



School of Business (SoB) Conference

**Deming Way Campus
1255 Deming Way, Madison, WI 53717**

**Friday, October 21, 2016
9:30am to 3:30pm**

Conference Theme:

***“Preparing and Inspiring Future Business Leaders
for the Challenges of Today and Tomorrow”***

*The School of Business Conference is a free event to everyone.
Please dress business professional or business casual.*

CONFERENCE OVERVIEW

Conference Theme:

“Preparing and Inspiring Future Business Leaders for the Challenges of Today and Tomorrow”

Welcome to the School of Business at Edgewood College. Students at Edgewood College are tomorrow’s business leaders, innovators, and entrepreneurs. With this in mind, the purpose of the School of Business Conference is fourfold:

- (1) To educate current and prospective Edgewood College students on internship/ career opportunities, industry trends and challenges in the fields of accounting, management, marketing, finance, and social entrepreneurship.
- (2) To provide networking opportunities for current and prospective Edgewood College students with business executives and managers, nonprofit organizations, and hiring companies in accounting, finance, management, marketing, and social entrepreneurship.
- (3) To stimulate entrepreneurial thinking and innovative solutions to relevant business problems through concurrent panel discussions.
- (4) To share the benefits of obtaining a business degree from Edgewood College with prospective students (including industry professionals) interested in the Returning Adult Accelerated Degree (RAAD) program, other undergraduate business programs, and graduate business programs.

Panel Session 1: Addressing the U.S. Debt Crisis: The Roles of Financial Institutions, Government, and Consumers (Deming Way; 10:30am-11:30am)

The U.S. national debt, defined as the sum of all outstanding debt owed by the Federal Government, is an estimated \$19.5 trillion. To put this in perspective, the U.S. national debt is higher than the national debt of the European Union, which consists of 28 countries. When the national debt is combined with U.S. mortgage debt (\$13.8 trillion), U.S. household debt (\$12.2 trillion), and U.S. student loan debt (\$1.2 trillion), serious concerns have been raised about the future of social security, employment/job growth, education, foreign trade, and financial security/stability in America. In this panel session, financial experts will discuss the roles and responsibilities that financial institutions, businesses, government, and consumers have in addressing the U.S. debt crisis. The panel will also discuss potential solutions, including policies and strategic initiatives, to address our nation’s debt issues.

Panel Session 2: How Marketers Utilize Creativity, Technology, and Data Analytics to Address Customer Needs (Deming Way; 10:30am-11:30am)

Marketing is a fascinating discipline that is both an art (creative) and a science (systematic study). In this panel session, marketing experts will discuss how the creative, technological, and data-driven aspects of marketing are utilized together to address customer needs and problems. Specifically, this panel discussion will focus on how emerging marketing technology and trends in such areas as customer experience, data-driven marketing, mobile marketing, digital/Internet commerce, multichannel marketing, and social marketing can be combined with creative (artistic) aspects of marketing to grow customer value, improve marketing performance metrics, and increase customer engagement.

Keynote Address: Preparing and Inspiring Future Business Leaders for the Challenges of Today and Tomorrow (Deming Way; 12:00pm-1:00pm)

The keynote luncheon speaker for the School of Business Conference is Mr. Ralph Kauten, Chairman and CEO at Lucigen Corporation. Founded in 1998 and based in Middleton, Wisconsin, Lucigen Corporation focuses on developing new, more effective products and technologies for gene cloning, genomics, and protein expression. Scientific innovations at biotechnology firms, such as Lucigen Corporation, have made positive impacts in patient healthcare and communities at large. Given the socio-cultural, political, economic, competitive, legal, and technological challenges facing biotechnology firms, healthcare companies, and other industries, Mr. Kauten’s keynote speech will focus on the School of Business Conference’s theme “*Preparing and Inspiring Future Business Leaders for the Challenges of Today and Tomorrow*”.

Panel Session 3: Challenges and Opportunities in the Accounting Profession (Deming Way; 1:15pm-2:15pm)

In 2015, Todd Shapiro, President and CEO of the Illinois CPA Society and Illinois CPA Foundation, was named one of the Top 100 Most Influential People in the accounting profession by Accounting Today. When asked “what is the biggest challenge you see for corporate finance/accounting and public accounting professionals in the next five to ten years?” (www.brilliantfs.com), Mr. Shapiro mentioned four challenges: (1) *There are more accounting majors today than there ever have been, but the number of people pursuing the CPA credential is flat to a slight decline;* (2) *While business is growing, the public accounting and finance sectors are growing; there are not enough accountants and not enough accounting professors to teach all of the accounting majors;* (3) *More turnover is expected with Generations Xers entering the job market and not wanting to wait to be promoted to the director level versus Baby Boomers who are competing for the same job promotions or are looking to retire;* and (4) *Not enough diversity in the profession.* In this panel session, leading accounting professionals will share their perspectives on and solutions to the challenges in the accounting profession posed by Mr. Shapiro.

