

Talent took this CPA to CEO

By Jessica Zenker

Over 300 MSUM students, faculty, and alumni gathered for the eighth annual Student Academic Conference in April. The conference was kicked off by keynote speaker Tammy Miller, a 1982 MSUM alumna, whose talents have brought her huge success in the corporate world.

Miller, an accounting graduate, was nominated, along with many distinguished alumni from different fields and backgrounds, to be keynote speaker for the conference. Miller was chosen because of her outstanding professional accomplishments and achievements.

Accounting professor and School of Business co-chair, Lee Dexter, nominated Miller. He had served as her advisor while she was in college. He feels she's someone to whom students relate and her career is inspirational.



Photo by Danielle Abbott

Tammy Miller, CEO of Border States Electric, Fargo, was keynote speaker for the Student Academic Conference in April 2006.

Miller's passion for business started at the age of 10, when her grandfather's business was audited by the IRS. Miller helped her parents sort through years of his business records and bank statements. "At

that point, I knew I wanted to go into business," she says. It was a natural fit for her to come to MSUM and study accounting. After becoming a Certified Public Accountant (CPA), Miller worked for over eight years in the accounting field in Fargo-Moorhead.

In 1991, she was hired by one of her clients while in public accounting: Border States Electric. She soon moved up the corporate ladder, holding various positions including corporate controller, senior vice president and president. In 2003, she transferred to Arizona to improve the performance of the six branches in the company's Southwest region. In January 2006, Miller was promoted to CEO of Border States Electric. The company is 100 percent employee-owned with 43 branches across the country, over 1,000 employees and \$640 million in revenue.

"It's really quite an honor to speak at the conference. I am so indebted to MSUM. I received a fine education and had many great experiences as an undergraduate and graduate student," Miller states.

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Burgum receives 25th annual L.B. Hartz Achievement Award

By Brittany Bewley

The 25th annual L.B. Hartz Professional Achievement Award was presented to Doug Burgum on May 6. The Hartz committee selected Burgum because of his community and business contributions, and his state and national involvement.

Burgum currently serves as senior vice president of Microsoft Business Solutions (MBS). In November 2005, Microsoft Corporation announced that Burgum would assume the newly created role of chairman of MBS.

Burgum received his bachelor of university studies degree from North Dakota State



Doug Burgum

University (NDSU) in 1978 and his MBA from the Stanford University Graduate School of Business in 1980. He received an honorary doctorate from NDSU in 2000.

In 1983, Burgum joined the startup company Great Plains. He literally "bet the family farm" by mortgaging farmland to become the fourth shareholder in the new company.

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Alumni Updates

Business Administration

Ted DuCharme '69 (BA Business Administration) joined Advantage Realtors in Fargo as part of a merger with Fargo's Century 21. DuCharme has been a licensed Realtor since 1989.

Dallas Leichtenberg '04 (BS Business Administration) joined Ramsey National Bank & Trust, Co., Fargo, as a credit analyst. He has four years of banking experience.

Corwin Saurdiff '02 (BS Business Administration) has been named business banking relationship manager for Wells Fargo, Moorhead. He joined Wells Fargo in 2003 as a personal banker.

Steve Webster '91 (BS Business Administration) has been promoted to manager of provider networks at Blue Cross Blue Shield of North Dakota. Webster will manage the company's relationship with the provider community, oversee provider agreements and the credential program. He has been with the company since 1993 and was network administrator in provider networks.

Marketing

Heidi Knutson '00 (BS Marketing) joined Western State Bank, West Fargo, as sales and marketing director. Her responsibilities include directing company sales and marketing efforts and ensuring delivery of financial products and services to customers. Knutson worked for Community First Bankshares, Fargo, and Arvig Communication Systems in Perham, Minn.

Kristy Peterson '04 (BS Marketing) joined Red Flag Green Flag Resources, the publications component of the Rape and Abuse Crisis Center of Fargo-Moorhead, as a marketing and research assistant. She previously worked for New Rivers Press, Moorhead, and Classic Glass Limited, Fargo.

Janess Sveet '00 (BS Marketing) has been promoted to sales and marketing coordinator at Gate City Bank. She joined the bank in 2002 and was previously a training coordinator in the human resources department.

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Weathering through crisis communications

By *Jamie Anderson*

With winds howling at 50 mph, the heavy, wet snow continued to pile up in western North Dakota on October 5, 2005. An early winter storm left 5,000 Minot Xcel Energy customers without power. As Senior Communications Representative for the utility, Bonnie Lund's responsibility was to alert customers and employees of the situation as part of the company's crisis communications plan.



Bonnie Lund



The region was hit again in November of 2005 when an

icy blizzard hit South Dakota, eastern North Dakota and western Minnesota. Xcel Energy reported more than 50 broken power poles in the Artesian and Forestburg, South Dakota areas. In North Dakota, extensive storm damage weakened the area's electric transmission system. Lund was part of the team to alert customers of a potential for scheduled power outages if they did not conserve energy until crews were able to restore power to the areas affected.



