



University of Idaho

College of Business  
and Economics



**FALL 2022**  
**REPORT**



# A MESSAGE

## from the College

With the pandemic receding, the University of Idaho's return to in-person classes, events and more is renewing the quintessential college experience offered on Moscow's campus. This update highlights a handful of the unique experiences offered specifically within the College of Business and Economics (CBE).

Over the past year, business students participated in networking nights and career fairs, entrepreneurial pitch competitions, regional research projects and field trips, and national travel. In the classroom they built smartphone apps, traded contracts and money, managed stocks, bonds and other equities and more. In return for their hard work, CBE awarded students a total of 289 degrees over three graduations, the first in December 2021 and the second and third in May 2022.

It's been a busy year for CBE faculty and staff as well. Marc Chopin, professor of economics, is returning to the classroom after six years of leadership as college dean. Darryl Woolley, associate dean and associate professor of

accounting, will serve as interim dean during the search to fill the position permanently. The search to fill Woolley's associate dean position during his appointment as interim dean is currently underway.

Robert Stone, professor of accounting, and Lori Baker-Eveleth, professor of management information systems (MIS), will serve as joint interim heads for the department of accounting and MIS while the search to fill the position permanently is conducted. During their appointments, Baker-Eveleth will provide leadership to the undergraduate programs in the department, and Stone will oversee the department's graduate program.

Additional college staff and faculty updates can be found in the CBE Departures and Arrivals section of this update. To stay connected and engage with CBE until the next college update, follow us on LinkedIn, Facebook or Instagram @uidahocbe

Go Vandals!



# A Housing Market IN CRISIS

There's an affordable housing crisis in Kootenai County. To assess the scale of the problem, the Coeur d'Alene Economic Development Corporation (CDADC) looked to the University of Idaho. Partnering with the College of Business and Economics' Vandal Economic Impact Center, CDADC sponsored a team of students and economist Steven Peterson to study the area's housing market.

Savanna Pagel, a junior studying human resources, joined the team because the crisis hit close to home.

**“Families are being displaced in my backyard, and I wanted to help.”**

“I grew up in Idaho,” Pagel said. “Families are being displaced in my backyard, and I wanted to help.”

Pagel and the team started collecting information through focus groups. The groups included stakeholders from around the region including business, construction, nonprofit, recreation and environmental organizations.

“I didn't realize how many factors influence housing until interviewing such a diverse group of constituents. Hearing so many different perspectives was really eye-opening,” Pagel said.

Pagel also helped develop online surveys to understand what was happening in Kootenai County's households. Questionnaires were sent to active realtors and the managers and employees of the county's largest employers.

After more than 2,700 online questionnaires were completed and returned to the team, Pagel used data visualization, the graphic representation of information, to analyze the responses through pictures, pivot tables and other visuals.

“Information from focus groups and the questionnaire tell the same story,” Pagel said. “Housing costs in Kootenai County are rising, more than doubling in the last four years. Rent prices are increasing, making payments unaffordable for 44% of households.”

The team's final analysis, the Housing Availability and Affordability Study for Kootenai County, also revealed multiple trends. Regional employers cannot find housing for their employees and local residents are being squeezed out of the area's housing market.

“This project really challenged me to step out of my comfort zone. Economics isn't my major, and affordable housing research isn't something I thought I'd do in college,” Pagel said. “However, by not limiting or putting myself in a bubble, I learned to professionally communicate with stakeholders, interview small groups and practice data analytics in the real world.”

Previous economic impact studies by CBE students and Steve Peterson, associate clinical professor of economics, can be found at [www.uidaho.edu/VEIC](http://www.uidaho.edu/VEIC)



# TAKING IN DALLAS



CBE students in Dallas, Texas

Graue Scholars travelled to Dallas, Texas this spring to meet with business professionals and learn about career opportunities with national and globally recognized companies.

EY, one of North America's largest accounting firms, continues to pioneer technology and innovation and toured scholars through the company's Cybersecurity Center. Students also learned about careers in supply chain management and neurodiversity, both areas EY dominates.

