



## Gary Tharaldson School of Business

### Alumni Newsletter


Connecting Alumni with the University  
of Mary and the Greater Community

2015-16 Academic Year

*David St. Peter, President  
of the Minnesota Twins and  
Bismarck native, speaking  
at GTSB's Lunch & Learn  
series in November.*

#### University of Mary

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of Mary exists to serve the religious, academic, and  
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**“We strive for academic excellence with rigorous curricula, at the same time integrating Catholic social teaching and Benedictine values into each course.”**

**AT THE GARY THARALDSON SCHOOL OF BUSINESS (GTSB)**, our mission is clear. Our professors and staff strive to instill the University of Mary's core competencies and Benedictine values in our students. We cultivate champions of business who master their craft and act virtuously with the moral courage to always do what's right. Business should be a force for good in society.

We strive for academic excellence with rigorous curricula, at the same time integrating Catholic social teaching and Benedictine values into each course.

The current academic year is proving to be a tremendous growth period for students and faculty, and for academic programs and business community involvement at GTSB.

New academic programs include a BS in Computer Science with a concentration in Cybersecurity, an MBA (and Certificate Program) in Virtuous Leadership and an MPA (Master in Public Administration). Also, in January, experts from the National Information Solutions Cooperative (NISC) will teach an undergraduate course in management based on the book, *Wired Differently*, co-written by NISC's President and CEO, Vern Dosch.

The University of Mary Investment Club increased undergraduate student membership by 500 percent since last fall. The club manages \$150K in a balanced portfolio to provide a “hands-on” experiential learning tool in the real world of investments. Each spring, the club takes a trip to New York City. Last year, club members participated in the Quinnipiac University Games, a competition with other undergraduate investment clubs. As always, we are very grateful to Kirk and Janet Lanterman, the founders and benefactors of the club.

A second student-produced TEDx program will be hosted at GTSB in the spring. Last April, our undergraduates organized and staged “Reinventing Ideas,” the University of Mary's first TEDx event.

In the spring of 2016, GTSB will host “Business Challenge,” a four-day event introducing high school juniors to innovation and entrepreneurship in order to interest them in business careers.

GTSB is also elevating the school's brand awareness through corporate and small-to-medium business outreach. New initiatives include cookouts, mixers, corporate and business days, and guest lectures and seminars. At the same time, the popular Lunch & Learn series and Leadership North Dakota Summits will continue. These events resonate with the business community, connecting leaders with our faculty and students via engaging speakers who provoke thoughtful discussion of important challenges and opportunities in the public and private sectors.



### **Benedictine Commitment**

*At the heart of GTSB programs will always be the Benedictine values of community, hospitality, moderation, prayer, respect for persons and service.*



## Dave St. Peter Hits Grand Slam at Lunch & Learn

**DAVE ST. PETER**, President of the Minnesota Twins, spoke at GTSB's Lunch & Learn series on November 10. St. Peter was born in Bismarck and attended St. Mary's Central High School. After graduating from the University of North Dakota in 1989, he joined the Twins organization a year later.

"I decided I wouldn't be outworked," St. Peter said, focusing on the keys to success as illustrated in his professional experience. After working his way up the Twins' corporate ladder, St. Peter became president in 2002. Under his leadership, the Twins have won six American League Central Division championships, and the team has twice been named "Organization of the Year" by Baseball America.

"Baseball is unique in that it's based on failure," St. Peter said. "The best batters fail seven out of ten times." He explained how this and other aspects of the game teaches life skills, focusing on four main points.

First is hustle. "It's the only way you can work to control what happens on the field and in life," St. Peter said. He emphasized how a vigorous work ethic is taught by example to young players and all new employees throughout the Twins' organization.

Secondly comes heart. "Never give up on the field and always give back," he said. The Twins season—climbing to second place in their division after finishing last the year before—and the play of rookies such as Miguel Sano, who placed third in this year's American League Rookie of the Year vote, demonstrated how well the team plays with both

"hustle" and "heart."

Giving back to local communities extends from the team's owners to the players. St. Peter related how appreciative he becomes when players visit the Ronald McDonald House in Minneapolis.

St. Peter's third principle is, "find your passion and go for it." As an undergraduate, he combined his love for sports and communications to volunteer to work for UND's sports information office. He also wrote for the student newspaper and worked as an aid for sports writers at the Grand Forks Herald. All this unpaid labor eventually led to an internship with the Twins and then to a full-time position.