A 1994 mass communications graduate of MSUM, Lund's first experience in crisis communication was when the historic flood of '97 hit the Grand Forks area. Using her knowledge in broadcast commu-

nications to alert customers, employees, national and local media, Lund worked to get emergency messages out to families with flooded homes. Lund's responsibilities at Xcel Energy include media relations,

internal and external communications for customers across North Dakota and support for legislative affairs and natural gas business development.

Xcel Energy has a crisis communications plan in place at all times. "We aim to quickly identify the seriousness of a problem and prepare clear, understandable messages for both our employees and the public," Lund said.

"I believe it is important for a business to formally appoint a spokesperson who is trained to communicate during a crisis," said Lund. "Developing and maintaining relationships with various media is also a very important part of having an effective crisis plan."

When asked about the major difference between crisis communications and other communications, Lund commented, "There is a higher potential for negativity when carrying out a crisis communications plan. The goal is to get the message out quickly, but also to put out the right message." She said timing is everything when it comes to crisis communications.

Knowing there is always room for improvement, Lund explained that she works diligently to make sure the message sent out remains the same throughout the staff as well as the public. She strives to keep both emergency personnel and government officials informed on the situations that arise. Her advice to other businesses is to think ahead and have a plan, so if something happens, you are prepared.



Rasmussen succeeds at Thrivent Financial for Lutherans

By *Kara Fallgatter*

Terry Rasmussen has walked a winding career path. From dental hygiene to accounting to law, she's done it all. Rasmussen, a 1981 graduate of the MSUM



Terry Rasmussen

Senior Vice President, General Counsel and Secretary.

Rasmussen graduated from North Dakota State College of Science with a degree in dental hygiene before coming to MSUM to pursue accounting. She says it was at MSUM that she learned how to study. She enjoyed the curriculum and felt well-prepared when it came time to take the CPA exam. After

accounting program, is celebrating completion of her first year at Thrivent Financial for Lutherans. She joined the Thrivent Financial team in 2005 as

graduating from MSUM, Rasmussen went to law school at the University of North Dakota. She held several legal positions after graduating including trial attorney for the U.S. Department of Justice in Washington, D.C., the Oppenheimer, Wolff & Donnelly law firm and American Express in Minneapolis before joining Thrivent Financial last year.

Thrivent Financial is a fraternal benefit society, an organization dedicated to providing its members with financial security and activities that support church and community. The organization has been named a Fortune 500 company for 11 consecutive years. Rasmussen oversees a staff of legal professionals, compliance professionals, business risk management activities and government affairs.

"My day can be extremely varied," states Rasmussen. "At staff meetings, we talk about division administrative matters, review what each group is working on and discuss new developments. I also

have one-on-one discussions with my staff. During these meetings, we talk more about projects, staffing and industry developments. I also receive briefing materials on the various projects we support across the company." One thing Rasmussen enjoys about her job is that, even after a year, she still learns new things every day.

Terry Rasmussen's career plans have changed since she started dental hygiene classes, but she doesn't seem to mind. "I'm living my greatest personal achievement right now."

Bossart retires from teaching at MSUM

By *Melanie Rudd*



Marv Bossart

the Fargo-Moorhead area. After 40 years on-air with WDAY, Bossart retired in 2000 but has continued to teach Broadcast Journalism and Introduction to Mass Communications at MSUM. At the end of fall semester 2006, he will retire from

Marv Bossart, a household name and local legend, has carved a path for aspiring broadcast journalism majors and countless other students in

teaching. Bossart is now in the homestretch of his hall of fame career.

Bossart graduated in pre-med from the University of North Dakota. Then he left for Chicago and earned his masters in broadcast journalism at Northwestern University, Medill School of Journalism. During his senior year he worked at ABC News, Chicago. After graduation he took a position as a disc jockey at WDAY. Shortly afterwards, Bossart began to teach at MSUM.

"If you want to be good in the business, learn how to write, and write well."

The biggest change Bossart encountered in the last 40 years of broadcast journalism and teaching is technology.

"It's a whole new ballgame," Bossart says, as he explains how his first typewriter was a gray manual Royal typewriter he bought at an auction. Although computers and digital editing have replaced the use of typewriters, Bossart maintains that writing is the key skill that one needs to possess to succeed.

Alumni Updates

International Business

Lee Schwartz '92 (BS International Business) joined CableOne Advertising, Fargo. Schwartz, Fargo, is an advertising sales account manager. He previously worked for the F-M Red-Hawks as general manager.

Management

Shawn Bagne '99 (BS Management) joined Custom Graphics Inc., a full service sign, graphics and advertising company in Fargo as a sales and marketing associate. He has more than six years of marketing experience.

Management Information Systems

Jason Neubauer '99 (BS Management Info Systems) joined Eide Bailly Technology Consulting of Fargo as an SQL database administrator for the company, and brings more than five years of technical experience to the company.

Office Administration

Diane Ulschmid '85 (BS Office Administration) joins the Moorhead office of Fiebigler, Swanson, West & Co. PLLP in the company's small business department as an accounting paraprofessional. She had been an office manger for a local auto dealership for nine years.

