A big thank you to all who were engaged in AACSB activities last week and for the weeks, months, and years prior to the visit.

Encourage student attendance—Morality of Capitalism Symposium, March 30, 2016
Ponderosa Room 7:00 P.M. “Taking on Big Soda and Winning: Lessons for Advocates”

Heads up for fall-

Ron Landstrom Executive in Residence, CHI Chief Financial Officer, Jeanette M. Wojtalewicz—Thursday, September 22, Friday, September 23. Look at the attached schedule draft and let me know when you would like your classes to meet with her. Since we are in the Ponderosa room, I expect numerous classes to be combined. The key address is Thursday at 11:00 a.m. Once again we urge you to bring your students to this session.

Faculty/Administration

Approximately 20 of CBT students, along with Dr. Allan Jenkins, Dr. Kathy Zuckweiler and Bruce Elder J.D. attended the “Healthcare Law Forum” Thursday, March 3, 2016 at the Younes Conference Center. The Forum, sponsored by the Nebraska Rural Health Association, was presented by the Cline Williams Law firm with a guest speaker from Seim Johnson LLP, a Tax, Auditing and Consulting firm. Topics covered in the seminar included Hospital Board Governance and Compliance: Legal Requirements and Best Practices for Healthcare Facilities (Conflict of Interest Issues), A HIPAA Check-up: News and Views from the Privacy and Security Front, Critical Access Hospitals: Financial Indicator and Operating Trends, Lessons Learned from a Former Healthcare In-House Counsel: The Good, The Bad & Ugly, A Medical Malpractice Primer, Top Ten Wage & Hour Law Mistakes Healthcare Employers Make, and a question and answer panel discussion by the presenters.

Impact


What are you doing? Where are you going? What impact are you making? Tell me, please!

Students

Dr. Mickey Langlais, FSID, has mentored UNK sophomore Kyla Bruxvoort with her research which shows how teenagers use Facebook to pursue romantic relationships and how their self-esteem played a role in their pursuit of romance. It appears that those with lower self-esteem tend to do more Facebook creeping while those with higher self-esteem are more apt to be direct and friend someone they are romantically interested in getting to know. To learn more about this, click on the link http://unknews.unk.edu/2016/02/12/kyla-bruxvoort-studies-facebooks-impact-on-self-esteem-relationships/
She will present her research in April at the National Conference for Undergraduate Research in North Carolina.

Experiential Learning/Internship
Diana Morales, senior in Accounting with a Finance minor from El Paso, Texas, advisor Dr. Bruce Elder

Diana Morales is working at a spring internship at Dana F. Cole & Company LLP in Grand Island. She has primarily been working in individual and corporate tax return preparation, but also has been involved with a few audits. Diana is working toward her CPA license and plans to continue working in the area of public accounting after she graduates in May 2016.

Tell me about your alumni!

Please remember to forward your news items to Marsha Yeagley so that proper coverage can be provided. Your news may be added to the next Dean's List, and/or posted on the "Notables" section of the website, or the Dean's page of the site. When appropriate, a news release will be sent to students' hometown newspapers and/or the Hub, as well as covering the item in the June publication of the College of B&T Annual Report. Remember that what you and your students do "makes a difference." In order to send the press release to the students' hometown newspaper, please provide the hometown. Help us in the recruitment and retention process by informing Marsha of your news.
Send to: yeagleym@unk.edu.

Please only send information regarding papers and presentations after the fact.
Think about doing an article for the Kearney Hub during the 2015-2016 academic year. Also, consider promoting your program, students, and/or event on NTV (first Wednesday of the month at 6:25 a.m.) and KGFW Talk of the Town (4th Wednesday of each month at 9:30 a.m.) The schedules are attached.
Criteria for the Hub article:

- 500 words or less
- Business tips/backed by your research if you so choose
- Long text or short bullet points
- Author picture and short bio
- Every other month to start

I will send it on to the Hub after the Dean's approval.

Marsha K. Yeagley
Senior Lecturer, Marketing/MIS Department
Coordinator of College Communications
West Center Building W241
University of Nebraska at Kearney
Kearney, NE 68849
308-865-8345
Morality of Capitalism Symposium
Wed., March 30
Nebraska Student Union,
Ponderosa Room

VS.

