WELCOME!

TO THE 2017 CREIGHTON BUSINESS SYMPOSIUM

On behalf of Creighton University’s Heider College of Business, the Anna Tyler Waite Leadership Program, and the 2017 Symposium planning team, we are excited to welcome you to this year’s Creighton Business Symposium. With the support of Union Pacific and the many sponsors who have continued to support this event, we present to you all the 14th rendition of this function, themed Collaboration: the Fast Track to Innovation.

Our mission in producing this event has always been bringing together the Creighton and Omaha communities 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 two 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 2017 Symposium Planning team is ecstatic to present our featured keynote speakers. First, Mr. Healey Cypher has been a pioneer in his own right, creating and launching Oak Labs Inc., which is consistently advancing the in-store experience. Second, Mr. Hans Hartmann, who has an exceptional track record of leadership positions in a number of tech firms. Both of these men fit so well with our theme of Collaboration: the Fast Track to Innovation that we could not pass up the opportunity to host them.

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 14th 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,

Emily Okrzesik & Collin Gill
2017 Creighton University Symposium Co-Coordinators
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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:30 - 8:30 AM</td>
<td>Registration &amp; Continental Breakfast</td>
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<tr>
<td>8:30 - 8:45 AM</td>
<td>Opening Welcome</td>
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<td>Grand Ballroom</td>
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<tr>
<td>8:45 - 9:15 AM</td>
<td>Opening Keynote Speaker</td>
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<td>Mr. Healey Cypher, CEO of Oak Labs Inc.</td>
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<td>9:15 - 9:30 AM</td>
<td>Networking Session</td>
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<td>Breakout Session 1</td>
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<td>Rooms 211 - 216</td>
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<td>Sponsorship Tables, Outside Grand Ballroom</td>
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<td>10:30 - 11:10 AM</td>
<td>Breakout Session 2</td>
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<td>Rooms 211 - 216</td>
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<td>11:10 - 11:30 AM</td>
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<td>Sponsorship Tables, Outside Grand Ballroom</td>
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<td>11:30 - 12:10 PM</td>
<td>Breakout Session 3</td>
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<td>Rooms 211 - 216</td>
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<td>12:10 - 12:30 PM</td>
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<td>Sponsorship Tables, Outside Grand Ballroom</td>
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<td>12:30 - 1:00 PM</td>
<td>Luncheon Welcome &amp; Blessing</td>
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<td>Grand Ballroom</td>
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<td>1:00 - 2:00 PM</td>
<td>Closing Keynote Speaker</td>
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<td>Mr. Hans Hartmann, Former COO of Oculus and Fitbit</td>
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<td>2:00 - 2:15 PM</td>
<td>Closing Remarks</td>
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BREAKOUT SESSION I
9:30 - 10:10 AM

BUILDING MOMENTUM: HOW TO LEAD AND HOW TO FOLLOW
MODERATOR: DR. REGINA TAYLOR ROOM 211
• Ms. Julia Parker - Executive Director of Omaha Small Business Network
• Ms. Erin Johnson - Recruiter for Treynor State Banking Group
• Mr. Dan Houghton - Co-Founder & Executive Vice President of Sales, Builder Trend Solutions

THE FUTURE OF INVESTING
MODERATOR: DR. GERALD JENSEN ROOM 214
• Mr. David Craft – Senior Investment Strategist, Wells Fargo Private Bank
• Mr. Tom Digenan – Managing Director & Head of US Equities, UBS Global Asset Management
• Mr. Sean Gill – Portfolio Manager, Treynor State Banking Group

FRANCHISING: WHAT’S THAT ALL ABOUT?
MODERATOR: DR. TRENT WACHNER ROOM 212
• Mr. Eric Maas- CEO, COMPLETE weddings + events
• Mr. Don Eckles -Co-Founder & President, Scooter’s Coffee

BUSINESS BEYOND BORDERS
MODERATOR: MS. JEANNE EIBES ROOM 213
• Mr. Creighton Reinhard - Senior Business Manager, Union Pacific Railroad
• Mr. Ian Johnson - Audit Managing Director, Deloitte LLP
• Ms. Mina Bush-Kennedy - Co-Owner, ME Partners LLC

BUSINESS OF THE FUTURE: HOW ECOMMERCE CHANGED HOW WE BUY
MODERATOR: DR. MATT SEEVERS ROOM 216
• Mr. Chris O’Brien – Infrastructure, Information Security and IT Operations, OTC
• Ms. Katie Stapleton – Enterprise Solutions, Sojern Inc.
• Ms. Sarah Nazarie – Business Development, Amazon Inc.

SUSTAINABILITY: MANAGING THE TRIPLE BOTTOM LINE
MODERATOR: DR. BARBARA DILLY ROOM 215
• Mr. Cecil Steward – Founder, President, CEO, Joslyn Institute for Sustainable Communities
• Mr. Grand Mathey III - Associate, Mick Law
WHEN OPPORTUNITY KNOCKS: MANAGING CAREER TRANSITIONS AND CHANGES
MODERATOR: MR. JEREMY FISHER ROOM 215
- Ms. Sallie Peters - Director of Talent Sourcing, Gallup
- Dr. Eric Neuman - Associate Professor of Management, Creighton University
- Mr. Taylor Stormberg - Director of Annual Funds, Creighton Preparatory School

ACCOUNTING IN THE DIGITAL AGE
MODERATOR: DR. TOM PURCELL ROOM 213
- Michael Stork - Managing Audit Partner, PWC
- Eric Groen - Managing Director, Protiviti
- Mike McDivitt - Tax Director, BKD
- Lori Druse - Audit Managing Director, Deloitte

THE PROFITS OF NON-PROFITS
MODERATOR: DR. TRENT WACHNER ROOM 216
- Mr. Ian Vickers – Co-Founder & CEO, Global Partners in Hope
- Mr. Jeff Kutash – Executive Director, Peter Kiewit Foundation

HOW DATA ANALYTICS IS CHANGING THE BUSINESS WORLD
MODERATOR: DR. ANTON AMES ROOM 211
- Mr. Matthew McCarville – Strategy, Analytics, and Management, PWC
- Mr. Cameron Nath – IT Strategy Consulting, Dynamo
- Mr. Nathan Watson – Staff Augmentation, Data Science as a Service

HEALTHCARE EXPLORATION
MODERATOR: MS. LAURIE BAEDKE ROOM 214
- Dr. Jagi Gill – Founder, Tenex Health
- Ms. Maggie Knight – Accounting Instructor, Heider College of Business
- Mr. Eric Mooss – President, Bryan Physician Network
- Dr. Katie Grier - Physician

ANNA TYLER WAITE LEADERSHIP LEVEL #4 CONVERSATIONALIST: MR. HANS HARTMANN
MODERATOR: DR. TODD DARNOLD, ROOM 212
ADVERTISING: AN INVESTMENT THAT PAYS
Moderator: Dr. Trent Wachner Room 213
- Mr. John Wrend – Copywriter, The Escape Pod
- Mr. Dave Metcalf – Senior Partner & Group Creative Director, Ogilvy USA
- Mr. Vince Cook - Global Executive Creative Director, Energy BBDO

TAX POLICY IN THE POLITICAL SPHERE
Moderator: Mr. Patrick Mahoney Room 216
- Ms. Sam Hohman – CEO, Credit Advisors Foundation
- Mr. Christopher Kopiasz – Taz Managing Director, Deloitte
- Ms. Kimberly Sucha – Business Tax Services Partner, KPMG

ENTREPRENEURSHIP
Moderator: Mr. John Blazek Room 214
- Mr. Brian Boerner – BIA and Marketing Student, Heider College of Business
- Mr. Jake Chapman – VP of Operations, ScoreVision
- Ms. Rebecca Brei – Director of Operational Due Diligence, Aksia LLC