Finance

David Canton '75 (BA Finance) has been promoted by State Bank & Trust as the executive vice president and chief risk officer of the bank. He has 30 years of banking experience, including the past 23 years as the bank's West Fargo president.

Alexis Danielson '03 (BS Finance) has been promoted to financial planner for Investment Centers of America Inc., in its Moorhead office. Danielson has been with the company for more than two years.

Justin Germundson '00 (BS Finance) joined the West Fargo Park District as business manager, handling all business and finance management. Germundson, West Fargo, has several years of banking experience.

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Story-telling to telling stories

By Ashley Schneider

At a very young age, Daron Selvig knew he wanted to be a news anchor. While growing up in Ortonville, Minn. he told elaborate stories to his family and friends. He pursued his dream to be a news anchor. Today, Selvig is one of Fargo-Moorhead's most recognized



Daron Selvig

television personalities. He is now entering his 16th year at KVLY 11.

Selvig majored in broadcasting at MSUM. He was active in Campus News and hosted a very short morning news program at Channel 4 News part-time before graduating in 1989. Selvig considers those opportunities "the best preparations for my career because they provided me with much-needed real world experience."

Selvig has been with KVLY 11 since 1990 where he started as a weekday reporter. Selvig pointed out that the majority of broadcasting students usually begin their careers as reporters. He believes that new reporters need to make the time to build important writing and speaking skills.

Shortly after being promoted to host the 5 p.m. weekday news in 1995, Selvig was sent to Grand Forks to cover the

horrific flood of 1997. "Our 1997 flood coverage has been the most memorable work for me personally, due to the vast ways the disaster affected scores of people. There were so many facets to the story. People went through so much pain ... I remember walking through the Oak Grove neighborhood after the Red (River) spilled over there, and the sorrow was palpable." On top of the emotional impact the flood coverage had on him, he also states the response from other stations and television networks was enormous. "Teams of journalists from many other areas were using our facilities. No other story I've covered compares to the scope of the '97 flood disaster."

Selvig has earned many awards throughout his career. He won a regional documentary award for his coverage of the 1997 flood, North Dakota and Minnesota Associated Press Awards, and anchoring awards.

When asked what skills contribute to becoming a good anchor, Selvig stated that great writing skills are important. He said that in order to retain an audience, one must intimately know what they report. Selvig also said the news must always be completely accurate and contain a good headline or lead.

Selvig has come a long way from that young boy who told stories to his family.

Judging creativity is tough

By *Danielle Abbott*

During his years at MSUM, Scott Ostman learned a lot about himself as a person and a great deal about interacting with others on a professional level. "I felt as though I got a good base of knowledge from which to start my career at MSUM," he said.

He graduated from MSUM in 1982 with a BS in mass communication and a minor in marketing. Ostman worked in several different communications fields. By the mid-1980's he was hired as a copywriter at H.T. Klatzky and Associates in Duluth, MN. This was his first 'creative' position. He has worked in the creative side of communication and business ever since. Ostman is now the creative director at Lawrence & Schiller in Sioux Falls, S.D.

Ostman decided to share his creative techniques and experience new practices in the creative side of communication and business through the Addy Awards. Not only does he compete in these creative awards annually, but he has also been selected to judge the awards for the past 10 years.

The Addy Awards are held once each year in numerous districts throughout the country. The Addy Awards judge the art direction, uniqueness and creative



Photo by Danielle Abbott

Scott Ostman makes his way down a long line of Addy Award competition pieces.



Scott Ostman takes time to look at every piece when judging the Addy Awards.

input in numerous forms of media ranging from video and newspaper writing, to calendars and individual product packaging design. According to Ostman, "The Addy Awards

do not reflect the effectiveness of works, but instead the works that usually score well are very clean, simple and have a strong concept."

Ostman tries to judge two or three shows a year, and loves getting out to see the work being done in other markets. These competitions have given Ostman the chance to meet great people from local ad clubs and other judges within similar creative executive fields. Ostman said, "I don't have any negative things to say about judging or competing in the awards. I just love doing it."

Ostman also said, "Young creatives make the mistake of trying to be creative for creative's sake." Though he admits to pushing the envelope when appropriate, Ostman ultimately feels responsible for "creating a compelling message that drives people into action" on behalf of his clients.

Overall, Ostman is proud of his accomplishments as a creative executive, as a competitor and a judge in the Addy Awards, yet he doesn't think that he has done his best work yet.

Scott Ostman does have advice for all recent MSUM graduates, and people working within the communications spectrum. He said, "Don't be afraid to start small and learn as much as you can about the business with every opportunity. Network until it hurts, and the more people you know, the wiser you will become."

Alumni Updates

Finance continued

Lisa Moe '96 (BS Finance) joined State Bank & Trust as an investment representative in Fargo. Moe has 11 years of financial services experience and worked the past five years for Edward Jones.

Darrell Rowe '90 (BS Finance) has been named third quarter 2005 Pinnacle Award winner by US Bank. The award recognizes employees whose work ethic and dedication to providing superior customer service have placed them in the top 20 percent of U.S. Bancorp. Rowe is currently the branch manager for the South University location in Fargo.

