

The Bizbod

FALL 2024

PITCH PERFECT:

**Peyton Price's
Journey From
Kid-preneur To
Award-Winning
Innovator**



The Bizbod



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Our Mission
The Washburn University School of Business provides knowledge and personalized experiences to engage students who will enhance the economic vitality of businesses in the region and beyond.

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MESSAGE FROM THE DEAN

Each year, we run out of space to share all the good thing that are happening here at the School of Business. And, as a famous 1970s rock and roll band sang, "You ain't seen nothin' yet!"

In the following pages, you will read about the successes of our students, alumni and faculty. From hosting an international business conference to two student pitch competitions, Washburn is becoming known as the place where new and innovative things are happening. We see it in the increase in our Business enrollment this fall – up 22 percent for full-time equivalent headcount, such that we now serve more than 600 students in our programs. We see it as employers make strong offers to our graduates and our working students. We see it in the support that our generous alumni and friends provide to the School.

In May 2025, we will embark upon yet another transformation – as what has been known for more than 50 years as Henderson Hall becomes Advisors Excel Hall and undergoes a \$40 million top-to-bottom renovation. We will be displaced for three semesters (and two summers), but know this: you will be impressed when we are done!

Scholarships, successful competitions, vital academic programs and building projects are all indicative of one thing: the generous support that you, as alumni and friends, have entrusted to us. We thank you for your support.

D.L. Sollars
David L. Sollars
Dean and Professor

Advisors Excel Hall: Expected to re-open in Spring 2027. Renderings by GastingerWalker&.





PITCH PERFECT:

Peyton Price's Journey From Kid-Preneur To Award-Winning Innovator

Some kids play house or tag, but Peyton Price, a senior majoring in Marketing and Entrepreneurship, played a different childhood game – pitch competition. Growing up in a household surrounded by entrepreneurship, Price's early experiences shaped her path, bringing her success in pitch competitions, international business experiences and a growing consulting company aimed at tackling childcare shortages.

From as early as age seven, Price would gather her friends to play a game she called "pitch," mimicking the entrepreneurial competitions her parents were involved in. With a sketchpad, makeshift easel and supportive parents playing the role of judges, she developed a passion for

crafting business ideas.

"I would say things like, 'As you can see, our quarterly sales are off the chart,' even though we were just being silly and making stuff up," she recalls. Little did she know, these playful sessions were preparing her for future success.

Price and her family often attended Washburn's annual Pitch Competition, which her father, Dr. David Price, a Washburn University Business professor, helped organize, planting the seeds of her future participation in the very same event.

In high school, Price's involvement in Future Business Leaders of America allowed her to compete in public speaking events, earning her a spot in Kansas' top 10 at the state level. This passion for business,

combined with familial connections to entrepreneurship, made her path after graduation seem clear, albeit unexpected due to global circumstances.

Although her initial post-high school plans involved studying in Australia, the COVID-19 pandemic shifted her focus. She began at Washburn, where she jumped at the opportunity to participate in the annual Pitch Competition, inspired by years of watching others compete.

In her freshman year, Price entered the Pitch Competition with a unique product idea – Call Guard, a face mask device that could attach to a phone headset to protect users from airborne illnesses. The concept stemmed from her own experience working in a call center during the pandemic and the need to protect employees making phone calls without compromising their communication. Call Guard struck a chord with the judges, and Price won first place, taking home an \$8,000 prize from Go Topeka. This success was more than just monetary; it solidified her confidence in her ideas and her future in entrepreneurship.

As the urgency around COVID-19 diminished and mask mandates were lifted, Price recognized the reduced demand for her product. Rather than push forward with a fading market, she turned her focus to new opportunities.

In 2022, Price's dream of studying in Australia finally materialized, albeit in an unexpected way. Living in a retirement community an hour away from her university and "time traveling" between two states with different time zones, Price managed to navigate the unique challenges of her experience abroad.

Her most impactful study abroad course, The Business of Changing the World, focused on sustainable entrepreneurship and opened her eyes to global problems, sparking her interest in social enterprise solutions.

Returning from Australia, Price's interest in sustainability aligned perfectly with Washburn's Community Innovation Challenge (CIC). She pitched Kansas Community Consulting (KCC), a business designed to help companies apply for the state's child daycare assistance tax credits.