Marion Nestle, Ph.D., M.P.H.
"Taking on Big Soda (and Winning):
Lessons for Advocates"
7:00pm
Nebraska Student Union,
Ponderosa Room
Marion Nestle

Acclaimed Professor of Nutrition and Public Health,
Author of Food Politics and Eat Drink Vote

Marion Nestle is a consumer advocate, nutritionist, award-winning author, and academic who specializes in the politics of food and dietary choice. Her research examines scientific, economic, and social influences on food choice and obesity, with an emphasis on the influence of food industry marketing. Her books explore issues like the effects of food production on dietary intake, food safety, and access to food and nutrition.

She is the author of the classic Food Politics: How the Food Industry Influences Nutrition and Health, now in its third edition. In 2003, Food Politics won awards from the Association of American Publishers, the James Beard Foundation, and World Hunger Year.


Dr. Nestle’s book, What to Eat was named as one of Amazon’s top ten books of 2006 and a “Must Read” by Eating Well magazine; it also won the Better Life Award from the National Multiple Sclerosis Society and the James Beard Foundation book award for best food reference in 2007. She has also written; Pet Food Politics: The Chihuahua in the Coal Mine, a book about food safety, and Feed Your Pet Right, co-authored with Malden Nesheim. Why Calories Count: from Science to Politics, also with Malden Nesheim, won book of the year from the International Association of Culinary Professionals (IACP) in 2012. Her most recent book, Eat, Drink, Vote: An Illustrated Guide to Food Politics also won an IACP book award in 2014.

She appears frequently in documentary films, among them SuperSize Me! in 2004, A Place at the Table (2013), and Fed Up (2014).

She is currently working on a book about how to advocate for healthier food and food systems, titled Soda Politics: Taking on Big Soda (and Winning) (Oxford University Press.). Marion Nestle is Paulette Goddard Professor in the Department of Nutrition, Food Studies, and Public Health (the department

“When it comes to the increasingly treacherous landscape of the American supermarket, with its marketing hype and competing health claims, Marion Nestle is an absolutely indispensable guide: knowledgeable, eminently sane—and wonderful company too.”

—Michael Pollan

“[Nestle] challenges us to consider the political environment in which the science of food and nutrition exists.”

—The New England Journal of Medicine
she chaired from 1988-2003) and Professor of Sociology at New York University. She also holds an appointment as visiting professor in the Cornell Division of Nutritional Sciences. She was awarded an Honorary Doctor of Science degree from Transylvania University in Kentucky in 2012. Her degrees include a Ph.D. in molecular biology and an M.P.H. in public health nutrition, both from the University of California, Berkeley.

Dr. Nestle has received many awards and honors, among them the Bard College Prison Initiative’s John Dewey Award for Distinguished Public Service (2010), the National Public Health Hero award from the University of California Berkeley School Of Public Health (2011), the James Beard Foundation Leadership Award (2013), and the Innovator of the Year Award from the United States Healthful Food Council (2014).

Dr. Nestle’s first faculty position was in the Department of Biology at Brandeis University. From 1976-86 she was Associate Dean of the University of California San Francisco (UCSF) School of Medicine, where she taught nutrition to medical students, residents, and practicing physicians, and directed a nutrition education center sponsored by the American Cancer Society.

From 1986-88, she was senior nutrition policy advisor in the Department of Health and Human Services and managing editor of the 1988 Surgeon General’s Report on Nutrition and Health. She has been a member of the FDA Food Advisory Committee and Science Board, the USDA/DHHS Dietary Guidelines Advisory Committee, and American Cancer Society committees that issue dietary guidelines for cancer prevention. Her research focuses on how science and society influence dietary advice and practice.

From 2008 to 2013, she wrote the monthly “Food Matters” column for the San Francisco Chronicle. She blogs daily (almost) at www.foodpolitics.com. She can be followed on her Twitter account @marionnestle, which TIME magazine named as one of the top 140 most influential, and one of the top 10 in health and science, and which has more than 100,000 followers.

“Food politics underlie all politics in the United States. There is no industry more important to Americans, more fundamentally linked to our well-being and the future well-being of our children. Nestle reveals how corporate control of the nation’s food system limits our choices and threatens our health.”