Curt Rydell '88 (BS Finance) joined Thrivent Financial for Lutherans as a financial representative with the organization's North Country Regional Financial Office in Fargo. He had worked for Knight Printing Co., Fargo.

Callie Schlieman '02 (BS Finance) joined State Bank & Trust, Fargo, as a credit officer. Schlieman has worked the past four years in the Office of Comptroller of Currency.

Stephanie Strand '93 (BS Finance) has been promoted by State Bank & Trust to vice president/trust officer in the firm's Trust & Investment Division in Fargo. She has worked 11 years for State Bank and has 18 years of financial services experience.

Accounting

Don Berg '92 (BS Accounting) joined Clinical Supplies Management as the company's director of operations. He has more than 13 years of management experience.

Michelle Bredell '00 (BS Accounting) joined the Moorhead office of Fiebiger, Swanson, West & Co. PLLP as an in-charge accountant.

Lori Grommesh '84 (BS Accounting) joined Catholic Charities North Dakota as fiscal manager. She has 17 years experience in the accounting field.

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Alumni Updates

Accounting *continued*

Julie Nelson '86 (BS Accounting) joined the Fargo office of Eide Bailly LLP, specializing in compliance consulting for financial institutions. She has more than 14 years of bank experience working with Community First and the Clay County auditor's office.

Gail Van Beek '04 (BS Accounting) joined Microsoft Corp. as a support analyst. Van Beek is responsible for tracking and processing information regarding Microsoft's new hires globally.

Industrial Education

Doug Isaacson '71 (BS Industrial Education) joined the Moorhead residential real estate division of Coldwell Banker First Realty-Encore as a sales associate. Isaacson has more than 34 years of manufacturing and construction experience. He worked for O'Day Equipment, Fargo, as engineering manager.

Industrial Technology

Cole Keney '05 (BS Industrial Technology) has been promoted to new business developer for Alerus Financial's Osgood branch. Keney was a personal banker for Alerus Financial prior to receiving the promotion.

Paralegal

Sheri Branson '05 (BS Paralegal) has been promoted to closer for TRN Abstract & Title. She has been with the company since 2002 and was previously a closing assistant.

Alanna Fink '97 (BS Paralegal) has joined Clinical Supplies Management as an administrative assistant. She has more than eight years of administration experience.

Jodie Schreier '99 (BS Paralegal) has been promoted to personal banking supervisor at Gate City Bank in Moorhead. She joined the bank in 2004 and was formerly a customer service and sales supervisor.

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Engineering design in the Valley

By Mark Koerner

Dan Butenhoff is living the good life as a project manager for Valley Engineering in West Fargo. But it wasn't always that way



Dan Butenhoff

and Butenhoff is proof that life can turn out well even if you don't always know where you're headed.

Butenhoff struggled aimlessly in his first year at North Dakota State University. He liked learning

but didn't enjoy school. "I can read and learn on my own," Butenhoff says.

He spoke with an admissions counselor at MSUM. She suggested he follow his interests and Butenhoff enrolled as an Industrial Technology major. His grades improved immediately.

Butenhoff took a job at Dakota Machine Inc. in West Fargo while he was in school. "Get a job in your field no matter how menial while in college, because it teaches you the ins-and-outs of your profession," Butenhoff advises. Butenhoff graduated in 1996 and worked at Dakota Machine full-time until 2001.

In 2001, Butenhoff was offered a job by Team Industries in Bagley, Minn. Taking the job meant leaving his hometown. "Don't be afraid to make a move," Butenhoff says. "Taking the job set me further ahead than anything in my career ever had." His work at Team Industries brought Butenhoff to the attention of Weisgram Metal Fab, Inc. in West Fargo and they lured him home in 2003.

Butenhoff moved over to Valley Engineering in December of 2005. He works mostly with maintenance projects for American Crystal Sugar. Managing concrete and asphalt repair, drawing layouts and handling purchases. "The hardest thing in any job is learning the ropes," Butenhoff says, and now he's trying to learn while managing 25 product lines for Valley Engineering and designing a beet piler for the Southern Minnesota Beet Sugar Co-op.

He enjoys his job although it keeps him busy. It isn't the kind of job that can be forgotten at the end of the shift and picked up again the next day. "It's a lot like college, where you have to plan ahead for tests and things," Butenhoff says. "That stuff never goes away." To ease his workload, he's developing a process to make his projects run as smoothly as possible.

And "smoothly" is the way his life has been running ever since he figured out what he wanted to do.

**We are pleased to welcome the
Computer Science and
Information Systems Department to
the College of Business
and Industry,
effective July 1, 2006.**

Alumni Updates

Graphic Communication

Aubrey Kurtz '04 (BS Graphic Communication) has been promoted to advertising sales assistant for CableOne Advertising, Fargo.

Mass Communications

Amanda Auch '03 (BS Mass Communications) has been promoted to vice president of Anstadt Creative, a branding and communications firm in Fargo. In addition to her new role, Auch is the communications director for the firm.

Rose Bakke '91 (BS Mass Communications) has been named director of prospect research for the Minnesota State University Moorhead Alumni Foundation. Bakke will provide research services to support the fundraising efforts of the foundation.

