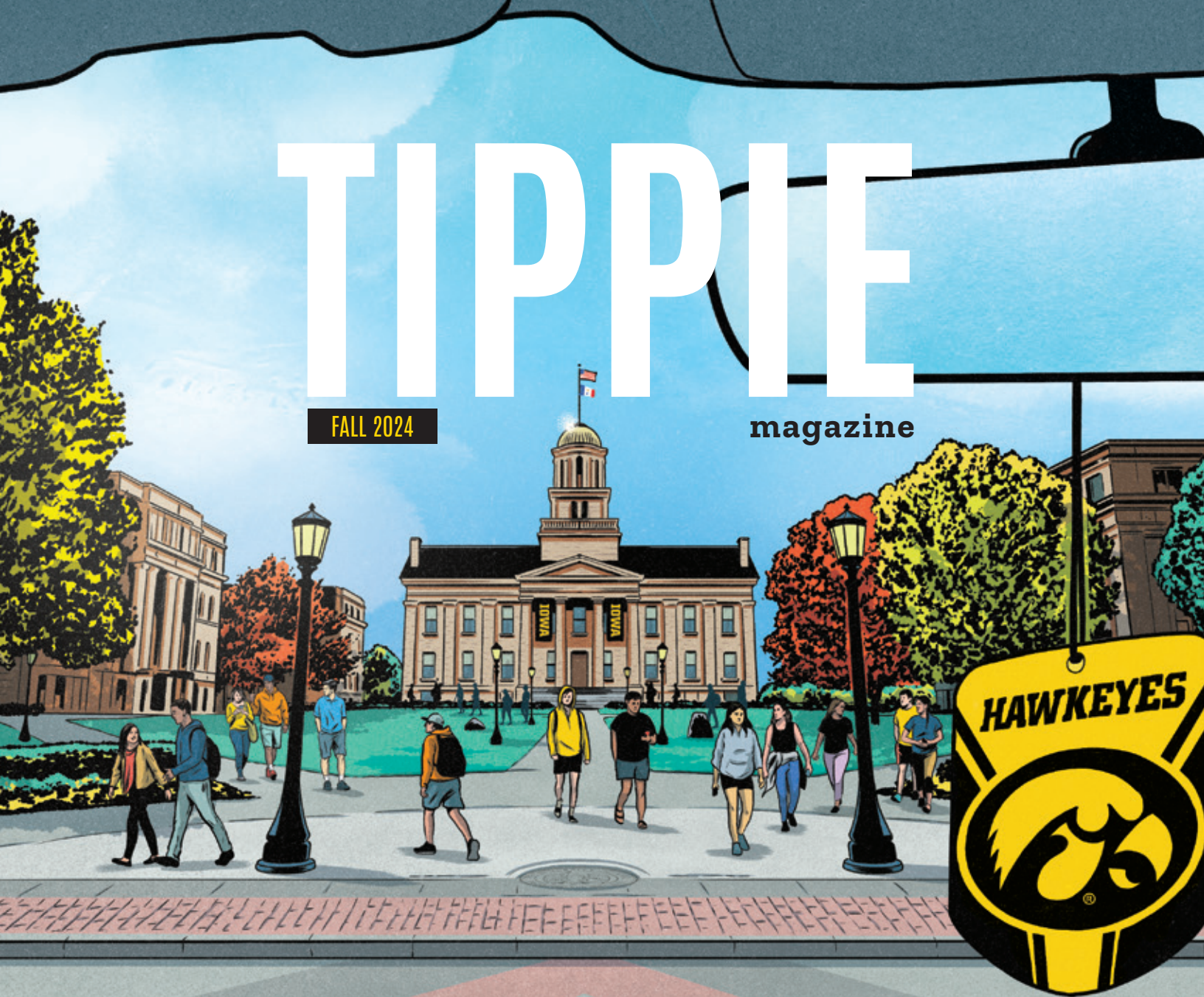


TIPPIE

FALL 2024

magazine



ALL ROADS LEAD TO HOME

CELEBRATING
25 YEARS OF GROWTH

RETURNING TO YOUR ROOTS

† A SPECIAL TEAR-OUT
HOMECOMING GUIDE!

IOWA

WELCOME BACK

Campus is abuzz with activity and awash in black and gold.

It's Homecoming in Iowa City once again. Alumni returning this October have many reasons to be proud. The Tippie College of Business is thriving, growing, and bursting at the seams. We are launching a new Entrepreneurship major. The Iowa MBA enrollment continues to surge. And we are in the planning stages of expanding the physical footprint of the Pappajohn Business Building. Through it all, our faculty and students have remained at the forefront of thought-provoking projects and groundbreaking research.

At Tippie, Homecoming is not merely a reunion. It's an opportunity to reaffirm our values and principles. A time to celebrate the enduring legacy of our alumni while inspiring the current generation of students who will follow in their footsteps.

Whether you graduated five years ago or 50, have plans to visit Iowa City or not, I hope you have the chance to reconnect with old friends, make new connections, and reignite your Hawkeye pride.

We have much to celebrate—and look forward to—here at Tippie.

I hope you are as excited to see what the future holds as I am.



Amy Kristof-Brown, Henry B. Tippie Dean



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Mayuri Farlinger (BBA04) started at Alliant Energy as an intern. She's now president of their Interstate Power & Light Company & VP of operations.

CONNECT WITH US



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ON THE COVER Illustration by Joel Kimmel.



DYK?

319 has been the Iowa City area code since 1947

#17

Best Public Undergraduate Business School in the Nation

(U.S. News & World Report, 2025)
Up 7 spots from last year



LIGHTNING STRIKES

Is Tippie secretly a basketball powerhouse?

2024 marks the fourth time in six years that a Tippie student has won National Player of the Year! The fact that **Caitlin Clark (BBA24)**, **Luka Garza (BBA21)**, and **Megan Gustafson (BBA19)** all came from one university out of more than 300 basketball programs across the country—and all studied business—is pretty crazy. Where are our statistics people? You're probably more likely to be struck by lightning.

NATIONAL PLAYERS OF THE YEAR

- 2023 & 2024 — Caitlin Clark
- 2021 — Luka Garza
- 2019 — Megan Gustafson



DYK?

George Nissen (BSC37) invented the trampoline, which he saw debut at the 2000 Sydney Games.



SPORTS ANALYTICS SWEEP

Two Tippie students, **Liz Swanson (BBA21)** and **Michael Moran**, took first place in the graduate and undergraduate divisions of the National Collegiate Sports Analytics Championship earlier this year. The students had four hours to analyze data focused on sports and entertainment venues and their sustainability metrics then create a presentation.

TIPPIE OLYMPIANS

Megan Gustafson (BBA19) suited up for the Spanish national team and **Tomi Taiwo (BA22/CER22)** played for the Nigerian women's basketball team in the 2024 Olympic Summer Games in Paris, but they aren't Tippie's only Olympians.

PAST PARTICIPANTS:

Terry McCann (BSC57)
gold medalist, freestyle wrestling, 1960 Rome

Chuck Yagla (BBA77)
member of the freestyle wrestling team set to compete in the 1980 Moscow Games before the U.S. boycotted

Scott Taylor (BBA82)
modern pentathlon, 1972 Munich

Jean Racine-Prahm (CER12)
women's bobsled, 2002 Salt Lake City & 2006 Turin



TIPPIE RESEARCHERS Need You!



Tippie's research mission drives the state of knowledge from Iowa to the world. Would you like to assist with this important research? Engage with Tippie and help us continue to build our excellent research reputation for the future by joining the Tippie Alumni Research Participant Pool. Participation is always optional and usually consists of an online survey, interview, or computer simulation. Opt-in to get 3-5 emails a year from researchers looking for volunteers. *Intrigued?*

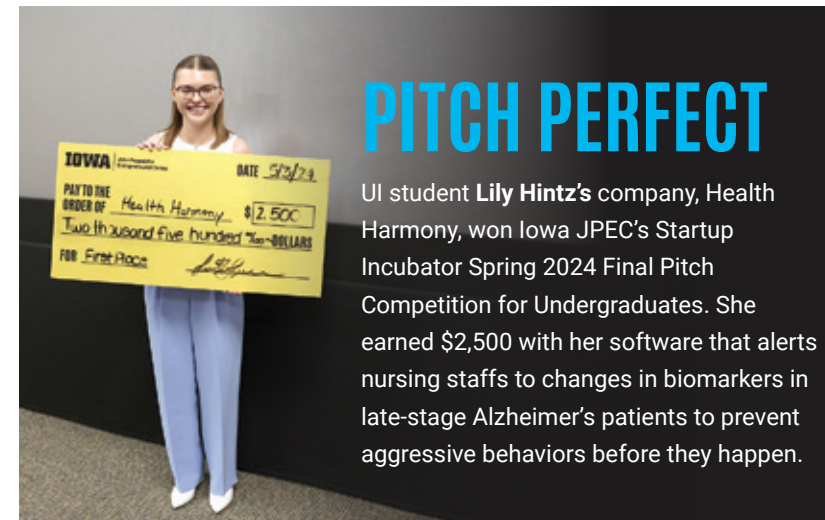


De-stressing WITH DOGGIES

Test time can ramp up anxiety and supercharge stress, which is why Tippie Thrive invited University Counseling Service to bring its pack of people-loving therapy dogs to the Pappajohn Business Building during midterms.

