Encourage student attendance—Morality of Capitalism Symposium—Wednesday, 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 draft of a schedule 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 keynote address is Thursday at 11:00 a.m. Once again we urge you to bring your students to this session. If you have a Thursday 2:00 p.m. class, please consider joining her. Email me to reserve a spot for your students.

Faculty/Administration

The Nebraska Safety Center added additional tasks and have taken on the lead role this year under its Rural Transit contract with the Nebraska Department of Roads. Those tasks include Mobility Management, Transit Technology, and additional oversight functions. The Safety Center will continue its role in rural public transit driver training for the entire state of Nebraska and is enthusiastic about the opportunity to further serve rural Nebraskan’s by promoting and supporting safe, affordable and efficient public transit. The program will be directed by Bill Bivin who has been with the program for two years. Impact

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

Students
Experiential Learning/Internship

Indra Rowedder, junior in Business Administration and Organizational Communication from Kearney, advisor Dr. Michelle Fleig-Palmer

Indra Rowedder is interning spring 2016 in the human resources department of Kearney’s Good Samaritan Society - St Luke’s Village. Indra has been involved in hiring, terminations, workman's compensation claims, reference checks, grievances, and payroll. She indicated that working in a business has helped to polish her communication skills and improve her ability to speak to different types of people. She graduates in December 2017 and would like a career in HR.

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

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

“[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
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, Yeagley MKT 331, Ngan Chau MKT 300

9:30 a.m. - 10:45 a.m.  Karl Borden, Finance 188, Ngan Chau SCM 403, Sri Seshadri-Advertising Management, M. Yeagley MKT 331, Brenda Eschenbrenner, Accounting Information Systems

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.  Brenda Eschenbrenner, Accounting 250

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.  Tommy Eshleman, Econ 270

10:10 a.m. - 11:00 a.m.  Suzanne Hayes, Investments, Greg Benson, Supply Chain, Eshleman, Econ 270
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.