Jeffrey Haaven '03 (BS Mass Communications) joined Microsoft Corp. as an area sales representative, responsible for generating new business for Microsoft dynamics in its south central region.

Alison Hockenberry '05 (BS Mass Communications) has been appointed as a financial services representative at the Bank of the West's Southgate Hornbacher's location in Fargo.

Travis Kurtz '99 (BS Mass Communications) joined Advertising Marketing, Fargo, as director of client services. Previously, he worked in sales and marketing for Tharaldson Communications and as a marketing manager for Microsoft Corp.

Mark Nissen '03 (BS Mass Communications) joined Microsoft Corp., Fargo, as a contingent staff operations analyst responsible for managing headcount operations. He worked for Volt Technology Services, Fargo.

Sarah Nissen '04 (BS Mass Communications) has been named communications specialist for the vice president for Research, Creative Activities and Technology Transfer at NDSU.

Cory Qualey '94 (BS Mass Communications) has joined H2M, an advertising and public relations agency, as a Web/graphic designer. Qualey formerly owned and operated the Web development company, Mushroom Design, Fargo.

Just a Ring Away...

By Shawna Pike

For the past 25 years, MSUM has conducted an annual Phonathon to raise money for various departments at the University. The Phonathon is produced by about 25 students, 12 students working every night.

Judy Peterson, Director of Major and Corporate Gifts, explained how the Phonathon works. The Phonathon is an opportunity for the alumni to stay updated with MSUM. "Donators commonly ask how specific teachers are doing, or what is new in their department," states Peterson. "It's their chance to communicate one-on-one with current students."



MSUM students call the list of alumni during evening hours. When sponsors initially make a pledge, they can either make a gift with their credit card, or MSUM can send the donator a pledge reminder.

Without the generous donations from alumni during the Phonathon, MSUM would not be able to continue the improvement of the University. It is appreciated every day by the current, past and future students and faculty.

Burgum continued from page one

At the time, Great Plains employed less than 50 and its revenues were in the low seven figures. Burgum led the company through a highly successful Initial Public Offering and a series of important acquisitions. Microsoft acquired Great Plains in 2001. Today, Burgum has led collective organizations to revenues that have grown to \$1 billion and more than 250,000 customers in nearly 150 countries around the world. The Microsoft Fargo location currently employs more than 1,100 people and several thousand other Business Solutions group team members reside around the world.

Burgum was named one of Accounting Today's "Most Influential People." His leadership helped Great Plains join Fortune's "100 Best Places to Work For in America" list.

The L.B. Hartz Professional Achievement Award is named in honor of the late Lester (L.B.) Hartz, founder of Hartz Wholesale Company, headquartered in Thief River

Falls, Minn. The faculty and students of the College of Business and Industry present it annually to an individual who has created economic opportunities for others through innovation, entrepreneurship and community service.

LB Hartz scholarship winners

Two students received \$1,000 L.B. Hartz scholarships for their accomplishments, campus and community leadership, and work experience. This year's recipients were Dallas Rylander, son of Lonnie and Anita Rylander, a finance major from Ashby, Minn., and Joseph Yard, son of Joseph and Cynthia Yard, a finance and Spanish major from Maple Grove, Minn. To qualify for the Hartz Scholarship, students must have a 3.5 GPA or higher, be pursuing a degree in business administration, finance, management or marketing, and be a Minnesota or North Dakota high school graduate.

Politics to Trix

MSUM alum goes corporate

By *Alexa Orts*



Tom Forsythe

Challenge. It's something Tom Forsythe doesn't take lightly. The General Mills' Vice President of Corporate Communi-

cations built his career by seizing the opportunities that came his way. The 1980 MSUM graduate even took advantage of the chance to create his own degree. After returning to college from a life-changing internship with U.S. Sen. David Durenberger, he was granted an individualized degree in political science and public relations so he could start his career.

After graduation, Forsythe flung himself into the Midwest political arena, soon landing a role as the youngest press secretary in the country. "I got a great job right out of the gate," he says of his position with Minnesota Gov. Al Olson.

Forsythe ran several campaigns in Minnesota and North Dakota before forming Flint, Forsythe and Associates, a public affairs consulting firm. He specialized in crisis communications and developed a strong health care component focused on state and national health care policy. Forsythe played an important role in the creation of the Buyer's Health Care Group, an employer coalition that advances a more patient-centered health care system.

General Mills was a client of Flint, Forsythe & Associates. He was offered and accepted a position in their government relations department. "I thought that I would last two years," he said.

But 15 years later, Forsythe is still with the food giant. "I've enjoyed the company so much that I've just stayed. It's a very vibrant and ever changing landscape," Forsythe said.

Forsythe leads the external and internal communications functions and is responsible for corporate image and reputation, corporate brand management, public relations, employee communications, crisis communications, issues management and the company's consumer services department.

"The best part of my job is leading and developing a very strong team," Forsythe notes. But the explosion of news outlets and the 24-hour news cycle present challenges. Forsythe must present painstakingly accurate information at all times. "The world is shrinking and the news cycle is immediate," he said. Anything Forsythe submits to the public is fair game for instantaneous on-line news reporting.