Panel Session 4: Social Entrepreneurship: Using Business Innovation to Address Social Problems (Deming Way; 1:15pm-2:15pm)

Social entrepreneurs make significant contributions by creating new businesses, markets, and innovations to provide basic services, such as access to educational and financial services, and creating and implementing solutions that maximize social impact. In this panel session, audience members will hear from five successful social entrepreneurs/nonprofit executives who will share the diverse paths and motivations that led them to their current careers, discuss how to turn your passion for addressing social problems into a business opportunity, and discuss how to identify funding sources for social enterprises.

Panel Session 5: The Edgewood Advantage: Why You Should Get Your Business Degree from Edgewood College? (Deming Way; 2:30pm-3:30pm)

According to the National Center for Education Statistics, some 20.5 million students are expected to attend American colleges and universities in Fall of 2016. Approximately 17.5 million students are expected to enroll in undergraduate programs and about 3.0 million will enroll in postbaccalaureate programs. With nearly 4,700 degree granting colleges (3,000 four-year colleges; 1,700 two-year colleges) in the United States, prospective college students have many options in pursuing their undergraduate and graduate education. In this panel session, business school alumni and faculty will communicate the benefits of obtaining a business degree from Edgewood College with prospective undergraduate and graduate business students and general audience members. Specifically, alumni will share personal stories on how their respective business degree programs at Edgewood College have prepared them to become successful business and community leaders. Alumni and faculty will also share what sets the business degree programs at Edgewood College apart from business programs at other institutions.

School of Business Conference
“Preparing and Inspiring Future Business Leaders for the Challenges of Today and Tomorrow”

Edgewood College, Deming Way Campus
Friday, October 21, 2016

CONFERENCE PROGRAM

- 9:30am to 10:30am **Continental Breakfast and Opening**
- 10:30am to 11:30am **Panel Session 1: Addressing the U.S. Debt Crisis: The Roles of Financial Institutions, Government, and Consumers**
Moderator: Phil McKnight, Associate Professor of Finance, Edgewood College
Jim Bradley, President & Chief Executive Officer, Home Savings Bank
David McKnight, Chief Operating Officer, Iconica, Inc.
Troy Mitchell, Madison Market President, Town Bank
Rick Perrin, Partner, B2B CFO
Lisa Peyton-Caire, Assistant Vice President of Life, Learning & Events, Summit Credit Union
- Panel Session 2: How Marketers Utilize Creativity, Technology, and Data Analytics to Address Customer Needs**
Moderator: Mark Chock, Department Chair of Marketing, Edgewood College
Michael Aguilar, President & CEO, Innocorp, Ltd.
Tim Cullen, President, Roundhouse Marketing
Scott DeRuyter, Director of E-commerce & Digital Marketing, Duluth Trading Company
Maitri Meyer, Director of Marketing, SunPeak
Nick Morgan, Director of Marketing Strategy, Ox Optimal
- 11:30am to 12:00pm **Networking Break**
- 12:00pm to 1:00pm **Luncheon (RSVP)**
Introduction of Keynote Speaker: Stevie Watson, Dean of the School of Business, Edgewood College
Keynote Speaker: Ralph Kauten, Chairman & CEO, Lucigen Corporation
- 1:00pm to 1:15pm **Networking Break**
- 1:15pm to 2:15pm **Panel Session 3: Challenges and Opportunities in the Accounting Profession**
Moderator: Jacob Gill, Department Chair of Accounting, Edgewood College
Chelsea Blum, Senior Accountant, Strohm Ballweg LLP
Michael Brand, Manager, Kollath & Associates, CPA LLC
Amy Butrymowicz, Shareholder & Investment Adviser Representative, The Suby Group
Brad Netzel, Partner/Accounting & Audit, Sikich LLP
Jason Pond, Director of Internal Audit, Duluth Trading Company
Colin Shepard, Director – Internal Audit, Madison Gas and Electric
- Panel Session 4: Social Entrepreneurship: Using Business Innovation to Address Social Problems**
Moderator: Annette Mondry, Business Lecturer, Edgewood College
Crystel Anders, Executive Director, Community Shares of Wisconsin
Kaleem Caire, Chief Executive Officer & Founder, One City Early Learning Centers
Rowan Childs, Founder and Executive Director, Madison Reading Project
Joe Luginbill, Owner, Luginbill Omnimedia LLC; Vice President, Eau Claire Area School District
Kathleen Roach, President and Chief Executive Officer, Special Olympics Wisconsin
- 2:15pm to 2:30pm **Networking Break**
- 2:30pm to 3:30pm **Panel Session 5: The Edgewood Advantage: Why You Should Get Your Business Degree from Edgewood College?**
Moderator: Mark Barnard, Associate Dean of Graduate Business Programs, Edgewood College
Linda Brown, Chief Financial Officer, Kayser Automotive Group
Kathleen Breene, Vice President of Finance, McKay Nursery Company
Allison Feldbruegge, Assistant Vice President – Retail Banking Manager, Oregon Community Bank
Adam Jacobson, Partner, Sunseed Research LLC
Jonathan Lewis, Vice President of Operations, St. Mary’s Hospital
Daniel Schroeder, Coordinator of Organization Development & Behavior Programs, Edgewood College