AT&T, the world's largest telecommunications company, introduced scholars to B2B, a program turning interns into successful sales reps. Scholars met the program's top achieving reps about industry opportunities for driven business students.

Scholars also toured PGA's soon-to-be global headquarters. Designed to host everyone from middle school students to world champions, this facility offers several unique career paths for business students of every discipline and also those in CBE's PGA golf management program.





# NETWORKING NIGHT



**Business students at CBE's Networking Night in spring 2022**

Each semester CBE hosts Networking Night the evening before the University of Idaho's Career Fair. This is a business casual event held in the Albertson building over wine and hors d'oeuvres, and serves as an opportunity for students to practice pitching themselves to employers during more formal career fairs.

Combined, fall 2021 and spring 2022 Networking Nights brought over 40 companies from around the country, and 100+ students from a mix of business disciplines, together for an evening devoted to career opportunities. If you would like your company to attend CBE's next Networking Night, contact Tammy Renfrow at [trenfrow@uidaho.edu](mailto:trenfrow@uidaho.edu).

## CBE CO-OP PROGRAM

Co-op programs are a professional development opportunity offering students applied work experience while earning academic credits for their college degree. The College of Business and Economics (CBE) currently has two students, both juniors and Management and Human Resources (MHR) majors, in co-op programs. Lian Koepfel is with Micron Technologies, Inc. in Boise, and Jestine Lackner is with CED in Spokane, Washington.

While both students are studying MHR, their co-op experiences are very different, highlighting the program's unique ability to match students' career interests with companies' needs. Koepfel's MHR degree emphasizes Human Resources, and her co-op focuses on talent acquisition. Lackner's degree is more broadly management focused.

Students and employers can learn more about attending or hosting a co-op by contacting Elizabeth Bullers, CBE's associate director of outreach at [ebullers@uidaho.edu](mailto:ebullers@uidaho.edu).



**Lian Koepfel, '23**



**Jestine Lackner, '23**

## Homework Assignment:

# BUILD A SMARTPHONE APP

Hayden Zywina of Orofino is capitalizing on activities inside and outside classrooms at the University of Idaho.

“U of I has a lot of great activities for students,” Zywina said. “The problem is finding out about them. Students can’t find all the information about events on campus in one place.”

Zywina, ’21, management information systems (MIS), learned to build apps and solve real-world problems in a class at U of I’s College of Business and Economics. Zywina and a team of students developed UI Ticketing, an app letting students find campus events, purchase and store electronic tickets and add events to their U of I calendar all from their smartphones.

“Apps take a lot of information, like campus events, and organize it to be useful. Building an app is trial and error, and that’s what makes it fun,” Zywina said. “You can try anything. It’s not a chemistry lab where one wrong move burns down a college. A wrong move in MIS just means your app won’t work.”

### Building Apps with Visual Code

Zywina’s app uses visual coding, a series of blocks rather than traditional script. The size, shape and color of each block identifies the information tagged to it. He drags and drops the blocks and data into place until their visual code produces the results he wants.

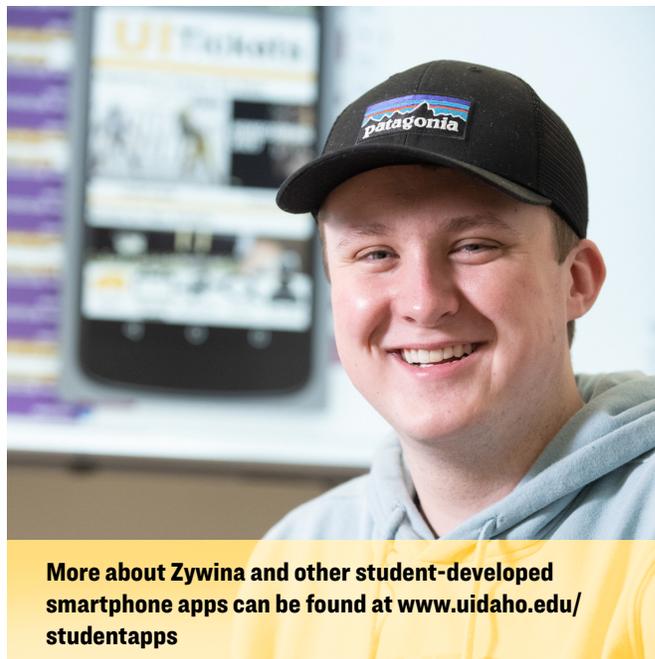
User login information is one type of data tagged to a block. “Having this data on the right block, and dropping that block into the right place, saves users’ login information to the app,” Zywina said. “This lets them open UI Ticketing without entering a username and password every time.”

