WELCOME!
TO THE 2019 CREIGHTON BUSINESS SYMPOSIUM
On behalf of Creighton University’s Heider College of Business, the Anna Tyler Waite Leadership Program, and the 2019 Symposium planning team, we are excited to welcome you to this year’s Creighton Business Symposium. With the support of Creighton Students Union and the many sponsors who have continued to support this event, we present to you all the 16th rendition of this function, themed Curiosity Inspires Confidence.

Our mission in producing this event has always been bringing together the Creighton and Omaha community with the many businesses and community members who contribute to this vast, dynamic business world in which we all aspire to succeed. For all of our first-time attendees, we hope the experience is enjoyable for you, and that you see firsthand the benefits of this event. For those who are returning, thank you for your continued support; we hope The Creighton Business Symposium continues on the legacy that has drawn you all to it, and you gain valuable insights and share your experiences with each other. From the three incredible keynotes, to our list of impressive panelists and moderators, we hope this year’s event will add to the tally of successful symposiums from years past.

The 2019 Symposium planning team is ecstatic to present our featured keynote speakers. First, Judith Ricketts, whose continued devotion to exceptional Associate and client experiences at TD Ameritrade has propelled her in her new role as Managing Director of Investor Services. Second, Jane Miller, President and Chief Operating Officer at Gallup, remains committed to creating exceptional workplaces through maximizing the potential of employees. And third, Ron Carson, a Barron’s Hall of Fame wealth advisor who founded and currently serves as CEO of Carson Group.

Each year, the symposium team is charged with raising tens of thousands of dollars in corporate sponsorships to help put on this event. Beginning with the planning stage in January, this crew of talented, ambitious, and innovative students works to recruit dozens of speakers and sculpt panels that tackle some of business’ largest topics. We also have the privilege of hosting a number of guests from the Creighton University Board of Trustees, corporate sponsors, University administration, and Heider College of Business faculty and staff. None of this would be possible without the dedication of this planning team and the guidance of our advisor and mentor, Ms. Heather Doering.

Thank you all for attending the 16th Annual Business Symposium. We hope you enjoy your experience, ask questions to enhance this event, make connections with attendees, and take advantage of the opportunity to expand upon your knowledge of business.

With Best Regards,

Kendra Lavallee & Anna Lillis
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<th>Time</th>
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<td>7:30 - 8:30 AM</td>
<td>Registration &amp; Continental Breakfast</td>
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<td>8:45 - 9:30 AM</td>
<td>Opening Keynote Speakers</td>
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<td>Judy Ricketts, Managing Director of Investor Services, TD Ameritrade</td>
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<td>Jane Miller, President &amp; COO, Gallup</td>
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<td>Breakout Session 3</td>
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<td>1:00 - 1:45 PM</td>
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<td>Ron Carson, Founder &amp; CEO, Carson Group</td>
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<td>1:45 - 2:00 PM</td>
<td>Closing Remarks</td>
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ANNA TYLER WAITE LEVEL 4 Q & A
Moderator: Dr. Todd Darnold - Room 211

THE FUTURE US ECONOMY AND ENERGY MARKETS
Moderator: Dr. John Wingender - Room 212
• Dave Bellairs - Director of Energy Acquisitions, Metropolitan Utilites District
• Neal Shumway - VP of Structuring, Tenaska Marketing Ventures
• John Gilbreath - Anaging Partner, AOS Energy Partners

MANAGE YOUR FINANCIAL FUTURE, DON'T LET IT MANAGE YOU
Moderator: Dr. Keith Olson - Room 213
• Robert Forrest - Financial Advisor, Jacobitz Wealth Management Group
• James Ambrose II - Wealth Management Advisor, Merrill Lynch
• Gerald Brundo II - Retail Trade Desk Manager, TD Ameritrade

C-SUIT INSIGHT: LEADING WITH CONFIDENCE
Moderator: Dr. Maggie Knight - Room 214
• Mike Happe - CEO, Winnebago
• Melissa O’Neil - CEO, Iowa Shelter Services
• Beth Whited - CHRO, Union Pacific

BLOCKCHAIN’S EFFECT ON THE ACCOUNTING INDUSTRY
Moderator: Dr. Don Lux - Room 215
• James Davenport - Senior VP of Finance, Mutual of Omaha
• Thomas Murdock - IT Advisor Senior Associate, KPMG

BUILDING PERSONAL BRAND
Moderator: Caitlin Feldmann - Room 216
• Bushra Amiwala - Marketing & Management Information Systems Student, DePaul University
• Tim Bastian - Economics Professor, Creighton University
• Will Coover - Corporate Development Finance Lead, Mutual of Omaha
CAPITALIZING ON INTERNSHIPS
Moderator: Tim Bastian - Room 212
• Nicole Behm - Investor Services Aspiring Talent Manager, TD Ameritrade
• Matt Maiers - Audit Partner, KPMG
• Jodi Kennedy - Direct of Talent Acquisition, Gallup

PASSIONS TO PROFIT: BECOMING A SUCCESSFUL ENTREPRENEUR
Moderator: NA - Room 213
• Paul Jarrett - Co-Founder & CEO, Bulu
• Blake Uthing - Owner, Blackboard Development
• John Blazek - Marketing & Management Professor, Creighton University
• Jon Tvardik - Entrepreneur & Consultant, Tvardik Group

NAVIGATING NETWORKING IN PERSON & ONLINE
Moderator: Dr. Tim McMahon - Room 214
• Kim Sucha - Business Tax Partner, KPMG
• Jeremy Fisher - Director of the Career Center, Creighton University
• Mary Kyle - Senior Technology Recruiter, First National Bank of Omaha
• Julie Link - Talent Attraction Manager, Kiewit

BUILDING NET WORTH
Moderator: Dr. John Wingender - Room 215
• Cory Roeder - Retail Trade Desk Manager - TD Ameritrade
• Wade Speelman - Partner Sales Manager, TSYS
• Nate Hobson - Managing Director, Mutual of Omaha

THE FUTURE OF DATA
Moderator: Dr. Anton Ames - Room 216
• Nate Watson - President, Contemporary Analysis
• Grant Stanley - CEO, Bric
• Kelsey Bundine - Senior Analytics Manager, Hudl
• Branden Collingsworth - Director of Data Science, Aurora Cooperativie
HOW DIFFERENT ARE FINANCE AND ACCOUNTING?
Moderator: Dr. Maggie Knight - Room 211
• Andy Witt - CFO, Dundee Bank
• Taylor Stormberg - Director of Development, Creighton Prep HS
• Jeanette Wojtalewicz - Senior VP and CFO, CHI Health

TELLING THE JOURNEY OF OTHERS THROUGH SOCIAL ENTREPRENEURSHIP
Moderator: Taylor Keen - Room 212
• Lucas Turner - Community Engagement Director, BuildOn
• Amanda Brewer - CEO, Habitat for Humanity Omaha
• Miah Sommer, Founder & Executive Director, Bike Union Mentoring Project

IMPACT OF TECHNOLOGICAL INNOVATION IN YOUR CAREER
Moderator: Ravi Nath - Room 213
• Beth Engel - Partner, Dundee Venture Capital
• Diego Alvarez - Cyber Risk Manager, Deloitte
• Beth Schmidt - Director of Technology, Markel

THE OFFICE OF THE FUTURE: HOW THE WORKPLACE IS TRANSFORMING
Moderator: NA - Room 214
• Regina Taylor - Assistant Professor of Organization Behavior, Creighton University
• Deb Mortiz - Head of Strategic Consulting, Cushman & Wakefield, Inc.
• Ben Wigert - Director of Research and Strategy, Gallup

PIVOTING YOUR CAREER
Moderator: Ali Maloy - Room 215
• Julian Caldwell - VP of Strategy, Wave Interactive
• Megan Holt - Enterprise Director of Risk Management, Mutual of Omaha
• Alex VanAckeren - Internet Sales Director, Honda of Olathe

WHAT I WISH I COULD TELL MY COLLEGE SELF
Moderator: Tim Bastian - Room 216
• Dan Kennedy - Managing Director of Sales, Markel
• Patrick Lillis - VP of Sales, Principle Financial Group
In April 2018, Judith Kohoskie Ricketts was named Managing Director of Investor Services at TD Ameritrade, and is responsible for leading 2500 Associates in the retail client experience contact centers across four locations nationwide. Prior to her current role, Judy was Managing Director of TD Ameritrade Clearing Operations and oversaw all functions for the broker dealer. She also served as the President of TD Ameritrade Clearing Inc., the company’s clearing broker dealer. In February 2018, the Clearing Operations team, under her leadership, completed the nearly flawless conversion of 4 million Scottrade brokerage accounts to the TD Ameritrade platform. With more than 22 years of corporate experience at TD Ameritrade, her expertise includes retail brokerage, brokerage operations, project management, technology implementation, and system customization. During her tenure, she’s also served in leadership roles in Retail Brokerage Services, Technology Portfolio Management and Mergers and Acquisitions.