Surprised to discover that millions of dollars in tax credits were available, but largely unused, Price seized the opportunity to create a consulting service that could make a real difference for businesses struggling with employee retention due to childcare shortages. This pitch earned her first place in the CIC, along with a \$10,000 prize from the Topeka Community Foundation.

With funding in hand, Price launched KCC, establishing an LLC and building a professional website through further grants she secured from Washburn's Student Business Accelerator Fund.

After her competition success, she was offered a marketing internship in summer of 2023 with Polo Custom Products, a local manufacturing company. There, Price immersed herself in the company's marketing operations, soaking up everything around her. At the end of her internship, she was asked to present to the C-suite on corporate social responsibility ideas and the sustainability goals she studied while abroad in Australia.

"It was incredibly nerve-racking

presenting to the company executives as a 20-year-old college student, but Polo was awesome, and my studies in Australia really prepared me for this movement of social entrepreneurship in the States," she recalled.

Next, Price's entrepreneurial success took her from Kansas to Silicon Valley, California, where she and fellow Bizbod Nick Petrella were invited by Go Topeka to attend a tech summit. Price spoke on stage in front of industry professionals about her business ventures, soaking up the experience and learning about cutting-edge developments in artificial intelligence and technology.

After returning from California, she further expanded her global education by taking BU406 – the International Business Experience, which included a two-week study program in Brazil, where she collaborated on a project aimed at improving a local company's market presence.

This past summer, Price accepted a unique opportunity to work in upstate New York with Glossy Finish, the leading youth sports photography company. Despite the long hours and demanding schedule, the experience further honed her business and sales skills.

Now back at Washburn, Price is focusing on her coursework and

preparing for her next pitch in the 2024 competition. She's also looking forward to her second round of BU406 next semester, where she will take part in an international business experience in Europe in May.

As she approaches graduation, Price is weighing her options. While she's considering pursuing a master's degree or starting her career, her long-term goals remain firmly rooted in entrepreneurship. With plans to continue building KCC and potentially launch other ventures, Price is eager to stay involved in her community, whether that's in Topeka or somewhere new.

Reflecting on her journey, Price expressed gratitude for the scholarships and community support that have paved the way for her success.

"Washburn and its donors have made it possible for me to pursue these incredible opportunities. Without their support, I wouldn't have been able to study abroad or focus on my business ideas without the worry of debt," she said.

Peyton Price's journey is just beginning, but one thing is certain – whatever she does next will be a shining example of what's possible when passion and perseverance meet opportunity.



MARK BEFFORT NAMED 2023 ALUMNI FELLOW

Mark Beffort (BBA '85) was named the 2023 School of Business Alumni Fellow. Beffort is the CEO of Robinson Park and Newman Robinson Park, and COO and portfolio manager of Square Deal Investments. He's built a reputation as a trusted partner and leader during his 40-year career in real estate. His portfolio is valued at over \$2 billion and spans 15 million square feet across nine markets from Oklahoma City to New York City.

Beffort visited campus in November and spoke to students about his real estate holdings and career. He even gave students his cell phone number and said that they could call or text him anytime, telling them he values making any and all connections.

"Life is about experiences and relationships. People who forget that and think they are the only person who exists or matters will not make it in this world," he explained.

He challenged students searching for their first job after college to pursue a job that is in-person, not remote. Beffort told them being in the office and around your boss shows them your value and will lead to the most productive career.



WASHBURN HOSTS AFRICAN BUSINESS CONFERENCE

In May, Washburn hosted the Academy of African Business and Development (AABD) Conference, an annual event that assembles scholars from across the globe to discuss and shape policies impacting business and development in Africa.

Dr. Norma Juma serves as AABD's vice president of finance and helped bring the conference to campus. More than 80 participants from 14 countries attended the conference, which included keynote speeches, interactive workshops and a social event at the Brown v. Board of Education National Historical Park in Topeka.

5 THINGS I've Learned



Braden Colley is a senior majoring in Accounting and Finance from Topeka, Kansas. He was awarded the 2024 James D. Pollak Memorial Scholarship, the only School of Business "full ride" scholarship.

The Little Actions and Decisions Compound

Whether you are in class, on the job or just going about your day-to-day life, the little decisions you make compound into big effects. Arriving to class on time and paying attention for the full class is the easiest way to set yourself up for success. Involve yourself in group discussion, ask questions, be punctual when turning in assignments and avoid packing your bags up early. Meeting these expectations will walk you straight to success. Respecting your professor's time, paying attention to their lecture and involving yourself in the discussion will help you master the material and build a connection with your professors.