Ticket options are another type of data tagged to blocks, and tell the app whether events are free or require payment. “Tickets can’t be free of charge and require payment,” Zywina said. “It’s an either/or situation, so I was confused when both options showed up at checkout. I clearly had some work to do.”

Selecting a free event, Zywina tapped the payment required option at checkout. However, nothing happened. Zywina realized data tagged to blocks only inactivates ticket options; it doesn’t remove them from the checkout screen. Unusable ticket options would have to be hidden.

Trial and error in a digital game of hide-and-seek led Zywina to an answer. “Tagging additional data to a specific part of an event’s block, and dropping that block back into its place in the visual code, hides inactive ticket options. They just disappear.

Finally getting it right is such a rush. It’s my code, so the answer isn’t in a book. The answer’s in my head. I’m teaching myself and that’s rewarding,” Zywina said.



### Creating User-Friendly Experiences

Zywina’s attention to details like user login information and ticket options make UI Ticketing uncomplicated and easy for app users to navigate.

“I spent hours dragging and dropping login information blocks into the code. I couldn’t get them in the right place and would have to login, drag and drop again,” Zywina said. “I could’ve submitted an app that didn’t save usernames and passwords between uses, but that’s not user-friendly.”

The ease of Zywina’s app stands out to U of I’s Chief Information Officer Dan Ewart. “It’s always valuable to hear what students want from their experiences with technology,” Ewart said. “Giving students easy access to event tickets improves engagement with fellow students and the university.”

U of I is currently implementing a new ticketing system for Vandal Athletics, Idaho Vandal Gameday. “It’s exciting seeing new technology help us plan student events that are both safe and fun,” Ewart said. “When students take the initiative and use their creativity and expertise to solve problems, things really move forward.”

Zywina, ’21, graduated with a bachelor of science, business management information systems degree. He will return to U of I in fall 2022 to pursue his Juris Doctor degree from the university’s College of Law.

Idaho Vandal Gameday, the university’s athletics app, is available for download in Apple and Google Play app stores. UI Ticketing is not currently available for download.

# FORECASTING THE FUTURE of Rare Earth Minerals



**Student competitors outside one of the mines operated by Idaho Strategic Resources, Inc.**

Competing against teams from other business schools, students from the University of Idaho's College of Business and Economics (CBE) placed second in this school year's Chartered Financial Analyst (CFA) Research Challenge competition.

"This competition is an opportunity for students to apply the investment knowledge, financial standards and industry ethics they're learning in the classroom to the real world," said Magdy Noguera, associate professor of finance at U of I.

At the beginning of the challenge, students are given a company presentation with an introduction and complete financial report on the subject organization. This year, CFA Society of Spokane partnered with Idaho Strategic Resources, Inc. (IDR), a North Idaho gold and rare earth element mine. IDR's CEO gave the company presentation, and students generated a research report and presentation with their investment recommendations for the company.

The students' research reports are graded by Spokane CFA chapter members, and presentations are given to an audience of portfolio managers, financial analysts and wealth management professionals, along with representatives from the company.

"U of I students have been competing in the CFA Research Challenge every year since 2016, ranking increasingly better in the competition across time," Noguera said. "It's a worldwide competition that really tests our students, and every year Vandals push themselves even harder to remain at the top.