PITCH PERFECT

UI student **Lily Hintz's** company, Health Harmony, won Iowa JPEC's Startup Incubator Spring 2024 Final Pitch Competition for Undergraduates. She earned \$2,500 with her software that alerts nursing staffs to changes in biomarkers in late-stage Alzheimer's patients to prevent aggressive behaviors before they happen.



HAWKEYE Happy Hour

Thanks to everyone who joined us for our May alumni event in Chicago! Keep your address updated to be alerted of events near you at tippie.uiowa.edu/update.



1999 **25** YEARS 2024
of **GROWTH**

BY AMANDA MAY

A QUARTER CENTURY AS "TIPPIE"

Twenty-five years ago, Henry B. Tippie made a significant donation to Iowa's business school and the college was named after him in recognition. Henry was a huge proponent of the idea of compound returns—the cumulative effect of investments over time. To honor his ideals, join us as we check in on several programs that the college began the same year that Henry pledged support. And don't forget, the positive returns will just keep on growing!

Patricia and Henry B. Tippie at the naming ceremony.



Writing tutors at Tippie.



2024 GLO trip to Bilbao, Spain.



Kyle and Bill Krause in 2013.

1

Hawkinson Institute

This institute is Tippie's undergraduate investment banking program and a pipeline to Wall Street. Students apply by the end of their first year, and those accepted get transformational career support. **In 25 years, the program has served 450 high-potential students**, and many now hold senior positions at banks like Goldman Sachs, Barclays, and Houlihan Lokey. Many more have moved on to prominent roles in private equity, venture capital, and corporate finance and strategy or have started up successful companies in a range of industries.



FUN FACT Hawkinson will soon have its first "legacy" student! Cora Abbas, daughter of Benjamin Abbas (BBA03), has been accepted this fall.

2

Accounting Writing & Communications Program

Piloted as an online writing assessment tool for accounting students 25 years ago, the program evolved and inspired the college to create the **Judith R. Frank Business Communication Center in 2001 to reach all majors at Tippie.** Today, the Accounting Writing & Communication Program works with students to hone writing, speaking, and visual presentation skills and integrates writing assignments across the accounting curriculum. **Students served each semester: 400+**



DYK?

Poets from the Iowa Writers' Workshop make great tutors—they know brevity is an asset!

3

Krause Fund

Bill Krause (BA57), the co-founder of Kum & Go, donated the initial \$100,000 for this undergraduate-managed fund. It is now up more than 700%, but that's not even the coolest part. The in-depth analysis taught in Applied Equity Valuation, the class that manages the fund, gives students a portfolio that blows recruiters' minds. Program Director Todd Houge reports that in interviews, Krause Fund students have been known to hear **"I've never seen an undergraduate student produce this level of work," effectively launching thousands of careers.**

4

Institute for International Business

The IIB started in the Undergraduate Program Office, serving international students and those looking to study abroad. Executive Director Dimy Doesca has widened the scope, making it a standalone institute at Tippie that strengthens ties between the University of Iowa and communities around the world.

The IIB now offers myriad opportunities for faculty, students, and staff to cultivate a global mindset.

Efforts include coordinating global internships for undergraduates (both remotely and with a pilot program in Uganda), Global Learning Opportunities for master's level students (courses with a week-long international trip to locales like Chile, Spain, Vietnam, Kenya, Panama, and the United Arab Emirates), hosting visiting international researchers, running Iowa's Mandela Washington Fellows Program (see page 7), and providing training for international executives (like the chief justice and Supreme Court of Kenya).

Doesca and his team do all this and more in coordination with other colleges and departments at the university, including health care, law, nursing, and the John Pappajohn Entrepreneurial Center, making it both cross-campus and cross-cultural. ■

program
FEATURE



THE NEXT GENERATION

BY AMANDA MAY

The University of Iowa has joined a \$20M effort to **help more rural students earn college degrees.**

“Throughout its history, the University of Iowa’s mission has focused on opening doors for students throughout the state,” says Brent Gage, UI associate vice president for enrollment management. “We’re excited to join this effort to further expand educational access in rural parts of Iowa.”

The STARS College Network (Small-Town and Rural Students), which is comprised of 15 prominent universities across the

nation, will create new pathways to college for students who might not otherwise recognize the full range of educational opportunities available to them. It is supported by a gift from Trott Family Philanthropies, the foundation of Byron and Tina Trott.

“There is a massive talent pool in our small towns and rural communities that has so much to offer—to our colleges, to society, and to future generations.”

—BYRON TROTT

STARS members say this ecosystem of initiatives will help bridge the growing rural-urban divide in America by bringing students together to share the widest possible variety of experiences.

Research also shows that college graduates from rural areas often return to their communities, so efforts to help rural students get the greatest benefit from higher education can create a cycle of support, success, and giving back to the next generation. ■

program
FEATURE

SPREADING JOY

The Mandela Washington Fellowship for Young African Leaders at Tippie

BY TORY BRECHT | PHOTOS BY JUSTIN TORNER



Adja Kante, Senegal



Eleanor Phiri, Malawi

The relaxed Iowa City summer received a splash of African vibrancy and energy this year courtesy of the Mandela Washington Fellowship program.

The flagship program of the United States government's Young African Leaders Initiative brings hundreds of young leaders from Sub-Saharan Africa to college campuses across America where they study business, civic engagement, or public management. The University of Iowa, through Tippie's Institute for International Business (IIB), has hosted 25 Mandela Washington Fellows a year since 2016, under the direction of the IIB's Executive Director Dimy Doresca.

"This program has been the highlight of Tippie in the summer," Doresca said. "I've never seen cohorts with higher levels of energy and excitement."

The Fellows venture beyond campus during the program. They visit farms, businesses, and government leaders. They dine with local families, volunteer with nonprofit organizations, participate in leadership training, and engage in plenty of networking.

One of the goals is to inspire them to take what they learn back to their home countries and use it to become leaders in the private sector or start their own business ventures.



TOP: Swaliho Kanneh, Sierra Leone
 BOTTOM: Fatima Issaka, Ghana & Gordon Victor Akejo, Uganda



"My experience at the University of Iowa was truly transformative!"

—ESTHER NDUTA, KENYA

"It is good for Africa and good for Iowa," Doresca said. "Mandela Washington Fellows make deep connections with Iowa business leaders, communities, and families. They go back and serve as ambassadors to Iowa. They talk about the people, products, and services Iowa can offer."

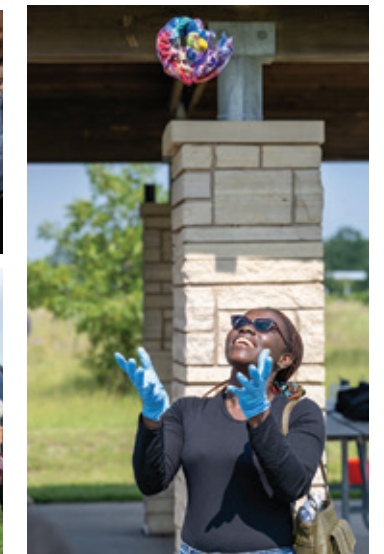
"Before becoming a host college, I felt we were missing out by not being in Africa and making connections with entrepreneurs there," Doresca said. "There are many new opportunities."

Doresca notes 60 to 65 percent of Africa's population is under the age of 25, making it the world's youngest continent. In addition, Africa contains around 60 percent of the uncultivated arable land on the planet.

"Africa is a place where Iowa agricultural expertise and agricultural products can make a big difference," Doresca said.

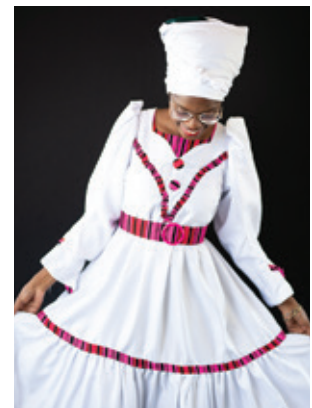
The 2024 cohort arrived on June 19 and quickly embraced Iowa City's serene summer vibe, while also looking forward to getting down to work.

"Iowa is so clean and peaceful," said Adja Kante, an entrepreneur from Dakar, Senegal, who makes and sells healthy granola products. Fellowship alumni in Dakar raved about the program, so Kante applied with the goal of meeting American-based food industry experts so she can "learn new techniques that aid the people of Senegal."