Professional Connections and Opportunities Are Plentiful

There are many opportunities to network and find jobs or internships at Washburn. The career fair is a great place to meet recruiters and find open positions. Events like Meet the Firms or Beta Alpha Psi meetings allow students to learn more about nearby companies and their openings. Getting yourself out there at these events can spark connections and even future opportunities. Washburn makes it easy to get yourself out there.

Building Your Community is Easy at Washburn

Attempting to go through college all by yourself is difficult, so it's important to be part of a community and have support. As a Washburn student, there are many opportunities to get connected and build your community. There are a variety of different clubs and organizations that students can become a part of on campus. Greek Life offers opportunities for students to build a connection with others and create life-long friendships. You could join intramural activities and become part of a team. Washburn provides a nearly-endless amount of opportunities to become part of a community. You will find kind people who have similar interests to yourself, and who will be happy to have you around. There truly is a fit for everyone here at Washburn.

College Life Can be Busy - Organization is a Necessity

Being a college student means you will have classes, jobs, sports, extracurriculars and responsibilities that are all fighting for your time. It could be easy to fall behind or get stressed out with all of your responsibilities. I have learned that being organized and writing things down into a planner has helped

me stay on top of my schedule. Being able to see my upcoming assignments has allowed me to get ahead more often and relieve the stress of impending deadlines. If you don't implement a way to keep track of things, it may cause you to miss an assignment and fall behind. Save yourself the headache of falling behind and write down all of your tasks to stay current on classwork and other responsibilities.

Washburn Alumni Want Current and Future Students to Succeed

Over the past few years, I have been lucky enough to receive significant scholarships that were donated by generous Washburn Alumni. My goal coming into college was to graduate without any debt, and that would not have been possible without the support of Washburn's donors. Their generosity has allowed me to focus more on my education and become better prepared for my future career. I plan to contribute to these scholarship funds in the future, just as those who came before me, so I can help the generations who come after me to succeed as well. I am very thankful for the School of Business and the generous Washburn alumni who help students like me succeed academically through their financial support.



The School of Business Excellent Eight Awards were created to reward and honor some of our most hard-working students in each Business major – Accounting, Business Data Analytics, Economics, Entrepreneurship and Innovation, Finance, International Business, Management and Marketing. The awards acknowledge students who best represent the School's core values – honesty, trust, fairness, respect, integrity and responsibility.

The awards are made by the School of Business Student Affairs Committee, consisting of: Amber Ybarra, Rick LeJuerne, Dr. David Price, Dr. Rosemary Walker, Dr. Barbara Scofield and Dr. Liviu Florea.

Johnathan Murray

ECONOMICS

Hometown:
Miami, Florida

What has been your favorite class so far?
Macroeconomic Theory with Dr. Sellak or Game Theory with Dr. Nizovtsev were both favorite classes of mine. Both instructors were engaging with the material, understood when I had a question and took the time to explain why something was done in a certain way.

What is your dream job?
I want to work overseas, particularly in Ireland as an economic analyst.

Ana Muruzabal Cuevas

INTERNATIONAL BIZ.

Hometown:
Pamplona, Spain

What has been your favorite class so far?
My favorite class so far has been Consumer Behavior with Dr. Price. I found learning about how consumers and stores work to be very interesting and I enjoyed the project we did about consumer purchasing at Target.

What is your dream job?
My dream job is having my own company and helping international businesses open in different countries.

Kylie Alexander

ACCOUNTING

Hometown:
Harwood, Missouri

What has been your favorite class so far?
My favorite class at Washburn so far was Productions and Operations Management with Dr. Harnowo. I loved how it was such a challenge, and I was able to use critical thinking skills.

What is your dream job?
My dream job would be to work with small businesses in recording their monthly financials and aiding in expanding their operations.

Peyton Price

ENTREPRENEURSHIP

Hometown:
Topeka, Kansas

What has been your favorite class so far?
My favorite Business class has been Entrepreneurship, Creativity & Innovation with Dr. Price. The course challenges you to think differently, cultivating creative problem solving and tolerance to ambiguity.

What is your dream job?
Truthfully, my dream job is retirement at age 40, but until then I'd be very happy to work as a serial entrepreneur through continuous business acquisitions.