Panel Session 1: Addressing the U.S. Debt Crisis: The Roles of Financial Institutions, Government, and Consumers
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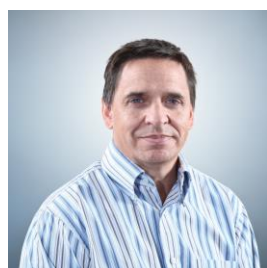
Phil McKnight, Associate Professor of Finance, Edgewood College (MODERATOR)

Phil McKnight teaches Finance courses in the School of Business at Edgewood College. Prior to joining Edgewood College, he was a Professor of Finance at the University of St. Andrews (Scotland, UK) and Cardiff University (Wales, UK). He has also held visiting appointments in finance at the University of Hong Kong and Systematic College (Kuala Lumpur, Malaysia). His research interests include market efficiency, institutional biases, and corporate governance. His work has been published in leading scholarly journals such as *Financial Markets, Institutions, and Instruments*; *Journal of Business, Finance, and Accounting*; *European Financial Management*; and *Quarterly Review of Economics and Finance*. Dr. McKnight has served on the board of directors for the European Financial Management and Journal of Management and Governance, and is currently working on a new textbook in Corporate Finance and Investments. Dr. McKnight received his BSBA in Accounting from the University of Arkansas at Fayetteville, MBA from Northeastern State University, and Ph.D. in Finance from the University of Bath (United Kingdom).



Jim Bradley, President & Chief Executive Officer, Home Savings Bank (PANELIST)

Jim Bradley is a life-long resident of Madison, Wisconsin. Mr. Bradley received a B.B.A. degree in real estate and finance from the University of Wisconsin-Madison. Upon graduation, Jim joined Home Savings Bank and was named president in 1985. Home Savings Bank is a \$125 million community bank serving Dane County Wisconsin. In his community activities, Mr. Bradley has primarily been involved in the areas of affordable housing, strengthening downtown Madison and the local economy, and environmental sustainability. He has served in leadership roles for many community organizations, and currently serves on the board of the Greater Madison Convention and Visitors Bureau, Madison Community Foundation, Sustain Dane, and the Center for Resilient Cities.



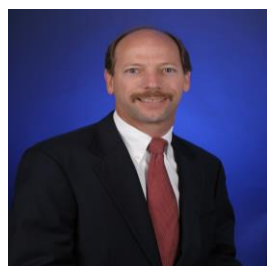
David McKnight, Chief Operating Officer and Chief Financial Officer, Iconica, Inc. (PANELIST)

David McKnight is currently serving Iconica and its sister Real Estate development companies in the role of COO/CFO. As a servant leader, he has proudly served Madison area businesses and non-profits in varied CxO roles focusing on executive leadership, finance, technology and operations – getting stuff done. Mr. McKnight believes in the power of clear intentional leadership combined with the building of a collaborative culture that fosters teamwork, innovation, ideation, open dialog, and a “roll up our sleeves” attitude. It’s about great people, clear process and driving results/profits. He received his B.A. degree in Computer and Information Sciences from Northern Michigan University and MBA from the University of Wisconsin-Madison.



Troy Mitchell, Madison Market President, Town Bank (PANELIST)

Troy Mitchell is Madison Market President at Town Bank, a community bank with the capabilities of a regional bank. Prior to his current position, Mr. Mitchell has held executive positions at Associated Bank (Senior Vice President/Corporate Banking), Johnson Bank (Senior Vice President), and U.S. Bank (Vice President). He has served as Chairman of Operating Campaign and board member of Junior Achievement of Dane County, which supports financial literacy in youth through volunteerism. Mr. Mitchell received his Bachelor’s degree in Finance from Iowa State University.



Richard Perrin, Partner, B2B CFO (PANELIST)

Richard (“Rick”) Perrin is a Partner with B2B CFO, the world’s largest CFO firm. He provides CFO and consulting services to small and mid-market businesses, helping them with financial management, profitability improvement, sales, operations and strategic planning. Rick has over 35 years of experience in manufacturing, retail, construction, non-profit and service firms. Mr. Perrin is also a Certified Business Transition Expert and helps owners increase the value of their firms and successfully sell or transition to new owners. Previously as a full-time CFO, Rick helped two manufacturers double sales and profits. He received his B.S. degree in Accounting from the University of Colorado-Boulder and MBA in Finance from the University of Wisconsin-Madison. He is a Certified Public Accountant and a Certified Cash Manager.



