.A. in economics from Miami University, and an M.S. from UW-Madison. He is currently taking a year off from his pursuit of a PhD, and is thoroughly enjoying the opportunity to teach Public Finance and Micro Principles at UWW. Chris' research interests include the areas of public economics and applied microeconomics, and he is currently working on finishing up a pair of papers dealing with the economics of the music and film industries, and the relationship between the two.

He keeps busy in his free time playing blues guitar, and attending Steepwater Band concerts in Chicago.

**Dr. Stuart Glosser**, over the past year has gone on a few out of town trips that were either pleasure or work related. Last November, he traveled to Dallas, TX to celebrate his brother's 60<sup>th</sup> birthday. This summer, he and his family traveled to Ellison Bay in Door County

and to Mill Valley, CA (across the bay from San Francisco).

In addition, he attended a conference in Washington DC in January, and a Denver conference in July to present his research. He was also in Philadelphia at the beginning of the summer to work with my coauthor on research related matters.

**Dr. Jeffrey Heinrich** presented a paper on foreign direct investment at the East Asian Economic Association meetings in Kuala Lumpur, Malaysia in November 2002. He also participated in the Teaching Scholars Program over the 2002-2003 academic year resulting in his preparing a paper, "What First-Year Students Should Know About Their Own Education." He also reports the family is doing well."

**Dr Russell Kashian** begins his second year as an assistant professor at UW-Whitewater. The prior year has been busy and fruitful. In addition to his family responsibilities (Russ is married with two young sons, Arek 8 and Michael 4), he teaches a number of economics courses, conducts research in a variety of areas, and serves on several volunteer committees. This semester, Dr Kashian is teaching Money & Banking and Principles of Microeconomics. In addition, while Dr Skidmore is serving as Department Chair, Dr Kashian is teaching Urban, Regional, and Transport Economics. This is a special fit in light of his Masters of Science in Urban Studies from the Levin School of Urban Studies at Cleveland State University. Russ's continues his research in urban sprawl. This summer he presented a paper at the Mid-continent Regional Science Association Meetings regarding the Use Value Taxation Policies and Farmland throughout the United States. In addition, he has published the results of his research on the conversion of Mutual Thrifts in the Journal of Applied Business Research. This fall, Russ and Dr. Heinrich have begun a project reviewing the publishing patterns of PhD graduates from American Universities. Russ also continues to assist his community by serving on the City of Muskego Zoning Board of Appeals.

**Dr. Jerome Laurent** has been involved in many activities both on and off campus this past year. He has continued his work on the University Faculty Personnel Rules Committee, which has made much progress in the updating of rules pertaining to initial faculty hiring, retention, tenure and promotion to higher rank; more work needs to be done. In addition, he has continued

work on the Campus Landscape Planning Committee; some of you may have read of the committee's efforts on behalf of campus beautification in the Whitewater Alumni and Friends Magazine. After many years of service Professor Laurent retired from the General Education Review Committee last spring. This fall he was asked to represent UW-W faculty on the UW System Compensation Committee. Hopefully, faculty will receive a pay raise soon! Moreover, after 28 years as an Advisor to the Whitewater Economics (Club) Society, he turned over the reins to Dr. Mark Eiswerth, new Associate Professor of Economics; Eiswerth and Dr. Russ Kashian are now providing guidance to the organization. Professor Laurent has devoted more time to Departmental matters, including chairing the Faculty Personnel Committee and serving on the Merit Pay Committee. He continues working on the Economics Alumni Newsletter as well as helping as a fund-raiser for Departmental scholarships. His teaching duties this past year consisted of teaching Microeconomic Principles, including a huge class in Heide Hall, as well as Comparative Economic Systems and History of Economic Thought.

In the research area his article dealing with the economic organization of Great Lakes transportation was published in June in the International Journal of Maritime History. He also reviewed a book about Great Lakes steamers for The Lexington Quarterly (June 2003).

After teaching Microeconomic Principles during the first half of the summer session, Dr. Laurent and his wife, Virginia, traveled west to Yellowstone National Park and nearby Jackson, Wyoming. Their children, Kathy (in Chicago) and Tom (in Minneapolis) were able to fly out west to spend a few days with them touring the Park and nearby areas. On the way back to Wisconsin, the senior Laurent's enjoyed vacationing in the Black Hills and time spent in south central South Dakota and northern Minnesota with old friends.