HOW TO LAND YOUR DREAM JOB
Moderator: Dr. Todd Darnold Room 211
- Ms. Nicole Cavin – Campus Recruiting Specialist, Deloitte
- Mr. Parker Thornburg – Senior Director, Order to Cash at Oath, Inc.
- Ms. Susan Wachner – Senior Sales Strategist, Microsoft
- Ms. Sherrye Hutcherson – VP of Human Resources, Union Pacific Railroad

BUSINESS ETHICS
Moderator: Dr. John Wingender Room 215
- Mr. Nick Nalbach – Relationship Manager, Carson Wealth Management
- Mr. Mark Lookabill - Wealth Advisor, Carson Wealth Management
- Dr. Lance Frazier – Associate Professor of Management, Heider College of Business

WHAT'S THE BIG IDEA?
Moderator: Ms. Emily Okrzesik Room 212
- Mr. Gavin McDermott, IDEO
Healey Cypher (yes, that’s his real name) is co-founder and CEO of OAK. His passion is to elegantly infuse technology into physical retail. OAK believes the future of retail will be software defined - they are working to create the first connected store platform and have launches with brands like Ralph Lauren, Rebecca Minkoff, Levi’s, The Home Depot, and many more still to be announced. OAK is headquartered in San Francisco, CA.

Before founding OAK, Healey founded and led the Retail Innovation team for eBay, Inc where his team launched the Rebecca Minkoff Connected Stores, Kate Spade Saturday WindowShops, and projects with Nordstrom, TOMS, Sony, Westfield, and the Simon Property Group.

Healey loves evangelizing the future of retail: he has hosted or attended panels at SXSW Interactive in 2014, 2015, and 2016. He regularly speaks at NRF & shop.org, and has been interviewed by top-tier media including CNBC, CNN, Fast Company, the New York Times, Forbes, WWD, TechCrunch, The Wall Street Journal, VentureBeat, Entrepreneur, TIME Magazine, CBS, Fox, and more. (Sorry, that last sentence was kind of ridiculous.) At age 29 he was selected as “40 under 40” by the Silicon Valley Business Journal, and at age 30 was awarded “40 under 40” by design:retail magazine, at age 31 received WWD’s “Ten of Tomorrow,” and at age 32 was awarded one of Goldman Sach’s “Top 100 Most Intriguing Entrepreneurs.”

Prior to his tenure at eBay and Milo, Healey worked as a consultant in New York City. He is an alumnus of the Wharton School at the University of Pennsylvania, has roots in Nebraska, but spent the majority of his early life in Riyadh, Saudi Arabia.
Hans has a proven track record in product development, supply chain management, sales operations and information technology executive management. His 37 years of experience include fifteen at Hewlett Packard and numerous successful early-stage high technology companies.

Most recently he was Chief Operating Office for Oculus, a Facebook company and Fitbit where he was responsible for product design, supply chain operations and customer support.

As employee number 17 at Fitbit, Hans grew the business from a few Million in sales to a $1.8 Billion public company (NYSE: FIT). While at Fitbit, he launched and scaled eleven market leading products.

His previous positions include COO of Skyline Solar, VP of Operations and Engineering at Element Labs (acquired by Barco), VP of Operations at OQO, Dash Navigation (acquired by RIM), ConvergeNet (acquired by Dell) and JetFax (NASDAQ: JTFX). He holds a MS in Engineering, Manufacturing Systems Engineering from Stanford University and BS in Electrical Engineering from New Jersey Institute of Technology.
Sherrye Hutcherson was named Vice President of Human Resources for Union Pacific Railroad in May 2015. In September 2017, she added Labor Relations to her list of responsibilities. Previously employed with UP in the Corporate Audit Department, and now as Vice President of Human Resources, Hutcherson is responsible for leading the human resources strategy including Talent Management, Employee Training and Leadership Development, Compensation and Benefits, Staffing and Recruiting, HR Customer Services, EEO, Diversity, HR Planning and Services, and Health and Medical Services.

Hutcherson has more than 20 years of experience in corporate and non-profit settings, with responsibilities ranging from human resources and finance to business development and customer satisfaction. Prior to being named to this role, Sherrye was Vice President of Corporate Services and Chief Administrative Officer for Omaha Public Power District (OPPD) where she was responsible for human resources and labor relations, as well as corporate services, information technology and sustainability efforts.

Hutcherson holds a master’s of business administration from Creighton University and a bachelor’s of science in accounting from the University of Arkansas at Pine Bluff. She serves on the boards of Children’s Hospital and Medical Center, United Way of the Midlands and The Brownell Talbot Board of Trustees. She serves as a delegate to the U.S. Chamber of Commerce Education, Employment, & Training Committee.
The McKinsey Global Institute estimates that, compared with the Industrial Revolution of the late 18th and early 19th centuries, artificial intelligence’s disruption of society is happening ten times faster and at 300 times the scale. AI, big data, block chain technology, and many other advances are shaking up the accounting industry. Professional accountants and accounting practices, procedures, and processes will need to adapt. This panel will provide you with an opportunity to hear from four professionals with significant experience to learn how some of accounting’s most influential firms are embracing these changes.

**MICHAEAL STORK**
Michael is currently the Minneapolis Market Assurance Leader for the PwC Minneapolis office. He oversees a group of approximately 300 PwC professionals delivering audit and attest services to Minneapolis-based clients across all industry groups. Additionally, Michael is a partner within PwC’s Financial Services Practice – servicing financial services companies across the country. Michael also oversees all of PwC’s campus recruiting activities at Creighton University. Michael is an active alumni member of Creighton University where he received his Bachelor of Sciences.

**ERIC GROEN**
Eric Groen is a Managing Director in Protiviti’s Phoenix, Arizona office with experience in internal audit, Sarbanes-Oxley (SOX), compliance, and investigation support. Eric’s main focus is on increasing the value of the internal audit and SOX functions, with an emphasis on continuously improving operational performance. Prior to Protiviti, Eric was an external auditor for a Big 4 Accounting firm. Eric graduated from Creighton University with a Bachelor of Science in Business, majoring in Accounting and Finance. Eric is a CPA, CIA, and member of the Creighton University Accounting Department Advisory Board. Eric is also currently the President of the Phoenix Chapter of the IIA.

**MIKE MCDIVITT**
Mike is a Director for the BKD National Manufacturing & Distribution Group and BKD National Construction & Real Estate Group in BKD’s Omaha office. He provides tax and consulting services to individuals and closely held businesses. Mike is a member of the American Institute of CPAs and Nebraska Society of Certified Public Accountants, as well as the Missouri and California Bar Associations and U.S. Tax Court. Mike is a graduate of Creighton University, Omaha, Nebraska, with a B.S.B.A. degree in accounting, and a graduate of Creighton University School of Law, Omaha, Nebraska, with a J.D. degree.

**LORI DRUSE**
Lori Druse is an Audit & Assurance Managing Director with over 25 years of public accounting experience with Deloitte. She primarily serves audit clients in the life insurance, employee benefit plan and middle market size client space. Druse was named to the 2007 Lincoln Business Journal’s 40 under 40 list and was a member of Leadership Lincoln, Class of XVII (2001 – 2002). Druse serves as the Chair of the Nebraska Board of Public Accountancy and Treasurer of the YMCA of Lincoln. Druse earned her bachelor’s degree in accounting with honors from the University of Nebraska at Kearney in 1992 and she holds a Fellow Life Management Institute Designation.
ADVERTISING: AN INVESTMENT THAT PAYS
Room 213
Moderator: Dr. Trent Wachner

In 2016, approximately $71 billion was spent on TV ads in the United States, alone. With technology changing at a rapid pace collaboration and innovation of ideas and concepts has never been more vital to the success of digital marketing. “Advertising: A Long Term Investment” allows for a glimpse of how an ad is developed and ultimately comes to fruition for viewers in the marketplace. Come learn about how the landscape of advertising is changing on various technological platforms, and how to break into this ever-expanding industry.