Lisa Peyton-Caire, Assistant Vice President of Life, Learning & Events, Summit Credit Union (PANELIST)

Lisa Peyton-Caire is the Assistant Vice President of Life, Learning & Events at Summit Credit Union. She is an educator, social entrepreneur, non-profit leader, women’s health advocate, and change agent whose work and service over the last 20 years has spanned the Pre-K through 16 education spectrum; merged the fields of education, human services, business, community and youth empowerment, and advocacy; and has included extensive leadership experience as a Manager and Administrator. Over the past six years, Lisa’s work has expanded to include health advocacy with a particular emphasis on combating health disparities impacting African American women and their communities. Mrs. Peyton-Caire received her B.A. degree in Sociology and M.S. degree in Educational Leadership and Administration from the University of Wisconsin-Madison.

Panel Session 2: How Marketers Utilize Creativity, Technology, and Data Analytics to Address Customer Needs
Friday, October 21, 2016, 10:30am to 11:30am (Deming Way Campus)



Mark Chock, Department Chair of Marketing, Edgewood College (MODERATOR)

Mark Chock is Department Chair and Lecturer of Marketing in the School of Business at Edgewood College. Prior to working in academia, Mr. Chock held a variety of positions for multiple organizations over the past 25 years. He started his professional career as a Therapist and Program Manager in a sheltered workshop for developmentally disabled adults, managed a sailboat retail operation, and was the Director of Sales for a high tech electronics start-up company while attending graduate school in business. In addition, Mark was the Assistant Vice President of Operations and Marketing for an insurance company in Wisconsin and the Vice President of Marketing for a financial institution in California. Mr. Chock received his B.A. and M.A. degrees in Psychology from the University of Notre Dame and MBA in Marketing and Management from the University of Wisconsin-Madison.



Michael Aguilar, President & CEO, Innocorp, Ltd. (PANELIST)

Michael Aguilar is the President and CEO of Innocorp, Ltd., co-founding the company in 1996 with business partner and CFO Patrick Flaherty. He led Innocorp's transition from a startup company making and selling the Fatal Vision® Impairment Simulation Goggles to an internationally recognized enterprise developing and selling an entire line of proprietary and innovative prevention and awareness tools and campaigns to more than 80 countries. Aguilar earned his B.S. degree in computer science from the Missouri University of Science & Technology and MBA in Marketing from St. Ambrose University. An accomplished speaker, Mr. Aguilar is among the few members of Toastmasters International to achieve the elite Distinguished Toastmaster (DTM) status. He is currently pursuing a Ph.D. in Mass Communication at the University of Wisconsin-Madison.



Tim Cullen, President, Roundhouse Marketing (PANELIST)

Tim Cullen is the President of Roundhouse Marketing, a marketing solutions company that provides focused and executional strategies that drive customer and consumer interaction. Playing an active role in all agency operations allows him to use his banking background and MBA education to help deliver an on-time, on-budget product to the client. Before joining Roundhouse in 2008, Tim spent 11 years at Covance wearing a variety of hats. He worked in accounting, earning a Green Belt in Six Sigma and eventually becoming a manager in Client Services. Outside of Roundhouse, Mr. Cullen is an honorary member of the Janesville Rock Aqua Jays water ski team after having performed with the team for over 20 years. He received his B.B.A. degree in Accounting from the University of Wisconsin-Madison and MBA from Edgewood College.



Scott DeRuyter, Director of E-commerce & Digital Marketing, Duluth Trading Company (PANELIST)

Scott DeRuyter is the Director of E-commerce & Digital Marketing at Duluth Trading Company. He has eighteen years of corporate and advertising agency experience developing brand strategies and integrated marketing campaigns that positively impact the bottom line. Prior to his current position, Scott worked as Director of Digital Marketing, Senior Marketing Manager, and Marketing Manager at Duluth Trading Company. His extensive marketing and advertising experience also includes managerial positions at Shine Advertising Company, StudyBlue.com, and Famous Footwear. Mr. DeRuyter received his Associate of Applied Science degree in Marketing from Northeast Wisconsin Technical College and B.S. degree in Business Administration from Edgewood College.



Maitri Meyer, Director of Marketing, SunPeak (PANELIST)

Maitri Meyer is the Director of Marketing at SunPeak, a global commercial solar developer headquartered in Madison, Wisconsin. She has over 20 years of experience in business in nearly every functional area from Sales and Marketing to HR and Accounting. Ms. Meyer has worked in various industries and sectors, including private, non-profit, government, international, community leadership and entrepreneurial ventures. She also volunteers her time to support such causes as Neurofibromatosis Midwest (Great Steps Team Captain) and Junior Achievement of Wisconsin (Business Coach). She received her B.B.A. degree in Marketing and International Business from the University of Wisconsin-Madison.