Judy has been a part of several industry and company-wide steering committees and is committed to improving the Associate and client experience. As a founding member of the firms Diversity & Inclusion efforts, she was the recipient of the firms Impact Award in 2016. Which is granted for outstanding efforts in the promotion of recruiting, hiring and retaining diverse talent in the firm. She currently sits on the boards of The Women’s Fund of Omaha, Rock the Street, Wall Street, and the Securities Industry and Financial Markets Associations Diversity and Inclusion Committee. She holds a series of FINRA licenses and earned a bachelor’s degree in Psychology from the University of Nebraska-Lincoln.
Jane Miller is a thought leader in performance management, leadership and organizational identity. She is passionate about maximizing the potential of employees and celebrating and developing talent for the future. Over her career, Jane has helped revolutionize the workplace through a unique and groundbreaking philosophy that emphasizes strengths as the lens through which organizations can select, manage, motivate, develop and ultimately engage employees. Jane is the President and Chief Operating Officer at Gallup and also serves as a director and an owner. She is responsible for all operational and client service aspects of the forward-thinking research, consulting and education organization. Her leadership team represents the best practices of The Gallup Path, an innovative framework for driving business performance. Jane is particularly committed to creating exceptional workplaces. Her community leadership currently includes: Trustee of the Peter Kiewit Foundation and the Business Ethics Alliance and serving on the boards of the Omaha Zoological Society and the University of Nebraska Foundation. Jane is a recipient of the Omaha Chamber of Commerce Women in Leadership Award and has been inducted into the Omaha Chamber of Commerce Business Hall of Fame. Jane was also on the Creighton Board for 12 years and is now currently on the University of Nebraska Lincoln Foundation.
Ron Carson is founder and CEO of Inc. 5000 firm Carson Group, a Barron’s Hall-of-Fame wealth advisor, one of Forbes top wealth advisors in America, radio talk show host, Forbes contributor and New York Times bestselling author. Ron is regularly featured on national broadcasts including FOX Business, Bloomberg, and CNBC and serves on the Financial Advisor Council of CNBC. Throughout 35 years as a financial advisor and entrepreneur, Ron has always believed in fulfilling a deep-seeded purpose to be the most trusted for financial advice – to provide families and individuals with straightforward guidance, extensive expertise, and full transparency when it comes to planning their financial future. From the humble beginnings of starting his business out of his college dorm room in the early 80s, Ron has grown to become an industry Innovator, influencer, and leader of a now 200+ person firm that has been recognized as a Best Places to Work for Financial Advisors and a Best Places to Work in Fintech. Other academic credentials include being a CERTIFIED FINANCIAL PLANNER™, Certified Fund Specialist, and a Chartered Financial Consultant. In addition to serving clients through Carson Wealth, Ron also founded Carson Coaching and Carson Partners - firms offering consulting, coaching and partnership services to more than 1200 firms – and 5000 advisors - across the U.S.
Donald Waite is a 1954 graduate of the Creighton University College of Business. He grew up in Le Mars, Iowa, where his family ran a grocery store legendary for its fairness and honesty. The guiding principles instilled by his parents: integrity, honesty and support of Catholic education have borne great fruit in Don and have significantly benefited the mission and students of Creighton University. In 2001, Donald and his wife of over 60 years, Anna, established the Anna Tyler Waite Center for Leadership and the Waite Leadership Scholarship Fund in Creighton's Heider College of Business. The Waite Center offers leadership immersion during the four-year business course of study. An upshot from its students was the creation of the renowned annual student-sponsored Executive Business Symposium, where Creighton students, alumni and area business people hear insights from local, national and international business leaders.

Mr. Waite has over 60 years' experience in finance, accounting, operations, legal and administrative functions. His lifelong demonstration of integrity in his personal and professional life compelled his rise in corporate finance by his wise counsel and careful management of investment capital. As a result of Don and Anna Waite's generous support of Creighton University and its students, each year numerous Creighton graduates enter the world business community practiced in leadership, and owning the knowledge that there is no substitute for integrity, honesty and one's faith in God.
Almost everyone in the world depends on energy. Travel, food/cooking, and keeping our homes heated in the winter and cooled in the summer requires energy. That is why energy makes up around 9% of total US GDP. Americans averaged spending over $1.1 billion per year on energy in the last decade, and that number is projected to continue to increase. Energy has been a major issue tackled on the national stage. Climate change issues have people paying attention to how much energy they use and how clean it is. This panel will touch on any and every question related to energy in politics, climate, or future uses.

**DAVID BELLAIRS**
David Bellairs is the Director of Energy Acquisitions for the Metropolitan Utilities District and spends his day managing natural gas requirements for Omaha and working with customers on solutions for their energy needs. With 15 years of professional experience in the natural gas utility industry, he has seen his share of changes in energy technology and its positive impact on the community. David earned his bachelor’s degree in Civil Engineering from University of Nebraska-Lincoln and went on to receive his professional engineer’s license from the State of Nebraska. In his spare time, David enjoys fixing things and spending time with his wife and sons.

**JOHN GILBREATH**
John has nearly 20 years of experience in energy M&A and business development. He has been focused on originating new deals and leading execution of mergers, acquisitions and divestitures. He is currently a managing partner at AOS Energy Partners, where he originates new acquisitions, leads execution of mergers, acquisitions, and divestitures and provides strategic oversight for energy investments on behalf of private equity clients. Prior to this, we worked as a Senior Vice President of Capital Management at Tenaska, a Manager of Financial Analysis at MidAmericaEnergy, and an Analyst in the Corporate Finance Group at ABN AMRO Bank in New York.

**BRETT SAPP**
Brett Sapp is a member of the Structuring team and Tenaska Marketing Ventures, where he assembles and evaluates complex structured transactions in the wholesale natural gas markets. Brett has a Bachelor of Science degree in Mechanical Engineering from Washington University In St Louis and Juris Doctorate / MBA degree from University of Nebraska - Lincoln.
Are you hesitant or confused about joining the world of investments? If so, this panel will teach proper investment strategies tailored for college students and tips to help ensure a strong financial future for yourself. Discussions will revolve around the psychological mindset needed for sound investments, managing risk versus returns, different investing approaches, how to educate oneself about today's market, and much more. By the end of the talk, the

ROBERT FORREST

A Kansas native, Bob moved to Omaha in 2006 to study at Creighton University. He graduated in 2010 with a BSBA in Entrepreneurial Management. From 2011-2013 Bob studied Christian leadership at a two year ministry program in Anaheim, CA. In Anaheim Bob met his wife, Katie. They got married and moved back to Omaha in 2013 when Bob began his work in full-time ministry. Bob entered the field of finance in 2014 and acquired his life & health insurance licenses as well as his Series 6, 63, 66 & 7 licenses. Bob’s primary focus at Jacobitz Wealth Management Group is comprehensive planning for individuals, nonprofits and small businesses. When not working, Bob & Katie can be found drinking coffee and serving in their local church. Bob speaks regularly at youth and college conferences around the Midwest.