Samson Genya, Tanzania



Tertu Iileka, Namibia



Michael Benjamin, Nigeria

Samson Genya, a software designer from Dar es Salaam, Tanzania, first heard about the program a decade ago while at university, and vowed he'd be a Fellow one day. He was excited to participate in leadership-building exercises on his first day at Tippie.

"I want to understand leadership better and use it to help rally people into helping me solve problems," he said.

Genya's startup company, Endlesstec, aims to grow Africa's digital economy and help address what he called the "tech poverty" of Sub-Saharan Africa.

To date, more than 170 Mandela Washington Fellows have completed the program through Tippie. The IIB has worked hard to stay in touch with as many as possible following their return to Africa, including Freedom Mukanga of Zimbabwe, who founded an entrepreneurship training company, Hozi Innovator, and Romanus Kanyanga of Namibia, who launched the marketing startup Kanyaga Media Group and is utilizing expertise from other Fellows as he builds up the business.

"Our Fellows are extremely good at leveraging the network they created during their time in Iowa," Doresca said. "It helps them have an impact on their communities when they return home." ■

The Mandela Washington Fellowship is a program of the U.S. Department of State with funding provided by the U.S. Government and administered by IREX. The University of Iowa is a sub-grantee of IREX and has implemented Leadership Institutes as a part of the Fellowship since 2016. For more information about the Mandela Washington Fellowship, please visit the Fellowship's website at www.mandelawashingtonfellowship.org.



ABOVE: Vivian Anena, Uganda
Jubilee Sibanda, Zimbabwe
Isaac Redd, Jr., Liberia
RIGHT: Tatiana Dougba, Benin



"It is good for Africa and good for Iowa."

2024

HOMECOMING *guide*



ALL ROADS LEAD TO HOME

Tear out here!





FRIDAY FESTIVITIES



The GAME

IOWA VS. NORTHWESTERN

Saturday, Oct. 26, 2:30 pm



TIPPIE ALUMNI TAILGATE

Come and say hi to former classmates and professors at this family-friendly event before the parade. Free walking tacos and refreshments, live music, face painting, bags tournament, and maybe even Herky!

Friday, Oct. 25, 4:30-6 pm

Pappajohn Business Building
Interior Courtyard

SCAN TO RSVP



FREEBIE

Easy-to-spot Tippie luggage tags will be available to the **first 50 people** who mention this Homecoming Guide at the tailgate registration desk!

HOMECOMING PARADE

Friday, Oct. 25, 5:45-7:30 pm

See map inside for Homecoming Parade route.

Go Long!

The 2024 parade Grand Marshal is **Chuck Long (BBA85)**, finance alum, football coach, and former NFL & Hawkeye quarterback.



PEP RALLY AND CONCERT AT OLD CAP

Artist TBD

Friday, Oct. 25, 8 pm

For the most up-to-date info about class reunions, Saturday tailgates, the 5K, and more Homecoming events, check homecoming.uiowa.edu.



DYK?

Chuck Long almost won a Heisman?
Despite winning many other awards during his college career, in 1985 Long was runner-up to Bo Jackson in what was reportedly the tightest vote in Heisman history.

**What color should I wear?
Do I need a clear bag?**

Find everything you need to know for game day at hawkeyesports.com/footballgameday.



Beer & wine are now sold in Kinnick, there's no re-entry to the stadium, and the closest hotel is the Courtyard Iowa City University Heights (across the street on Melrose Ave.)

WHERE DO YOU LOVE TO GO WHEN YOU'RE BACK IN IOWA CITY?



"I love going to Studio 13, Java House, and Nodo with friends and mentors. If possible, going to shows at Hancher, the Englert, and around campus."

TIPPIE YOUNG ALUM OF THE YEAR

RITA GUZMÁN (BBA18)

Education Coordinator,
Northwestern Medicine's Canning Thoracic Institute
Chicago, Ill.

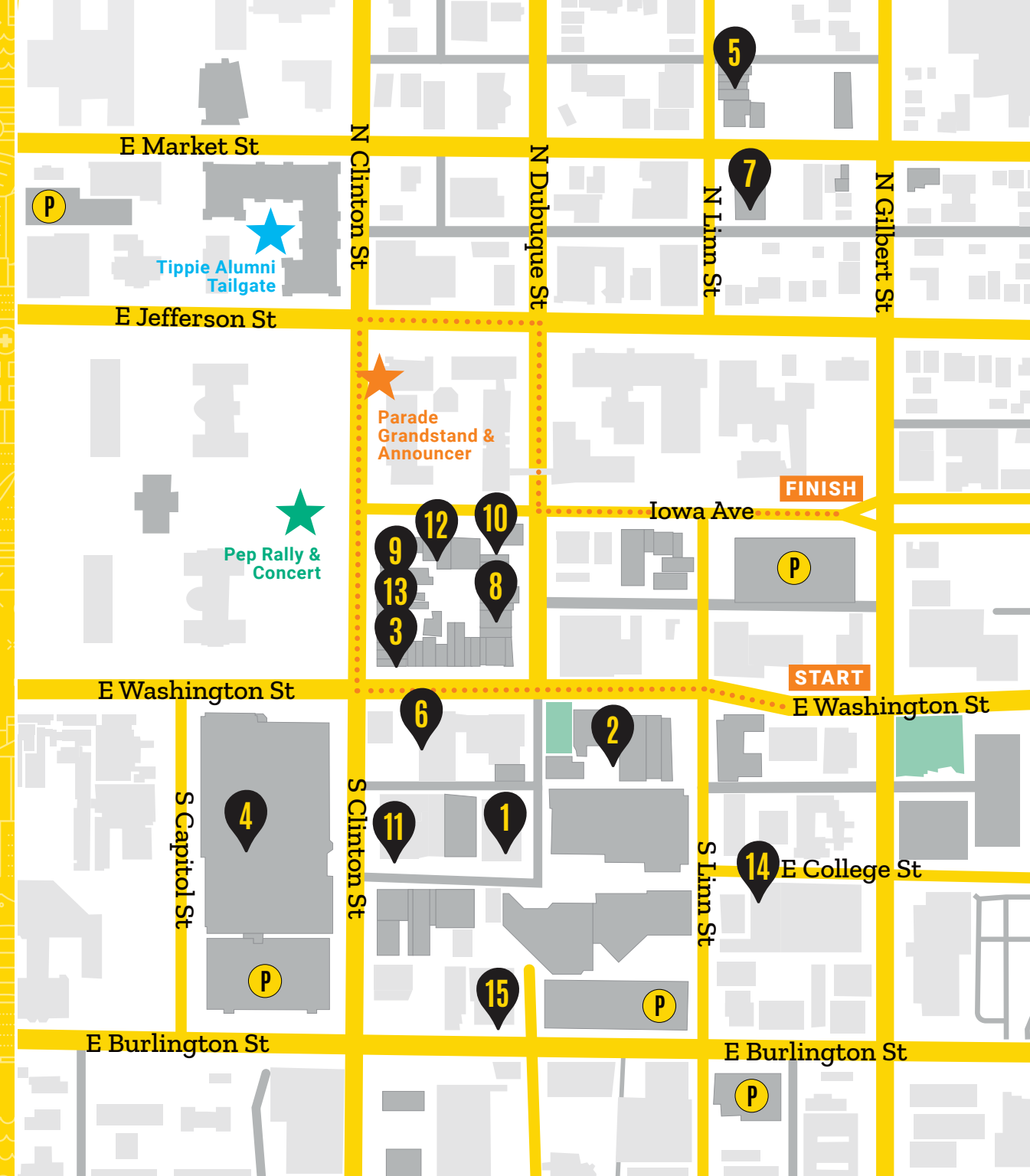


"Walk around campus, attend a Hawkeye game, try new restaurants and visit old standbys, and of course—visit the Pappajohn Business Building!"

TIPPIE ALUM OF THE YEAR

BRANDON R. MILLER (BBA03)

Partner, EY
Des Moines, Iowa



BUSINESSES WITH TIPPIE TIES

Give your fellow Tippie alums some love and visit these businesses when you're in town!

- CIELO**
Boutique women's clothing shop with permanent jewelry and gifts. **OWNER: Monica Ferguson (BA02).**
- THE ENGLERT THEATRE**
Downtown Iowa City's historic theater hosting a variety of national and local acts year-round. **EXECUTIVE DIRECTOR: John Schickedanz (MBA21).**
- EWERS MEN'S STORE**
Founded in 1915 by Roy Ewers (BA26), this four-story men's clothing store is now owned by his grandson, Bob Noser (BBA79).
- GLASSANDO**
Handcrafted art-glass jewelry, plus amber and stone pieces. **OWNER: Abby Restko (BBA05).**
- HAMBURG INN NO. 2**
Serving classic breakfast, pie shakes, and comfort food for 75 years. **OWNER: former Iowa and NFL kicker/founder of Gold Cap Hospitality Nate Kaeding (MBA15).**
- HANDS JEWELERS**
5th-generation fine jewelry store, whose current ownership includes CFO **Anne Rizzo (MBA88)** and General Manager **Charlie Nusser (BBA11).**
- PRAIRIE KITCHEN STORE**
Quality kitchenware and gifts on the northside. **OWNERS: emeritus faculty members Susan and Kevin Felker.**
- PULLMAN BAR & DINER**
Refurbished diner offering traditional comfort fare with a twist, plus craft cocktails and beers. **OWNER: Nate Kaeding (MBA15).**
- SHORTS BURGER & SHINE**
Burgers, beer, and more right on Clinton Street. **OWNER: Nate Kaeding (MBA15).**
- ST. BURCH TAVERN**
Steaks, seafood, and other American plates, plus cocktails and brews served in a sophisticated setting. **OWNER: Nate Kaeding (MBA15).**
- YOTOPIA**
Iowa City's original self-serve frozen yogurt with a rotating selection plus custards, sorbets, and toppings. **OWNER: Veronica Tessler (JPEC Venture School 2014).**

FUN FACT The original Hamburg Inn (No. 1) was on Iowa Avenue!