Hunter Woodyard

MANAGEMENT

Hometown:
Norton, Kansas

What has been your favorite class so far?
My favorite class was Management Information Systems with Prof. Burdick. It expanded my Microsoft suite skills and I learned practical ways to use Excel.

What is your dream job?
My dream job is to be the managing partner at a corporate law firm. Working as a legal clerk has inspired me to pursue a legal education and eventually my own private practice.

Devon Doherty

DATA ANALYTICS

Hometown:
Topeka, Kansas

What has been your favorite class so far?
My favorite class at Washburn has been Data Discovery and Management with Dr. Harnowo. The hands-on lab approach made the course both practical and engaging.

What is your dream job?
My dream job is to combine my passion for data and my interest in fashion and be a data analyst for a company in the fashion industry.

Ryan Kramer

FINANCE

Hometown:
Kansas City, Missouri

What has been your favorite class so far?
My favorite class thus far has been Intermediate Financial Accounting II with Dr. Moore. The class was challenging and rigorous, exposing me to material that I will see in my future career and on the CPA exam.

What is your dream job?
My dream job is to be a financial statement auditor, and I aspire to be a business owner.

Sydney Achilles

MARKETING

Hometown:
McPherson, Kansas

What has been your favorite class so far?
My favorite class at Washburn so far has been Principles of Marketing with Dr. Hickman; he was a great professor and very engaging. I looked forward to coming to class and learning about marketing, while having great conversations with my classmates.

What is your dream job?
My dream is to own a coffee and plant shop that hires people with all abilities.

PITCH COMPETITION 2023



GRAB THE MIC

THE WASHBURN PITCH COMPETITION GIVES STUDENTS THE OPPORTUNITY TO PITCH THEIR NEW BUSINESS IDEA TO A JUDGING PANEL IN 3 MINUTES OR LESS. IN 2023, 87 STUDENTS FROM WASHBURN AND WASHBURN TECH. COMPETED IN THE KNOCKOUT ROUND, WHICH WAS NARROWED DOWN TO 12 SEMI-FINALISTS. OUR 12 SEMI-FINALISTS WERE THEN NARROWED DOWN TO FIVE FINALISTS WHO BATTLED IT OUT IN THE GRAND FINALS FOR CASH PRIZES PROVIDED GENEROUSLY BY GO TOPEKA.



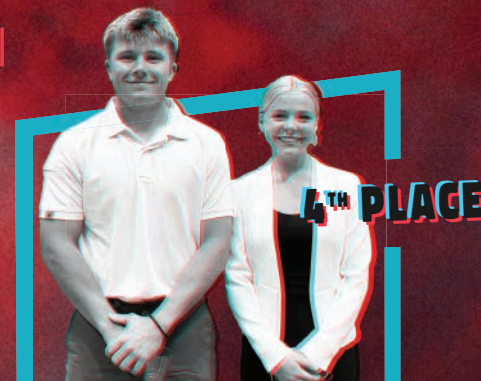
NICK PETRELLA
FLASH CARD STUDY APP.
\$8K PRIZE



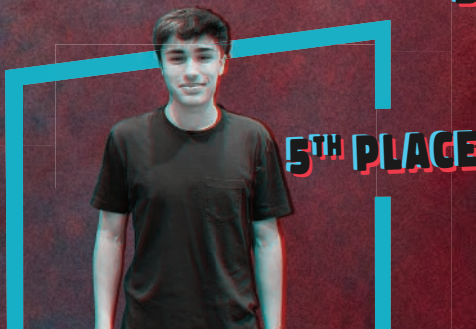
PEYTON PRICE
KANSAS COMMUNITY CONSULTING
\$6K PRIZE