As in the past, Professor Laurent sends his greetings to all economics alumni! He asks that you let us know of your latest doings. When on campus stop by to see us.

**Dr. Denton Marks** has had a busy year but not performing his usual duties. He was awarded a year-long sabbatical during the 2002-03 academic year so he was relieved of his normal teaching duties, but he still undertook a long list of professorial tasks.

He left for the Czech Republic early last September where he presented two papers at conferences in Brno and Prague and spent two months at the Technical University of Brno, one of UW-Whitewater's

international exchange partners. There, he gave guest lectures to the doctoral students in management on the interface between marketing and microeconomics and worked with faculty and graduate students on several research papers, including the dissertation of a Czech student who visited UW-Whitewater in 2000. Soon after returning from the Czech Republic in early November, he visited China for two weeks. While that was not an official academic visit, it provided remarkable exposure to economic behavior in that very different "capitalist-Communist" economic system. He visited many small factories, markets, even a retired engineer's home; and spent several days in each of three of China's largest cities—Beijing, Xi'an, and Shanghai. He benefitted from the artificially low yuan/dollar exchange rate which is in the news these days because of the trading advantage it gives the Chinese in attracting U.S. foreign investment and selling Chinese exports.

In an effort to keep his course content current, he audited a graduate micro theory course at UW-Milwaukee during the first half of the spring semester before departing for his spring academic appointment.

During March and April, he visited the Department of Economics at Umea University in Sweden (about 400 miles north of Stockholm), another UW-Whitewater international exchange partner, where he gave a doctoral course on economic issues in higher education. He also presented a seminar on his ongoing research on the economic incidence of brokers' commissions from fine wine auctions in Chicago. When he wasn't teaching and running regressions, he traveled around the countryside looking for moose and reindeer and even managed to make it to the Arctic Circle one weekend by taking a marathon road trip to neighboring Finland. He squeezed in a few days in Stockholm before returning home to Wisconsin just before Easter. He also managed to spend a good bit of time with various Department members, including one who sits on the Nobel Committee that selects the annual winner of the Nobel Prize in Economics.

Professor Marks also developed a reputation as a hardy Wisconsinite because of his nightly jogs—in shorts!—on the icy roads around the university.

A week after returning from Sweden he left for two "non-economic" conferences at Princeton University—one examining the Bush Presidency and the other considering "the return of morality" to U.S. foreign policy. Despite the un-economic focus of the conferences, he either talked to or heard presentations from a number of prominent economists including Alan Blinder, Uwe Reinhardt, Michael Rothschild, and Daniel Kahneman, co-winner of the 2002 Nobel Prize in Economics.

He had a quiet period until leaving for Ireland and the Czech Republic in mid-August where he

presented papers at two conferences—one paper given in Limerick, Ireland, on issues in integrating Eastern European universities into European Union higher education; and another given in Brno, CR, on the challenges of overcoming the legacy of the Communist university system in Central and Eastern Europe.

He is now back home and carrying on a bit more normally. His teaching responsibilities usually involve microeconomics (Econ. 201, 301) and areas of applied microeconomics such as managerial economics and public finance (Econ. 356, 437, 737). He also teaches the MBA Foundations course (Econ. 704). This fall he is teaching 201, 301, and 737. He is also serving on several committees at the Department (Chair's Advisory, Recruiting, Scholarship), College (Promotion), and University (Admissions and Academic Standards, Faculty Grievance, Graduate Council) levels.

He is always interested in hearing from former students and invites them to contact him when they have an opportunity.

Lecturer **Richard McGregor Jr.** is the Director of the McNair Scholars Program at the University of Wisconsin-Whitewater, and teaches microeconomics in the Economics Department. Richard is a Ph.D. student in Economics at the UW-Milwaukee and expects to graduate in December 2003. Richard's professional involvement includes the following: Treasurer, Research Association of Minority Professors; Faculty Advisory Committee, National Black Student Union; Global Awareness Society. Some of his areas of interest include: Labor; Industrial Organization; Healthcare; and International Issues. Finally, Richard's hobbies include golf, tennis, jazz, and theater.