TIPPIE GATEWAY PROGRAM BUSINESS PARTNERS

We appreciate these businesses providing hands-on experience in business evaluations to visiting high schoolers.

- CIELO**
- PRAIRIE KITCHEN STORE**
- YOTOPIA**
- BENO'S FLOWERS AND GIFTS**
Local florist selling plants, gifts, vases, and arrangements.
- CORTADO MEDITERRANEAN CAFÉ**
European-style espresso bar with pastries, sandwiches, salads, pita, and fresh hummus.
- CRÊPES DE LUXE CAFÉ**
Creative, French-inspired crêpes with sweet & savory options offered in a casual setting.
- ESTELA'S FRESH MEX**
Authentic Mexican cuisine made quickly, featuring six signature salsas, homemade tortillas and marinades, and freshly grilled vegetables and meats.

BONUS OFF-MAP SPOTS

CHOMP DELIVERY
Support local by ordering in during your stay from CHOMP, which charges restaurants less than chain delivery companies. Just download the app! **CO-OWNER: Sandy Ting (BBA09).**

WALKER HOMESTEAD FARM AND WINERY
Faculty members **Bob and Kristy Walker** own this restaurant and vineyard just outside of town featuring vistas of the rolling hills of Iowa. 3867 James Ave. SW, Iowa City.



LEGACY STATUS
Learn some Iowa City history through our online bonus stories about Ewers, Hands, and Nate Kaeding!



THINGS CHANGE / THINGS STAY THE SAME

NEW(ISH) CAN'T-MISS RESTAURANTS

THE WEBSTER
202 N. Linn St.
Fine dining at its best. The only establishment in Iowa named on *The New York Times*' 2023 Restaurants List.

BIG GROVE BREWERY
1225 S. Gilbert St.
Large, indoor/outdoor restaurant and bar with local brews, firepits, and space for kids to play.

WILSON'S CIDERHOUSE
4823 Dingleberry Rd. NE
(15 minutes north of Iowa City)
Located among the apple trees at Wilson's Orchard, it offers locally sourced, seasonal food and hard ciders in a historic gable roofed barn.

Find out if your favorite bars and restaurants are still kicking, plus more recommendations for new and notable Iowa City spots in *Tippie Magazine* online:





INSIDER INFO

Campus fun facts from **Rod Lehnertz (MBA02)**, University of Iowa senior vice president, university architect, and occasional Pentacrest tour guide.



The Pentacrest design is a copy of the 1893 World's Fair in Chicago. But Calvin Hall, the oldest UI-built building on campus (1885), stood in the way of that vision as it was where Macbride Hall exists today. So, in 1905, Calvin was lifted and pulled across Jefferson Street (and turned 90 degrees) to its current location. Horses and mules pulled it two feet a day, and the university continued to have classes in the building as they moved it!



The name Pentacrest came about in 1929 when The Daily Iowan conducted a naming contest (at the time many referred to the collection of five centerpiece buildings as "The 5-Spot"). A dentistry student from Independence, Iowa, submitted the name "Pentacrest" (loosely translated as "five on a hill"), and it stuck!



At the northeast corner of the Pentacrest, one tree includes a protective fence. This is one of only 13 "Anne Frank trees" in the U.S. The white horse chestnut tree that grew behind the home in which her family hid from the Nazis was a common subject in her diary. The tree gave her hope as it grew toward the sky despite the difficult conditions of the time. The original tree fell in a storm in 2010, but saplings were taken, and Iowa now hosts this important part of history.

RETURNING TO YOUR ROOTS

Some Tippie alums are living their best lives back in Iowa

BY TORY BRECHT



As a bright, ambitious student from smalltown Emmetsburg, Iowa, **Nicole Gunderson (BBA04)** imagined her career unfolding outside her home state.

Gunderson was in one of the first cohorts of the Hawkinson Institute (Tippie's investment banking program) and on the fast track after landing a job with BMO Capital Markets right out of college. Despite the steady career progression in Chicago, New York, and San Francisco, something nagged at her.

"I'd grown up with small business owner parents, and experienced that work ethic," Gunderson said. "Part of me still had an interest in being part of starting something smaller and newer, having to grow something where the playbook isn't already written for you—making you figure it out yourself."

Twenty years and an MBA later, Gunderson has brought her talents back to Iowa where she is now a principal at Des Moines-based ManchesterStory, a venture capital firm that helps startups in the areas of insurtech, fintech, and health care.

The seed for a Hawkeye state return was planted while in graduate school, when Gunderson worked for fintech start-up Dwolla, an electronic payment processing company in Des Moines that serves the insurance and other industries.

LEFT: Nicole Gunderson with her family at the Pappajohn Sculpture Park in downtown Des Moines. Photo by Rachel Mummey.

"I realized really interesting things are happening in Iowa," Gunderson recalled. "Iowa has companies with cutting-edge mindsets. And you can absolutely build a life and career here. Des Moines has good restaurants, arts, and culture—just on a smaller scale."

Amy Bartachek, the managing director of Tippie Graduate Career Services, says bigger is not always better. "Some Iowa firms are smaller and therefore have a high growth trajectory. It can result in more early career advancement opportunities."

Robb Ullrich (BBA08/MAC09) recruits Tippie students for the EY office in Des Moines, among others. He says that although it's a massive firm, here in Iowa, the feel is collegial. "It allows you to get a small team feel while working for a large global employer."

Having Des Moines consistently ranked among the best metro areas for quality of life, for young professionals, and for places to raise a family helps as well. And of course, so does affordability.

"When I talk to recruits thinking about larger market cities, it's worth mentioning that a starting salary in New York City is a lot different than that same salary in Des Moines."

Getting more bang for your buck is something **Ryan Brennan (BBA20)** definitely felt when he moved back to Iowa after working in Los Angeles for Moelis & Company and Butterfly Equity. Brennan now works for Midwest Growth Partners, where he had an internship during college.

While he and his then-fiancée, now wife, Sarah, had a blast living the Southern California lifestyle as 20-somethings, there was always a pull to come back.

"We looked at what we really value, and for us, Des Moines offers everything we were looking for—a close-knit growing community of young professionals, better cost of living, and less traffic. We were really into beach volleyball and without the ocean, that's been a little bit harder to enjoy, but other than that, we love it here."

Tim Carty is a partner at a boutique consulting agency that helps attract talent and employees to the Cedar Rapids-Iowa City corridor. He added that if you want to sit on a board or have your voice heard, you have the ability to do that here in a way you just can't in big cities. You can be a big fish in a small pond.

"Among recent grads, quality of life and work-life balance are now non-negotiable. And this is a benefit for Iowa—we have good communities, shorter commutes, more affordable housing."



Katie Smith and her family on the shore of Lake Okoboji. Photo by TFC Photography.