Student competitors also attend Spokane's CFA Forecast Dinner. It's an opportunity for students to hear leaders from the financial world speak, as well as network with peers, business leaders and the investment community.

Business aside, this year's CFA competition offered students an additional and unique opportunity. IDR invited students to their Gold Chest mine and mill for guided tours. It's not every day you get to see Professor Noguera wearing a hard hat, a belt full of mining tools, holding a palm-sized chunk of gold worth nearly \$70,000.



**Magdy Noguera, associate professor of finance, holding a 35K gold nugget from IDR's mines.**

# LEARNING TO TRADE



In addition to studying finance and learning to trade, Emmanuel also plays on U of I's men's golf team.

Jose Emmanuel, of Indonesia, is attending the University of Idaho on an athletics scholarship for golf and studies finance in the College of Business and Economics (CBE). He's preparing to trade real capital and contracts in live financial markets for the college's Barker Capital Management and Trading Program (BCMTP). Like most beginners, Emmanuel is learning that progress isn't a linear path.

"One of my first assignments was to start trading options," Emmanuel said. "Rather than follow the homework and trade with fake, paper money, I started trading options using a personal account and my own money. I lost 90% of my personal account by the time the semester ended."

## A Second Chance

Emmanuel's instincts were telling him trading may not be his strong suit and he thought about quitting BCMTP. CBE sat down with Emmanuel to

find out what changed, and why he's giving himself a second chance at trading.

*CBE:* What kept you from leaving BCMTP?

*Emmanuel:* I was hesitant to just walk away from the program. I've dreamed about trading since junior high, and came to U of I for BCMTP. It's the only program that trades real money, trades options and places 100% of its graduates in finance jobs at graduation.

*CBE:* What made you decide to stay in the trading program?

*Emmanuel:* I met with the program directors. They are very motivated and gave me some tips. Things we don't learn in text books.

*CBE:* What tips did you receive?

*Emmanuel:* Being able to control emotions is a big part of trading, and that developing my own rational decision-making process would help. As an example,

the directors recommended additional reading like *Thinking in Bets* by professional poker player Annie Duke. Emotions aren't part of her approach.

They also encouraged me to use my fake, paper money account as a place to release my emotions. Now when a trade doesn't fit into my rational decision-making process and I'm afraid I'll miss out on something big by not trading, I make the trade on my fake account. This decreases my anxiety, prevents emotion-based trades and keeps me from losing money.

*CBE:* What happens when you make a rational trade, no emotion involved, and it turns out weak?

*Emmanuel:* Faculty tell us that every trader has to develop their own recovery system to deal with weak trades. Some traders will take three days off from trading altogether. For me, after making a bad trade in a real money account, I find it more effective to switch to my fake account and only trade there until the negative emotions are gone. It's usually just a couple of days.

*CBE:* Are there other learning opportunities in the program that aren't in text books?

*Emmanuel:* My trading partner, an experienced student trader, is teaching me how to pitch trades.

*CBE:* Tell me about pitching.

*Emmanuel:* Pitching is proposing a trade in front of our peers to determine if it's a strong or weak trade.

To prepare for a pitch, each student develops a trade. We practice pitching with our partner, and they pick it apart to find its strengths and weaknesses. Practice like this helps us learn our trades inside and out and prepares us for tough questions during our live pitch.

The first time I pitched to the other traders I felt like they they were not only questioning my trade, but also my personal judgement. That level of scrutiny is intense and something I'm glad I won't be learning on the job with my first employer. It's also an experience you can't get from a book.

*CBE:* Who determines whether or not pitches are strong or weak?

*Emmanuel:* The markets. After our trade is raked over the coals by peers, it's placed in live markets. In front of the entire class, we all watch in real time to see how it does.

*CBE:* Have your pitches done well this semester?

*Emmanuel:* Yes. I pitched a Johnson and Johnson trade that hit maximum profit.

From losing 90% of his own money on his first assignment, to reaching maximum profits on his first pitch, Emmanuel's growth demonstrates the program's ability to teach the exceptional risk management strategies the financial sector wants and needs.