Nick Morgan, Director of Marketing Strategy, Ox Optimal (PANELIST)

Nick Morgan is Director of Marketing Strategy at Ox Optimal, an Internet Marketing consulting firm in Milwaukee, Wisconsin. Mr. Morgan has been pioneering the digital marketing arena since the age of 14 when he started a series of online companies. At the age of 18, he took a year off from digital marketing to pursue several successful investments in the commodities industry. Returning back to the digital marketing industry at the age of 19, Nick successfully led his first multi-million-dollar business turnaround. Since then, he has led eight additional multi-million-dollar business ventures and worked with various publicly traded companies. Currently, Nick is Partner and Co-Founder of five start-up companies ranging from software to retail sales. Mr. Morgan studied Marketing at the University of Dayton.

Keynote Speaker – School of Business Conference Luncheon

Friday, October 21, 2016, 12:00pm to 1:00pm

Edgewood College, Deming Way Campus



Stevie Watson, Dean of the School of Business (INTRODUCTION OF SPEAKER)

Stevie Watson is the Dean of the School of Business at Edgewood College. Prior to Edgewood College, Dr. Watson served as Chair and Associate Professor of Marketing in the Department of Management, Marketing, and Public Administration at Bowie State University. He has also held marketing faculty positions at the University of Dayton, Rutgers Business School (New Brunswick), St. Cloud State University, University of Wisconsin-Superior, and Medgar Evers College (CUNY). Prior to working in academia, he worked as a Co-op Engineer at DuPont Chemicals and as a Business Information Specialist, Financial Analyst, and Category Management Analyst at Bryan Foods (a Sara Lee company).

Dr. Watson's research has been published in such academic journals as the *Journal of Public Policy & Marketing*, *Journal of Retailing and Consumer Services*, *Journal of Marketing Communications*, *Journal of Supply Chain Management*, *Journal of Promotion Management*, *Journal of Applied Social Psychology*, and *Journal for Advancement of Marketing Education*. A recipient of the Ernst & Young Inclusive Excellence Award for Accounting and Business School Faculty (2010) and American Academy of Advertising (AAA) Dissertation Award (2006), Dr. Watson received his B.B.A. degree in Marketing, MBA (General), and Ph.D. in Marketing from Mississippi State University.



Ralph Kauten, Chairman and CEO, Lucigen Corporation (KEYNOTE SPEAKER)

Ralph Kauten has been instrumental in incorporating commercial thinking and direction in collaboration with scientific teams. He has helped to shape the purpose, vision, values, and strategy for a number of Wisconsin biotechnology companies. His involvement in biotechnology started in 1979 at Promega Corporation, followed by involvement with PanVera Corporation, Mirus Bio Corporation, Quintessence Biosciences, Inc., and Lucigen Corporation.

Today, Mr. Kauten serves as Chairman and CEO of Lucigen Corporation. Mr. Kauten also serves on Boards of Directors and Advisory Boards for companies in the biotechnology, healthcare, banking and manufacturing industries. Mr. Kauten has received recognition from Madison Magazine with one of the Best of Madison Awards. He has also been inducted to the *AICPA Business & Industry Hall of Fame*, inducted into the *In Business Magazine Executive Hall of Fame*, received an *Ernst & Young Entrepreneur of the Year Award*, and received from BioForward the *Wisconsin Biohealth Business Achievement Award*. Outside of the biotechnology positions held by Mr. Kauten, prior positions include being a faculty member at the University of Wisconsin at Whitewater, Plant Controller of the Ortega taco plant for Heublein, Inc., and Senior Auditor for Grant Thornton, CPAs. Mr. Kauten holds a B.B.A. degree in Accounting from the University of Iowa and MBA in Accounting from the University of Wisconsin-Madison.

Panel Session 3: Challenges and Opportunities in the Accounting Profession
Friday, October 21, 2016, 1:15pm to 2:15pm (Deming Way Campus)



Jacob Gill, Department Chair of Accounting, Edgewood College (MODERATOR)

Jacob Gill is Department Chair and Lecturer of Accounting in the School of Business at Edgewood College. Prior to joining the business faculty at Edgewood College, Mr. Gill worked as a Staffing Manager at Robert Half International, Government and Educational Sales Representative at MasterGraphics, and Territory Account Manager at Generac Power Systems. He also held various sales and managerial positions at U.S. Cellular. He is an active member of the Institute of Management Accountants (IMA), and serves on the Board of Directors of the Rush Wisconsin Soccer Club. Mr. Gill received his B.B.A. degree in Management and M.S. degree in Accounting from Edgewood College.



Chelsea Blum, Senior Accountant, Strohm Ballweg LLP (PANELIST)

Chelsea Blum is a Senior Accountant at Strohm Ballweg, LLP. Ms. Blum has developed strong client relationships through daily correspondence with clients to coordinate, plan, and perform audit work, which includes providing detailed analysis of financial statements. In addition, she has led internal training sessions for fellow employees on industry updates. Prior to current position, Chelsea was an active student leader while pursuing her undergraduate and graduate studies at Edgewood College. She served as an Income Tax Accounting Intern for the Volunteer Income Tax Accounting (VITA) program and worked as an Accounting Tutor for Financial, Managerial, and Intermediate Accounting I and II students. She also served as the Accounting Club President at Edgewood College. Ms. Blum received both her B.S. and M.S. degrees in Accounting from Edgewood College.