Lecturer **Dr. Scott Niederjohn** joined the faculty in the fall of 2003. He has taught at Marquette University in the past. Scott recently completed his Ph.D. at the University of Wisconsin-Milwaukee where his dissertation focused on regulatory reform in the electricity sector. He has recently submitted two articles that focus on this sector. Scott is teaching principles of macroeconomics and introductory statistics.

Scott, who lives in the Milwaukee area, spends most of his free time with his two young sons, Patrick (3 years old) and Matthew (1 year old). Scott enjoys fishing and hunting during the fall and spends many autumn Sundays watching the Green Bay Packers play at Lambeau Field.

**Dr. Parks** has been busy serving on committees and hearings along with her regular teaching schedule. Besides Statistics, she taught a class in Public Finance last fall and took a field trip with her students to the Wisconsin Department of Revenue. This past spring she taught the

special course, Economics for Teachers, to 35 prospective secondary social studies teachers.

**Dr. Thomas Schweigert** finds himself this year in an unusual situation. After having taught continuously at UW-Whitewater since 1984 (where did the time go?), he is on sabbatical for the 2003–2004 academic year and will be living in Zagreb, Croatia. In case you don't know, sabbatical is Latin for "paid vacation for professors." Actually, he is far from being on vacation. For the whole year he will be studying Croatian at the Department of Croatian Language at the University of Zagreb. In the fall he is also planning to attend classes on Croatian history, the economy of Croatia, and the European Union. In the Spring Dr. Schweigert hopes to have enough knowledge, language skills and connections to do his own research. Topics might be privatization of agricultural land and the development of land markets, and/or the effects on agriculture and agricultural trade from Croatia's eventual entry into the European Union. The University of Zagreb's Faculty of Economics (located on John F. Kennedy Square!) also wants him to teach a course for their new International Studies Program, where many courses are taught in English. He will see about that.

## ADVISORY BOARD

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## EMERITI FACULTY

**Ashok Bhargava, 1970 - 2003**

**John Gibbens, 1961 - 1993**

**Kenneth Hammer, 1966 - 1983**

**Kirk Kim, 1969 - 2002**

**Anthony Pavlick, 1965 - 1988**

**Everett Lee Refior, 1955 - 1983**

**Donald Silva, 1964 - 1996**

**Sandra Snow, 1981 - 2002**

**Ab Zarinnia, 1967 - 1999**

**Dr. Everett Refior** will be eighty-five in January. He says he does not jump up out of a chair like he used to, but otherwise is in pretty good shape. He is active in Kiwanis, church activities and the peace movement.

Tony Pavlick and he co-chaired the city U.N. Day observance the week of October 20<sup>th</sup>.

Next month Dr. Refior and his wife Betty will attend the annual convention of the World Federalists in Boston, where his son Wendell works as a statistician. He is also still on the Platform and Resolutions Committee and the state Democratic Party.

His children are doing well and he has six grandchildren and six great-grandchildren.

**Dr. Ab Zarinnia** is now residing a good part of the year in California. He is in the process of developing a course in Economic Globalization since 1989, the end of the cold war, with emphasis on the role of the International Financial Institutions and the multinational corporations.

Dr. Zarinnia sends his regards to colleagues and students and because you will receive this close to the holidays, wishes everyone a wonderful holiday season.

## CENTER FOR ECONOMIC EDUCATION SUSAN PARKS, DIRECTOR

Over the past year the Center for Economic Education has been very busy. Two grants were received to put on workshops for middle and high school math teachers on incorporation of economics applications in their math courses. There is another workshop on campus in November, 2003.

## NEWS ABOUT CURRENT MAJORS/MINORS

### Spring 2003 Term Honors

## WHITEWATER ECONOMICS SOCIETY

The WES has met twice this semester. At the October meeting, the members conducted elections. **Leah Chojnacki** was elected President, **Sarah Szczepaniec** was elected Vice-President, and **David Moeller** was elected Treasurer. Goals for the year were discussed. It was determined that the society would try

to attract speakers on topics in various fields of economics that relate more toward undergraduate studies. The society brought Dr. Lynn Riggs, from the Chicago Census Research Center on September 17, 2003.