"After college I'd like to start at a big financial institution like Morgan Stanley," Emmanuel said. "However, the dream is to return home and increase financial literacy across Indonesia. But the BIG dream is to build a marketplace like Chicago's Commodities Mercantile Exchange in my home country with derivatives, futures and commodities opportunities."

Learn more about the Barker Capital Management and Trading Program at [www.uidaho.edu/barker-program](http://www.uidaho.edu/barker-program)

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# A GROWING INDUSTRY



Golf is enjoying tremendous growth since COVID began in 2020, with golf courses averaging 30% more rounds of golf played. The University of Idaho's course is no exception. U of I saw a 55% increase in rounds played in the 2020 golf season, and with the growing popularity of the university's golf simulator for winter play, the university's facilities have never been busier.

Cole Mize, PGA golf management program director in the College of Business and Economics (CBE), is now overseeing growth at U of I's golf course. Recently hired as their Director of Golf, Mize is ushering in a host of upgrades to the course's facilities, equipment and offerings.

Noticeable improvements include a new golf cart fleet, including the addition of four Finn Scooters (golf motorcycles), the introduction of alcohol sales and the best course conditions in recent history. Many more improvements are on the way, most notably the renovation and planned opening of a new restaurant and event space expected this fall.

The growing golf industry is also a great benefit to CBE's PGA golf management students. While the program and students have always enjoyed a 100% placement rate for internship and post-graduate jobs, there's been a quick and steady rise in advertised compensation packages.

Golf facilities know they must be competitive, and with the huge demand for great golf interns, our students are able to pick internships that best align with their interests and offer exceptional experiences. To ensure the college's PGA golf management program remains competitive, as well, CBE recently hired Michael Tolle, a graduate of the program and most recently TaylorMade's digital commerce program manager. In his new role as the college's PGA



**From left to right, PGA students Chase Jerome, Peter Dionne-Yahr, Ammon Tolman and Erik Altenhofen**

program coordinator, Tolle will begin by overseeing the largest incoming class of students since 2012.

Learn more about CBE's golf management program at [www.uidaho.edu/pga](http://www.uidaho.edu/pga)

# Student Ideas Find Life in Idaho

# ENTREPRENEURS



Guided by George Tanner, Idaho Entrepreneur program director, students from across the University of Idaho's campus develop the skills to identify and commercialize their unique ideas. This includes creating business operational and financial plans, as well as learning to pitch their start-up to venture capitalists. After months of preparation and practice student teams are ready to compete. For real money.

Hosted by the College of Business and Economics each spring, Idaho Pitch is a fast-paced event where student teams pitch their unique product, start-up or venture to business leaders and investors while they compete for cash prizes. Idaho Pitch 2022 marked the event's return to an in-person event, and a few of this year's highlights include:

Team Guide Pass, represented by College of Natural Resources students Ethan Leininger and Nathan Lothspeich, won \$5,000. Their digital rewards program tracks the economic impact of guides, outfitters and the clients they bring to communities.

SafeFlate, a College of Engineering student team, won over \$5,000. Their children's swim shirt uses sensors to detect signs of drowning. Once biological criteria are met, a hidden inflatable will inflate the shirt and keep the child's head above water.

Team Arbitrage Event Management, including College of Law student Yangoubo Liu and CBE marketing student Colt Sherrell, won \$1,250. We can't recall

ever seeing a student hustle a room of investor judges like Liu at this competition. Well played!

Team Elite Smart Pump, including CBE's masters of accountancy duo Matt Pratt and Jesse Rasaka, won \$500 for a pump that gauges PSI for optimal pressure as it inflates river rafts. Northwest River Supply's Anthony Mangini and retired Navy Reserve Captain Bob Urso know water, prompting lively and insightful exchanges during Pratt's live pitch.

Cash prizes are possible with the continual support of Captain Bob Urso, Gail Urso and Gene Taft of Boone County Bourbon, a Boone County Distilling Company. With their sponsorship, Idaho Pitch has spun out multiple successful startups including Style Her Empowered, Safeguard Equipment and Mototrax Snow.