Michael Brand, Manager, Kollath & Associates, CPA LLC (PANELIST)

Michael Brand graduated from Lake Forest College in Lake Forest, IL in 2010 with a B.A. degree in Business and Psychology. After graduation, Mr. Brand received his CPA license and started his career as an auditor with a large national CPA firm in Madison, Wisconsin. After gaining three years of experience at a large CPA firm, Michael joined Kollath and Associates CPA, a local firm in Middleton, Wisconsin. Since joining the firm in September of 2014, Kollath CPA has grown from 10 employees to over 30 and will be opening a Milwaukee office by the end of 2016. Mr. Brand is a member of the American Institute of Certified Public Accountants (AICPA) and the Wisconsin Institute of Certified Public Accountants (WICPA).



Amy Butrymowicz, Shareholder & Investment Adviser Representative, The Suby Group (PANELIST)

Amy Butrymowicz is a Suby Group Shareholder who has spent the last decade working with restaurant owners and small businesses in bookkeeping, accounting and tax matters. She develops strategies to help clients implement effective bookkeeping and payroll systems, improve operational performance, and maximize cash management. Ms. Butrymowicz works with many clients from the initial setup of their bookkeeping and payroll management systems and continues her service in these areas as their businesses grow. Amy is an Investment Adviser Representative and CPA. She is also a member of the American Institute of Certified Public Accountants (AICPA) and the Wisconsin Institute of Certified Public Accountants (WICPA). Ms. Butrymowicz received her B.S. degree in Accounting from DePaul University.



Brad Netzel, Partner/Accounting & Audit, Sikich LLP (PANELIST)

Brad Netzel is Partner and CPA on Sikich's accounting and tax team. He has experience serving both public & private companies since he began practicing in 2000. His service approach focuses on establishing a strong team environment with management in order to deliver timely and effective service with a focus on increasing efficiency and effectiveness within the financial reporting and analysis functions. Brad assists clients in areas such as (1) Assurance and consulting services focusing on financial statement audits and reviews; (2) Technical issues regarding U.S. GAAP and IFRS; (3) Internal controls design and operating effectiveness; and (4) Global audits and coordination of foreign audits for multi-national companies. Mr. Netzel received his B.B.A. degree in Business Administration and Master's degree in Accountancy from the University of Wisconsin-Madison.



Jason Pond, Director of Internal Audit, Duluth Trading Company (PANELIST)

Jason Pond is the Head of Audit Role (CAE) for Duluth Trading Company, a \$4 billion consumer products company based in Madison, Wisconsin. In his current role, Mr. Pond is responsible for all aspects of internal audit including SOX compliance, audit plan development and execution, enterprise risk assessment, and various aspects of regulatory compliance. In the past, he served as a Big Four external auditor and performed internal, forensic, and compliance audits internationally. Jason has significant experience in a broad base of industries including: Manufacturing, Real Estate, P&C Insurance, Government, Not for Profit, and Banking. Licensed as a CPA and CFE, Mr. Pond received his A.A.S. degree in Accounting from Madison College and B.B.A. degree in Accounting, Risk Management, and Insurance from the University of Wisconsin-Madison.



Colin Shepard, Director – Internal Audit, Madison Gas and Electric (PANELIST)

Colin Shepard is the Director of Internal Audit at Madison Gas and Electric. Mr. Shepard holds professional certifications as a Certified Internal Auditor (CIA) and Audit Command Language (ACL) Certified Data Analyst. Prior to his current position, he worked as an Internal Audit Manager at Madison Gas and Electric, Audit Team Lead at QBE, Senior Accountant at Winterthur US Holdings, Staff Accountant at Cygnus Publishing, and Accounting Assistant at Baker Tilly Virchow Krause, LLP. Colin is currently the Treasurer of the Madison Institute of Internal Auditors (IIA). He previously served as President (2012-2014) and Vice President (2010-2012) of the Madison IIA. Mr. Shepard received his Bachelor's degree in Accounting from Concordia University-Wisconsin.

Panel Session 4: Social Entrepreneurship: Using Business Innovation to Address Social Problems
Friday, October 21, 2016, 1:15pm to 2:15pm (Deming Way Campus)



Annette Mondry, Business Lecturer, Edgewood College (MODERATOR)

Annette Mondry is a Lecturer in the School of Business at Edgewood College. Dr. Mondry has extensive experience in business, customer experience management, organizational development, adult learning, performance management, and marketing. Prior to academia, Annette was employed as a consultant at CUNA Mutual Group and held several director and managerial positions at American Family Insurance. She is active in the Madison community with service to nonprofit organizations. She also serves as a Member of the Board of Directors for WHA Public Television, Waunona Neighborhood Center, and Madison Country Day School. Dr. Mondry received her Master's degree in Education Leadership from the University of Wisconsin-Milwaukee and Ph.D. in Higher Education Leadership from the University of Wisconsin-Madison.