The fourth principle in St. Peter's success strategy is having fun. It's important for players and staff to enjoy the game because fans come to the ballpark or consume broadcasts, via various media platforms, partly in order to forget their problems for a while.

"At Target Field, we focus on providing a family experience," he said. "We keep ticket prices affordable and create a safe environment for families."

St. Peter was the second speaker in the year's Lunch & Learn Series. In September, Mark Lindquist, a nationally recognized motivational speaker, actor and co-author (*Passion! 8 Steps to Find Yours*) spoke to a full house.

The next Lunch & Learn will feature Sr. Kathleen Atkinson, the founder and director of Ministry on the Margins in Bismarck, at 11:30 a.m. on Tuesday, January 26, 2016. To register for Lunch & Learn events, please visit: [www.umary.edu/lunchandlearn](http://www.umary.edu/lunchandlearn).

# Who's Who at GTSB

■ **SUSANN CUPERUS, CPA, CFE**, is an Assistant Professor and the Director of the Accounting Program. She earned a BA in Biology from Augustana College, a BS in Secondary Education from the University of North Dakota, and a BS in Accounting ('92) and an MS in College Teaching ('00) from the University of Mary. Cuperus joined the GTSB faculty in 1998 and received the Regent's Award for Teaching Faculty in 2007. Three years later, she was nominated for the regional Outstanding Teacher of the Year in Higher Education. Cuperus is a Certified Public Accountant and a Certified Fraud Examiner. Previously, she worked for seven years at the North Dakota Attorney General's Office where she audited charitable gaming organizations.

■ **JENNIFER J. FENNEWALD, PHD** (candidate), is a Business and Information Technology instructor. She earned a BS in Computer Information Systems and an MBA from the University of Dubuque, and a Master of Science in Computer Systems and a Master of Human Resource Management from the University of Phoenix, where she is currently completing a PhD in Healthcare Administration. Fennewald taught programming and technology for the University of Phoenix for five years before joining GTSB last year. She has over 20 years of business experience at IBM, Rite-Hite Corporation and the McKesson Corporation.

■ **KEVIN FISHBECK, PHD**, is a Professor of Computer Information Systems and Chair of Undergraduate and Distance Studies. He earned a BS and an MA in Business Education from Northern State University, and a PhD in Teaching and Learning from the University of North Dakota. Previously, Fishbeck taught at Sitting Bull College, where he was recognized as Faculty of the Year in 1991 and at Bismarck State College, where he won the Outstanding Faculty Award in 1999. Fishbeck, who is certified by Microsoft and Cisco, joined GTSB in 2001 and helped revitalize the computer information systems curriculum. He also created a new major, Information Technology Management.

■ **RAQUEL JESSEN, MBA**, is an Assistant Professor of Graduate Programs and teaches organizational behavior, communications and transitions management classes. She earned a BS in Business Administration from Dickinson State University and an MBA from the University of Mary ('05). Previously Jessen worked for Rasmussen College as the Assistant Campus Director. She has 20 years of management experience in higher education and the transportation industry. Jessen is a 2012 graduate of the Women's Leadership program, a 2015 graduate of Leadership Bismarck-Mandan and a Junior Achievement volunteer. She is also enrolled in the Doctor of Education (EdD) program at the University of Mary.



From left of right, back row: Sautner, Jessen, Kozojed, Myers, Wa  
Front row: Cuperus, Johnston, Tschider, Long.

■ **BEVERLY JOHNSTON, MBA, CFE**, is an Assistant Professor who teaches undergraduate classes in accounting and finance. She earned a Bachelor in Business Administration in Accounting from Middle Tennessee State University and an MBA in Strategic Leadership from Western Governors University. She joined the University of Mary in 2008 as an adjunct and became a professor in 2015. Previously, Johnston worked at Unisys as an accounting analyst and at the Tennessee Department of Transportation as an internal auditor and investigator. Johnston also served in the U.S. Air Force (1988-95) as a Weapons Team Member, performing maintenance and inspections.

■ **LEVI KREIN, MS**, is an Associate Professor who joined the University of Mary faculty in 1987. He earned a BS in Business Education and German from Dickinson State University, and an MS in Business and Vocational Education from the University of North Dakota. Currently Krein teaches courses in the Computer Information Systems and Information Technology Management (CIS/ITM) program.