VINCE COOK
An Ostrich who does what he can’t and learns to fly for Samsung. A father who watches his daughter grow up in a film for Windex that will make you cry. A dirty dancing couple who’s “coming in hot” for United Healthcare insurance. If you’ve turned on a TV or scrolled through social media recently, you’ve seen Vince Cook’s work. Vince is a Global Executive Creative Director at ad agency Energy BBDO. Or better known by Adweek as the “Top Creative 100 in the World” and “22 Creative Directors who are Completely Reimagining What’s Possible in Advertising” (22CDWACRWPIA for short). Vince has grown salads on billboards for McDonalds, made sense of Ozzy Osbourne’s mumblings and filmed an Alien eating cereal for Kellogg’s. Google it. It’s all true. And he will tell you about it if you ask nicely. Awards fall like snowflakes for Vince. Which is odd, because in his native Texas where he graduated from UT, it rarely snows..

JOHN WREND
John Wrend is a copywriter at The Escape Pod, an advertising agency and winners of Ad Age’s Small Agency of the Year Midwest 2017. He is sure other people call him the next Sausage King of Chicago from his work on Jimmy Dean but he has also worked on Ego Power+, Tyson, CDW, SEG Grocers and Mrs. Meyer’s. He placed third in Young Glory in 2016 and created one of the longest ads in the world that people chose to watch, “The Sausage Yule Log.” He has a degree from Marquette in English and Advertising and received his creative chops at Chicago Portfolio School.

DAVE METCALF
Dave is a Senior Partner, Group Creative Director with advertising agency Ogilvy USA. He has created award-winning work for categories ranging from beauty to beer to food to sports. Dave’s latest efforts are heating up the sausage category and changing the diaper industry, with brands Jimmy Dean and Huggies. Before that, Dave led creative on Dove’s global Campaign for Real Beauty, recently voted the #1 ad campaign of the 21st Century. He is also proud of his not-so-global “One Goal” campaign for the Chicago Blackhawks, a team which has won three Stanley Cups in the last 7 years – proof that advertising works. Dave holds a degree in Marketing from MacMurray College and received his creative training at the Chicago Portfolio School.
The economy is an ever-expanding and changing entity. It is imperative that Creighton students are aware of growing trends and the skills they demand to be at the cutting edge of business. As the landscape of business transforms, come hear about the implications of newer technology on shopping, especially over the internet. Learn what our alumni have experienced and learned about where our future lies and what leaders of this future will look like.

**CHRIS O’BRIEN**

Chris leads the Infrastructure, Information Security and IT Operations group at OTC. As a service provider his organization’s role is to provide predictable and reliable IT services to the many business partners that support the OTC business and the many consumers that interact with OTC via our websites and mobile applications.

**KATIE STAPLETON**

As a member of the Sojern Enterprise Solutions Product Team, Katie leads product marketing. She works cross-functionally to develop the product positioning, competitive messaging, and training to ensure the sales and account management team is equipped to sell our ad products so that we are positioned for success.

**SARAH NAZARIE**

Sarah is an Account Manager focused on Business Development at Amazon. Sarah is helping to grow the ethnic grocery selection available to customers by recruiting ethnic food distributors who are exclusively B2B to sell on Amazon and go B2C. These sellers face many challenges utilizing an ecommerce platform without ecommerce experience and Sarah is identifying where sellers face the most obstacles and is working with numerous teams to find simple technical solutions to make it easier for everyone to start selling on Amazon.
Outstanding leaders change the world. But, how do they do it? Building Momentum: How to Lead and How to Follow examines the organizational behavior strategies that new graduates can use to lead effectively within large corporations, entrepreneurship ventures, and non-profit organizations. The panel will also detail optimal employee-manager interactions and how to best contribute to an effective company culture.

**JULIA PARKER**

Julia J. Parker is a native Omahan and has worked in both the public and private sector over the past ten years. She is currently the Executive Director of Omaha Small Business Network, a community development entity (CDE) and micro-enterprise development organization (MDO) dedicated to bringing underserved small business owners, entrepreneurs and nonprofits the tools needed to become successful and sustainable entities in Omaha, Nebraska. Previously, Julia has been employed in a variety of positions including working with a local education non-profit as Director of Operations and Communications, the City of Omaha as a Communications Assistant in the Mayor’s Office as well as a Legislative Intern for United States Senator E. Benjamin Nelson. Julia is passionate about the Omaha community and is a strong advocate for a variety of local non-profits. She currently serves on the Nonprofit Association of the Midlands (NAM) Board of Directors, the Omaha Economic Development Corporation (OEDC) Board of Directors as Vice President, the Urban League Board of Directors Program Committee and the Creighton Engaged Learning Committee for Service Learning. Julia holds a BA in Political Science and a BA in International Relations from Creighton University. Additionally, she is a member of Leadership Omaha Class 37 and a recipient of the Midlands Business Journal 40 Under 40 award.

**ERIN JOHNSON**

Erin Johnson is the recruiter at TS Banking Group and also works for Peters Personnel. She really enjoys getting to know local businesses more thoroughly and help them with their staffing needs. Johnson has always been heavily involved in school and community organizations. She is currently the President of Council Bluffs Noon Rotary and Leadership Council Bluffs alumnae. She serves on the Rotary Board, Girl Scouts of Greater Iowa Board Advisory Committee, Habitat for Humanity of Council Bluffs Board and a volunteer youth soccer coach.

**DAN HOUGHTON**

Dan Houghton has earned a distinguished sales and marketing career with both private and public technology organizations. Dan has an accomplished understanding of software as a service (SaaS) technology solutions. In 2006, Dan Co-Founded Buildertrend. Dan oversees Sales, Business Development, Strategic partnerships, HR and Culture. Dan is credited for leading Buildertrend’s expansion in the global market. Today over 515,000 Buildertrend users make Buildertrend the leading web-based and mobile technology solution for small to medium sized construction firms in North America. Buildertrend has received numerous awards and notoriety for their flagship solution, Buildertrend. Dan resides in Omaha, NE with his amazing wife and two wonderful daughters.
Business is built on decisions and the decisions you make can define your career. Through many different scandals, it is apparent that in the end everyone gets caught. The professionals on our panel will discuss how to address these issues because they are bound to affect everyone at some point in their career.

MARK LOOKABILL

As a Wealth Advisor, Mark serves as a wealth management resource to business owners and executives, assisting them in making proactive, personal financial decisions. Mark graduated from Creighton University's College of Business Administration with a BSBA in Finance and Economics in 1993. Mark has been with Carson Wealth since August 1998 and has his CERTIFIED FINANCIAL PLANNER™ certification. Prior to becoming a Wealth Advisor in 2005, Mark was a Team Leader at Carson Wealth, overseeing the areas of client marketing, portfolio updates, trading and research. Mark is a member of the Financial Planning Association (FPA) and Investment Management Consultants Association (IMCA). He is also a volunteer for the Nebraska Gold Association.

NICK NALBACH

Nick Nalbach graduated from Creighton University in 2016 with a BSBA in Finance & Management. He currently works as a Relationship Manager at Carson Wealth Management, a firm in Omaha, where he handles the intermediary role between clients, wealth advisors, the operations department, and broker dealers. Nick is currently pursuing an FBS Designation (Financial Behavior Specialist) through Creighton’s MBA/Certificate program in financial psychology. He plans to help advisory firms adapt further than telling clients how to spend & save money, but rather to tell clients why they spend & save the way they do.