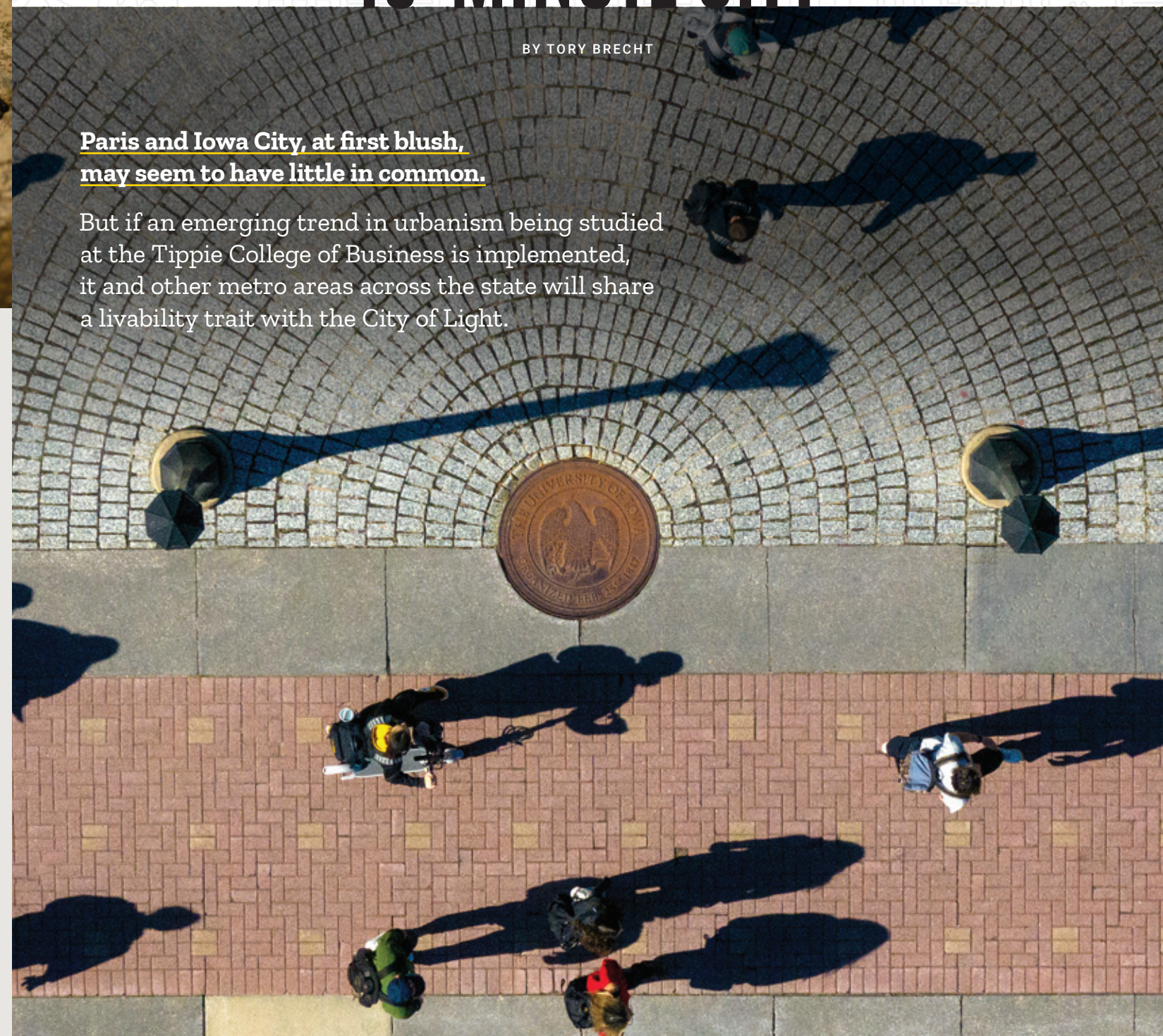


WORKING TOWARD THE 15-MINUTE CITY

BY TORY BRECHT

Paris and Iowa City, at first blush, may seem to have little in common.

But if an emerging trend in urbanism being studied at the Tippie College of Business is implemented, it and other metro areas across the state will share a livability trait with the City of Light.



Quality of life and work-life balance were both cited by **Katie Smith (BBA17)** as reasons she and husband, **Elliott Smith (BBA16/MAC18)**, moved from the Dallas metroplex to the Okoboji region of Iowa in 2021.

She didn't want to live in a homogeneous, gated suburb and she wasn't enamored with either the private or public school options for her growing family—twin daughters and a son.

A strategy manager for BMO, Smith said leaders at her company and others are learning that offering flexibility results in more engaged, productive, and happy employees.

"It sounds glamorous to live in a big city and go to museums and fancy dinners and shows," Smith said. "But that is only like 5 percent of your life. How you live the other 95 percent is what matters. What is realistic—and rewarding—with three kids is going on bike rides, getting out on the boat, grilling out, and eating ice cream. Being able to live like this while also having a great career is a blessing."

"I appreciate the opportunity to be able to live and work somewhere that fits my lifestyle," she said.

That Iowa lifestyle isn't for every career-minded person, but it can be ideal for some, Carty agreed. "You are never going to convince every college kid to stay in their home state, but we absolutely can present reasons to come back and let them know they always have that invitation." ■

"I've seen more young Hawkinson alumni move back to Iowa in the last 18 months than I've seen in the previous 10 years combined. Opportunities seem to be growing. I generally think of people moving back to Iowa to start a family, but interestingly, some of them are single. It's probably a bit early to say it's the start of a trend for Hawkinson alumni, but we'll continue to follow it."

—BRIAN RICHMAN
Hawkinson Institute Director and Professor of Practice



Scenes from the 15-minute cities workshops hosted by the Tippie Social Impact Community.



Carlos Moreno, an urbanist and professor at the Sorbonne University in Paris, coined the term “15-minute cities” in 2016 while contemplating the best way for city dwellers to access shops, schools, health care, parks, and cultural institutions regardless of income or vehicle ownership.

Although it sounds simple, achieving the goal requires much coordination of land use policies, transportation systems, economic development, and social infrastructure.

Tippie’s research on 15-minute cities began when Business Analytics Professor Ann Campbell heard an urban planner in London extol its virtues. While digging into it a bit more, she discovered it was part of the City of Cedar Rapids’ Community Climate Action Plan, and immediately thought it would be a worthy effort for the Social Impact Community to explore.

The Tippie Social Impact Community (SIC)—a hub for scholars who are passionate about helping organizations and individuals build a more equitable, sustainable, and resilient society—recently hosted a workshop about 15-minute cities. “We are trying to build a community of people interested in this subject so we can share and exchange information,” said SIC Faculty Director Amy Colbert. “The hope is we can take what we’re learning from each other in these workshops and use it to benefit our state and beyond.”

The workshops were unique because they not only involved Tippie researchers, but also reached across campus and

community, bringing in faculty from the School of Planning and Public Affairs as well as working professionals in urban planning and transportation.

Kent Ralston (BA04/MS06), the current director of the Metropolitan Planning Organization of Johnson County, said he was excited to participate in the Tippie workshop. He was particularly interested in any research assistance the university could provide that would help Iowa City, Coralville, and other cities in the county make better planning decisions.

Ralston would like to see research done to help identify pockets of the community that are underserved by transit or bike routes. As a pedestrian- and cyclist-heavy college town, Iowa City is ahead of the curve on issues like “complete streets” and multimodal transportation, he added, but a collaborative effort to do even more is welcome.

Tippie alum **Alec Davis (MBA16)** helped launch Momentum DSM in 2023. The non-partisan political advocacy group advocates for better funding for public transit, redesigning streets to be safer and more accommodating for bikes and pedestrians, and zoning and land use changes that make it easier and more affordable to build housing in walkable, transit-oriented neighborhoods. In other words, nearly all the components of the 15-minute cities concept.

Davis is happy to have advocates and allies in the effort from his alma mater, but he acknowledges getting buy-in from

a car-crazed culture is a long-term, difficult project.

“You see little wins in communities, including here in Des Moines, but as a country, we went through 75 years of complete auto-dependency and addiction so it might take us 75 years to undo it,” he said. “It’s hard to upset the status quo. People don’t like change.”

That isn’t stopping leaders in Cedar Rapids from trying. **The city’s action plan incorporates 15-minute cities concepts and aims to reduce carbon emissions by 45 percent by 2030 and be net-zero by 2050. It also proposes to create a sustainable development policy that lays out the characteristics, development guidance, and incentives to fill in missing amenities found within their 15-minute neighborhoods.**

“The biggest challenge is getting buy-in from citizens,” said Sara Maples, Cedar Rapids’ sustainability program manager and adjunct instructor at Tippie. Efforts in Cedar Rapids include a new bike and scooter share program, food gardens in city parks, tweaking zoning ordinances, and more urban infill projects (further developing existing neighborhoods with additional housing, as well as commercial, retail, and public facilities).

“If we give citizens safer streets for pedestrians, more choice, and more accessible areas, that culture will build over time,” she said. ■

ENHANCED PUBLIC HEALTH

More walking and cycling promotes physical activity and reduces health issues like obesity and cardiovascular diseases. Fewer vehicles on the road means lower levels of air pollution.

ECONOMIC SAVINGS

Reduced transportation costs for individuals and public infrastructure savings for cities.

LOWER CARBON EMISSIONS

Decreased need for long commutes and vehicle use leads to reduced greenhouse gas emissions.

SUSTAINABLE URBAN GROWTH

Encourages efficient land use and prevents urban sprawl.

STRONGER LOCAL ECONOMIES

Increased patronage of local businesses boosts the local economy and supports small businesses.