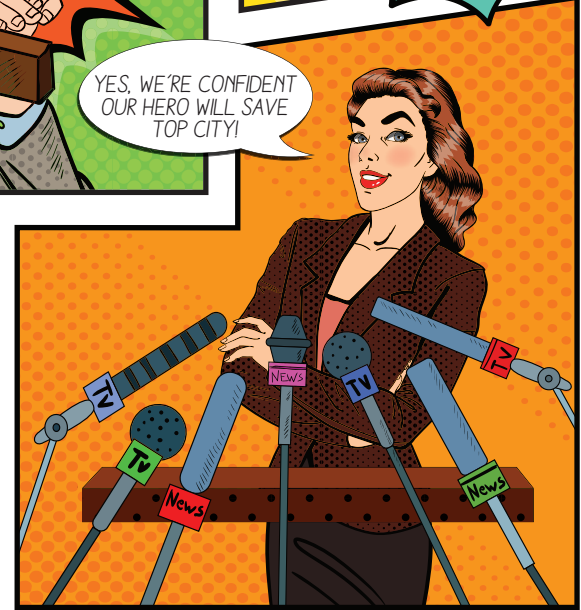
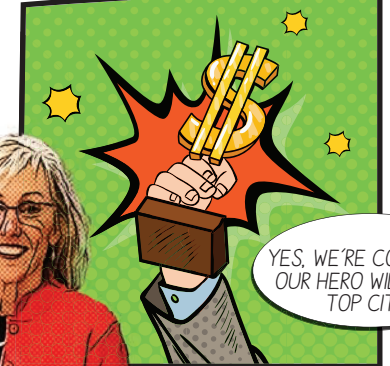
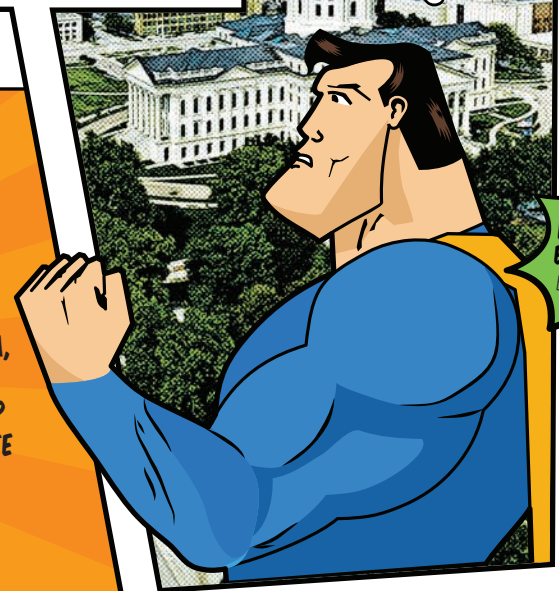
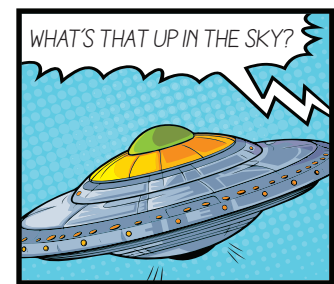
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\$4K PRIZE



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\$2K PRIZE



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**STREITLINE
ENTREPRENEURSHIP**
Sydney Achilles

**TIM & CHERIE
STUEVE
ACCOUNTING**
My'Shay'Da Blue
Abigail Fox
Emily Reb



Thanks to the generosity of many alumni, community leaders and organizations, the Washburn School of Business awarded more than \$522,606 in scholarships to more than 250 incoming and current business students.

ARTHUR L. SHULTZ
Mohammad Asfaq
Jack Bachelor
Gunnar Ball
Mason Fair
Carson Fautot
Carson Haire
Conner Haire
Kristin Ng
Brennen Ross
Brody Scafe
Keenan Schartz
Sujane Singh Maharjan
Kayleigh Smalley
Pranisha Subedi
Zach Vandervoort

RAY SIEHNDEL
Zack Craft
Sam Wakula

**MARGUERITE E.
SMITH**
Claire Waner

**RONALD J. & JAMES
F. SNYDER**
Cristian Munoz
Peyton Price
Ryan Swafford
Hannah Thornwall

**DAVID & TRICIA
SOLLARS**
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DONALD A. STARK
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**RAYMOND A.
STEWART, JR. &
JANICE D. STEWART**
Gwen Clark
Devon Doherty
Vaclav Schneider
Kaiden Seamster

**MARK & SHEREE
YARDLEY**
Micaela Chavez
Lauren Hulshof
Amaya Linwood
Robert Potter
Rasna Ranabhat
Kayla Simons
Kaylee Wagner

JEFF UNGERER
Wyatt Carlson
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VLECK FAMILY**
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Zach Boyden
Caden Caplinger
Graham Faris
Isaac Hickman
Jackson Kavanagh
Drew Morgan
Wyatt Morwood
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Morgan Stous

FRANK SULLIVAN
Jaden LaBarge

**TOPEKA INSURANCE
PROFESSIONALS**
Ashley Dreher

Matthew Wolfe

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Drew Morgan
Wyatt Morwood
Aaron Munoz
Morgan Stous