LANCE FRAZIER

Lance Frazier is an Associate Professor of Management in the Heider College of Business at Creighton University. He earned his doctorate from Oklahoma State University with an emphasis on organizational behavior. His research focuses on proactivity at work, examining the factors that encourage employees to speak up at work and help their colleagues. These factors include trust, psychological safety, and organizational fairness. His work has been published in the Journal of Applied Psychology, Journal of Management, Journal of Management Studies, Journal of Organizational Behavior, and Personnel Psychology, among others. He is an active member in the Academy of Management and Southern Management Association. Prior to entering academia, Dr. Frazier worked for nearly ten years in the telecommunications industry.
Do you want to work in academia? Do you want to go into industry? What does it take to start a successful organization in either or both? Entrepreneurship is not only about new businesses, but also about innovation, collaboration, and leadership. Join us for a panel with three wonderful entrepreneurial-minded individuals, all from very different fields: Rebecca Brei – hedge fund manager and entrepreneur in kitchenware appliances, Jake Chapman – former marine and nuclear strategist and current entrepreneur in gaming entertainment, and Brian Boerner – student entrepreneur and founder of 3-Day Startup with the Omaha Startup Collaborative. The panel will be moderated by Dr. John Blazek, current professor at Creighton University and former entrepreneur of many health care start up companies. After the panel, join the panel members for a small reception, where you will be able to interact and satisfy your curiosities with our panelists!

**BRIAN BOERNER**

Brian Boerner is a senior BIA and Marketing major at the Heider College of Business. Brian got involved with entrepreneurship when he started the social entrepreneurship club, CASE, in his Freshman year. He has coordinated 3 Day Startup for the past two years and has been involved within different initiatives involving entrepreneurship on Creighton’s campus. After graduation, Brian will be volunteering in Peru teaching English and working with business programs within the Fe y Alegria school system in Peru.

**JAKE CHAPMAN**

Jake Chapman is the Vice President of Operations at ScoreVision, responsible for supply chain management, sourcing and managing overseas manufacturing and the operational efficiency of the company. Prior to joining ScoreVision, he was the CFO at a start-up manufacturing firm in Omaha where he managed a Series A round of funding and additional rounds of financing, as well as being the main liaison to the company’s stakeholders. Jake is a member of the adjunct faculty at The Startup Collaborative helping companies scale great ideas into profitable businesses and radically improving the odds of startup success. Prior to his involvement in the Omaha entrepreneurial community, Jake spent 12 years in the Department of Defense as a Marine, Diplomat, and Nuclear Strategist. Jake is a Creighton Alum (MBA, 2011 / MA International Relations, 2012).

**REBECCA BREI**

Rebecca Brei is the Director of Operational Due Diligence for Aksia LLC, a NewYork based hedge fund advisory firm advising on over $70 billion of assets. She is also Co-Founder of rSr Creations, a product development company that created Trivae, a patented kitchen gadget. Rebecca also serves as a business and lifestyle strategist for companies and executives, with a specific focus on successful women in finance wishing to restructure their careers. As an advocate for portfolio careers, she also manages businesses in the aviation, fashion and rental industries. Prior to moving back to Omaha in 2013, Rebecca launched Aksia’s European subsidiary in London in 2009, serving as the Executive Director and Chief Compliance Officer of the business in addition to being responsible for vetting hedge funds' operations in Europe and the Middle East. Before joining Aksia in New York in 2006, she was a Fraud Investigations and Dispute Consultant for Ernst & Young in their New York office. She also worked for their Structured Finance Advisory Services group. Rebecca graduated magna cum laude from Texas Christian University with a B.S. in International Economics and a BBA in Finance. She has earned the CAIA and IMC designations.
FRANCHISING: WHAT’S THAT ALL ABOUT?  

Moderator: Dr. Trent Wachner  

Did you know... The franchise sector contributes 13.2 million jobs in the US, $1.6 trillion in economic output for the U.S. economy, and represents 5.8 percent of the Gross Domestic Product (GDP). There are over 10 Franchisor Corporate Offices in Omaha. Find out potential opportunities as a franchisee or in a Corporate Office of a Franchisor.

ERIC MAAS


DON ECKLES

In 1998, Don and Linda Eckles, Co-Founders of Scooter’s Coffee, began an amazing journey. They moved to the Midwest and opened their first drive-thru coffeehouse in 1998 in Bellevue, Nebraska. Scooter’s Coffee was born. Don and Linda began franchising Scooter’s Coffee in 2001. As of today, Scooter’s Coffee is quickly approaching 200 locations in 15 states and has over 150 franchise commitments to build new stores. The first store in Bellevue, Nebraska is still open and operating and has become a staple in that community.
The challenges of healthcare have taken center stage for the last decade with reforms aiming to control costs, improving quality, and increasing accessibility. With the reformation of healthcare, new relationships have been forged between insurance companies, the government, patients, and healthcare professionals. Healthcare reforms have placed substantial financial risks on hospitals and practicing professionals. These changes have created a demand for discovering new efficiencies, understanding healthcare finances, better understanding and use of technology, and new incentive methods. Creating a need for talented professionals who understand the clinical and business aspects of healthcare.

**Jagi Gill**

Jagi Gill is the Founder of Tenex Health, a medical device company which provides physicians with a minimally invasive technology to treat tendon pain in the joints. While at Tenex Health, he led the company from inception through developing the initial technology, driving product development, securing FDA regulatory approval and commercializing the technology. Jagi is also the General Manager at AcuVentures, a medical technology accelerator focusing on the orthopedic health sector. He brings 20 years of experience in various executive positions in management, marketing and business development at Boston Scientific, Advanced Bionics and the Mayo Clinic.

**Maggie Knight**

Maggie Knight is currently an instructor of accounting at the Heider College of Business. Up until August 2016, she served as the chief financial officer for the primary and specialty care networks of physicians in CHI Health, serving over 800 providers and 140 locations. Maggie originally joined CHI Health in 2008 as the System Controller, where she oversaw accounting, financial reporting, budgeting, financial analysis, capital planning, benchmarking, and decision support/cost accounting for the health system. Prior to her time with CHI Health, Maggie spent seven years in public accounting with KPMG, where she served healthcare clients throughout the Midwest.

**Eric Mooss**

Eric currently serves as the President of the Bryan Physician Network, a multi-specialty medical group affiliated with Bryan Health in Lincoln, Nebraska. Prior to joining Bryan Health, Eric served as Executive Director of Primary Care for Banner Medical Group's practice operations in northern Colorado. His experience also includes leadership positions with the Centura Health Physician Group in Denver and with Alegent Creighton Clinic in Omaha. His honors include the ACHE Early Career Excellence Award, presented by the ACHE Regent for Nebraska to one outstanding early careerist and the John W. Colloton Leadership Award.

**Katie Grier**

After completing her orthopaedic residency training at the combined Creighton/ Nebraska Health Foundation Program, Dr. Grier received fellowship training in foot and ankle surgery, with emphasis on foot and ankle trauma and other complex problems involving the foot and ankle, at the Florida Orthopaedic Institute in Tampa, Florida. She also participates in a teaching role for the orthopaedic residency program.
Data analytics is becoming a widely sought after and increasingly popular skill in the business world. Companies are now, more than ever, looking for professionals with background in data analytics. But really, what is data analytics and how is it applied in the business world?