■ **CAROLINE KOZOJED, PHD** (candidate), is an Assistant Professor of Business and the Director of Experiential Education at GTSB. She also serves as the university's faculty athletics representative to the NCAA and the faculty advisor for the Catholic Relief Services Student Ambassador chapter on campus. Kozojed earned a BS in Psychology from Jamestown College, where she was a Wilson scholar; an MS in Industrial and Organizational Psychology from the University of Tennessee;



Warford, Fishbeck, Schulz, Fennewald and Krein.

and she has completed doctoral coursework in Occupational and Adult Education at North Dakota State University. In 2010, Kozojed joined GTSB's faculty and two years later, she was named to the Bismarck Tribune's "40 Under 40" list of area business leaders. She serves as the facilitator for GTSB's Emerging Leaders Academy and internship program.

■ **JIM LONG, PHD, SPHR**, is an Associate Professor and Chair of Graduate Education. He earned a BS in Business Administration ('98), a Master of Management ('01) and an MBA ('01) from the University of Mary, and a PhD in Organization and Management from Capella University. Long was also awarded certification as a Senior Professional in Human Resources (SPHR) in 2005. He has published articles on various topics including leadership, workforce motivation and Six Sigma in publications such as AnswerStat Magazine and Conocimiento y Desarrollo Magazine. From 1988 to 1993, Long served in the Marine Corps, including deployment in Operation Desert Storm. His military decorations include a Letter of Commendation from the Secretary of the Navy.

■ **OLIVIA MYERS**, is an Administrative Assistant who joined GTSB in July 2014. Previously, she worked for 10 years in health care as a Health Unit Coordinator and Telemetry Technologist. She is currently pursuing a BS in Marketing at the University of Mary.

■ **RHODA SAUTNER, PHD, CPA**, is an Assistant Professor who teaches undergraduate classes in accounting and human resources, and graduate classes in orga-

nizational behavior and human resources. She earned a BA in Business Administration, a BS in Accounting and an MS in Management from Minot State University, and a PhD in Industrial and Organizational Psychology from Capella University. Sautner regularly participates in question writing conferences through the American Institute of CPAs for the Uniform CPA Examination.

■ **MYRON SCHULZ, MS**, is an Assistant Professor and Director of the Sport and Leisure Management Program. He earned a BS in Social and Behavioral Science and Physical Education from the University of Mary ('87), and an MS in Health and Human Development from Montana State University. Schulz joined the University of Mary in 1995 as an assistant varsity football coach. He served as the Marauders' head football coach from 1999 to 2013, compiling a 97-55 record including four championship seasons.

■ **KAREL SOVAK, PHD**, (not shown) is an Associate Professor and the Program Director for undergraduate degrees in Marketing, Management and Health Care Administration. He earned a BA in History and an MS in Management from Minot State University, and a PhD in Applied Management and Decision Sciences from Walden University. Sovak co-founded the IDEA Center, a business incubator serving the Bismarck-Mandan area, and he advises the Collegiate DECA campus chapter. In 2015, Sovak presented at the 9th International Conference on Catholic Social Teaching and Business Education in Manila, Philippines. He also delivered a presentation on virtuous leadership to the Sanford Leadership Association.

■ **AMY TSCHIDER, BS**, is the Director of Corporate Relations. She earned a BS in Social Behavioral Sciences ('97) from the University of Mary. Tschider taught 7th-grade social science for two and a half years. Then she worked as a sales representative for Merck & Co. throughout North Dakota, Minnesota and Wisconsin for 13 years. In February 2014, Tschider joined GTSB as the Business Partnership Coordinator. Tschider was promoted to her current position in August 2014. Her responsibilities include outreach to local and regional businesses and organizations to drive student enrollment.

■ **JOHN WARFORD, DDS**, became Dean of the Gary Tharaldson School of Business in 2014. Warford brings a wide variety of experience to GTSB. He was the founder of Warford Orthodontics and still practices part-time; the founder of JW Cattle Company, a North Dakota cattle ranch; President of Dakota Dental Developments, an entrepreneurial dental company; and past President of the North Dakota Dental Association. Warford served as the Mayor of Bismarck from 2002 to 2014, during which the city earned national acclaim for economic growth and safety. Forbes Magazine named Bismarck in the nation's top five for business and careers. Warford was awarded the Outstanding Achievement Award, City of Bismarck. He continues to co-chair the city's downtown strategic plan.