Learn more about Idaho Pitch at [www.uidaho.edu/idahopitch](http://www.uidaho.edu/idahopitch)



From right to left, engineering students Jake Stubbers, Mitch Beitia, Katie Kinson and Jaeda Schnuerle, are pictured with Marc Chopin, former CBE dean.

# Cutting His Teeth in FINANCIAL MARKETS



Simon Nguy, of Hayden, relishes a deep dive into financial market research, and found the ideal program to grow his passion at the University of Idaho.

Nguy is part of the Davis Student Investment Management Group (Davis), a team of students managing over \$900,000 in long-term investments. It's an opportunity for students to cut their teeth in the finance industry before graduation. Davis also helps future students afford college. Returns from investments managed by the group have funded over \$300,000 in scholarships.

Nguy studies finance in the College of Business and Economics (CBE), and uses classroom lessons, technology and his own research to decide which stocks to buy and sell for Davis.

"I love doing the nitty gritty, in-depth work investing requires," Nguy said. "It's time consuming, but with the help of U of I scholarships, I'm able to make studying finance my full-time job. I can afford to put in the hours."

Nguy's real-world experiences with the financial industry, data and computers are creating new opportunities for him both inside and out of the classroom.

## **Diving into the Details of Investing**

"I initially joined Davis to learn how to save and prepare for my own retirement. I didn't know anything about finance but was sucked in when I started researching real investment opportunities in brands I was familiar with," Nguy said.

The investments Nguy oversees for the college include Consumer Discretionary, companies providing nonessential goods and services that people buy if there's money left over after bills are paid. Nike's \$130 Air Max shoes, an \$80 subscription to Disney Plus and Starbucks'

\$5 pumpkin spice latte are all goods consumers could do without but enjoy when they can afford them.

“When stock prices of global brands like these fluctuate, it makes headlines,” Nguy said. “Reading the news taught me about the relationship between world events and market reactions. It’s how I learned the fundamentals of investing.”

### Exploring the Real World in the Classroom

Nguy also uses what he’s learning in his Management Information Systems (MIS) classes. Investment firms increasingly rely on MIS to transform huge amounts of global financial information into data investors can use to inform their decisions.

“The amount of data available to investors is crazy, and too much for any person to make sense of,” Nguy said. “MIS classes were an opportunity to learn how to turn big financial datasets into useful investing information.”



**‘MIS classes were an opportunity to learn how to turn big financial datasets into useful investing information.’**



### Data-Driven Strategies

Each student has their own method for investing, and during weekly presentations they discuss strategy. Nguy’s news- and data-driven method informs his decisions.

“Davis students present to the group every week like we’re employees of a financial firm,” Nguy said. “We give stakeholders (the other students) an analysis of our portfolio’s health, what’s new in our sector, and which companies we’re watching this week.”

### A Promotion, Scholarship and Internship

Nguy’s personal growth as an investor over a single semester in Davis earned him a promotion to junior portfolio manager

“Nguy updates databases critical to monitoring the college’s investment portfolio,” said Young Park, professor of finance and faculty advisor to the student group. “He’s also leading the revision of our buy policy. promotion and scholarship recognize his active participation in the group.”

Davis also opens doors to hands-on learning opportunities for students with real businesses and industry outside the college. During summer break, Nguy

took an internship as a credit analyst at Mountain West Bank in Coeur d’Alene.

“Davis is a great pipeline to internships that provide real world experience with clients, teams and the financial world,” Nguy said. “I was able to join the bank because I have scholarships and didn’t have to work another job during the summer to pay for school.”

### Financial Literacy Through Technology

Nguy’s experience at Mountain West Bank didn’t stop with credit analysis and loans. While helping business owners better understand their financial position, Nguy discovered he enjoyed working with clients face-to-face.

His use of MIS programs and processes repeatedly showed that businesses pay too much for goods. By adjusting the data, Nguy and his clients could see how purchasing the same items for less would improve business, and by how much.