BETTER SOCIAL COHESION

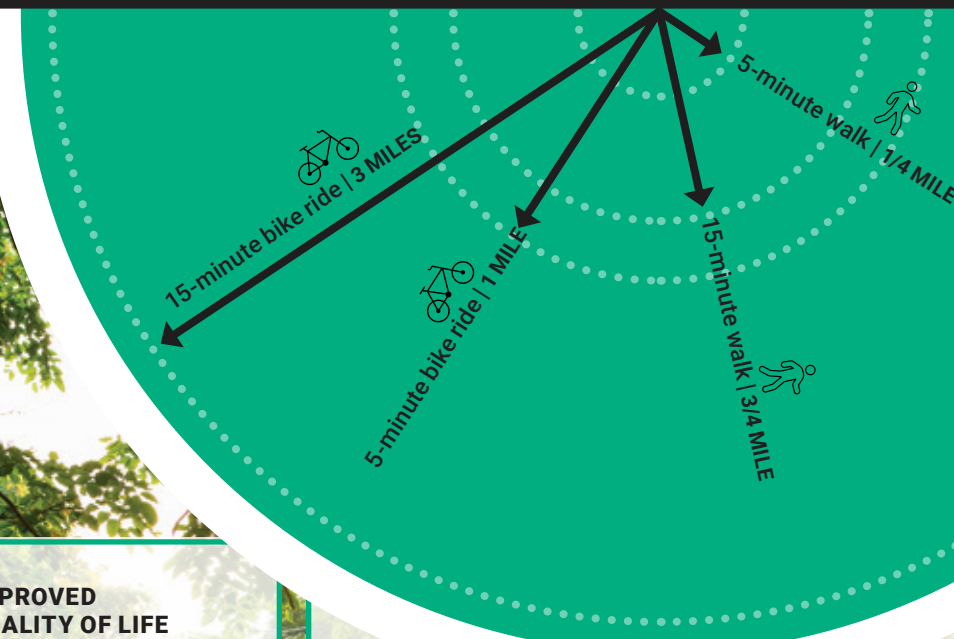
More localized living fosters community bonds and social interactions.

INNOVATIVE URBAN DESIGN

Promotes the development of more sustainable, mixed-use neighborhoods.

What’s so great about 15-minute cities?

Urban planners, economists, and environmentalists are among a growing chorus advocating for the adoption of 15-minute cities. **HERE ARE A FEW OF THE REASONS THEY CITE.**



IMPROVED QUALITY OF LIFE

Reduced stress from commuting and increased leisure time improves overall life satisfaction.

GREEN SPACES AND RECREATIONAL AREAS

Emphasis on local living can lead to more green spaces and parks.

SAFETY IMPROVEMENTS

Less traffic leads to fewer accidents and safer streets for pedestrians and cyclists.

INCREASED ACCESSIBILITY

Essential services and amenities are within a short distance, making them more accessible for all, including the elderly and those with disabilities.



ONCE A HAWKEYE
ALWAYS A HAWKEYE

hawkeye
PRIDE



Austin Weaver (MBA19/JD19) is general counsel for the Association of Pickleball Players. He was also named to *Modern Counsel's* 35 Under 35 list for 2024.

"Sports have been my lifelong passion, and I feel incredibly fortunate to work in an industry that fuels my enthusiasm every day."



2020s



Samuel Clough (BBA23) is a staff accountant with Equity LifeStyle Properties in Chicago.



Jack Halper (BBA22) joined the state and local government team (Northern Midwest) at the Environmental Systems Research Institute, advising and consulting customers on the implementation of geographic information systems and satellite technology.

"I used my Tippie business degree and my love of geography and mapping to get this job!"



Is there a new baby in your life?

Send us an update and we'll send you a bib!

tippie.uiowa.edu/update

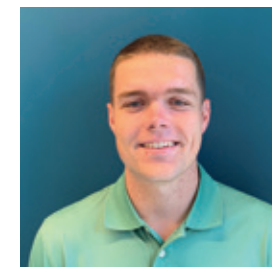


Carsen Rensberger (BBA23) is a business development representative with Oracle in Nashville, Tenn.

Broc Hawkins (BBA23) is a business development specialist at Gartner and the co-founder and CEO of Volta-U, a college ride-share matchmaking app that connects students seeking rides with peers headed in the same direction.

Olesya Holker (CER24) was named to the *Business Record's* 2024 Forty Under 40 list. She is the co-founder and executive director of HHD Production.

Angel Jepsen (MBA20) is the senior marketing manager for Navistar/International Truck.



Jack Krause (BBA22) received a 2023 Elijah Watt Sells Award from the AICPA for achieving an average score of 95.5 on all four sections of the CPA exam.

Anand Patel (BBA23) is a business applications associate in the consulting practice of RSM in Dallas.



Margaret Young (MBA23) has been elected to the Urbandale School Board. Young is a management development trainee at Kemin Industries.

2010s



Azeemuddin Ahmed (MD00/MBA10) was elected to the board of directors of MidwestOne Bank and MidwestOne Financial Group. He is a clinical professor of emergency medicine with University of Iowa Health Care.



Daniel G. Brown (BBA13/MBA23) is CFO of Acterra Group in Marion, Iowa. He was formerly the VP controller at Ruffalo Noel Levitz.

Alec Davis (MBA16) was named one of the *Des Moines Register's* 2024 People to Watch. Davis is the founder of Momentum DSM and co-owner of Dough Co. Pizza and Mars Café in Des Moines.



Michelle Gall (BBA11) was promoted to director of Global Legal Programs—Privacy, Security, Responsi-

ble AI at Bookings Holdings (a Fortune 250 company which owns brands including Booking.com, Priceline, Kayak, and OpenTable). Gall has been with the company in for five years.

Fred Galoso (BBA12) was promoted at Atlassian to senior principal engineer and lead architect on the visual software collaboration tool Trello.

FUN FACT

The Tippie Marketing & Communications team uses Trello to manage its projects!

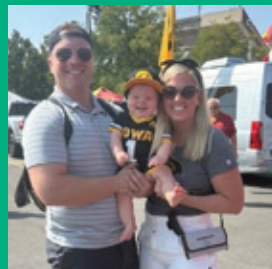


Joel Fernandez (BBA19/CER22) is an audit business analytics manager for BMO Financial Group in Chicago.

"I passed the CPA exam!"



Wei Du (BBA12/MAC13) and her husband, Derek Brown, welcomed Nathaniel Wilson Brown on February 20, 2024. He was 9 lb., 14 oz. and 20.5 inches long and surprised his parents by rolling over at just two weeks old! Du works in structured investments for Stone Ridge Asset Management in the Greater New York City area.



Lindsey Harper (BBA13/MAC14) had a son, Noah Harper, on November 29, 2022. She is the VP of finance, accounting policy at 1st Financial Bank U.S.A. in New York City.



Hayley (Driscoll) Rolfson (BBA16) and her husband, Kurt Rolfson, welcomed a baby boy, Collin, on December 18, 2023. He was 8 lb., 11 oz., and 21 inches long.



Ben Hjelmaas-Bresler (BBA13/MBA18) is a senior data management analyst at CNA Financial in Chicago. He is also head coach for the Chicago Park District's River Dogs Youth Hockey Program.

Elizabeth Kohlhaas (BBA10) is the finance manager for NA operations at Corteva Agriscience in Des Moines.

Janelle McGuinty (BBA14) is a media campaign manager for John Deere.

Morgan Miller (BBA11) was named to the *Business Record's* 2024 Forty Under 40 list. She is a political director at the Iowa State Education Association.



Mollie Ross (MBA17) was named to the *Business Record's* 2024 Forty Under 40 list. She is vice president of operations at the Technology Association of Iowa.



Charles Schaller (MBA17) is the vice president of planning and analytics and medical policy at UnitedHealth Group in the Twin Cities.

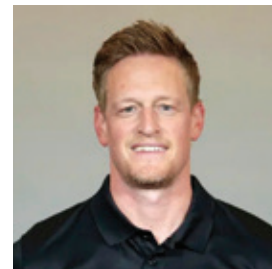


Kyle Wehr (MBA16) is a manager of operational analytics and market pricing at John Deere Financial in Johnston, Iowa.

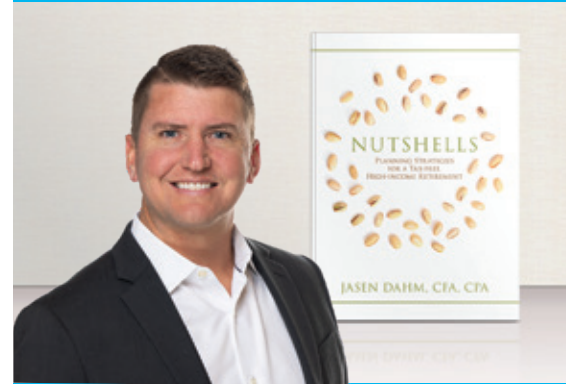
2000s

Lauren Beckstedt (BBA06) is the CMO at Brunswick Corp.

Alex Boyce (BBA05) has been promoted to managing director and head of the Capital Solutions Group at Stifel in London, England.



Charlie Bullen (BBA08) accepted a position as outside linebackers coach for the New York Giants. He has 11 years of NFL coaching experience and got his start as a student assistant for the Hawkeye football team.