Crystel Anders, Executive Director, Community Shares of Wisconsin (PANELIST)

Crystel Anders is the Executive Director of Community Shares of Wisconsin (CSW), a Madison-based fund comprised of 66 local nonprofits focused on social, economic, and environmental justice. CSW raises visibility, provides funding, and offers training and technical assistance to its member nonprofits. Crystel's emphasis and expertise is in management, organizational planning, effective growth strategies, and fund development for community-based nonprofit organizations. Her background includes 30 years of nonprofit executive experience and extensive knowledge of coalition boards. Crystel's work includes domestic violence and sexual assault programs, women's advocacy and social justice. She earned a B.S. degree in Social Work from Carroll College and M.S. degree in Social Work (MSSW) from the University of Wisconsin-Madison.



Kaleem Caire, Chief Executive Officer and Founder, One City Early Learning Centers (PANELIST)

Kaleem Caire is CEO and Founder of One City Early Learning Centers, a preschool designed to ensure children are reading-ready by kindergarten and that their parents have the knowledge, tools and ability to provide for them and lead strong families. Mr. Caire is a nationally recognized social innovator and entrepreneur who is known for starting and leading movements for change. He has been a leader of community and organizational transformation, education reform, public engagement campaigns and workplace diversity and inclusion. Kaleem's extensive work experience includes stints as President and CEO of the Urban League of Greater Madison, Co-Founder/President and CEO of Next Generation Education Foundation, and Education Consultant for the Wisconsin Department of Public Instruction. Mr. Caire received his B.S. in Education from the University of Wisconsin-Madison.



Rowan Childs, Founder and Executive Director, Madison Reading Project (PANELIST)

Rowan Childs founded Madison Reading Project in early 2014 after wanting to help vulnerable children have access to quality books and improve literacy rates in Wisconsin. After two years, the nonprofit has grown from a reading program for 30 children to giving thousands of books to area children and families through partnerships with social workers, teachers, nonprofits, shelters and community centers. Ms. Childs' background and training vary from her liberal arts Literature and Arts degrees, sales and marketing work and her family's history of social work. Rowan works both as a Marketing Director for Wisconsin Management and as the Executive Director for Madison Reading Project. Her role as marketing director takes her from planning, strategy, social, media, design work, and events. Ms. Childs received her B.A. degree in Fine Arts and Literature from Coe College.



Joe Luginbill, Owner, Luginbill Omnimedia LLC; Vice President, Eau Claire Area School District

Joe Luginbill is Owner of Luginbill Omnimedia, LLC, a media and consulting agency for companies and nonprofit organizations. He is also Vice President of the Eau Claire School Board. Prior to his current positions, Mr. Luginbill worked in the Regional Office for U.S. Senator Herb Kohl. Joe works for the Strengthening Families Program, where he is an advocate working with children and families in Eau Claire County & Western Wisconsin. He serves on the City of Eau Claire Utility Appeals Board, Alliance for Strong Communities (Co-chair), Alliance for Substance Abuse Prevention (Vice Chair), and has chaired the "More Kids Drug Free" awareness campaign for Eau Claire County. Mr. Luginbill is a certified Caseworker through the Wisconsin Child Welfare Professional Development System (WCWPDS) and a certified Mandated Reporter through the UW-Madison School of Social Work and WCWPDS.



Kathleen Roach, President and Chief Executive Officer, Special Olympics Wisconsin

Kathleen Roach has over twenty-five years of executive nonprofit and health care management experience. Currently the President and CEO of Special Olympics Wisconsin, Ms. Roach's areas of expertise include strategy and systems performance excellence, board leadership, fund diversification, and program transformation. She has consulted with numerous nonprofits in Wisconsin, California, Minnesota, and Michigan. Kathleen serves as the Vice Chair of Programs for the American Association of University Women's Board of Directors Southeastern Wisconsin Chapter and serves on the Executive Board of the Wisconsin Center for Performance Excellence. Ms. Roach holds a B.S. degree in Nutritional Science from UW-Stevens Point, a Master's degree in Public Health from California State University Long Beach, and MBA from Edgewood College.

Panel Session 5: The Edgewood Advantage: Why You Should Get Your Business Degree from Edgewood College?
Friday, October 21, 2016, 2:30pm to 3:30pm (Deming Way Campus)



Mark Barnard, Associate Dean of Graduate Business Programs, Edgewood College (MODERATOR)

Mark Barnard teaches courses in Business Strategy, Human Resource Management, and Organizational Behavior. Dr. Barnard also teaches and leads the International Study Tour for the RAAD and MBA programs. His research interests include strategy, employment relationships, psychological contracts, and high performance work systems. Mark is a reviewer for the annual Academy of Management conference for which he received an Outstanding Reviewer Award in 2007. He also serves as a judge for the annual Wisconsin Governor's Business Plan Contest. Dr. Barnard received his B.A. degree in Intercultural Studies from Biola University, M.A. degree in Asian Studies from the University of Hawaii, and Ph.D. in Business Management from National University of Singapore.