The society has a bowling social planned for October and another group speaker presentation/discussion is being planned. A possible trip to Chicago is in the planning stages for the Spring semester as well.

Participation in WES appears to be increasing this year and will hopefully continue to grow!!  
Future meetings will be announced via e-mail.

## NOTES FROM ALUMNI

**Note: On the questionnaire to Alumni we asked them to provide how their economics training helped them in their career.**

### **Brian Bockhop, May 1994, BBA**

Brian is a Circulation Marketing Analyst with Lands' End in Dodgeville, WI. He is married to Lisa since 1998 and the couple have two children, Tanner and Tessa.

Brian feels that Economics training is a solid base for any career in the multi-billion dollar Direct Mail industry. Statistic modeling, trending analysis, and lifetime value, are all vital aspects of his daily responsibilities. He would like to offer a word of encouragement to those working towards their undergraduate degree in Economics. He would also recommend to those that are passionate about Economics to continue on to Graduate School.

### **John D. Berkley, 1970, BS**

John is an investment advisor representative with an independent securities firm SPP Investments, Inc. He works out of his home office and plans on developing business beyond what would be a normal retirement age as he finds the business very satisfying and a lot of fun.

John feels that Economics is by far the best background if you are "a student of investment markets,"

he feels this is much better than a business major. When in college fellow students would ask what I was going to do with an "Econ Major," he cannot imagine being successful at what he does without it. In fact, his first thought when listening to other "financial professionals" is, "what is your econ background." There are a lot of opinions out there but some carry more weight than others.

### **Bob Depratt, 1972, BBA**

Bob is the Regional Manager for Maximum Performance Group (MPG). He has two daughters, one who graduate with a BS in Managerial Economics from University of California-Davis. His other daughter graduated with an Electrical Engineering degree.

The family has lived in California for the past 12 years and plans to vote for Arnold in the recall election because Governor Davis does not understand economics.

Bob feels his economics training taught him valuable information used daily when reviewing the stock market, economic trends in the market place and macro and micro economic principles that were true in the 60's and 70's and maintain their correctiveness more than ever today in a poor economy. It enables you to see the whole puzzle and comprehend rather than just understand specific pieces. Bob can be reached at [rdepratt@maxpg.com](mailto:rdepratt@maxpg.com).

### **Margaret George, 1990, BBA Major Economics**

e-mail: [sanpabloranch@3lefties.com](mailto:sanpabloranch@3lefties.com)

As improbable as it may seem, Margaret has become a cattle momma and beef entrepreneur in the Southwest. Her husband and she own and operate a New Mexico farm and ranch, raising Black Angus cattle. Anyone involved in agriculture knows that one cannot control much in this business, especially pertaining to weather, markets, and wild critters. An extended drought wears heavily on our operation but they are persevering.

Having enjoyed eating their own aged beef for several years, she recognized a niche: selling natural meat in a retail situation. Living Waters Ranch LLC

began operation last year. The couple use two processing plants, have their own private label, and distribute the beef to four locations around the state. They have a retail outlet in Clovis that also contains a fountain serving a delicious nonfat soft-serve yogurt. A longer-term plan is to be vertically integrated by becoming a state-inspected processing facility, allowing them more flexibility and versatility and also by opening a fresh meat market and grill.

Her advice to all business students is to pay close attention to your marketing classes because product promotion and demographics are about 70% of a business's challenge. They have found that word of mouth is effective but being familiar with all types of advertising mechanisms is a must.

Margaret's economics degree has been very helpful in understanding the markets and how they are driven by the business cycle, national and international supply and demand, and world events. The flippant adage, "What does that have to do with the price of tea in China?" has morphed into their reality, "How does the price of corn in Kansas impact their grain bill and what exactly is happening in the beef market overseas?" To the student: learn and understand as much as you can, read the financial press, and don't be afraid of new challenges. They are life changing! Good fortune and God bless.

#### **Gwendolyn (Kast) Hermes, 2003, BBA**

Gwen and husband Jason have spend two summers undertaking massive remodeling and redecorating projects. Last year they redid Gwen's parent's home and this year their own.