MATTHEW MCCARVILLE
Matthew is currently at PwC in a strategic/analytical and managerial role that involves everything from managing a highly educated L&D analytics team, developing automated reports, interactive dashboards, and data visualizations with SPSS/SAS/MicroStrategy/R Studio/Excel PowerBI tools/Tableau, to data mining with SQL/Teradata, designing/developing new L&D approaches and metrics, and designing research methods to evaluate a broad range of adult learning interventions.

He is also an adjunct professor at Creighton University and completing the Doctorate in Business Administration (DBA) program in Strategy & Business Intelligence Analytics. He also received an MS in Business Intelligence Analytics (BIA), an MBA in Management and I.T., plus a Masters Certificate in Agile and Waterfall Project Management at Creighton as well as a Professional Certificate in Big Data at M.I.T., a Professional Certificate in Descriptive Data Analytics at Boise State and finally through Georgia Tech, the Business Analytics: Leveraging Data Executive Program.

CAMERON NATH
IT polymath with an unhealthy love of ERPs, data, and strategy. Forged in enterprise environments and now teaming up with an IT Strategy Consulting start-up called Dynamo to re-think the way industry approaches technology and services. Self-described Pokémon master, gamer, science lover, and forever office freshman.

NATHAN WATSON
Nathan helps companies build their capacity for data science--through Staff Augmentation, Data Science as a Service, and training. It could be that a large company needs a warm body to cover ground faster. They have the talent--just not enough of it for a project. It could also mean a small company wants to do some predictive analytics, doesn't have the talent, and has no idea where to start. Nathan can help there too with his team of trained mathematicians, database architects, machine learning programmers, and data visualization experts.

Nathan proudly presides over a company that can boast that they have succeeded where big solution providers haven't--in some of largest companies on the planet--and provided visualizations and data science to 1 person SaaS startups where half the solution was keeping it in their startup budget.
How to Land Your Dream Job is a glance inside the minds of some of the top hiring personnel and human resource managers in the midwest. With an engaging array from some of the most competitive companies in the Midwest- this panel is a must attend for anyone thinking about applying for an internship, job, or looking at a potential career change somewhere down the line. These experts will give insight as to how the landscape of hiring has changed over the years, and what tools you should be using as you seek out positions, to give yourself the greatest competitive advantage among applicants.

Nicole Cavin graduated from Creighton University in 2013 with a Bachelors of Arts in Communication Studies and a minor in legal studies. Since her graduation, she has been working in the field of human resources. She currently works for Deloitte as a Campus Recruiting Specialist where she leads the recruiting efforts for Iowa, Nebraska and South Dakota including three different businesses and nine different college campuses. Before joining Deloitte, her professional experience was in experienced hire recruiting, campus recruiting and as a human resources generalist where she worked at four different Fortune 500 companies in four different industries. Nicole’s favorite part about her job is that she gets to help college students navigate one of the most exciting times in their lives – find their first internship or first full-time job. Being able to play a small part in that big decision is both an honor and a privilege.

Parker Thornburg is a native Nebraskan from Fremont and has spent a majority of his adult life in Omaha. He earned his BSBA in Marketing from Midland College, and his MBA from the University of Nebraska at Omaha. His career began as an intern with CSG Systems, Inc. where he learned the importance of internships and how they can catapult a career with the right guidance and mentoring. After nine years in the insurance industry, Parker found his dream opportunity at Yahoo! (now Oath, Inc. as of June 2017) where he has been for the past seven years in a variety of roles in Accounting and Finance. In his free time, Parker enjoys spending time with his wife and being exhausted by his amazing three children (ages 12, 10 and 5). Two of his favorite things to do with his children are: 1) Debating which restaurant in Omaha has the best ranch dressing; and 2) Helping them understand what sarcasm is, and the perfect times to use it.

Susan Wachner has a varied career spanning over 20 years in Sales, Business Development and Talent Acquisition roles in the IT Industry. She is a native of Silicon Valley, California and attended San Jose State University where she studied Business Administration, Marketing and Economics. In 2012 Microsoft needed to hire many Senior Sales and Business Development professionals, and Susan was in the right place to bring her network and recruiting skills to hire top talent. She has enjoyed over 5 years with MS, which has been experiencing an incredible culture change and new found success in the Cloud and Enterprise market. Her area of expertise is hiring Senior Sales Strategist, Business Development and fielded Sales and Presales Talent into the company. She evangelizes Microsoft passion to empower every person on the planet to achieve more and to hire diverse talent that reflects the world around us.
In 2016, federal, state, and local governments collected a combined total of $4.9 trillion in taxes. This amounts to $15,202 for each individual living in the United States. Sound outrageous? When it comes to knowledge on taxes many of us (college students) do not have a clear understanding of what is occurring. This panel will provide you with the opportunity to learn from tax experts involving the tax reform that is currently taking place in the political sphere. As a result, this discussion will provide you with a better understanding of what the future of taxes looks like.

**Sam Hohman**
Sam Hohman is married and has three sons ages 20, 17 and 14. She is the C.E.O. of Credit Advisors Foundation, a 501(c)3 credit and housing counseling agency operating in all 50 states. Credit Advisors Foundation offers education and programming designed to increase economic inclusion and opportunity of financial access to high risk consumers. Sam co-owns a number of businesses including LIV Lounge in Aksarben Village and Arbor Education offering online certification and continuing education courses in niche industries. Sam serves as Vice President of the Financial Counseling Agencies of America, Trustee for the Business Ethics Alliance and Co-Chairman of the Fashion Institute of the Midwest among many other volunteer positions. She previously worked in Human Resources as Director at T.D. Ameritrade and Executive Vice President for Giftcertificates.com.

**Christopher Kopiasz**
Chris has more than 23 years of tax compliance and tax consulting experience in public accounting for both growth and large multinational companies. His experience spans various industries dealing with the federal, state and international tax implications of mergers and acquisitions, tax efficient structuring and legislative changes. In addition to his client service role, Chris also serves as a Deloitte regional competency leader for Accounting for Income Taxes related to SEC and private companies. Chris consults on complex technical issues and process improvements with other client engagement teams on issues such as uncertain tax positions, M&A transactions and tax allocations. He also provides thought leadership for the firm to address emerging issues in the competency area.

**Kim Sucha**
Kim Sucha is a Business Tax Services Partner in KPMG’s Omaha office. Her public accounting experience includes involvement with pass-through entities, including private equity and alternative investment companies. Kim has a broad base of knowledge and experience including: partnership and other flow-through entity planning and compliance, provision review for complex business structures, including regulated utilities, entity formation and distribution planning, including equity structuring, succession planning, and corporate taxation. Kim received her Bachelors of Science in Business Administration in Accounting from Creighton University and holds her CPA in Nebraska. Finally, Kim is a member of the Omaha Community Board of the National Multiple Sclerosis Society and the treasurer of Lutheran Family Services of Nebraska.
BUSINESS BEYOND BORDERS

Room 213
Moderator: Ms. Jeanne Eibes

Business is an interconnected world. Whether you choose to work abroad or not, you will most likely find yourself connecting with people abroad to complete a task. Attend this panel if you plan on studying abroad, think you ever want to work abroad, or plan to work for a company that has global operations. Panelists will speak on their experiences working and communicating with those abroad, how business cultures vary, and how technology is making this more and more feasible.

CREIGHTON REINHARD

Mr. Reinhard is a Senior Business Manager at Union Pacific Railroad, within the company's international intermodal division. He is a three-time Golden Spike Award winner and a Summit Award winner at Union Pacific. Outside of work he serves as an active member of the Union Pacific recruiting team at Creighton University and is also active with YMCA Youth Basketball, Youth Emergency Services, Big Brothers Big Sisters of the Midlands, and the Women’s Center for Advancement. Mr. Reinhard is a graduate of Creighton University (GO JAYS!!!) and holds an M.B.A. from the University of Nebraska at Omaha.