GERALD BRUNDO II

Gerald C. Brundo II serves as Manager of the Retail Aspiring Talent program, a new investor services internship program, at TD Ameritrade which aims to develop and train over 60 student interns, while focusing on professional development and career readiness. Prior to assuming his current role, Brundo served as a Seasonal Senior Manager of the investor services department. As a Seasonal Senior Manager, Brundo designed, developed and fully implemented the transition to a modernized management team accountable for onboarding and leading new associates. Previously, at TD Ameritrade, Brundo served as a trade desk team manager, trading solutions team manager, social media & electronic communications team manager, Thinkorswim futures/forex specialist, assistant team manager, internship coordinator, resource desk senior representative, and Apex broker. Brundo graduated from Creighton University with a Bachelor of Science in Finance, in 2006 and began his career at TD Ameritrade shortly after.

JAMES AMBROSE II

Jim joined Merrill Lynch in 1998 after practicing law for 5 years. He graduated from Loyola University Chicago with a degree in Finance and a minor in Philosophy. He later received a law degree from Loyola in 1993 and practiced law from 1993-1998 with Kennedy Holland and its successor firm Lamson, Dugan, and Murray. Jim is a CERTIFIED FINANCIAL PLANNER™, Certified, Investment Management Analyst®, Chartered Advisor in Philanthropy®, and a Global Institutional Consultant; all recognitions contributing to his strong investing foundation. For the past 10 years, he has served as an Adjunct Professor at the Creighton University College of Business Administration, Department of Economics and Finance teaching both undergraduates and MBA candidates. Jim is married to his wife of 20 years, Jean and they have four children together. When not at work, Jim loves splitting his time between his children’s sports, following college soccer, and time with friends and family.
ABOVE AND BEYOND: LAUNCHING A CAREER IN TECHNOLOGY

Room 214
Moderator: Dr. Dustin Ormond
Panel Host: Patrick Dougherty

Join three highly successful and motivating C Suite executives of fortune 500 companies discussing the effects of how confidence can play a pivotal role in producing successful outcomes. Discover what it means to lead with confidence and seek advice from professionals who are daily asked their opinions from thousands of employees. Confidence is a characteristic that isn’t built overnight and establishes now more than ever a fine line between confidence and cocky. Tying back into the overall theme where curiosity inspires confidence, become curious and learn from

MELISSA O'NEIL
Melissa O’Neil is an experienced Chief Executive Officer with a demonstrated history of working in the individual and family services industry. Strong professional skilled in Career Development, Conflict Resolution, Executive Coaching, Team Building, and Facilitation. O’Neil graduated from Syracuse University with an MA in advertising and was a GA for the women’s basketball team. O’Neil’s qualifications in leading others is unprecedented. From coaching hundreds of student athletes to providing shelter and food to thousands of homeless men and women, she continues to lead by example and has been a beacon of hope for many.

BETH WHITED
Whited was appointed executive vice president and chief human resource officer in August 2018. In this position, she is responsible for the human resources and labor relations functions and will lead the company’s employee engagement culture initiatives. Whited served as executive vice president and chief marketing officer since November 2016. She previously led the Chemicals business for four years and served as vice president of the railroad’s National Customer Service Center. Since joining Union Pacific in 1987, she has held a variety of executive roles in Strategic Planning, Investor Relations, Finance and Marketing & Sales including president of subsidiary Union Pacific Distribution Services. Whited is a member of the Humanities

MICHAEL HAPPE
Michael Happe was appointed to the position of President and Chief Executive Officer of Winnebago Industries on January 18, 2016. Michael also sits on the Company’s Board of Directors. He is responsible for the overall vision and strategic direction of the Winnebago enterprise, and especially accountable for nurturing and strengthening a culture that cares deeply for its employees and customers. Winnebago Industries is a leading U.S. manufacturer of outdoor lifestyle products under the Winnebago, Grand Design, and Chris-Craft brands, which are used primarily in leisure travel and outdoor recreation activities. Winnebago also recently announced the pending acquisition of Newmar Corporation, a leading North American manufacturer of high-end, luxury motorhomes. Winnebago Industries builds quality motor homes, travel trailers, fifth wheel products, and premium boats. Upon completion of
Blockchain technology has the potential to upend entire industries. As with any new, revolutionary technology, accountants and auditors have begun to wonder if blockchain will eventually become a replacement for human accounting professionals. Luckily, even the most optimistic forecasters don’t see that happening. There’s no question, however, that accounting professionals need to learn as much as they can about this tech before it becomes a standard, everyday part of our jobs. Blockchain has the potential to enhance the accounting profession by reducing the costs of maintaining and

JAMES DAVENPORT
James Davenport is a Senior Vice President – Finance at Mutual of Omaha responsible for finance operations, IT systems, enterprise sourcing and procurement, corporate accounting, and operational excellence. James also leads the finance and accounting campus recruiting team and is a co-sponsor of the GLBTQ+ employee resource group at Mutual. James, his wife and two daughters moved to Omaha in 2018, after spending time in Seattle, WA and Zurich, Switzerland with the Zurich Insurance/ Farmers Insurance Group. James is a former partner at KPMG and a graduate of Louisiana State University.

THOMAS MURDOCK
Tom is a senior associate in KPMG’s IT Attestation Risk Consulting group based in the Omaha Office. Prior to joining KPMG, Tom had internships with Union Pacific Corporation’s revenue audit function and Creighton University’s Internal Audit Department. Tom has experience and held responsibilities with the management of External Audit, SOX IT Audit and SOC 1 engagements primarily within the financial services industry. He is currently part of KPMG’s Blockchain Attestation group with a focus on crypto asset custody.
WILL COOVER
Will is the Corporate Development Finance Lead at Mutual of Omaha, a Fortune 500 company headquartered in Omaha, NE that employs nearly 6000 associates nationwide. Will is part of a small team that manages acquisitions, divestitures, and strategic investments. On August 13th, Mutual of Omaha announced the sale of Mutual of Omaha Bank to CIT Group Inc. for $1 billion. Will and the Corporate Development team managed the process from a field of suitors through signing during a turbulent period of market volatility. Will also manages recruitment and serves on the leadership team for the Financial Development Program, a three-year rotational program designed to provide high-performing

TIM BASTIAN
Professor Tim Bastian is one of the most popular faculty members in the Heider College of Business. Professor Bastian teaches economics. He started his academic teaching career at the Air Force Academy and has been with us since 2003. When any discussions of ethical issues are raised in the classroom, he reminds his class that he raised a daughter who is a Carmelite nun! Tim is not only a faculty member but also a parent to a current Heider Business freshman.

BUSHRA AMIWALA
Bushra Amiwala is a media icon, business student, dynamic speaker, and the youngest Muslim elected official in the United States. At the age of 19, she announced her candidacy for the Cook County Board of Commissioners to serve as a voice for her underrepresented generation as well as other marginalized communities. Her campaign was covered nationally by outlets such as TIME magazine, Teen Vogue, and Scholastic Magazine. As a result of her increasing leadership in civic participation, she was named Glamour Magazine’s College Woman of the Year, Seventeen Magazine’s Voice of the Year and internationally as Cosmo-Girl’s Change maker of the Year. Bushra was awarded the Public Peace Ambassador award sponsored by the United Nations. She is currently a senior at DePaul University and serves on the Board of Directors for the Indo-American Democrat-
Your college career and 20's can be one of the most important periods in your life for making long-term decisions. It’s the time when you're finishing college, starting a career, building credit, and making some of your biggest financial decisions. These panelists will give insight on their personal experience and share advice on what they believe they did well and what they wish they would have done. This panel will help you start setting yourself up for future success now rather than later.

JODI KENNEDY

Jodi Kennedy has served as a director of talent acquisition for Gallup for more than 12 years. She builds, recruits for and sustains the internship programs at Gallup, along with recruiting great candidates — from new graduates to experienced hires — for the Gallup technology team. Jodi has a bachelor’s degree in broadcasting and journalism from the University of Nebraska–Lincoln and brings her experience as a former Cox Media account executive and IT recruiter to the relationship building and candidate selection she does for Gallup.

MATT MAIERS

Matt is an audit partner with KPMG with over 17 years of experience providing accounting services to various healthcare, energy, real estate, and investment company clients. Matt serves as president of the Creighton University Accounting Department’s Advisory Board and is involved in various charitable organizations in Omaha. Matt graduated from Creighton University in 2002 and lives in Omaha with his wonderful wife and four children.