“Combining my love for technology, financial research and working directly with clients at the bank, I can see a career in financial literacy now,” Nguy said. “It could be with individuals, non-profits or small businesses. Before my internship, this wasn’t on my radar.”

Hands-on learning in classes, undergraduate research with Davis and real-world internship experiences gave Nguy a new understanding of what college can offer.

“U of I has been an incredible experience,” Nguy said. “I came here not knowing which area of business to study and will graduate with degrees in finance and MIS and experience in the financial industry. Studying at CBE has forever changed my future.”

Nguy, ’21, graduated with bachelor of science degrees in both business finance and business management information systems. He is employed with Goldman Sachs as an Investment Banking Analyst in Management and Strategy.

Learn more about the Davis Investment Management Group at [www.uidaho.edu/davisgroup](http://www.uidaho.edu/davisgroup)

# CBE DEPARTURES

## SCOTT METLEN, PH.D.

Scott Metlen, associate professor of operations and supply chain management, is retiring from the University of Idaho's College of Business and Economics (CBE) after 21 years.

Metlen graduated high school in rural Oregon before getting his bachelor of science degree in production and management of livestock at Oregon State University. He went on to obtain an M.B.A. from California State University Stanislaus and a Ph.D. from the University of Utah in business administration, production operations management.

Metlen accepted his first position at U of I in 2001. This began a career of teaching, developing the Business Process Center (BPC), conducting research and mentoring students in the business college. Courses most recently taught by Metlen include Quality Management (2002-2022), Business Analytics (2014-2022) and Process Management and Simulation (2007-2018).

In step with CBE's hands-on learning curriculum, Metlen initiated BPC within the college. This Vandal Student Enterprise gives students the opportunity to work with industry leaders to redesign and improve production processes while reducing their costs. BPC has partnered with Boeing, Glanbia Foods, Lamb Weston, Micron and more.

Alongside teaching and program development, research is another area of Metlen's higher education career. In the last 20 years he's studied the use of forest residue as bioenergy, lumber mill innovations, relationships between customer satisfaction and profits in skilled nursing facilities and more.

Metlen has also been more than an educator and researcher at CBE. As the Department of Business Head, he's been a tremendous mentor to students. From helping students discover which business major best suited their skillset and personality, to helping them decide which job offer they should accept, Metlen's mentorship skills are cited by CBE students as his biggest contribution to their college education.

Metlen's recent university and college awards include the Alumni Association Award for Excellence (2021), U of I's Advising Excellence Award – Faculty (2019) and CBE Outstanding Advisor (2016).

## DAREK NALLE, PH.D.

Darek Nalle, instructor of finance and CBE's Barker Capital Management and Trading Program (BCMTP) director, is transitioning to the private sector after 12 years with U of I.

Nalle graduated with a bachelor of science degree in mathematics and statistics, with an emphasis in finance, from Miami University in Oxford, Ohio. At Oregon State University he obtained a master's of science degree in operations research and his Ph.D. in operations research and forest management science.

Nalle's first academic appointment to U of I was in the Department of Forest Products at the College of Natural Resources (CNR). He also spent three years of his CNR tenure researching wildland fire financial risk forecasting and budget



Darek Nalle receiving the Advisor of the Year Award from Scott Metlen in spring 2022

allocations for the USDA Forest Service. Nalle began teaching finance courses for CBE in 2015.

Using his education, teaching and research experience at CNR, Nalle developed and taught multiple CBE courses including Macro Futures Trading Strategies, Advanced Market Trading and Case Studies in Finance. Nalle also developed a speaker series, giving students the opportunity to connect with, and learn from, industry leaders developing and using tools to mitigate financial risks.

In 2017, Nalle was promoted to BCMTP's director position. This program gives students the chance to trade real capital in live financial markets, and under Nalle's leadership, it saw growth in both enrollment and ethnic and gender diversity. This expansion continues bringing new perspectives to BCMTP and the finance industry.