IAN CHARLES JOHNSON

Ian Charles Johnson is the Audit Managing Director for Deloitte LLP in Omaha. Ian has over 15 years of public accounting experience serving both public and private Companies in a variety of industries. Specific to financial services, Ian has served depository institutions, finance companies, investment funds, introducing and clearing broker dealers, and insurance companies. Ian also serves one of the largest global conglomerates in the world and an international software company whose products power electronic payments and banking globally. Ian’s technical focus areas include mergers and acquisitions, accounting for credit losses, securitization transactions, fair value of financial instruments, and revenue recognition. Ian strives to fully understand his clients’ business and operations, anticipate their needs, and provide valuable insights along the way.

MINA BUSH-KENNEDY

Mina is the co-owner of ME Partners LLC, an international firm focused on imports to West African markets. Consumables and Soft Goods, many under the brand name of Golden Star are among their products. She has extensive background in telecommunications and work experience in 5 continents during her 20+ year career. Mina recently relocated to Omaha, her home town.
THE PROFITS OF NON-PROFITS

Room 216
Moderator: Dr. Trent Wachner

JEFF KUTASH

Jeff moved to Nebraska in 2013 to join Peter Kiewit Foundation as Executive Director. Prior to joining the foundation, he lived in the Bay Area in California and was a Managing Director at FSG, a global nonprofit research and consulting firm. Mr. Kutash ran FSG’s San Francisco office, launched and oversaw the firm’s national Education and Youth Practice, and helped dozens of leading corporations, foundations, nonprofits, and government agencies design strategies, develop programs, and evaluate their results to improve their social impact. Previously, he was the Director of California Operations for The SEED Foundation and spent three years as a public and private sector strategy consultant, first with McKinsey & Company, and then with The Bridgespan Group. Jeff’s direct experience in the social sector includes three years running youth development programs at a nonprofit and three years as a bilingual math teacher in a public middle school, both in New York City. Jeff received an M.B.A. from Harvard Business School, and a B.A. in Political Science from the University of Pennsylvania.

IAN VICKERS

Ian Vickers is known for his international work and ability to provide positive solutions for community development. Mr. Vickers has also helped to develop leadership programs in China; and medical work, water projects, and renewable energy solutions in West Africa. He has conducted leadership training in West Africa, South America, Asia and Europe. Mr. Vickers has also served as an International Studies professor at Crown College, in Minneapolis, Minnesota. Mr. Vickers co-founded the non-profit organization Global Partners in Hope and is currently serving as the Chief Executive Officer. Global Partners was founded in 2008, and its primary focus is community development in Africa and Asia. Mr. Vickers was awarded a scholarship to the Harvard School of Business, Executive Education Program in 2014.
WHEN OPPORTUNITY KNOCKS: MANAGING CAREER TRANSITIONS AND CHANGES

Room 215
Moderator: Mr. Jeremy Fisher

This panel is geared towards working professionals and students who will be soon transitioning into the workforce (alumni and upcoming graduates). Learn valuable tips and advice about career management, professional development, mentoring, how to identify and evaluate job opportunities, culture fit, and how to change or transition careers successfully to find the right path for you.

TAYLOR STORMBERG
As the Director of Annual Giving at Creighton Prep, Taylor’s main focus is to oversee all annual giving operations, development services and donor relations programs. He also manages large scale capital improvement projects for the school, as a part of building strategic and tactical plans for the continued growth of the 140 year old institution. He has been a vital part in helping form Men for Others at Prep since June of 2016. Prior to moving back home to work at his alma mater, he worked in Baltimore, MD at Under Armour. He spent three years at UA working in strategy and finance for their Brand & Sports marketing teams. Taylor graduated with degrees in Accounting and Finance from Creighton University’s Heider College of Business in 2013.

ERIC J. NEUMAN
Eric J. Neuman, Ph.D., is Associate Professor of Management and Faculty Co-Director of the D.B.A. Program at the Heider College of Business. Eric was voted Faculty of the Year by the graduating senior class at the Heider College of Business in 2016 and Professor of the Year by the Beta Gamma Sigma business honor society in 2017. Eric holds a B.S. degree in Computer Science from the University of Notre Dame, an M.S. degree in Computer Science from the University of Wisconsin-Madison, and a Ph.D. in Management and Organizations from the University of Michigan. Eric conducts research in a variety of areas. He has presented his findings at conferences around the world and has published papers in Social Networks, Negotiation and Conflict Management Research, Journal of Management Inquiry, Advances in Strategic Management, and Annals of Social Responsibility.

SALLIE PETERS
In 2007, Sallie Peters joined Gallup’s partner apprentice program working for the Midwest client development team spending one year on the consultant track gaining knowledge about Gallup and its culture. She worked with senior consultants to generate leads with Fortune 500 companies in the Midwest, coordinate marketing campaigns, and create marketing collateral. Sallie started to successfully encourage and recruit friends to join Gallup. She is now Director of Talent Sourcing for Gallup and helps build Gallup’s brand awareness in Midwest universities by developing relationships with campus leaders, faculty, and administrators. She enjoys identifying top graduates that will thrive in Gallup’s unique culture while providing recruits with the opportunity to use their talents to do what they do best every day. Prior to joining Gallup in 2007, Sallie worked in marketing and sales and as a project manager in strategic planning at Union Pacific Railroad. She earned a bachelor’s degree in marketing from the College of Business Administration at Creighton University.
SUSTAINABILITY: MANAGING THE TRIPLE BOTTOM LINE
Room 215
Moderator: Dr. Barbara Dilly

Our future is determined by today’s habits. In business, now more than ever, it is crucial that we follow sustainable business practices today. But, why? Sustainability: Managing the Triple Bottom Line looks at the financial, social, and environmental frameworks that measure how efficiently we generate greater business value for today and tomorrow. This panel will address a wide variety of factors that affect sustainability from a variety of perspectives and seeks to highlight the importance of sustainability.

CECIL STEWARD

W. Cecil Steward, FAIA, DPACSA, is founder, President and CEO of the Joslyn Institute for Sustainable Communities. He is a world expert on sustainable development and sustainable design. He is Dean Emeritus and Emeritus Professor of Architecture and Planning at the University of Nebraska College of Architecture in Lincoln. A past president of the national American Institute of Architects (AIA), Steward has served on the boards of the Association of Collegiate Schools of Architecture, the AIA and on the charter board of the Architectural Research Centers Consortium. In public service he is a former member of the Board of Directors of the Downtown Lincoln Association, the Lincoln-Lancaster County Planning Commission, and the Lincoln Children’s Museum Board of Directors. At the national level he has served on the national Peer Review Committee for design reviews of selected General Services Administration projects, including buildings within the U.S. Capitol complex, and as a member of the Pennsylvania Avenue Design Charette Team in Washington, D.C. At the international level he is serving as advisor to the World Olympiad for Urban Design, and is involved in several more groups working to promote sustainable development in urban areas throughout the world.

GRANT MATHEY III

Grant L. Mathey III is an Associate at Mick Law, focusing primarily on third-party due diligence analysis of private equity, hedge fund, real estate, and conservation easement transactions for the benefit of broker-dealer and registered investment advisor clients.

Mr. Mathey received his Juris Doctor degree from the University of Nebraska-Lincoln College of Law in 2013. His legal studies concentrated on securities regulation, mergers and acquisitions, and corporate finance. While in law school, he was awarded the McGrath North Excellence in Legal Writing Award.
Do you invest? If so, do you buy individual stocks, put your money in a mutual fund, or invest in an index? Whatever you might choose to do, the environment is changing in immense ways and is certain to undergo further change in the future. Come learn from professional investors about the risks facing active management and the outlook for how investing will take place in the future.