Linda Brown, Chief Financial Officer, Kayser Automotive Group (PANELIST)

Linda Brown is the Chief Financial Officer at Kayser Automotive Group, a family-owned automotive dealership (since 1925) headquartered in Madison, Wisconsin. Ms. Brown has a total of 45 years of experience in business management, which includes positions in Administrative Management and Controller. She has held her current position as Chief Financial Officer and Corporate Officer at Kayser Automotive Group for the past 20 years. Ms. Brown is active in the community. She has served as a United Way chair and volunteer since 2000, Trustee for South Central Library System, and SCLS Foundation President. A past recipient of the Edgewood College Distinguished MBA Alumni Award, Ms. Brown received her B.S. degree in Accounting (Economics Minor) and MBA from Edgewood College.



Kathleen Breene, Vice President of Finance, McKay Nursery Company (PANELIST)

Kathleen Breene is the Vice President of Finance at McKay Nursery Company, an employee-owned company in Waterloo, Wisconsin. For over 110 years, McKay Nursery has been a recognized leader in plant propagation, plant production, landscape design, and full-service landscape installation. In addition to her current position, Ms. Breene serves as an Accounting Instructor at Madison College. Ms. Breene received her B.S. degree in Accounting from Edgewood College and her MBA in Accounting from the University of Phoenix.



Allison Feldbruegge, Assistant Vice President – Retail Banking Manager, Oregon Community Bank (PANELIST)

Allison Feldbruegge is an Assistant Vice President and Retail Banking Manager at Oregon Community Bank. Prior to her current position, Ms. Feldbruegge worked as a Universal Banker, Personal Banker, and Branch Manager at BMO Harris Bank. During her time at BMO Harris Bank, Allison received the Outstanding Performer Award (2008, 2009-2011), Fraud Busters Award (2009), and Top Performer Award (2007). She has also volunteered with the American Red Cross and the Sun Prairie Lions Club. Ms. Feldbruegge received her B.S. degree in Finance from Edgewood College.



Adam Jacobson, Partner, Sunseed Research LLC (PANELIST)

Adam Jacobson is a Partner at Sunseed Research LLC, a Market Research Consultancy based in Madison, Wisconsin. As Chief Storyteller for Sunseed Research, Mr. Jacobson investigates and interprets rich data and complex statistics by translating them into a visual story that is easy to understand and actionable for all audiences. Prior to his current position, Adam worked as Director of Marketing and Research Operations, Director of Data Operations, and Call Center Supervisor at Chamberlain Research Consultants. In March of 2015, InBusiness Magazine named him as one of the *Top 40 Under 40* in the city of Madison. Mr. Jacobson received his Bachelor's degree in Marketing and MBA from Edgewood College.



Jonathan Lewis, Vice President of Operations, St. Mary's Hospital (PANELIST)

Jonathan Lewis is Vice President of Operations at St. Mary's Hospital, SSM Healthcare. Mr. Lewis' job responsibilities include operational accountability for a 440 licensed bed tertiary referral hospital providing a full range of health service. In addition, Jonathan is the administrative lead for the orthopedic service line at St. Mary's Hospital, SSM Healthcare. Prior to his current position, Mr. Lewis served as Vice President of Ambulatory Surgery Centers, Director of ASC Administrative Operations, Clinical Project Manager, and Clinical Manager-Operation Room at St. Mary's Dean Ventures, Inc. In addition, he worked as an Organ Procurement Coordinator at the University of Wisconsin Hospital and Clinics and as a Registered Nurse (Intensive Care) at Mercy Hospital. Mr. Lewis received his B.S. degree in Nursing from the University of Wisconsin-Madison and MBA from Edgewood College.



Daniel Schroeder, Coordinator of Organization Development & Behavior Programs, Edgewood College (PANELIST)

Daniel Schroeder has been teaching at Edgewood for over 15 years and participated in the launch of the Master of Science in Organizational Development (MSOD) program in 2011. Dr. Schroeder is an accomplished adult educator and has over twenty years of professional experience in management consulting. His work has focused on a wide variety of different projects, including employee selection and placement, training and development, productivity improvement programming, and organizational analysis and development. He is also President and co-founder of Organization Development Consultants, Inc. (ODC), a management consulting firm offering performance consulting for organizations, teams, and individuals. Dr. Schroeder received his B.S. degree in Psychology and Professional Business from the University of Wisconsin-Whitewater, M.A. degree in Industrial/Organizational Psychology from Western Michigan University, and Ph.D. in Psychology/Organizational Science from the University of Wisconsin-Milwaukee.