Jasen Dahm (BBA08/MAC09) published the book *Nutshells: Planning Strategies for a Tax-Free, High-Income Retirement*, which quickly became an Amazon #1 new release best seller in the personal taxes category. Dahm is the director of TAG Invest in Urbandale, Iowa.

Mindy CaVan (BBA02) is the director of JDF risk management at John Deere Financial.



Kevin Hansen (BBA07/BS07) was named to *City & State* magazine's 2023 Responsible 100 list, a selection of individuals who work to tackle New York's biggest challenges. Hansen is the head of government affairs and public policy for New York state at the renewable energy company Ørsted.



Martin Frech (MBA00) is the chief transformation officer at Spin Master.



SHARE YOUR
HAWKEYE memories

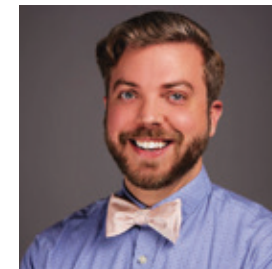
Submit your photos to:
tippie.uiowa.edu/update



What the HAWK?!

This spooky Pentacrest scene is noted in the Iowa Digital Library as being from the 1917 Homecoming festivities.

Did Halloween come early that year?



Paul Hughes (BBA07) is the director of talent acquisition at the Obama Foundation in Chicago.



Bridget Kemps (BBA08) is deputy director of communications for the United States Agency for International Development (USAID) in Pretoria, South Africa. USAID is the federal department that manages aid given to foreign countries. Kemps was formerly an account manager for Edelman

Public Relations in Johannesburg, the world's largest public relations firm.



Chad Parker (BBA07) was recognized as a private wealth advisor after 15 years at Raegen, Parker, and Associates, a private wealth advisory practice of Ameriprise Financial Services. It's a distinction earned by advisors who provide excellent customer service, achieve industry-recognized certifications, and achieve exceptional business results.

Bryce Paulson (MBA09) is the VP of IT for Premier Life, Absence & Disability Solutions at Aflac Group Insurance.



Katie Schuhow (BBA05) is a partner at RSM in Stamford, Conn.

ARE YOU A published author?

Let us know!
It's ok to brag a little.

Update your info at:
tippie.uiowa.edu/update



Mary Sellers (MBA07) was named the *Business Record's* Forty Under 40 Alum of the Year for 2024. Sellers is the president of the United Way of Central Iowa.

Daryn Suharto (MBA07) is senior VP, financial institutions group for HSBC in Jakarta, Indonesia.



Edmond Underberg (BBA01) joined the KCCI 8 sales team as an account executive.

1990s



Jorge J. Garcia (BBA94) is the new CFO of the Puerto Rico-based banking company Popular, Inc. He was previously its corporate comptroller and CAO.



HAWKEYE
sweethearts



"I got engaged!"

Gabrielle Ricklefs (BBA23) and Parker Murphy (BA22) got engaged on March 12, 2024, in Santa Rosa Beach, Fla. Ricklefs is an account manager at the Omni Digital Group advertising agency in Coralville, Iowa.



Lindsey (Doty) Lowry (BBA19) and **Jason Lowry (BBA19)** were married in August 2023. They met their junior year at Tippie in a database management class. Lindsey is a senior process analyst in risk management for Target, and Jason is an associate portfolio manager at BMO in Minneapolis.



Nicole (Ginther) Attaway (MBA24) got married on January 4, 2024. Attaway is sales manager of key accounts for Donaldson in Bloomington, Minn.



WHAT'S YOUR
**Hawkeye
sweetheart**
STORY?

Submit your story
and photos to:
tippie.uiowa.edu/update

LETTERS TO THE EDITOR

In the last issue we asked who married their college sweetheart. Here are a couple of our favorite responses!

"Unlike the 1955 photo in the Spring 2024 *Tippie Magazine*, Currier Hall was thoroughly co-ed when I met Postville, Iowa, freshman Kim Henning (BFA83) there at a dorm party in early 1979. I hope the statute of limitations has expired on this, but we "borrowed" some UI cafeteria trays for an impromptu sled race down the Davenport Street hill. Long story short, on July 14, 2024, we celebrated the 40th anniversary of our wedding at Danforth Chapel. Four decades and two grown children later, we are still very much in love and still very loyal Hawkeye fans. Not sure what happened to the cafeteria trays, though..."

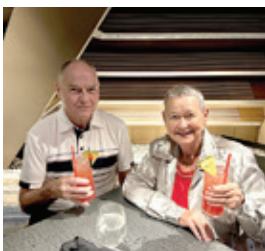
Mike Zenor (BBA81/ MBA84), Cedar Park, Texas



Mike and Kim in 1980 and on a recent trip to Lourmarin, France.

"Did I marry my college sweetheart? The short answer is yes! In the fall of 1966, I enrolled at the University of Iowa. I had been out of high school for four years, after serving three years in the U.S. Army and working for a year. When the G.I. Bill was enacted and I could get some financial assistance, I resumed my education. My future wife also started college in the fall of 1966. We met in one of the dreaded required courses and became friends. We did not date during that first year but did have a class together for both semesters. As the spring semester was ending, I asked her if she would like to go to the Union and have a soft drink. We enjoyed some time together and then went our separate ways. However, she was a resident of Iowa City, and I was going to stay in town over the summer, so I told her I might contact her. In June I did, inviting her to go to the fireworks on the 4th of July. She accepted, and we had our first date on the 4th of July 1967. We enjoyed each other's company and started to date regularly. In December 1967, I asked her to marry me. We were married in June 1968 and celebrated our 56th wedding anniversary this year. I received my BBA in May 1970 amid Vietnam War demonstrations and riots and the closing of the University of Iowa campus. Our daughter was born in March 1970, so it was a very eventful final semester!"

Dean W. Baird (BBA70), Normal, Ill.



Dean Baird and Iris (Hickman) Baird on their wedding day, June 22, 1968, and celebrating their 55th anniversary on June 22, 2023.

TIME
machine

If you could go back to college for a day,
what day would you pick?

(What year? What were you doing? Who else was there?)

TELL US AT:
tippie-magazine@uiowa.edu



**"Sunday, October 21, 1990, 3:30 p.m.
at Rocky Rococo's Pizza on the Ped Mall.**

It was Homecoming week against the Northwestern Wildcats—the year we made the run to the Rose Bowl! Homecoming festivities included a window painting contest—the Kappas and Phi Psi's were designing and painting the window at Rocky Rococo's. One of the cute Phi Psi guys was **Ryan McBride (BS91)**. Love at first sight??? Well... seven years later we married, and we now have four kids. We're all Hawkeyes through and through!"

Lura McBride (BBA93)
President & CEO, Van Meter Inc., Cedar Rapids, Iowa



Deniz Johnson (MBA93) was recognized, along with two colleagues, with a team Rising Star Award at the BAI Global Innovation Awards for their leadership in shaping financial services and capacity to foster positive change in their organizations. She was also recognized—for the second time—as an Inspiring FinTech Female by NYC FinTech Women. Johnson is the COO at Stratyfy in Boston.



Brian Leibold (BBA99) was elected and sworn in as a North Liberty City Council member. Leibold is also the director of business development for the insurance and financial services firm TrueNorth Companies in Cedar Rapids.



Eric P. Olson (MBA99) was promoted to general manager at the business and tech consulting company Slalom in Denver.



Jeff Present (BBA90) began a new position as assistant general counsel with Pactiv Evergreen in Lake Forest, Ill.

1980s



Tim Bigley (BBA89) was promoted to CFO of the Iowa Farm Bureau Federation in West Des Moines, Iowa. He was previously the organization's controller.



Andrew Code (BBA80/MBA81) was awarded a 2024 Hancher Finkbine Medallion from the University of Iowa. Code is a business innovator, global health advocate, and founder, partner, and chairman of the private equity investment firm Promus. He is also the president of the Code Family Foundation, through which he generously supports programs and scholarships in business, nursing, and international programs at Iowa.



Elizabeth "Betsy" Sierk Corridan (BBA83) has been elected chair of the Hoover Presidential Foundation board of trustees. The foundation promotes and supports the Herbert Hoover Presidential Library-Museum, National Historic Site, and programs that relate to and enhance the understanding of Herbert Hoover as president and humanitarian.



Steve Huisenga (BBA88) has been promoted from VP of marketing to president of Jolly Time Popcorn.



Chris Klein (BBA85) was named to W.W. Grainger's board of directors.



John Koolstra (BBA82) retired in January after a 30-year career at the Vermeer Corporation in Pella, Iowa, working in a variety of finance roles, the latest as treasurer for the company.



Your Name Here
(BBA/MBA/PhD)

New job?
New grand/baby?
Retirement?
It's ok to brag a little.
Send your update to:
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WE LOVE TO SEE **HAWKEYE GEAR**
in the wild!