Forsythe values his time at MSUM. He identifies hands-on experience as the best part of his education. Former mass communications department chair, Roger Hamilton, and advisor, Bill Hall, served as admirable allies during his academic career. Forsythe's involvement with Student Senate, *The Advocate* and Phi Sigma Epsilon prepared him for the leadership roles he would take in the future. "All of the things I was interested in at MSUM are still important to me today," he said.

Forsythe enjoys the challenge his position presents. His versatile skills have enabled him to meet the communication needs of two very different categories—political candidates and Cocoa Puffs.

23 students inducted into Delta Mu Delta

Twenty-three MSUM students earned membership to Delta Mu Delta for their academic excellence in preparation for careers in business.

Delta Mu Delta was founded as a national organization in 1913 to promote higher scholarship in training for business. Today there are 170 chapters at colleges and universities throughout the United States with more than 85,000 lifetime members. Business majors who rank in the top 20 percent of their junior, senior or master's degree classes are eligible.

Anthony Blotsky, Moorhead, and Jacky Carlson, Grand Rapids, were awarded a \$200 scholarship by the local Delta Mu Delta chapter. The scholarship is awarded to the student who has demonstrated not only academic achievement but also organizational and leadership skills.

These students were inducted into MSUM's Delta Mu Delta Chapter on April 2, 2006: Rick Avdem, McVile, N.D.; Shelby Binegar; Anthony Blotsky, Moorhead, Minn.; Shanna Brockel, Bismarck, N.D.; Jacky Carlson, Grand Rapids, Minn.; Christopher Fritz, Fargo, N.D.; Katie Kellner, Benson, Minn.; Melissa Kelly, Larimore, N.D.; Craig Powers, Moorhead, Minn.; Justine Kupfer, New York Mills, Minn.; Michelle Ludvigson, Madison, Minn.; Amy Meindl, Detroit Lakes, Minn.; Laura Munn, Bloomington, Minn.; JoDee Pepple, Fessenden, N.D.; Erin Rymerson, Watertown, S.D.; Kayla Schlosser, Mandan, ND; Heather Staton, Benson, Minn.; Angela Stevens, Milbank, S.D.; Tera Tande, Cooperstown, ND; Meghan Thorenson, Bottineau, N.D.; Eric Titze, Watertown, S.D.; Joshua Witt, Henning, Minn.; and Jason Young, Madison, Minn.

Liberal studies program gets new look

By *Crystal Campbell*

As time goes by, everything ages. And like everything else, the liberal studies program at MSUM is in need of a new look.

Starting in the fall of 2006, incoming freshmen will be the first group of students to test it out. The change will align the program closer to the Minnesota Transfer Curriculum. MSUM wants to extend skills and make the general education classes more challenging.

Transfer students who wish to attend MSUM will find it easier for their credits to transfer, making the transition much easier. The change for transfer students will start in 2007.

“We want to make this a signature program, identifiable to us, being able to say it with respect. Being able to educate people about what we’re doing. Good students will come here because of our general education program,” said

Wade Swenson, professor of technology. Swenson also wants students to establish a sound, broad base for their education to prepare them for the work place.

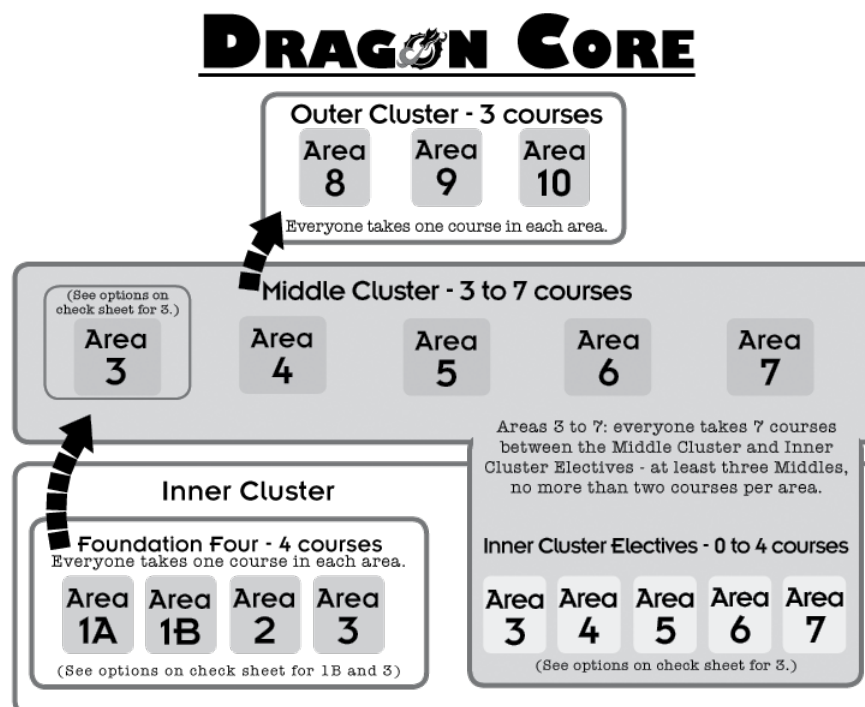
The objective is to develop students who can effectively communicate their ideas using appropriate organization, delivery and supporting information. The biggest change made in selecting liberal studies classes is students choose courses in the new clusters. Students are required to take a certain number of credits in each inner, middle and outer cluster. Every class that students choose will include oral communication, written communication, mathematics, and critical and multicultural thinking. Unlike the old liberal studies program, where some prerequisites were required, all the classes can be taken at anytime. Every class will also be worth three credits, and those classes with labs will have a grade given to the class and to the lab.