Gwen has applied to UW-Madison for their new graduate program in occupational therapy. She has applied for a line therapist position with the Wisconsin Early Autism Program and has met with the OT for Waupun School District to volunteer in the district's early childhood program.

Gwen has always wanted to work with children but, she did not want to be a teacher. She feels this will be a good choice for her. She can be reached at [Gwendolynkast@hotmail.com](mailto:Gwendolynkast@hotmail.com)

#### **Georgette Hettiger, 2002, BBA**

Georgette is currently employed at WennSoft, Inc. a software company that writes accounting software for the construction industry. Their products are used in conjunction with Microsoft Great Plains. She is in the Development department, working as a software analyst. Actually, this is her dream job – she is paid to use her

critical thinking/analytical skills, with no one bothering her!!

Her minor in Economics has been very helpful, not only in her career but in understanding the trends in our current economy. As Dr. Kim once said, "Economics explains how things work".

As for a direct impact on career, when she was done with school and looking for a job, employers were asking for demonstrated analytical skills, particularly with spreadsheets. Although I had worked in public accounting for more than 15 years, economic classes gave her another perspective. Actually, one of the jobs she was offered was in an accounting department where, aside from software and accounting responsibilities, Georgette was asked to do trend analysis. She firmly believes it was the Economics that led to that offer.

At WennSoft, she spends her time looking at software and the affect changes have to various calculations. Classes like Macroeconomic Analysis were especially helpful in developing the skills to look at the effect of changing one variable has on the whole picture. Additionally, it is beneficial to have some industry perspective in developing software because understanding the motivation behind various reports helps us provide software much more in tune with the needs of the customer.

Finally, as someone who majored in CEUT, she has often thought that minors in economics and accounting should be stressed, as of means of broadening someone's qualifications for jobs. Most productivity software has elements from these two fields and with the amount of competition out there, it is important that students realize that more than one skill is often required in seeking employment.

Georgette can be reached at [Hettiger@hotmail.com](mailto:Hettiger@hotmail.com)

#### **Bill Hollingsworth, 1973 BS - 1991 MS**

Bill is CEO of Janesville Psychiatric Clinic.

#### **Cora (Curschmann) Johnson and Joel E. Johnson**

**Cora 1970, BBA      Joel, 1969 BBA**

Joel retired in 1996 after 25 years as a stockbroker and Cora is a career homemaker. Their new careers are Grandparents!

Their economics training at Whitewater helped them reach their goal of early retirement.

#### **Floyd Johnson, 1969, BS**

Floyd has been in sales for over 30 years. His entire training in college helped him in his field. He started in City/County Planning for Rockford, IL and worked there one year after graduation. He then went into insurance sales and has been very happy with the business. He even enrolled and started in a graduate

program in City Planning then decided to move into sales. Floyd can be reached at [fjohnson@ruralins.com](mailto:fjohnson@ruralins.com)

**John C. Larson, 1994, BBA**

Email: [jl Larson@e-bbk.com](mailto:jl Larson@e-bbk.com)

John's presently is a consultant for BBK, Ltd. BBK, Ltd. is a crisis and turnaround management firm with its corporate headquarters in Southfield, MI (suburban Detroit) and offices in Chicago, IL and Frankfurt, Germany. Though based out of Chicago, John travels throughout the US and Canada. He may be involved in anything from viability analysis to turnaround or wind-down of troubled companies.

One of the most direct ways his Economics training has benefitted him directly in his career is through statistics and statistical derivation. Financial modeling is a big part of the decisions made. By knowing how figures are derived he can see what the numbers are/are not telling him, making for more informed analysis.

Another way Economics training has helped his career, John has a great background in the ability to look at the bigger picture. John has dealt with many companies shutting down because of overseas production moves, industry consolidation and vertical integration. Economic education helps one to be able to take the steps back to see how forces affect daily decision-making and concurrently how daily decision-making feeds into the overall scope.

**Phillip Marks, 1972, BBA**

Phil is the owner of Cold Stone Creamery of Delafield, WI. Formally: Managing Director of Entertainment Marketing, Inc., Coop/Vendor Development Manager for the Milwaukee Journal Sentinel. Phil has been married 25 years and has three children, one who is attending UW-Whitewater in Computer Management Systems.