**DAVID CRAFT**
David Craft is a Senior Investment Strategist & Vice President at Omaha’s Wells Fargo Private Bank. Prior to this role, David was a public bond trader at Mutual of Omaha. David is also a member of the CFA Society of Nebraska and has been a CFA Charterholder since 1999. David received his Bachelor’s Degree from the University of Nebraska - Omaha in 1990 and was President of the Financial Management Association during his time there. David then returned for his MBA at UNO, completing his degree in 1992.

**TOM DIGENAN**
Tom Digenan is the head of the US Intrinsic Value Equity team. In this role, he is responsible for US equities portfolio construction and research. Prior to this role, Tom had been a Strategist with the team since 2001, whereby he participated in the analysis and development of US equities portfolios, focusing on alpha generation and ensuring client investment objectives were met. Prior to his role with the US Intrinsic Value Equity team, Tom was president of the firm’s mutual funds and relationship funds organization. Prior to joining the UBS predecessor organization Brinson Partners in 1993, Tom was a senior manager in the tax department of KPMG Peat Marwick, where he worked exclusively in the investment services industry. Tom is a member of the CFA Institute and the American Institute of Certified Public Accountants, and he is on the board of CFA Society Chicago. He is also a member of the Dean’s Council of Excellence for the Marquette University Business School. Tom is also an adjunct professor in the Marquette University Graduate School of Business.

**SEAN GILL**
Sean Gill is a portfolio manager with TS Banking Group. In his role, he primarily responsible for managing the investment portfolio activity for TS Capital, an options-based hedge fund, as well as serving as a member of the Investment Committee for TS Prosperity Group, the wealth management arm of TS Banking Group. Sean graduated from Creighton in 2014 with majors in Finance in Economics. While at Creighton, he was a member of Omicron Delta Epsilon as well as the Portfolio Practicum.
GAVIN MCDERMOTT

Gavin McDermott leads research for the Distributed Web at the CoLab—IDEO’s emerging R&D network. He uses tools like anthropology, software engineering, and systems design to work with today’s emerging and interconnected challenges. Prior to IDEO, Gavin was a founding engineer at BitGo, the world’s first web-based multisignature Bitcoin wallet. Gavin graduated from Creighton in 2006 with a degree in finance and currently lives in San Francisco with his wife.
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Kate O.
Senior Analyst – Finance

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This year, we remember Shane Broderick, Heider Class of 2016, who was a cherished alumni of the Creighton Business Symposium Planning Team. Shane served on the team for two years, holding the role of Co-Coordinator for the 2015 Symposium. He was a Heider College of Business Dean’s Fellow, and, in his final year, he was named the Decurion. He was a member of the Beta Alpha Psi National Accounting Honor Fraternity and a four-year member of the Dean’s Honor Roll for Social Responsibility. He completed the Anna Tyler Waite Creighton Leadership Scholars Program; and was a member of Sigma Phi Epsilon. Following his graduation from Creighton, Shane traveled to Europe for a few months before beginning his work at KPMG as an international tax associate. Shane will be remembered fondly by family, friends and colleagues for his kindness and enthusiasm for life. His smile lit up a room and no one remained a stranger in Shane's presence. Shane has left a legacy at Creighton and with the Symposium. We pray for the continued healing and peace of his family and friends.
2017 SYMPOSIUM
PLANNING TEAM

SPONSORSHIP TEAM
Emily Okrzesik
Jacob Mimick
Scott Borcher
Theno Berbos
Walker Drake
Thomas Metcalf
Andrew Sherman

LOGISTICS TEAM
Collin Gil
Troy Taylor
Jennifer Taniguchi
Tom Digenan
Mitch Kinkor
Aaron Maan
Thomas Pucel
Patrick Dougherty
Emily Okrzesik is a senior Marketing and Business Intelligence and Analytics major with a minor in Spanish from Chicago, Illinois. Upon graduation, Emily plans on pursuing a career in marketing, with the hopes of working alongside emerging markets in Spanish-speaking countries. Along with her position leading the Sponsorship team for the Creighton Business Symposium Team, Emily is involved with the Heider Dean’s Fellows Program, is a member of the Alpha Kappa Psi business fraternity, and works with the Creighton Athletics Broadcasting Team. Emily currently serves as an intern working in The Omaha Startup Collaborative, working on implementing and analyzing marketing campaigns. Emily is excited to experience working and collaborating with the symposium team for the second time, as well as work and connect with the sponsors and supporters of the Creighton Business Symposium.

Athanasios Berbos is a Junior Economics/Pre-Med student by way of Helena, Montana. After graduation Athanasios wishes to pursue a career in medicine and aspires to continue his passion for service. He is elated to be a part of this year’s Business Symposium Team and aspires to devise a unique experience where students can expand their knowledge of the real world through the insight of current professionals. In addition to the Business Symposium team, Athanasios is a member of the Anna Tyler Waite leadership program, partners in health, and a weekly volunteer at Nebraska Medicine.

Aaron Maan is a Sophomore Finance and Economics Major from Sacramento, CA. As a Business Symposium Executive, Aaron hopes to create an eccentric atmosphere and learning environment for business symposium attendees through innovative business discussion. Thus, Aaron’s panel this year will be on Entrepreneurship and the growth of economies through innovation. Innovative leaders and thinkers from around the region will be coming together to discuss their personal stories on the advances of their related industries here in the United States. Aaron’s passion for thinking critically and working collaboratively with others to solve large, complex issues is what attracted himself in establishing this unique panel for this year’s symposium.
ANDREW SHERMAN

Andrew Sherman is an Accounting and BIA (Business Intelligence and Analytics) Major emerging from the Western Suburbs of Chicago. Andrew’s panel this year focuses on how once he realized that recruiters are an asset in the job search, rather than a threat, his hunt for his dream job became that much easier. He currently works as an intern in Yahoo!’s Revenue Share Department. Andrew looks forward to creating an innovative experience at the Symposium; one that engages, teaches, and connects all types of people from the community. In his free time, Andrew enjoys singing, working with audio electronics, and golfing. His favorite life saying comes from his little brother “Wealthy are the meek who spend their money wisely”.

COLLIN GILL

Collin Gill is a senior economics major on the pre-health track from Rochester, MN. He is a founding member and the vice-president of the Creighton Economics Society and involved as a volunteer with the Boys and Girls Club of South Omaha. His interests include biotech companies, biotech patents, medical devices, and pharmaceuticals. As a co-coordinator for this years event, Collin hopes to continue in the success of past conferences, and is excited to be leading this years team.

TROY TAYLOR

Troy Taylor is a senior Marketing and Economics double major from York, Nebraska. In addition, Troy is also studying Political Science to receive a Minor in Legal Studies, pursuing his passion for studying the Law. His post-graduation plan is to remain in the Omaha area, with the potential to attend Law School. Along with working on the Creighton Business Symposium Team, Troy is a member of Active Minds, involved in the Anna Tyler Waite Leadership Program, and is a member of Phi Kappa Psi Social Fraternity serving as Chaplain. Troy is ecstatic to be working with this experienced Team for the thirteenth annual business symposium. Troy looks forward to how this year’s symposium will
JACOB MIMICK

Jacob Mimick is a senior Financial Analysis and Marketing major from Denver, Colorado. Jacob’s post-graduation goals are to attend law school and to pursue his dream of running his own business. In addition to being a part of the Symposium team again this year, Jacob is the new member educator of the Phi Delta Theta social fraternity, a member of the Anna Tyler Waite Leadership Program, and also serves on the Creighton Students Union Appropriations Committee. Jacob worked as a marketing intern for Reece Nichols Realtors Inc. a Berkshire Hathaway Affiliate for the past two summers. He believes that the symposium offers an invaluable insight for students and is very excited to be working on the 14th annual business symposium.