NICOLE BEHM

Nicole has served as a manager of the Retail Aspiring Talent Program at TD Ameritrade since September 2018. Prior to this role, Nicole worked as a Senior Trading Representative, as well a Financial Services representative. She joined the company in May of 2016. As manager of the Aspiring Talent Program, she is responsible for oversight and development of over 60 interns annually, incorporating CAREERS (Collaboration, Academic, Real-world Experience and Education, Roundtables, and Shadowing) into our curriculum, and attending over 30 on-campus events annually. Nicole graduated from the University of Nebraska – Omaha with a degree in Economics and International Studies with a minor in Spanish. She was a member of the University track team and a member of Alpha Xi Delta. Building strong relationships and developing future talent is the foundation of everything she does, both professionally and personally.
PASSION TO PROFITS: BECOMING A SUCCESSFUL ENTREPRENEUR

Room 213, 10:40 - 11:20
Moderator: Panel Host
Panel Host: Kaleb Odden

Come listen to experienced entrepreneurs from the Omaha area that have turned their interests into income. Hear how each of our panelists has taken a different path to developing and growing successful businesses in different sectors of business. Learn how to take daily hobbies and make them into a successful business.

PAUL JARRETT
Paul Jarrett is a Subscription Box Champion, Midwest entrepreneur, and Co-Founder and CEO of Bulu. After a decade working on ad campaigns for Lowe's and Nike, Paul joined Complete Nutrition and got a taste of startup life. In 2012, Paul co-founded and launched Bulu Box with his wife, Stephanie Jarrett. Bulu Box was the 6th Subscription Box on the market and has since evolved to Bulu - a company that created private label subscription boxes for big brands like Disney, Crayola and Clorox. On PaulJarrett.com, Paul shares the unfiltered truth about his entrepreneurial experiences, leadership, self-awareness and Subscription Box best practices.

BLAKE UHING
Blake Ubling is the Owner of Blackboard Development and Blackboard Design | Build, which he started in 2017 while a Junior in the Heider College of Business. Blackboard specializes in the restoration of historic homes and buildings. His projects have been covered by the Omaha World Herald, KETV, WMUR of Boston, and Inspired Living Magazine. During his time at Creighton, Blake served as the Heider Business Senate President, a member of the CSU Cabinet, and was a practice player for both the Creighton Women's Basketball and Volleyball Teams. Blake graduated in 2018 with a major in Financial Analysis. Following graduation, he worked at Collective Development for a year and recently stepped away to focus all of his time toward growing Blackboard.

JOHN BLAZEK
John Blazek is an experienced Omaha based entrepreneur who works as a Marketing and Management Professor for Creighton University, as well as serving as the Entrepreneur in Residence for the school. After starting his first company, Total HomeCare Inc., in 1981, John has continued to produce businesses across all platforms, including healthcare, real estate, and finance. His business acumen has garnered Mr. Blazek the Greater Omaha Chamber of Commerce’s 25 Fastest Growing Companies award – three times. The Chamber also selected him for its Entrepreneur of

JON TVRDIK
Jon is a Strategy & Innovation consultant focused in digital transformation, brand building and business invention. As principal of the Tvrzik Group, Jon executes strategic initiatives for some of the world's largest fintech, healthcare and technology organizations. He also co-founded the event+chat social app, Stur, and serves as the head of design. Prior to this, Jon led the Strategic & Creative services of renowned pioneering digital agency Phenomblue, co-founded client metric-measuring software suite Birdnest (which sold to Media Monks in 2017) and launched a variety of hospitality businesses such as Krug Park, Modern Love and Tiny House. In addition to work, Jon volunteers in board service capacity across three non-profits.
Your college career and 20’s can be one of the most important periods in your life for making long-term decisions. It's the time when you're finishing college, starting a career, building credit, and making some of your biggest financial decisions. These panelists will give insight on their personal experience and share advice on what they believe they did well and what they wish they would have done. This panel will help you start setting yourself up for future success now rather than later.

Kim Sucha is a Business Tax Services Partner based in the Omaha office of KPMG. During her career, she has had the opportunity to work on many different kind of engagements, but now spends most of her time consulting with clients in the energy industry and the owners of those companies. In addition to her public accounting experience, Kim also spent more than five years in senior finance leadership positions at closely held companies. Kim enjoys the challenges of public accounting and is passionate about helping her team build and grow their careers. Outside of the office, Kim enjoys spending time with her family, an occasional round of golf and getting out on her bike.

Julie has worked in Talent Acquisition since 2006 and has been responsible for full life cycle recruitment in both agency and corporate environments. She has been recognized as a leader throughout her career. Since joining Kiewit in 2013, Julie has worked in IT Recruiting and held management positions in Corporate Recruiting, University Recruiting, and Recruiting Technology and Support. Julie was recently selected to be Kiewit’s Talent Attraction Manager, focused on developing and implementing their talent attraction strategy in a global, complex, shared services environment. Julie has a Master’s degree in Management from Bellevue University and a Bachelor’s in Human Resources from Creighton University.

As the Director of the John P. Fahey Career Center, Jeremy oversees undergraduate and graduate career services for the College of Arts & Sciences, Heider College of Business, and College of Nursing. His primary focus is managing campus recruiting programs, employer relations and outreach for Creighton University to develop employment and internship opportunities for students. He has been employed at Creighton University since 2004. Jeremy graduated from The University of Iowa with a Bachelor of Arts degree in Psychology and Human Relations and has a Master of Business Administration degree from Creighton University. Jeremy is also a certified Professional in Human Resources (PHR).

Networking can be a tricky thing to tackle. The thought of approaching someone you don’t know — whether in person or online — can give anyone a case of the jitters, (or leave anyone tongue-tied) especially if you aren’t sure what to say or do. Networking fosters opportunities to make genuine connections with people who can help you reach your career goals, so it’s important to make the effort to master this important skill. In this session, experienced panelists will discuss the do’s and don’ts of networking to provide you with the tools to help make your contact list grow!

Kim Sucha

Julie Link

Jeremy Fisher

Mary Kyle

Mary Kyle's career in technology started over 20 years ago in enterprise sales with AT&T. Throughout her career she has had a variety of positions in technology, including: sales, sales leadership, business development and recruiting. Today Mary leads technology recruiting and strategy for FNBO and FNTS. She partners with leadership to identify needs and develop a plan to find the right talent for the enterprise. Prior to FNBO, Mary was with BCBS of Nebraska. Mary's strengths include: business relationships, networking, strategy, and creating effective programs for maximizing efforts in job placement/retention and culture.
ABOVE AND BEYOND CODE: LAUNCHING A CAREER IN TECHNOLOGY

Room 214
Moderator: Dr. Dustin Ormond
Panel Host: Patrick Dougherty

Come listen to experienced entrepreneurs from the Omaha area that have turned their interests into income. Each of our professionals is at a different stage of the game to provide insight into the short and long term. Learn how to take daily hobbies and make them into a successful business centered around a hustling lifestyle.

WADE SPEELMAN

Wade Speelman: I'm a husband to my wife Marinda for more than 13 years and we have boys ages 7, 3 and 2. Prior to marriage, I was a college football player while finishing my Electronic Engineering degree from Missouri Western State College. During my junior year, through a thin thread, I was introduced to a network of entrepreneurs who my wife and I have had the privilege to gain perspective and coaching from still today. Outside of the career pursuit, you can find me enjoying family time, teaching my boys about life and sports, working on my golf game, mentoring other ambitious people or in a book learning new perspective to help others with.

BUILDING NET WORTH

Room 215, 10:40 - 11:20
Moderator: Dr. John Wingender
Panel Host: Sydney Rand

The number one determinant of future financial net worth is saving and investing early, but where should you start? With a multitude of investment and saving options, it can be difficult to navigate the ever-growing financial market. However, everyone needs to plan and invest in their own future, no matter what career you pursue. Learn about the importance of starting, managing, and growing a diverse portfolio from a young age that you will thank yourself for 50 years from now.