SEND US YOUR PICS:
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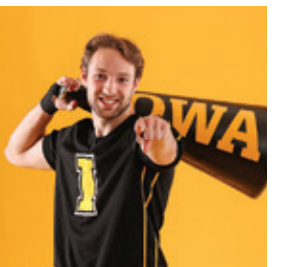


HOW DID IT *Feel?*



"The arena darkens, the music starts, and the spotlights train on the Iowa women's basketball team bench. I'm in my cheer uniform, custom Tigerhawk shoes on my feet, the letters I-O-W-A on my chest. I've been on the road for weeks with the team because we Just. Keep. Winning. As each player is announced, the crowd cheers and the anticipation builds. Kate, Hannah, Gabbie, Sydney. I've been sleeping in hotel beds, fueling on box lunches, doing homework in lobbies and coffee shops. My muscles hurt from so many consecutive events, but the time has arrived. They always announce Caitlin Clark last. Here, at the women's NCAA Final Four Championship in Cleveland, I vault my cheer partner Rylee Jones up on one leg with both my hands, arms extended in the "liberty" formation as they announce our star player. The crowd roars. Pyrotechnics illuminate the huge arena, turning everything bright orange. I "pop" Rylee down and start bouncing around, moving to the beat of the dance music blaring from above. My muscles no longer ache. Once I'm on the court, it all goes away. I go numb, absorbing the energy of the crowd. With all of the screams and shouts directed towards the court, it's loud enough to make my ears ring and I feel the sound waves literally shake my entire body. **Phenomenal.**"

—**DREW JAURON (BBA24)**, Hawkeye cheerleader 2021-2024
As told to Amanda May



Jaaron started his Ph.D. in management this semester. He says he'd like to one day study crowd behavior, social movements, and/or group motivation because of his experience.

CORRIDOR BUSINESS JOURNAL'S 2024 *Women of Influence*

An inspiring group of community leaders who have overcome adversity, taken chances, and challenged themselves to make a positive impact in their community.



CAITLIN CLARK (BBA24)

Clark led the Iowa women's basketball team to two consecutive NCAA finals, breaking records, and garnering 45+ prominent awards along the way. Clark joined the WNBA's Indiana Fever as the #1 pick in the 2024 draft just before officially receiving her marketing degree from Tippie.



Clark was nominated by local girl Meadow Rose Conard, who stated Clark should be awarded because she "made her want to play basketball," she's "very nice and kind," "plays fair and square," and "she taught me that I can't give up, even when hard things happen."



KRISTY WALKER (MBA92)

Walker has worked in the health care IT industry for almost 40 years, currently teaches at the Tippie College of Business, is the president of Walker Homestead Farm & Winery, and is a volunteer with the Johnson County Food Policy Council.



BARBARA WILSON UNIVERSITY PRESIDENT

Wilson began her tenure as UI president in July 2021 and has led the university through a five-year plan and the launching of the most ambitious campaign in Iowa's history—to raise \$3 billion and reach 300,000 alumni and friends with more than three million points of contact. By the end of 2023, the university was already halfway to this goal.



Stephen Pogemiller (BBA83/MA84) has retired after 10 years as CFO of the California School Boards Association. He previously worked at KPMG in Des Moines and 15 years at Heritage Community Credit Union in Sacramento, including more than six years as its president/CEO.



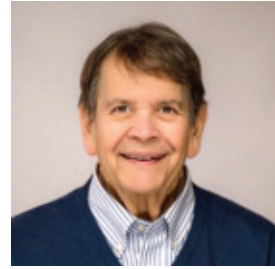
Marc Swerdlow (BBA85) is the president of the real estate investment firm Grand Peaks and the founder of EMES Real Estate Advisors in Denver.

EDITOR'S NOTE: Alumni updates are submitted by alumni and are not verified by the editor. While we welcome alumni news, *Tippie Magazine* is not responsible for the information contained in these submissions.

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1970s



James Jensen (BBA72/MBA74) retired the first time at age 50 with the sale of his business, Okoboji Boats, a marina on West Lake Okoboji. He then became a realtor at age 58 and is still working at 73 at Jensen Real Estate in Arnolds Park, Iowa, with his son, Michael. He is also currently serving his 45th year on the Arnolds Park City Council. Jensen and his wife, Diana (Boyt) Jensen (BA74), spend their summers in Lake Okoboji and winters in Lauderdale-by-the-Sea, Fla.



James "Jim" Wiese (BBA70) received the 2024 Distinguished Alumni Hickerson Recognition Award from the University of Iowa, which honors graduates or former students for outstanding contributions to their alma mater. Wiese is a retired audit partner of Arthur Andersen & Co. and a steadfast supporter of the Tippie accounting department.

in MEMORIAM



Linda Baker (BA68)
May 9, 1946 – December 27, 2023

Tippie Society Member

A lively storyteller and passionate Hawkeye, Linda and her husband, **Dale Baker (BBA68)**, provided support for the Colleges of Business, Education, and Public Health, as well as for women's basketball, Hancher Auditorium, and UI Libraries. She served on the Center for Advancement and College of Education advisory boards, and she received both the International Impact and the Distinguished Alumni Award from the University of Iowa.



Valdean Lembke
November 21, 1935 – February 27, 2024

Emeritus Professor of Accounting

Following a three decade-long career as an award-winning professor and chair of the Department of Accounting, Lembke served on the University of Iowa Emeritus Faculty Council and the Senior College board. A passionate volunteer, Lembke also served on the Iowa City Free Medical Clinic board and was named Outstanding Volunteer by the University of Iowa Retirees Association.



Gerald Nordquist (PhD60)
April 1, 1930 – January 26, 2024

Emeritus Professor of Economics

A U.S. Air Force veteran whose love of economics grew from attending the London School of Economics on a Rotary Foundation fellowship, Nordquist particularly enjoyed learning and teaching about the history and evolution of communist economies. In addition to teaching, he and his wife established the Carol & Gerald Nordquist Scholarship for speech-language pathology graduate students at the University of Iowa.



Robert Solow
August 23, 1924 – December 21, 2023

Former Tippie Advisory Board Member

Solow was a Nobel Prize-winning economist who helped shape the M.I.T. style of economic analysis, which applied the power of mathematics to economic debates. He went on to train future Nobel winners Peter Diamon, Joseph E. Stiglitz, William D. Nordhaus, and George A. Akerlof. He was also the father of Tippie Emeritus Professor of Economics John L. Solow.

HOW TO POWER

Mayuri Farlinger (BBA04) | President, Interstate Power & Light Company & VP of Operations, Alliant Energy, Cedar Rapids, Iowa

THIS / OR / THAT?

OPTIMIST ¹ / PESSIMIST

SOLAR / WIND ²

INTROVERT / EXTROVERT

COFFEE / TEA

RESEARCH ³ / WING IT

SHORT TERM / LONG TERM

MARK CUBAN / KEVIN O'LEARY

PHONE CALL / EMAIL

TALK / LISTEN

SERVE ON BOARD / SERVE AS A MENTOR

BIG GROVE SOLON ⁴ / BIG GROVE IOWA CITY

INSTAGRAM / LINKEDIN

TEACHING / LEARNING ⁵

HAWKEYE BASKETBALL / HAWKEYE FOOTBALL ⁶

LET ME EXPLAIN... (1) I'm always positive and a glass-half-full person. (2) Both! These are both key resources in Alliant Energy's diverse energy mix. (3) I'm a naturally analytical person and have a finance degree. Making critical decisions requires data. As the data supports the decision, building consensus becomes easier. (4) I've lived in Solon for 10 years, and Big Grove is right up the street from me. The meal is always great, and I enjoy seeing the familiar faces. (5) If I could have made a career of being a college student, I would have! Though I'm no longer a student, I believe in lifelong learning. I've been at Alliant Energy for nearly 20 years (I started as an intern!) and continue to seek out opportunities to learn daily. Whether it's related to our industry or not, there is always something to learn. (6) I got married at Kinnick Stadium!



Tippie Magazine is published semiannually for the alumni and friends of the University of Iowa Tippie College of Business.

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Jason Miller | Getty Images

Rachel Mummey (BA05/BFA05)

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Gregg Niemiec | Iowa Spirit Squad

Brendan Paul

Brian Ray (BA02) | Hawkeye Sports

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one last thing...

While interviewing **Nicole Gunderson (BBA04)** for "Returning to Your Roots," she noted she was from the small northwest Iowa town of Emmetsburg. I always like to get a feel for folks' hometowns, so I did a little research and learned that it is home to the only authentic Blarney Stone in Iowa. The original version is on the parapet of Blarney Castle, on the outskirts of Cork, Ireland, and is associated with the legend that whoever kisses it is "endowed with the gift of gab." The chunk of rock in Emmetsburg was allegedly literally hewn from a part of the castle itself and brought to the Palo Alto County burg back in 1965, a gift for the town's annual St. Patrick's Day celebration. The town was founded by Irish immigrants in 1856, named after poet and patriot Robert Emmet, and hosts a three-day extravaganza around the March 17 holiday every year.



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UPHOLDING TRADITIONS

Clinton Street looks a little different, but the electric feeling at Homecoming is the same.