—Eric Schlosser
Morality of Capitalism Symposium: Sustainable Agriculture versus Industrial Agriculture

University of Nebraska at Kearney
Nebraskan Student Union, Ponderosa Room
Wednesday, March 30, 2016

Program

10:10am  Welcome & Opening Remarks
- Bree L. Dority, Department of Economics

GMOs & Food Production
- Holly Butka, Consumer Engagement Lead, Monsanto Co.
- Mary Hendrickson, Ph.D., College of Agriculture, Food and Natural Resources, University of Missouri
- Moderator: Frank Tenkorang, Department of Economics

11:15am  Hemp: That Ditch Weed You’ve Been Mowing Might Be Worth $1 Million
- Shane Davis, Hemp grower
- Deb Palm-Egle, Hemp activist
- Shadi Ramsey, Hemp nutritionist
- Allison Jenkins, Hemp based veterinarian services
- Moderator: Allan Jenkins, Department of Economics

12:30pm  Lunch for Participants
NSU, Rooms 310 & 312
Brief Remarks, Tim Burkink, Dean of College of Business & Technology

2:00pm  Sustainable Agriculture
- Informal forum to discuss legal, economic, and production issues associated with sustainable agriculture, particularly hemp
- Mary Hendrickson, Shane Davis, Deb Palm-Egle, Shadi Ramsey, Allison Jenkins

6:00pm  Reception
Nebraskan Student Union, Ponderosa Room

7:00pm  Keynote Address & Book Signing
Nebraskan Student Union, Ponderosa Room
Marion Nestle, consumer advocate, nutritionist, award-winning author, and academic who specializes in the politics of food and dietary choice
Jeanette M. Wojtalewicz
Ron Landstrom Executive-in-Residence

CHI Health Chief Financial Officer

**Thursday, September 22**

8:00 a.m. - 9:15 a.m.  Karl Borden, Fin 408, Michelle Fleig-Palmer Health Care Management

9:30 a.m. - 10:45 a.m.  Karl Borden, Finance 188

11:00 a.m. – 12:15 p.m.  **Ponderosa Room**, “Keep the Door Open-Life After UNK”
Her presentation will focus on self-confidence, life-long learning, stepping outside your comfort zone to grow, hard lessons learned and the real issue of finding balance in life when a career can take up a big part of your life.

12:30 p.m. – 1:45 p.m.  **Ponderosa room**- Student Advisory Group/ Stacy Darveau (Lunch Served) *(borden has a FIN 476 if this group changes- put him in*

2:00 p.m. – 3:15 p.m.

4:00 p.m. – 5:30 p.m.  **Frank House**, Networking Reception (by invitation)
Business Advisory Board, Kearney Area Chamber members, faculty, campus administrators, Ms. Wojtalewicz family/friends

**Friday, September 23**

8:00 a.m. – 9:00 a.m.  **WSTC 120E**; Aaron Estes, Dustin Favinger, Janice Woods, and Brenda Jochum - Internships/Career Opportunities,

9:05 a.m. - 9:55 a.m.
10:10 a.m. - 11:00 a.m.  Suzanne Hayes, Investments

11:30 – 1:00 p.m.  Lunch, Kearney Country Club, Chancellor Douglas Kristensen,

1:00 p.m.  **Interview in Dean’s Office – Sara Giboney**
Jeanette Wojtalewicz is the SVP and Chief Financial Officer for CHI Health. Serving Nebraska and Southwest Iowa this organization of $2 billion in net revenues is comprised of 15 hospitals, 800 employed physicians and numerous post-acute services and joint ventures. Jeanette has worked in Healthcare Finance for 30 years and received her undergraduate degree from UNK in 1984 in Business Administration-Accounting Emphasis, and a Masters in Healthcare Administration from Bellevue University in 2008. Her work experience has been in public accounting, Acute healthcare care settings, post-acute/rehabilitation services, and children’s psychiatric services. Jeanette is a past President of HFMA in Nebraska, and serves on a number of local boards including the Nebraska Health Information Initiative, Midlands Choice, and UniNET CIN. Jeanette has been recognized by HFMA with the Gold Merit Award, was the recipient of the John C. Finegan Award from the Lincoln Family Medicine Program, received the UNK Distinguished Alumni Award in 2012 and is a past mentor for the UNK Gold Torch Society. Jeanette is married to Michael, and they have 5 children.