ISAAC J. VERNON
Garrett Almond
Gavan Bergman
Devin Fritsch
Jackson Mervosh
Connor Ockree
Sapnish Sharma
Ujesh Subedi
Sam Wragge

RICHARD G. VOGEL
Gavan Bergman

VIRGINIA H. WILBERT
Urshula Manandhar

W. GLEN WINCHELL
Guilherme Puerta

DONALD C. WRIGHT
Gracyn Dorzweiler
Jaren Heim

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Lauren Hulshof
Amaya Linwood
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Caden Caplinger
Graham Faris
Isaac Hickman
Jackson Kavanagh
Drew Morgan
Wyatt Morwood
Aaron Munoz
Morgan Stous

BRIAN HAUG SPEAKS AT SCHOLARSHIP LUNCHEON



Brian Haug (BBA '09) returned to campus in May to speak at our annual Scholarship Awards Luncheon for awardees and donors. Haug is a senior account executive at FOX4 in Kansas City, focusing on TV and digital media sales. He spoke about some of his Washburn and career experiences that helped shape his professional journey and led to his success. Haug challenged students to get involved on campus, "The life experiences you can gain during your time at Washburn will prove to be invaluable," he said.

JESSICA HORTON NAMED SBDC DIRECTOR



Jessica Horton has been named the new regional director of the Washburn University Kansas Small Business Development Center (WUKSBDC). Horton is a marketing professional with more than 15 years of experience supporting the growth of small businesses in Kansas. She earned a degree in apparel and textile design at Kansas State University and her MBA at Baker University. "I am thrilled to be a part of the Washburn University Kansas SBDC. It is such an exciting opportunity to support local businesses providing solutions for our communities," Horton said.

STUDENT BUSINESS ACCELERATOR FUND

The annual Student Business Accelerator Fund is designed to create and advance a culture of entrepreneurship by supporting student startup ventures. Students are encouraged to develop new ideas and ventures and the School of Business provides funding awards to assist with development and startup costs. SBAF is supported by generous alumni who believe strongly in supporting our students and their entrepreneurial dreams.



Stacy Briggs received \$18,200 in SBAF funding for her startup, The Golden Bubbler, a mobile tap trailer. She recently purchased her trailer and intends to begin booking events in the coming year. "The Golden Bubbler will help redefine event experiences and I look forward to being a part of local corporate events, community events, weddings and other celebrations," she said.



Shanice Brooks received \$1,000 for her startup, Clean Kicks, a business that aims to offer cleaning, restoration and customization services for footwear. Brooks has been collecting used footwear to experiment with various cleaning products, paints and other restoration techniques.



Rajeshwori Malla and Arnav Pokharel received \$1,000 in SBAF funding for their startup, Plexi, a web platform to link people and companies with regional contractors and skilled workers. Plexi hit a roadblock when their initial domain was rebought by another party, but they are making progress on their site and expect to finish their payment gateway portal soon.



Sydney Achilles received \$1,200 in SBAF funding for her professional organizing service, Tidy Ventures. She worked with a web designer to get her site up and running in July. Achilles plans to continue researching and developing her marketing strategies and looking for new clients.



Adisyn Stofer received \$2,000 in SBAF funding for Adi's Art Company. She recently developed her logo and branding and also participated in a Plug and Play Expo, where she displayed her artwork and networked. Stofer is also in the process of planning and building her website, as well as keeping up with the art side of her business - drawing commissioned pet portraits.



Chris Paez received \$9,600 in funding for Atlantis Fragrances. He recently redesigned the packaging of his fragrance, Gaia, to give it a fresh new look. Paez is currently working on his next fragrance and looking forward to sharing his new line with the local community.



In May, we held our annual combined Beta Gamma Sigma and Beta Alpha Psi new member initiation dinner. Beta Alpha Psi inducted 19 new members, while Beta Gamma Sigma inducted 28 initiates. Lance Cahill (BBA '12), a director in the Global Lease Center of Expertise within Walmart's Global Technical Accounting and Policy function, was inducted to Beta Gamma Sigma as an honorary member and spoke at the event.



Beta Gamma Sigma is the international honor society serving business programs accredited by AACSB. Only the best business students in the world and professionals who earn the distinction of "the best in business" during their academic careers can claim membership. Beta Alpha Psi is an international honors organization for financial information students and professionals promoting the study and practice of accounting, finance and information systems. The organization aims to encourage and recognize scholastic excellence in the business information field.