# Leadership ND Highlights Cyber-Threats

**ON OCTOBER 20,** GTSB hosted the Leadership North Dakota's (LND) Fall Summit 2015: Cybersecurity. LND is an informal network of private and public sector leaders formed in recent years to discuss the challenges and opportunities facing North Dakota, and also to develop a premier leadership program for current and future leaders.



Dr. Mark Hagerott provided the keynote at LND at the Gary Tharaldson School of Business in October 2015.

The keynote speaker was Mark Hagerott, PhD, the new Chancellor of the North Dakota University System. Hagerott is a certified naval nuclear engineer who then served as the senior civilian and Deputy Director of the Center for Cyber Security Studies at the Naval Academy. He also co-led a study for the Defense Science Board.

Hagerott's presentation was titled descriptively, "Placing Cybersecurity and Technological Change in Context: Reflecting on Historical Trends to Offer a Framework for Thinking About the Future." Hagerott enumerated the growing cyber-threats imperiling businesses, government agencies and utilities in the U.S. and worldwide.

"The challenge to leaders is first to understand the emerging nexus of humans, machines and informa-

tion," Hagerott said. In response, leaders must develop ideas to lead organizations based on coherent theories of technological change. Hagerott spoke about the recent "dual macro-revolutions:" the emergence of a "Third Realm" of actors (robots) and the "Internet of Things (IoT)," which is the global network of objects with embedded sensors and software that collect and exchange information.

Robotic autonomy removes human agency from systems, while IoT creates a virtual "Truman Show" for everyone in society. Both revolutions endanger human control of government and personal lives.

"We are entering into an epic struggle for control regarding the exercise of 'cyber-power' across the world of man, machine and network," Hagerott related, "which is creating entirely new structures of economic, social and military activity."

In response, NDUS is contemplating "a major push on cyber-education." The University of Mary is introducing a new cybersecurity concentration, described below.

## GTSB Launches Cybersecurity Undergrad Program

**BEGINNING NEXT FALL,** students will be able to enroll in a BS degree program in Computer Science with a Cybersecurity concentration at GTSB. Students will be trained to develop security software applications and operating systems for computers and other digital devices.

The career outlook for computer science and information technologies—already the top job market in the U.S.—will continue to grow between 15 and 25 percent per annum through 2022. According to the Information Technology

Council of North Dakota (ITCND), the state has seen a 20-percent increase in IT jobs through the previous decade, and ITCND predicts a 45-percent increase in IT jobs over the next decade. Today, there are over 200,000 postings for cybersecurity positions nationwide, with an average salary exceeding \$93,000.

"This job sector is booming because entities at all levels — government, financial institutions, health care providers, energy, retail and any organization with sensitive data — whether they

realize it or not, are under attack by hackers," said Monsignor James Shea, President of the University of Mary. "Whether in the field of cybersecurity or database administration, employers locally and globally are scrambling to create special departments to protect their sensitive data and infrastructure. This new program will be a huge windfall for companies in North Dakota and across America." For more information, please visit: [www.umary.edu/computerscience](http://www.umary.edu/computerscience).

## Focus on Alumni



**HANNAH HAYNES** graduated from the University of Mary earlier this year and is now the Executive Director of Start Bismarck, a new non-profit dedicated to fostering entrepreneurial culture, attracting and retaining talent, and helping people start businesses here.

Haynes interned at the Bismarck-Mandan Chamber of Commerce (BMCC) for three years as she completed a BS at GTSB with a double major in Marketing and Financial Services and Banking. Her work at BMCC included event planning for annual dinners and Prairie Fire Conferences. This prepared her well for Start Bismarck, which runs 1 Million Cups, Startup Drinks, Startup Weekends and TEDx Bismarck.

Start Bismarck is located in a newly renovated, 1,500 square-foot loft space above The Toasted Frog restaurant in downtown Bismarck. Start Bismarck features an open floor plan with work stations, couches and tables, which can easily be configured for various uses.