The process of changing the liberal studies program did not happen overnight.

The committee, involving faculty from all over campus, has been talking about changing the program for several months. The response from professors was positive but there was some hesitation because of the big change.

Swenson hopes this program will have alumni saying “Wow! These folks got it together.” The new program will help broaden students’ perspectives and ultimately will be the deciding factor between MSUM and other colleges.

The old layers have been peeled off the previous liberal studies program and the final result will establish a solid education for students to use in their futures.



Tuition tack-on

MSUM remains affordable despite increases

By *Jillian Scheeler*

Tuition was free to any student who promised to teach two years in Minnesota, when Moorhead Normal School opened its doors as a two-year institution in 1885. Free tuition is a thing of the past, with the cost of higher education steadily increasing.

“We are still a best buy.”

In the past decade, tuition at MSUM has doubled.

In 1995, tuition was \$73.60 per credit. With the new tuition increase, the cost per credit for the 2006-2007 school year will be \$163, a 9.5 percent increase from last year.

This steady increase in cost has left students wondering how to offset the tuition hike. The answer for some seems to be turning part-time jobs into full-time.

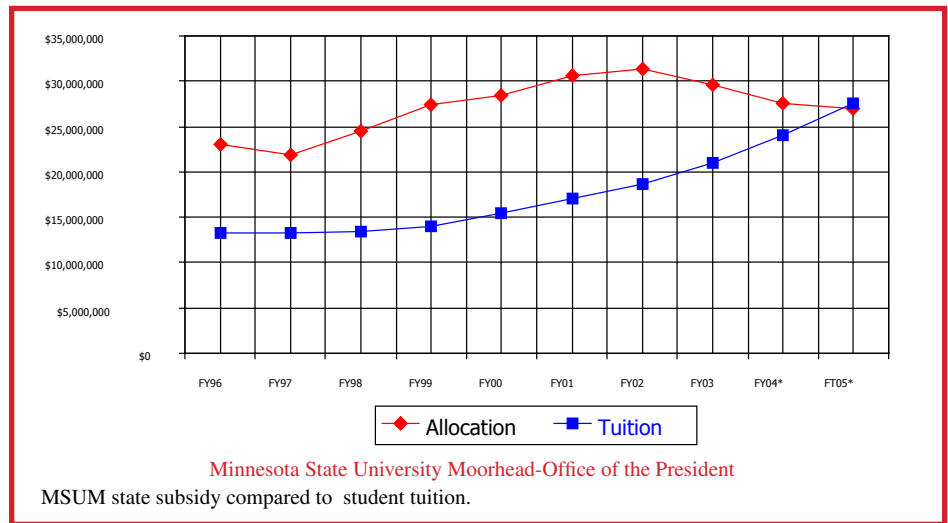
“Students’ increase in work hours affects the time they spend studying,” said Dr. David Crockett, Dean of the College of Business and Industry. “This is a problem of which faculty members are well aware.”

Next year’s tuition will cost \$4,464 for full-time students. Various reasons are related to this increase: rising fuel costs, leveling school population numbers and decreases in state funding.

According to Minnesota statutes, students attending public universities should pay no more than one-third of the actual costs of their education. Unfortunately, this is no longer a reality, with students paying for two-thirds or more of their education through student loans and jobs.

“I think it’s a real problem,” says Dr. Crockett. He says there has been a significant reduction in the percentage of the state’s budget directed to funding for higher education. Nonetheless, MSUM still has the second lowest tuition rate of the seven Minnesota state university campuses.

As Dr. Crockett says, “We are still a best buy when you compare overall expenditures to attend MSUM with our peers, public and private Minnesota colleges.”



Nordick says “Goodbye” to MSUM after 26 years

By *Andrea Schneider*

New endeavors await Larry Nordick as he says farewell to MSUM after 26 years of service, 16 ½ of those years as a full-time faculty member. Those who have worked around him have been able to grow and learn from his efforts both inside and outside of campus.

Nordick graduated from MSUM in 1973 and began as an adjunct teacher of business law and paralegal courses in 1980. A decade later, he became a full-time assistant professor in the Paralegal Department. Nordick has taught everything from Introduction to Paralegal to Evidence Law.

After all these years, Nordick still revels in his students’ successes, both in the classroom and in the workforce. “Nothing brings me more joy than to see my students become better world citizens,” he states. It was this passion that made him the perfect candidate to advise the Paralegal student association, Minnesota State Paralegal Association Moorhead.