CORY ROEDER

Cory Roeder is a Trader Manager at TD Ameritrade where he leads a team of 12 retail brokers. Cory graduated from Briar Cliff University in 2008 with a Sports Management degree and a minor in Human Resources. After graduation he moved to Omaha with his eventual wife Tawny and has worked for TD Ameritrade since 2011. Cory is an avid options trader and is known to make crazy changes in his life to pay off debt.

WADE SPEELMAN

Wade Speelman: I'm a husband to my wife Marinda for more than 13 years and we have boys ages 7, 3 and 2. Prior to marriage, I was a college football player while finishing my Electronic Engineering degree from Missouri Western State College. During my junior year, through a thin thread, I was introduced to a network of entrepreneurs who my wife and I have had the privilege to gain perspective and coaching from still today. Outside of the career pursuit, you can find me enjoying family time, teaching my boys about life and sports, working on my golf game, mentoring other ambitious people or in a book learning new perspective to help others with.

NATE HOBSON

Nate Hobson is the Managing Director for the Great Plains Division Office of Mutual of Omaha Advisors in Omaha, Nebraska. In his role, Nate empowers his team of Advisors to enrich the lives of their clients and families by helping them protect what is most valuable to them, accumulate wealth, and distribute their assets on their terms. With offices throughout Nebraska and Iowa, Nate trains and develops Financial Advisors to best serve the needs of families, businesses, and retirees. In the financial services industry for nearly 20 years, Nate has qualified for the Mutual of Omaha Advisors Field Management Award seven times and was most recently honored with the Mutual of Omaha Advisors President's Circle Award. He is a proud graduate of the Creighton University College of Business. Nate, his wife Brandy and their three wonderful kids regularly root on their beloved Bluejays!
Your college career and 20's can be one of the most important periods in your life for making long-term decisions. It's the time when you're finishing college, starting a career, building credit, and making some of your biggest financial decisions. These panelists will give insight on their personal experience and share advice on what they believe they did well and what they wish they would have done. This panel will help you start setting yourself up for future success now rather than later.

**Kelly Burdine**

Kelly is the senior analytics manager at Hudl, a software company that provides sports teams and athletes with video and analytics tools. She leads a team that provides business intelligence and predictive analytics to help make well informed business decisions. Kelly served in the United States Air Force for six years as an Airborne Cryptologic Linguist as well. Following the Air Force, Kelly worked with The Garrett Group as an All Source Intelligence Analyst, researching and analyzing threats for senior intelligence leaders. She has also contributed significantly to the Human Trafficking Initiative and serves as an Adjunct Professor in the Creighton University Heider College of Business.

**Branden Collingsworth**

Branden is a director of data science at Aurora Cooperative Elevator Company. Aurora Cooperative specializes in agronomic services and provide insights into the market for crops and livestock. Previously, Branden was the director of predictive analytics at HDR and led a team specialized in using advanced statistics and machine learning to solve complex problems. Before this, he was the predictive analytics supervisor at Kiewit and used predictive analytics to find patterns, trends, and relationships that were used to make more informed business decisions. Branden was also a senior data scientist at Contemporary Analysis where he worked as a consultant.

**Grant Stanley**

Grant is currently the CEO of Bric. He has a passion for startups and working with data. He started his first business as an elementary school student. His lawn care service was just the first self-created business. He later sold that business while in college, and at 20 years old started Contemporary Analysis. Contemporary Analysis provides predictive analytics and data science to Fortune 500 companies and other businesses around the Omaha area. Since starting Contemporary Analysis in 2008, he has moved on to his next challenge. His third startup Bric, is focused on applying artificial intelligence to human capital management.

**Nate Watson**

Nate is currently the president of Contemporary Analysis. There he helps companies build their capacity for data science through staff augmentation, data science as a service, and training. Nate has also founded the Omaha Data Science Academy which helps to find, train, and mentor professionals to become data scientists. Through the Omaha Data Science Academy, Nate and fellow data scientists, help transform business professionals into entry level data scientists over the course of 18 weeks. Nate has a passion for helping people and although Nate's background is in geology and geographical information systems, his story highlights the flexibility of a degree.
HOW DIFFERENT ARE FINANCE AND ACCOUNTING?

Room 211, 11:35 - 12:15
Moderator: Dr. Maggie Knight
Panel Host: Noah Anderson

Combines the knowledge of professionals with backgrounds in both accounting and finance to discuss the differences and similarities between accounting and finance. Focuses on, primarily, the educational and practical nuances of each field. Time permitting, further discussion of leveraging knowledge in one field to excel in the other will take place.

TAYLOR STORMBERG

Taylor Stormberg is the Director of Development at Creighton Preparatory High School. He graduated in 2013 from the Heider College of Business with a degree in Finance and Accounting. For the next three years, he worked for Under Armour in Baltimore, MD, specifically within finance and strategy for the Brand and Sports Marketing teams. In June 2016, he returned home to head up the fundraising efforts at Creighton Prep. Currently, Taylor sits on the CUES YP Board, mentors through the TeamMates program at All Saints Catholic School and is working on a clothing line called Short Steve Button Downs.

ANDY WITT

Andy is currently the Chief Financial Officer of Dundee Bank. He is responsible for the asset and liability management of the bank, financial reporting, budgeting, and assists in strategic planning. Andy grew up in Omaha and after graduating from Creighton Prep, was a 2005 graduate of Creighton with a double major in Accounting and Finance. He is a 2018 graduate of the Graduate School of Banking in Colorado, and is a member of the Nebraska Society of CPAs. Andy is married to Katie Witt, a graduate from the Creighton School of Nursing, and they have three children.

JEANETTE WOJTALEWICZ

Jeanette Wojtalewicz is the SVP and Chief Financial Officer for CHI Health. Jeanette has worked in Healthcare Finance for 35 years and received her undergraduate degree from UNK in 1984 in Business Administration-Accounting Emphasis, and a Masters in Healthcare Administration from Bellevue University in 2008. Her work experience has been in public accounting, Acute healthcare care settings, post-acute/rehabilitation services, and children's psychiatric services. Jeanette serves on a number of local boards including the Nebraska Health Information Initiative, Midlands Choice, Nebraska Total Care and The Bethlehem House. Jeanette has been recognized by HFMA with the Gold Merit Award, was the recipient of the John C. Finegan Award from the Lincoln Family Medicine Program, received the UNK Distinguished Alumni Award in 2012 and is a past mentor for the...
TELLING THE JOURNEY OF OTHERS THROUGH SOCIAL ENTREPRENEURSHIP

Room 212, 11:35 - 12:15
Moderator: Taylor Keen
Panel Host: Mitch Elbert

With increased technology and global connectivity, there is increased awareness about issues in our communities. Because of this an increasing number of students are becoming interested in maintaining an aspect of service in their personal and/or professional life. Having a connection to service through social entrepreneurship not only allows you to do this, but it creates the opportunity for the creation of beautiful relationships between people with different backgrounds. This panel will take a dive into the fascinating aspects of operating as a nonprofit. In doing this the panelists will detail and demonstrate.

MIAH SOMMER

Miah Sommer is a social entrepreneur and the founder and Executive Director of The Bike Union and Coffee, a non-profit bicycle shop and coffeehouse that provides workforce development and life skills to youth who have aged out of foster care. Sommer also co-founded BUMP, an activity based mentoring organization designed to get youth outdoors using both mountain biking and hiking activities. Miah lives in Omaha with his wife, Katie, their two children Henry and Charlie, and their dog Willie. In his spare time Sommer enjoys spending time with his family, reading, collecting vinyl records, and mountain biking.

LUCAS TURNER

Lucas Turner, BSBA Social Entrepreneurship ’13, is the Community Engagement Director for buildOn. buildOn is a global education non-profit with a mission of breaking the cycle of poverty, illiteracy and low expectations through service and education. Throughout his 6.5 year career in international development and non-profit fundraising, Lucas has worked all over the world focusing his efforts on global education, clean water and women's empowerment. After graduating from Creighton, Lucas did post-graduate volunteering in Lima, Peru for Krochet Kids International and in Lira, Uganda for charity: water, and interned at TOMS Shoes before joining the buildOn movement. Lucas lives in New York City and is extremely excited to be back at Creighton!