Phil believes that a solid understanding of Economics is a good basis for any experience in the business world. It helps you understand your markets and cause and effect.

**Robert A. Maland, 1977, BS**

Robert was self-employed management consultant in Marshfield, WI for 18 years until he medically retired to Pheonix, Arizona in 1996.

His economics background assisted him in helping business owners make sound economic decisions.

**Michael J. Meehan, 1973, BBA**

Michael is employed at DS Solutions and resides in Minnesota. He can be reached at [DSSolutions@computserve.com](mailto:DSSolutions@computserve.com)

**Jay Nadboralski, 2003, BBA**

Jay was the past vice president of the Whitewater Economics Society. Currently he is employed by Lab Safety Supply as a Marketing Statistician. Since graduating he is trying to make the transition from college to work life. He loves his job and takes trips to Chicago for several SAS training events as well as attending statistical seminars. His daily projects involve creating statistical models, gathering data, and tracking economic indicators. It is a perfect fit for an Economics major. His future plans include attending UW-Whitewater's MBA program this Spring or next Fall.

Jay believes the working with data and graphs while obtaining his undergraduate Economics degree gave him valuable skills when he entered the job market. Even in the rough job market, analytical and statistical skills are in very high demand. An economics degree teaches you to think differently than other majors, he

found this thinking particularly important as he is dealing with real business problems. Jay can be reached at [jaynadboralski@hotmail.com](mailto:jaynadboralski@hotmail.com)

**Kyle Osterholz, 2001, BS**

Kyle is currently employed at Anchor Bank, fsb as a Commercial Construction Administrator. He can be reached at [kyleo17@hotmail.com](mailto:kyleo17@hotmail.com)

**Brent Peterson, 1996 BBA Economics, 2001 BBA MCS**

Brent is currently working as a tutor for kids with dyslexia or other difficulties with reading, writing, and spelling. He can be reached at [vegasbrent@yahoo.com](mailto:vegasbrent@yahoo.com)

**Sudhir Shrestha, 1996, BBA**

Sudhir has been working for American Family Insurance since graduation. He worked as a Casualty Claim Analyst, handling simple to complex accident related claims and settlements until recently when he chose to change his discipline to handle Commercial/Farm claims in Madison, WI.

His educational background has helped him identify, apply and understand various economic and business knowledge/information in doing his work efficiently everyday.

Sudhir is now permanently residing in this country and married with a 2 year old beautiful daughter. His wife, Julee Shrestha, is also from Nepal, our motherland. Recently they returned from a 3 month trip

back to homeland which included a two week trip to Hong Kong and China. For now, he is planning to continue what he does and no major future plans are up ahead. He can be reached at [sshresth@amfam.com](mailto:sshresth@amfam.com)

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### **Gwendolyn (Smeeth) Wells, 1998, BBA**

Gwendolyn has worked in the business world for 15 years. Gwendolyn started as a programmer for Arthur Andersen, moved to a Law Firm where she worked as a Programmer, Business Analyst, Project and then Program Manager. Moved from the city of Chicago to the Suburbs and took a position with Computer Science Corporation as a Project Manager. Gwen decided to go to school and get her Masters in Secondary Education - which is what she am currently doing. To fill up some hours Gwen is a substitute teacher. Her future plans hopefully have her teaching Business, Economics, History or Math at the High School near by. Gwen is married and has four children in grades 10th, 8th, 5th, and 3rd and lives where she grew up. That is pretty much it in a nutshell.

Economics helped her by providing her with the critical thinking and problem solving skills that are so necessary for today's world. She got her first job based on the fact of how she could think. They felt the thought process, and problem solving skills that go into learning Economics is what they needed to teach someone how to program. Programming requires a lot of logical thinking etc. As Gwen moved along in the IT world, the 'cause and effect' way of Economics was extremely important. It teaches you to think outside the box, to stretch your thoughts. These were probably the most important factors she feels she received from her learning of Economics. Gwendolyn can be reached at [gbwells1105@sbcglobal.net](mailto:gbwells1105@sbcglobal.net)

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