Nordick has also been active in organizations such as the Dorothy Day House and Food Pantry. Nordick also provided legal services to the poor, elderly and disadvantaged through the Fargo and Moorhead legal aid offices.

Upon retirement, Nordick and his wife, Jen Severn, plan to move to Pennsylvania or a neighboring state to be closer to her family. He looks forward to the opportunity to hike, run, bike, and camp.

As for what the future holds, Nordick is, “keeping all options open.” When asked if he plans on furthering his career, he simply replied, “I’m just going out there on a prayer and a broken wing. God will provide. He always does.” No matter what the future holds for Nordick, we wish him nothing but the best of luck in his future.

CEO continued from page one

The Student Academic Conference is an annual event on the MSUM campus. “The goal,” says Dr. Andrew Conteh, co-founder of the conference, “is for students to showcase their talents.” The conference gives undergraduate students an opportunity to show their ideas through research, posters, panel discussions and presentations. More than 300 students participated in this year’s conference.

During the conference, Miller shared memories of her time as a student at MSUM. As the first graduate from the College of Business and Industry to speak at the conference, her topics included collaboration with colleagues, communication, problem solving, ethics and global economies.

Miller and her husband, Craig Palmer (also a graduate of MSUM), split their time between Phoenix, Arizona and Fargo, North Dakota. Tammy greatly enjoys her career. “I’m fortunate to work for a great company that provides opportunities and challenges everyday and I get to work with wonderful customers and employees,” she says.

Tammy Miller’s talent has taken her a long way ... from a student in a three-room schoolhouse in Brocket, N.D., to an MSUM grad, to the CEO of a huge corporation. Dr. Dexter points out, “Tammy has earned all her accomplishments.”

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Habitat for Humanity members travel to Iowa

By *Andrea Schneider*

Breaking away from the “typical” spring break, eight MSUM students ventured to Waterloo, Iowa, to help build a house for Habitat for Humanity. Members Stephanie Dassinger, Nikolay Montik, Amber Schenfisch, Tasha Gahner, Rebecca Nelson, Janel Gilleland, Tom Neuharth and Meghan Curry crammed into a University van and set out on the eight-hour drive. The hard work that lay before them for the next five days was something none of them had anticipated.

When they arrived, all that stood of the house was the foundation. “The first day, all we did was hammer boards together,” recalls Schenfisch. After a long day of work, the students dragged themselves back to a University of Iowa dormitory where they would stay. Putting six girls

in the fifth floor lounge and two men in the fourth floor lounge surely wasn’t a beachside hotel room, but they made do.

The second day proved to be a tiring one. “We were very sore and bruised,” said Schenfisch. However, that didn’t stop them from hammering on. They proceeded to build walls, put up insulation and sheeting, and even began work on the basement. All their hard work paid off. On their last day, they shingled the roof.

Overall, the students could not be happier with the outcome. “It was a very memorable experience,” Schenfisch said with pride. “We were very proud to know we were a part of that house. We had a lot of fun and I hope we are fortunate enough to return next year.”

Class produces newsletter for College of Business and Industry

This newsletter was written and produced by students in Mass Comm. 390,

Creating a Newsletter.

Design concept by Jillian Scheeler.

Layout by instructor, Cindy Mayerich.



Back row (left to right): Jillian Scheeler, Mark Koerner and Melanie Rudd.

Center row: Danielle Abbott, Jessica Zenker, Jamie Anderson and Crystal Campbell.

Front row: Kara Fallgatter, Shawna Pike, Alexa Orts and Brittany Bewley.

Not pictured: Andrea Schneider, Ashley Schneider and instructor, Cindy Mayerich.

College of Business and Industry



Dr. David Crockett, Dean
218.477.2076
crockett@mnstate.edu

Yvonne Johnson
Assistant to the Dean
johnsony@mnstate.edu

Peggy Dell
Academic Advisor
dell@mnstate.edu

Claudia Pehler
Administrative Assistant
pehler@mnstate.edu

Laura Heintz
Administrative Assistant
heintz@mnstate.edu

Computer Science & Information Systems
Daniel Brekke, Chair
brekke@mnstate.edu

Jan Atchison
Administrative Assistant
atchison@mnstate.edu

Mass Communications
Mark Strand, Chair
strandm@mnstate.edu

Deb Hval
Administrative Assistant
hval@mnstate.edu

Paralegal
Judith Streich, Chair
streich@mnstate.edu

Technology
Dr. Ron Williams, Chair
williams@mnstate.edu

Diane Stokes
Administrative Assistant
stokes@mnstate.edu

School of Business
Dr. Lee Dexter, Co-chair
dexter@mnstate.edu

Dr. Jim Swenson, Co-chair
swensnji@mnstate.edu

Mary Jane Langseth
Administrative Assistant
langseth@mnstate.edu

Small Business Development Center
Dr. Len Sliwoski, Director
sliwoski@mnstate.edu

Jackie Seifert
Administrative Assistant
seifert@mnstate.edu

Mission Statement:

The College of Business and Industry, building on a strong foundation of liberal studies, provides professional career and leadership preparation through student-centered learning that incorporates technology, experiential learning and interaction with industry and community.

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