AMANDA BREWER

Amanda Brewer serves as CEO of Habitat Omaha. Amanda has a B.A. Degree in English and Communications from DePaul University. Amanda worked for Habitat for Humanity International from 1997-1998 as a full-time volunteer and AmeriCorps Program Manager before joining the Habitat Omaha's staff. In 2005, Amanda assumed her current role. Throughout her tenure, Habitat Omaha has built/renovated more than 500 homes; created a home repair program, demolition program and deconstruction program; realigned strategic goals to focus on neighborhood revitalization; launched a second ReStore retail outlet; and achieved advocacy goals including payday lending reform, land bank legislation, and vacant property registration. Amanda currently serves on the Greater Omaha Chamber of Commerce board and the Nebraska Young Presidents Organization (YPO) board.
ABOVE AND BEYOND CODE: LAUNCHING A CAREER IN TECHNOLOGY

Room 214
Moderator: Dr. Dustin Ormond
Panel Host: Patrick Dougherty

As technology progresses, businesses take advantage of this innovation in order to redefine the customer experience and products. However, it is found that this same technological innovation can lead to peril and distress. Let's see how this risk can create new careers and impact existing businesses.

Finance foundations, communication skills, technological capabilities, and bilingual abilities are all outstanding qualities that make Diego an ideal candidate for any organization. Diego currently works as a Cyber Risk Manager in the Risk and Financial Advisory practice of Deloitte & Touche in Chicago, Illinois. He is also the Hispanic Network President for Deloitte Chicago. Diego Alvarez Molina is a very talented and motivated individual with a very strong and diverse background. He graduated Summa Cum Laude from Creighton University with a double major in Financial Analysis and Business Intelligence and Analytics.

BETH SCHMIDT
Beth Schmidt is a Director of Technology at Markel Corporation where she leads teams focused on developing some of the company’s strategic software applications. She has 20 years of experience delivering software solutions in roles ranging from programmer to Vice President where she has evolved from developing software to developing people. She has a Bachelor’s degree in Computer Science and a Master’s degree in Adult Learning and Organizational Performance with a dual emphasis in Leadership, and Training and Development. Beth has experienced and helped lead transformations at companies of various sizes in various industries. She is passionate about high performance cultures and teams. She has helped launch two user groups in Omaha to bring together like-minded individuals, one focused on great company cultures and the other focused on Agile software development. Throughout her career, she has been certified to facilitate a va-
THE OFFICE OF THE FUTURE: HOW THE WORKPLACE IS TRANSFORMING

Room 214, 11:35 - 12:15
Moderator: Panel Host
Panel Host: John Faur

Join three seasoned professionals in a riveting discussion of how the modern workplace is becoming influential in how companies attract and retain talent. Find out if personal offices are a thing of the past and understand why collaborative spaces help to contribute to a company's success. With students deciding between job offers and the renovations to the Harper Center, there is no better time to learn where workplaces are headed! how their passion for the business world and social entrepreneurship has allowed them to connect in a human way and cultivate true communities.

REGINA TAYLOR
Dr. Regina Taylor is an Assistant Professor of Management at Creighton University’s Heider College of Business. She graduated from the University of Central Florida where she earned her Ph.D. in Management. She holds a B.S. and M.B.A. from Florida A&M University as well as a M.A. in Human Resources and Industrial Relations from the University of Minnesota. Prior to pursuing her Ph.D., Dr. Taylor spent time in corporate America rising to the rank of Manager of Human Resources. Her corporate experience includes positions at The Walt Disney Company in Burbank, CA, Johnson & Johnson in Ft. Washington, PA and Medtronic in Minneapolis, MN. Dr. Taylor conducts research on factors that support or inhibit ethical behavior from leaders and employees. Her research has been published in leading academic journals.

DEBRA MORITZ
Debra Moritz is the Head of Strategic Consulting for Cushman & Wakefield, Inc. She oversees an integrated delivery platform designed to improve client business performance by reducing cost, increasing revenue, and mitigating risk. Prior to joining Cushman & Wakefield, Ms. Moritz served as an International Director/Managing Director with Jones Lang LaSalle from 1999 to 2011. Throughout her career, she has represented many Fortune 1000 clients in business transformation, portfolio analysis, workplace solutions, M&A (and divestitures), and HQIQ (Headquarters evaluation and repositioning). Ms. Moritz holds an M.B.A. in Finance from DePaul University and a B.S. in Finance from Creighton University. She recently complet-

BEN WIGERT
Ben Wigert is the Director of Research and Strategy for Gallup’s workplace management practice. He assesses talent management needs and designs employee experience optimization strategies for organizations across the world. Dr. Wigert is an Industrial-Organizational Psychologist and specializes in helping organizations improve their talent acquisition, development, engagement, and performance management programs.
ABOVE AND BEYOND CODE: LAUNCHING A CAREER IN TECHNOLOGY

Room 214
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Come listen to experienced entrepreneurs from the Omaha area that have turned their interests into income. Each of our professionals is at a different stage of the game to provide insight into the short and long term. Learn how to take daily hobbies and make them into a successful business centered around a hustling lifestyle.

PIVOTING YOUR CAREER

Room 215, 11:35 - 12:15
Moderator: Ali Maloy
Panel Host: Kendra Lavallee

The average worker currently holds 10 different jobs before age forty, according to the Bureau of Labor Statistics. Transitions in your career can be vertical, horizontal, and span different companies. Learn about the hidden opportunity not visible to most college students and prepare yourself for the workforce.

JULIAN CALDWELL

Julian Caldwell has spent his entire career engaged in helping businesses of all sizes solve very complex problems. His work in business re-engineering has led him to work throughout the US, Europe, Africa, Canada, and Mexico City. Julian's experience with how people, process, and technology need to work in harmony has provided him opportunities to work in transportation, software development, finance, small businesses, tech startups, non-profits and numerous volunteer roles in his career. His most recent adventure includes his role as the Vice President of Strategy at Wave Interactive, serving on a number of boards, both for-profit and non-profit, as well as providing strategic coaching for a handful of executives. He has a large social media following and speaks on social media strategy, parenting effectiveness, and technology.

ALEX VANACKEREN

Alex VanAckeren is the Internet Sales Director for Honda of Olathe, a Baxter Auto Group dealership located just outside of Kansas City. Alex graduated from Creighton University’s Heider College of Business in 2017 and joined the Baxter Auto Group team as a Business Analyst after interning with the company for a year and a half. He started his full-time career in Baxter’s corporate office and did rotations in both their corporate finance and marketing teams. When the opportunity arose for Alex to take on a new role with one of Baxter’s dealerships in Kansas City, he couldn’t help but say yes. When he isn’t busy coordinating internet sales for Honda of Olathe, Alex enjoys being active with Kansas City’s Young Professionals network, volunteering with the Boys and Girls Club of Kansas City, golfing, and making trips back up to Nebraska as often as he can. This will be his

MEGAN HOLT

Megan Holt is a Risk Management Director in Mutual of Omaha’s Enterprise Risk Management (ERM) Operation. In this role, she is responsible for monitoring and overseeing emerging and strategic risks, quarterly reporting to the Mutual of Omaha Board Risk Committee, and compilation of the Company’s annual Own Risk and Solvency Assessment Summary Report. Outside of ERM, Holt is an active member of Mutual of Omaha’s Financial Development Program (FDP) Leadership Team. In this capacity, she supports the coordination and management of FDP interns and associates, recruitment, and university outreach. Holt received her BSBA in Accounting from the University of Nebraska at Omaha. She began her career with KPMG and served clients in financial services industries for six years before joining Mutual of Omaha in 2016. Holt earned her Certified Public Accountant (CPA) designation in 2010 and is actively involved in the Nebraska Society of CPA’s as a member of the Careers Committee and sponsor of their accounting mentorship program. Holt also serves as a member of the Board of Directors for Live On Nebraska.
Your college career and 20's can be one of the most important periods in your life for making long-term decisions. It's the time when you're finishing college, starting a career, building credit, and making some of your biggest financial decisions. These panelists will give insight on their personal experience and share advice on what they believe they did well and what they wish they would have done. This panel will help you start setting yourself up for future success now rather than later.