Whether leading by example to promote U of I and BCMTP through statewide media outlets or encouraging students to look beyond the horizon of what's already been done, see what's possible, then go out and create it, Nalle's energy has influenced and inspired finance students to new heights. We've no doubt these Vandals will motivate future finance majors with the passion Nalle instilled in them.

# CBE ARRIVALS

## MARK D. GROZA, PH.D.

*Phonetic Spelling: maak GROW-za*



Mark Groza is joining CBE as an associate professor of marketing, a faculty position he also held at Northern Illinois University (NIU). He will also serve as director of the college's online Bachelor of Business Administration (BBA) degree, a program launching fall 2023. The online BBA program will launch fall 2023.

In addition to teaching and research at NIU, Groza also served as the liaison between the college's Professional Sales Program and Enterprise Holdings Inc. In this capacity he collaborated with Enterprise to develop internship and job opportunities for students and graduates. Groza also served as NIU's Faculty Athletics Representative and worked to ensure institutional control of the athletics program and promote student-athlete well-being.

Groza earned his Doctorate of Business Management from the Isenberg School of Management at the University of Massachusetts Amherst. His research interests include professional selling and sales management, branding and corporate sponsorship and social responsibility.

## MYA PRONSCHINSKE GROZA, PH.D.

*Phonetic Spelling: MY-ah pron-CHIN-ski GROW-za*



U of I is welcoming Mya Groza of Northern Illinois University (NIU) to CBE this fall. An associate professor of marketing at NIU, Groza will join the college as the Department of Business Head and an associate professor of marketing.

Groza joined NIU's College of Business in 2014 and founded the Master of Science in Digital Marketing Program four years later.

She received the Dean's Distinguished Junior Professor of Digital Marketing professorship in 2018, and was named an Emerging Faculty Leader by the university in 2021.

Groza earned her Doctorate of Philosophy, with major areas of study being management and marketing, from the College of Business at the University of Wyoming. Her research interests include qualitative and quantitative research methods, consumer empowerment, online and television advertising, digital marketing and social media.

## MICHAEL TOLLE

*Phonetic Spelling: MY-ki TOLL*



Michael Tolle graduated from CBE's PGA Professional Golf Management (PGM) program in 2018, and is returning to the college as PGM's coordinator.

Tolle held multiple positions at TaylorMade Golf after completing a digital marketing internship at the company and graduating from U of I. As an eCommerce merchandising specialist Tolle provided product enrichment and management to [taylormade.com](http://taylormade.com). He also improved consumers' online experiences as TaylorMade Golf's business-to-business associate program manager.

Welcome back to Moscow, Michael.

## CHRISSY SHELTON



Returning to the Palouse from Boise, Chrissy Shelton joins CBE as the college's director of development.

In her senior director of development role for the College of Engineering at Boise State University, Shelton increased giving to the college by nearly 150%, worked on a \$27 million scholarship campaign and acquired a seven-figure planned gift for the Dean's Excellence Fund.

Development dollars like these allow colleges to provide students with unique learning opportunities that may otherwise be unavailable. Experiences funded by development at CBE include employer networking nights, executive shadow opportunities at companies like Starbucks and Micron, and student trips to the New York Stock and Chicago Mercantile Exchanges.

These experiences enhance classroom learning, and CBE welcomes Shelton's enthusiasm for development and the student opportunities they create.

# GRADUATION

2021-2022

**265**  
**BACHELORS**

**21**  
Accounting

**22**  
Economics

**41**  
Finance

**40**  
Management and  
Human Resources

**14**  
Management  
Information Systems

**72**  
Marketing

**44**  
Operations Management

**11**  
PGA Professional  
Golf Management

**29**  
**ACADEMIC  
CERTIFICATES**

**5**  
Business Analytics

**7**  
Entrepreneurship

**3**  
Small Business  
Management

**14**  
Trading and Capital  
Management

**24**  
**GRADUATE  
DEGREES**

**24**  
Masters of Accountancy

**289 DEGREES TOTAL**

## SOCIAL MEDIA

Follow CBE on social media and let's share the college's story together.

Find us at [uidahocebe](#) on Facebook, Instagram and LinkedIn.