"We just opened this co-working space to get individuals, entrepreneurs and company employees out of coffee shops and homes into a work environment where they can collaborate, bounce ideas, without the distractions of a Starbucks," Haynes explained. There are also two small meeting rooms and access to an adjoining conference room,

which can accommodate up to 30 people.

Haynes' immediate goals include raising \$150K in grants and private donations to sustain the organization for the next two years. By then, she plans to make Start Bismarck self-sustaining through selling monthly memberships to individuals, companies and organizations. Maybe someday Haynes can hire an employee, but she is very grateful to handle all duties as part of the "opportunity to make a real difference."

"I'm so passionate about the region's business community and downtown development," Haynes said as she related how she fell in love with Bismarck and decided not to return to the Minneapolis area.

Integral to Start Bismarck is the youth initiative Haynes is spearheading. "It's important to expose people to real entrepreneurship at an early age and get them involved in the startup community," Haynes related. "I plan to create forums and networking opportunities for high school and college students to share ideas and present business proposals."

"The University of Mary provided me with the opportunities of a lifetime," said Haynes. "GTSB helped me get the most out of my education, including the ability to travel to national and international business-plan competitions."



Alexandre Havard speaking at the University of Mary in February 2015.

## New Graduate Degree and Certificate Programs in Virtuous Leadership

At GTSB, the University of Mary is partnering with the Havard Virtuous Leadership Institute to offer graduate degrees and certification in Virtuous Leadership, beginning in January 2016. The university joins internationally acclaimed author and speaker Alexandre Havard in his belief that virtue and leadership do not come naturally but rather arise from the formation of character for excellence. This formation is vital for personal and professional growth and success.

Students may enroll in either an online or on-site MBA program with a concentration in Virtuous Leadership. The Virtuous Leadership concentration is also available in the following master's degree programs at GTSB: Project Management (MPM), Public Administration (MPA) and Business (MS).

Also offered is a Certificate of Completion in Virtuous Leadership, which is designed for working professionals. Both the graduate degree and certificate programs are offered conveniently online, along

with a unique, four-day immersion learning experience taught by Alexandre Havard in the following cities: Phoenix (April 8-11), Minneapolis/St. Paul (April 16-19), Denver (June 3-6) and Bismarck (June 10-13).

To learn more and receive a free copy of Havard's life-changing book, *Created for Greatness: The Power of Magnanimity*, please call **(800) 288-MARY (6279)** or fill out a request form at [www.umary.edu/virtue](http://www.umary.edu/virtue).

## GTSB Adds Master of Public Administration Program

In January, GTSB will offer a new Master of Public Administration (MPA) degree, which is modeled to fit the most pressing leadership needs in the public sector today. The MPA program offers seven areas of concentration: Project Management, Energy Management, Human Resource Management, Executive, Healthcare, Healthcare Informatics and Virtuous Leadership.

"Public service is a hallmark of the northern plains states and the United States as a whole," said Msgr. James Shea, President of the University of Mary. "With large numbers of public employees set to retire in the next five to seven years, it's imperative we educate and prepare the next generation of leaders to serve and guide us in the public square. The heart of our mission is educating servant leaders."

The MPA program's design is based on the latest industry knowledge and best practices to ensure aspiring public servants are well-prepared to fulfill their callings and help others do the same. The MPA is offered in a blended—online and classroom—format. To learn more, visit: [www.umary.edu/mpa](http://www.umary.edu/mpa).

## Alumni Connections

### Give Back to University of Mary

Providing the best education for our students requires continual investments at an increasing cost. Please consider becoming a University of Mary donor. To do so, please go to [www.umary.edu/giving](http://www.umary.edu/giving) to contribute electronically or to pledge a gift by check.

### In the News? Changes?

If you or your business has been in the news recently, please let us know. Also if you have changed your address, telephone number or career, please inform us via the "Keep in Touch" form, available at [www.umary/forms/alumni](http://www.umary/forms/alumni).

### Career Advancement

The only thing better than being an alum of the University of Mary is doing it again. GTSB offers many graduate degree programs that might suit your career aspirations at an affordable price. Programs are offered in online, blended and traditional formats.

### Contact Info

For all alumni-related issues or for more information, please contact Paul Keeney, Director of Alumni by email ([alumni@umary.edu](mailto:alumni@umary.edu)) or by phone: **(800) 408-MARY x8370** or **(701) 355-8370**.