Erin Coburn graduated from Creighton University in 2017 where she double majored in Marketing & Finance. During her time at Creighton, Erin was a member of the 2015 and 2016 Symposium Planning Committee and is excited to return again this year as a panelist. A proud native of Chicago, Erin decided to begin her full time career in Omaha post graduation. She works as a Senior Account Executive on the Sales Team at Flywheel, a tech startup in Omaha. Flywheel was recently named the fastest growing company in Nebraska by Inc. 5000 and was acquired in June by WP Engine. Erin loves working at a fast-paced startup where she has the ability to make a lasting impact and gain exposure to many areas of a rapidly scaling company.

Patrick Lillis attended Rockhurst High School and then graduated from the University of Kansas in 1992. Pat began his working career as a Congressional Intern in Washington, D.C. for Congressman Ike Skelton (D-MO). He then joined the financial industry and has been a Registered Representative in the financial industry since 1993. He has extensive sales experience in financial topics and specializes in retirement plan sales. Pat has said the best compliment he can give a person is that they are a "student of their profession". He has been recognized as a sales leader with sales results to match his integrity and ethics at Principal. Lastly, Pat believes that none of us have been put on this earth to be ordinary...so don't be a spectator in life.

Dan Kennedy is the Managing Director of Sales for Markel Specialty Commercial. He has the privilege of leading a team of about 60 inside and outside sales professionals and regional leaders throughout the nation. Dan's team manages distribution for around $500M in annual admitted insurance premium via 8,000+ independent agency relationships and a few strategic partnerships, primarily targeting small to mid-sized businesses with workers' compensation, business owners policies, and about a dozen specialty commercial package programs.

Nicci Clark attended Creighton Law, where she earned a J.D., specializing in corporate law. After several years of private practice, she taught Financial Planning and Insurance at Mississippi State University and served as Executive Director for a multi-national non-profit in Europe. She joined Morgan Stanley Wealth Management as a Financial Advisor in 2013 and, in April 2019, she joined The Omaha Group at Morgan Stanley. In addition to her busy professional career, Nicci has served on numerous non-profit boards, many of which aim to serve the military and adjoining communities. In her free time, she enjoys photography, fitness and playing the piano.
WHO ARE WE?

CREIGHTON STUDENTS UNION.

Comprehensive student government that oversees all 9 colleges including both undergraduate and graduate students

Representing the student body of Creighton University to the faculty, staff, and administration.

Supporting all Creighton University student organizations to stimulate productivity and encourage members of the Creighton community to contribute positively to the university and greater communities.

Planning and implementing a variety of activities to meet the diverse needs of the student body and to encourage student interaction outside of the classroom.

The Creighton Students Union supports the Catholic, Jesuit mission of education, service, and the development of the whole person.

HOW TO GET INVOLVED

Vice President for Finance apply by: November 1
Vice President for Programming apply by: November 1
Assistant Vice President for Programming apply by: November 9
Street Team Applications open: Early 2020
Program Board apply by: November 15
Appropriation: apply by: November 26

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Claire is a senior Accounting student from Skokie, IL. She spent the spring semester of her junior year at KPMG in Omaha as a full-time business tax services intern and will be rejoining the organization in October 2020. In addition to being a part of the Business Symposium team, Claire is involved in Alpha Kappa Psi business fraternity and Creighton's Center for Service & Justice. She is excited to hear from the keynote speakers, meet the sponsors, and sit in on panels at this year's event. The panel she has put together will focus on Building Personal Brand.

Elizabeth is a rising junior from Milwaukee, Wisconsin pursuing a double major in Finance and Information Technology. At Creighton, she is involved in the Anna Tyler Waite Leadership Program, Women in Business Club, and the Gamma Phi Beta Sorority. She has secured several internship opportunities and other experiences with companies like Deloitte, Goldman Sachs, and TD Ameritrade. She is also a Forbes Under 30 Scholar, where Forbes is sponsoring her to attend the 30 Under 30 Summit. Having accepted an offer to be a Cyber Risk Analyst starting summer of 2020,

Mitch is a Junior from Overland Park, Kansas pursuing a major in Accounting with a minor in Theology. His panel will relate to running a successful nonprofit business. In addition to working on the symposium, Mitch has been involved with the Anna Tyler Waite Leadership Program, campus ministry, Phi Delta Theta fraternity, 3 Day Startup, and Creighton University's Dance Marathon. On the nights that he does not spend in the library, Mitch enjoys dancing, intramurals, and sampling Omaha's wide variety of culinary offerings with his friends. Above all he is looking forward to putting together a panel and learning as much as he can at the symposium.
NOAH ANDERSON: TEAM LEADER

Noah Anderson is a senior Accounting and Financial Analysis double major from Rosemount, Minnesota. In his free time, he enjoys playing golf, fishing and making music. Noah's panel, How Different are Finance and Accounting?, aims to discuss the key differences and similarities between Accounting and Finance, both professionally and academically. In addition to being a part of the Creighton University Business Symposium team, Noah is a member of Beta Alpha Psi, the accounting and finance fraternity at Creighton University, has been a volunteer with Habitat for Humanity, and is a part of the Anna Tyler Waite Leadership Program. Noah recently finished a Gas Accounting and Credit Risk internship at Tenaska Marketing Ventures. After graduating in December, Noah will begin

SYDNEY RAND

Sydney is junior Financial Analysis major and Biology minor from Le Mars, Iowa. Her panel, Building Financial Net Worth, will discuss how to start investing and accumulating financial assets. In addition to her involvement on the Creighton Business Symposium planning team, Sydney serves as Vice President of Beta Gamma Sigma, Finance chair of Medlife, Secretary of Student Center for Public Trust, and President of the Dean's Fellow Executive Board. She is also involved in Business Dean's Fellows, Anna Tyler Waite Leadership Program, Dean's Honor Roll for Social Responsibility, and Gail Werner-Robertson Research Fellows. She is looking forward to taking her MCAT and applying for Medical School next Fall.

BRIAN GILL

Brian is a junior Finance and Economics major from Rochester, MN. His panel on energy markets reflects the importance of the energy market's future changes that will affect everyone via daily usage. He became familiar with the importance and complexities of the energy market during his current internship at Tenaska Marketing Ventures. He has been an intern in Market Risk since January of his sophomore year. He also has experience as an Underwriting intern at National Indemnity, which he worked from his freshman to the start of his sophomore year. On top of the Business Symposium planning team, Brian is apart of the Dean's Honor Role for Social Responsibility, Business Research Fellows, Anna Ty-

KENDRA LAVALLEE: CO-
TOM MURPHY: TEAM LEADER
Tom Murphy is a senior majoring in Accounting and Business Intelligence & Analytics. Tom is from Chicago where he graduated from Loyola Academy. He will host a panel centered around blockchain and its effect on the accounting industry. Outside of working with the planning team, Tom currently serves as a Business Outreach Intern for the Heider College of Business. On campus, he is involved with multiple student organizations such as the accounting honorary society Beta Alpha Psi and the professional business fraternity Alpha Kappa Psi. Tom will be working full time for Ernst and Young in their Risk Advisor Program in their Chicago office. Some of Tom's favorite things to do around Omaha are golfing, going to the Old Market, and attending the College World Series.

DREW MOFFATT
Drew is a senior Business Intelligence and Analytics major from Omaha, NE. Over the past three years, his passions have shifted towards mathematics and data analytics, leading to his decision to minor in mathematics and data science. This passion fuels his desire to have a panel focused on the power and future of data. Outside of the classroom, Drew has had the opportunity to be a data analyst at Blue Cross and Blue Shield of Nebraska, as well as a software engineer at GE Healthcare. Drew is currently the president for the Business Intelligence and Analytics Association and serves as a co-captain on his adult soccer league team.

KALEB ODDEN
Kaleb is a junior Finance/Pre-Dental major from Huxely, IA. Kaleb's panel, Passions to Profits, focuses on how to become a successful entrepreneur in different areas of business. This panel stems from Kaleb's desire to open his own business after school. During the last two summers, Kaleb has worked for a leasing and development company in central Iowa. In addition to serving on the Symposium Planning Team, Kaleb is involved in the Heider Business Dean's Fellows, Anna Tyler Waite Leadership Program, Dean's Honor Roll for Social Responsibility, Big Brothers Big Sisters of the Midlands, the Sigma Phi Epsilon fraternity, Creighton Men's Basketball Manajays, and serves as the Vice President of Finance for the Heider Business Senate.