MITCH KINKOR

Mitch Kinkor is a senior Biology and Economics major from Des Moines, Iowa. Aside from being a member of the Business Symposium Team, Mitch is involved on campus in the Anna Tyler Waite Leadership program, as a Biology Lab TA, and as a tutor for Blue Test Prep, a Creighton student organization that provides free ACT prep for local high school students. Mitch is also a volunteer for Serene Care Hospice Service, where his main job is to visit with patients. He has assisted in biological sciences research at University of Nebraska Medical Center in Omaha, the University of Iowa, and Kemin Industries, a biotech company in Des Moines. Mitch enjoyed his time on the planning team for last year’s symposium, and he is excited to help the team put on another great event.

PATRICK DOUGHERTY

Patrick Dougherty is a junior studying Computer Science and Political Science from Sioux City, IA. His interest in tech development integrated into the workplace led to the creation of his panel “The Future of Business: How eCommerce Changed How We Buy.” Patrick is thrilled to take part in the Business Symposium because of the knowledge it brings to students of all ages. Patrick is involved in various activities on Creighton’s campus, including leading a service group at Open Door Mission and conducting research in political science.
Scott is a senior Accounting and Finance major from Pawnee City, NE serving on his first Business Symposium Planning Team. He is also very involved in multiple other activities on campus including the Heider Business Senate and the Portfolio Practicum Program. Last summer, he interned at Deloitte in Omaha and plans to pursue a career in finance or accounting after graduation.

Jennifer Taniguchi is a senior Accounting and Finance major from Hilo, Hawaii. Upon graduation, Jennifer aspires to start her career in public accounting or investment banking. Throughout her years at Creighton, she interned at Bank of Hawaii, Union Pacific Railroad, and Deloitte. On campus, Jennifer is a Heider College of Business Dean’s Fellow, Vice President of Finance for her sorority (Tri Delta), Vice President of Recruitment for Alpha Kappa Psi Business Fraternity, Vice President of Beta Alpha Psi Accounting Fraternity, and a proud member of other organizations including, Alpha Sigma Nu Jesuit Honors Society. Jennifer is elated to be a returning member of the team and looks forward to planning the 14th Annual Creighton Business Symposium.

Nicholas is a junior pursuing majors in Accounting and Finance. Nicholas is from Omaha, Nebraska where he attended Creighton Preparatory High School. In addition to his involvement on the Creighton Business Symposium Team, Nicholas is a member of the ATW Leadership Program and Sigma Phi Epsilon. This past summer Nicholas interned at First Data working for Purchase to Pay Operations (P2P). He is the oldest of three children and his parents are both graduates of Creighton University. In his free time, Nicholas enjoys playing basketball with his little brother and slalom skiing at the Lake of the Ozarks. Nicholas says: “I am extremely humbled to have a role with the Symposium team. The experience has been absolutely tremendous in terms of networking with high profile business individuals.”

Scott is a senior Accounting and Finance major from Pawnee City, NE serving on his first Business Symposium Planning Team. He is also very involved in multiple other activities on campus including the Heider Business Senate and the Portfolio Practicum Program. Last summer, he interned at Deloitte in Omaha and plans to pursue a career in finance or accounting after graduation.
THOMAS METCALF
Thomas Metcalf is a Junior from Hudson WI, who is currently working towards majors in Accounting and Finance with a goal of pursuing a CPA. Thomas is serving on his first business symposium, and he is hoping to improve on the success the Business Symposium has had in the past by creating a great learning and networking environment for students. In addition to the Business Symposium Thomas is a member of the Anna Tyler Waite Leadership Program and currently, serves as an intern at Tenaska Marketing Ventures.

WALKER DRAKE
Walker Drake is a junior Finance major from Windsor Colorado. He is a first time member of the Business Symposium Planning team and is excited to help grow the event and continue to raise the bar. For Walker, the Business Symposium is about creating a unique networking opportunity along with the experience of hearing business professionals discuss the real life application of things learned in the classroom. Outside of the Business Symposium, Walker is involved in Dean’s Honor Roll for Social Responsibility, Anna Tyler Waite, and the Heider College of Business Dean’s Fellows. Last summer Walker held a Finance Internship at New York Life Insurance and continues to look for opportunities to grow his knowledge of all industries in the world of finance and looks forward to entering the industry after graduation.

TOM DIGENAN
Tom Digenan is a senior Finance major from Hinsdale, IL. He is serving on his second Business Symposium Planning Team and is excited to see how this year’s event will build off of last year’s success. Outside of the Business Symposium, Tom is involved on campus as a manager for the Men’s Basketball Team and is also part of the Portfolio Practicum Program. He spent last summer as an Equity Research Intern at CFRA Research and then as a Sales & Trading Intern at Strategas Research Partners in New York and looks forward to a career in finance following graduation in May.
Thomas Pucel is a Junior Accounting and Finance major from Eagan, MN. He is thrilled to be participating in his first year as a member of the Business Symposium Planning Team and is looking forward to being a part of such a talented team. He created the data analytics panel. Thomas currently works as a tax intern at Infogroup. Upon graduation, he hopes to pursue a career in accounting or finance.

Heather Doering provides career support to students and alumni primarily from the Heider College of Business, with a particular focus on implementing the Career Portfolio Program. Heather also serves as an Advisor for the student planning teams of the Creighton Business Symposium. Prior to joining Creighton in February 2015, she served as an advisor and instructor for a multicultural learning community at the University of Nebraska at Omaha. Her previous professional experience includes corporate training, branding, and compliance in the Healthcare IT industry. Heather received her Bachelor of Science in Business Administration - Marketing from the University of Nebraska-Lincoln and Master of Arts in Counseling - Student Affairs Practice in Higher Education from the University of Nebraska at Omaha. She was a Graduate Intern at the John P. Fahey Career Center in Spring 2013.
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 dedication and vision 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, Mr. Healey Cypher and Mr. Hans Hartmann: Thank you for sharing your profound knowledge with our guests here today. You are both 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. Daniel S. Hendrickson, S.J.: Thank you for providing your blessing for us as we take what we have learned today and apply it within the community. We look forward to the Symposium’s continued growth under your guidance of the university.

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.

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 CenturyLink Center staff: Your hospitality, service, and coordination of the day has helped to make this event run smoothly.

The Office of Undergraduate Admissions, namely, Ms. Allison Sagehorn: Thank you for your efforts to share the Symposium with prospective students.

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.

Dr. Trent Wachner: you have shown us over these past months how much you care for all of the students at this school. Your providing of your own network, resources, and knowledge was never unnoticed, and we would not have been able to produce the event we did without you.

Mr. Mitchell Leon, your contributions to this program and to much of the design of this year’s Symposium is greatly appreciated. Your tireless efforts and positive attitude are sure signs of a great leader, and your coming years at Creighton are bound to be full of accomplishment.

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, Alex VanAckeren and Erica Mallette 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: Jenny Taniguchi, Troy Taylor, Mitch Kinkor, Tom Digenan, Jake Mimick, Scott Borcher, Aaron Maan, Andrew Sherman, Theno Berbos, Pat Dougherty, Tom Metcalf, Nick Billings, Tom Pucel, and Walker Drake.

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 13 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.

Sincerely,
Emily Okrzesik and Collin Gill
Creighton Business Symposium Co-Coordinators