STEPHEN LACKE
Stephen Lacke is a junior from Libertyville, IL majoring in Finance on the Financial Analysis track. He will be in charge of the panel “Manage Your Financial Future, Don’t Let it Manage You” which focuses on college student-tailored investing strategies during this year’s symposium. Besides the Creighton Business Symposium, Stephen is involved with the Anna Tyler Waite Leadership Program and Chess Club. For work, Stephen is currently interning at TD Ameritrade as an Investor Services Intern through the end of the school year. Next year, he looks forward towards planning the 2020 business symposium as well.
MARKETING & RECRUITING TEAM

JOHN FAUR: TEAM LEADER
John is a senior Finance & Marketing major from Omaha, NE. John began his career in commercial real estate as an intern with Investors Realty in March, after previously spending two summers interning at Deloitte LLP. Aside from serving on his second Business Symposium Planning Team, John’s other involvement on campus includes the Dean’s Fellows Executive Board, Anna Tyler Waite Leadership Program Level 4, and the Sigma Phi Epsilon fraternity. During his sophomore year, John played an key role in planning a new class at Creighton that covers the principles of real estate, which led to him obtaining his Nebraska Real Estate Sales License in June of 2018 and in-

NATALIE BROWN
Natalie Brown is a senior from Orange County, California studying Business Management on the Human Resources track. Her panel titled “Navigating Networking in Person & Online” will discuss the do's and don'ts of networking. In addition to her participation on the Business Symposium Planning Team, Natalie serves as a Decurion for a Freshman introductory class intro collegiate life (RSP), is a member of the Alpha Phi chapter on campus, and has studied abroad for a semester in Limerick, Ireland. Following her internship in Creighton's Career Center, Natalie continues her HR internship from this summer at First National Bank of Omaha. Natalie looks forward to exploring her opportunities as she pursues a career in Human Resources post-graduation.

TYLER PIPER
Tyler is a junior economics and financial analysis double major from Indianola Iowa. Tyler is currently a Financial Analyst Intern at Dundee Venture Capital where he has the unique opportunity to work with CEO's of early startups. This led to the formation of his panel "C-Suite leadership" and how confidence can play a pivotal role towards effective leadership. In addition to working on the Symposium, Tyler serves has the President of the Heider Business Senate and was the former Vice President of Finance for Creighton Students Union. In addition, Tyler is a member of Sigma Phi Epsilon, Dean's Fellows, Anna Tyler Waite Leadership, Dean's Honor Roll for Social Responsibility, a practice player for the Creighton Women's Basketball team and holds a chair on the Creighton Financial ethics committee, as well the CSU Cabinet.

KELSEY GUENET
Kelsey is a senior Marketing and Human Resources Management Major from Abington, Massachusetts. Her panel, “Capitalizing on Internships” will give students insight on how to maximize their internship opportunities and experiences. In addition to being a part of the Creighton Business Symposium planning team, Kelsey is involved in the Business Dean’s Fellow’s Program, Anna Tyler Waite Leadership Program, and Dean's Honor Roll for Social Responsibility. She is also involved as a big sister mentor in the Big Brothers Big Sisters Program and enjoys spending time doing fun activities with her little sister. Kelsey has worked as a year-round Marketing and Business Development Intern at Kiewit Corporation for the past two years.
IN GRATITUDE

The Creighton Business Symposium is made possible by the constant support and contributions we receive from the Heider College of Business, the Omaha business community, our dedicated alumni, and our fellow classmates. We take this time to thank those who helped make this event possible.

First and foremost, we would like to thank our advisor, Ms. Heather Doering. It is your passion, vision, and endless energy that has made the Symposium what it is today. Your commitment and generosity to the students and the Heider College of Business is inspiring. All of us on the team had the privilege of growing closer to you and learning from you this year. Thank you for leading us, mentoring us, and giving us the tools to succeed. We could never accomplish the Symposium without you and your unending patience and perseverance.

Dean Anthony Hendrickson: Without your assistance, we would not have been able to connect with top professionals in the business community. You have been a tremendous resource to the Symposium team year after year, and your work to showcase the incredible capabilities of those in the Heider College of Business makes us proud to be Jays.

Our sponsors: Today’s event could not exist without you. The response from the greater Omaha business community has been overwhelming. Words cannot express how privileged we feel to have you join us here today.

Our keynote speakers, Judith Ricketts, Jane Miller, and Ron Carson: Thank you for sharing your profound knowledge with our guests here today. You are role models for what can be accomplished with work, persistence, and the breadth of experiences you so graciously displayed.

Our panelists and moderators: The students come to hear and learn from you. Each of you were selected due to your demonstrated expertise in your respective fields. You are the reason this event continues to succeed and push the boundaries of what we can accomplish together. We thank you for your time, contributions, and support.

Ms. Colleen Hendrick: You are our ultimate supporter and go-to woman. Our words could not express our gratitude. Never was a problem presented that you couldn’t help us solve. The Symposium wouldn’t be what it is without you.

Fr. Abel N’Djomon: Thank you for providing your blessing for us as we take what we have learned today and apply it within the community.

Ms. Kayla Snow: Your close relationship with the Symposium in year’s past is something we have cherished, and we thank you for being able to continually rely on you with questions, help, and support. Your help in working to maintain the integrity of the event, in the eyes of the attendees, is remarkable. Thank you Mary Ascher for photographing the Symposium team photos and Symposium today.

Ms. Pamela Vaughan: Your encouragement and patience kept us motivated. Thank you for being so organized and helping us to run registration through your office. We do not thank you enough for your generosity.
Ms. Paige Leffers, Ms. Felicity Flesher, Mr. Charlie Wagner, and the CHI Health Center staff: Your hospitality, service, and coordination of the day has helped to make this event run smoothly.

Mr. Dan Feldhacker: Thank you for your efforts to share the Symposium with prospective students. We are excited to welcome prospective students into our bluejay family.

The Heider College of Business Faculty and Staff: We are grateful for your unending knowledge and contributions to this event.

The Heider College of Business Dean’s Advisory Council: Your service to the students does not go unnoticed.

University Relations: You have continually brought back the best of Creighton’s alumni to this event.

Ms. D’Lynn Buck: Thank you for your ever-present smile, words of affirmation, and constant help in our planning efforts. You’ve come to know this event so well, and, what’s more, you’ve come to know us students. Thank you for your unconditional support.

All of the past Creighton Business Symposium team members: Your contributions and hard work have truly made the Symposium the event that it is today. The Symposium has grown to be the largest student-planned event in the nation thanks to you, and we recognize your involvement. Specifically, Jeremy Fisher, our former advisor, for his tremendous contributions not only to this event but to the Heider College of Business. In addition, Andrew Sherman and Theno Berbos for their organization, example, and resources. All of the late night calls and texts mean so much to us both.

Mr. Donald Waite and Ms. Anna Tyler Waite: This event has been stimulated by your development and financial contributions to the Anna Tyler Waite Leadership Program. Without your ongoing generosity and enthusiastic support, the Anna Tyler Waite Leadership Program would not be where it is today.

Finally, we want to extend a special thank you to our team members: Tom Murphy, Kaleb Odden, Drew Moffatt, Stephen Lacke, Claire O’Kane, Mitch Elbert, Kelsey Guenet, John Faur, Natalie Brown, Noah Anderson, Sydney Rand, Tyler Piper, Elizabeth Rowen, and Brian Gill.

Your hard work and dedication this year has not gone unnoticed. Without you, this event would not be possible. In addition to being grateful for your commitments and contributions, we enjoyed our time spent working with each and every one of you. We cannot thank you enough!

The Creighton Business Symposium has continued to grow into a prestigious event the past 16 years due to the contributions of each and every single person listed above. If we missed someone, please know that it was not intentional. Thank you once again for your participation and your continued support.

Best Always,

Anna Lillis & Kendra Lavallee
Creighton Business Symposium Co-Coordinators