2024 Beta Gamma Sigma Inductees:

Jack Benedict	Andrew Horvath	Brenda Sanchez-Vela
Gavan Bergman	Cal Leonard	Andrew Schmidlein
Rhett Brown	Ian Marples	Kayla Simons
Easton Bruce	Jacob Meyer	Alexis Simpson
Wyatt Carlson	James Monson	Roslyn Sisson
Braden Colley	Ana Muruzabal Cuevas	Lindsey Smith
Caylee Douglas	Kristin Ng	Keith Traylor
Nicholas Fisher	Andrew O'Doherty	Zachary Vandervoort
Carter Gooden	Laurel Padilla	
Zoey Haugsness	Emily Reb	

2024 Beta Alpha Psi Inductees:

Kylie Alexander	Breahna Enloe	Rylie Rumsey
Stacy Briggs	Carter Gooden	Becky Sandstrom
Caroline Collett	Larresa Kelpin	Khloe Schuckman
Bryce Crough	Jaden LaBarge	Jaren Thompson
Caden Davis	Sujane Maharjan	Zachary Vandervoort
Wesley Ekstrand	Urshula Manandhar	
Shelby Elskamp	Tyson Miller	

2023-2024

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The Washburn University School of Business and the Washburn University Alumni Association and Foundation extend our heartfelt thanks to all of our donors – every gift makes a difference for our students.

BELL TOWER LUMINARIES

\$100,000 +
Advisors Excel, LLC
David ('98) & Karlun Callanan
Dick (H'94, '66) & Trish Davidson
Michael ('80) & Karen Elpers
Cody ('99) & Jennifer ('98) Foster
Steve (H'05, '70) & Brenda ('95) Kitchen
Gerd Smith ('56)
Sunderland Foundation
Mark (H'22, '77) & Sheree Yardley

BELL TOWER CHAMPIONS

\$50,000 - \$99,999
Tim* (H'07, '64) & Carole* Bloomfield ('63) Etzel
FHLBank Topeka
Dave ('74) & Jane Roberts
Dave ('79, '76) & Sue ('76) Zimmerman

BELL TOWER DIGNITARIES

\$25,000 - \$49,999
ABWA Career Chapter
Bruce ('98, '87) & Tami ('87) Akin
Joe ('78) & Gladys Gigous
GO Topeka
Kansas Insurance & Financial Services Education Foundation
Union Pacific Corporation

BELL TOWER VISIONARIES

\$10,000 - \$24,999
Mark ('70) & Gloria ('68) Desch
Gary ('69) & Mary Eisenbarth
Brian Haug ('09)
Lonnie Hossfeld ('80)
Kaw Valley Bank
Jim (H'04, '61) & Kathy ('64) Maag
Fred ('88, '82) & Pam Palenske
PricewaterhouseCoopers LLP

BELL TOWER LEADERS

\$5,000 - \$9,999
Keenan ('82) & Lisa Buoy
Dan & Gayla Carney
John & Pat Dickinson
Scot ('85) & Anna Ferrell
Daniel ('87) & Monica Foltz
Charles & Wilma Hummert
Educational Foundation of the Kansas Society of CPAs
Donn ('71) & Janet ('72) Land
Judith Peletz
Susan Pond
John (H'18) & Barbara ('85) Stauffer
Roger ('70) & Terri Stover

BELL TOWER AMBASSADORS

\$2,500 - \$4,999
Tim ('79, '75) & Margaret ('72) Carkhuff
Carolyn Curry Elbel Memorial Foundation
Joanne Harrison
Mark (H'01, '77, '74) & Lisa ('84) Heitz
Ione Humphrey
Gerald ('67) & Gayle Isaac
Ernestine Jones
Mal ('71) & Karen Robinson
Security Benefit
William Thompson ('75)
Karen ('74) & Roger Viola
Patricia Wangeman

BELL TOWER GUARDIANS

\$1,000 - \$2,499
Aaron ('96) & Angie ('97) Bachelor
Jon ('73) & Judy Bakalar
Kent Becker ('83) & Rachel Miller
Matt ('86) & Patti Boatwright
Bob Boncella
Randy ('88) & Debra Clayton
Frederick Elder
Liviu Florea
Judy Hassler Hall ('65) & Doug Hall
Gail Hoover King
Rob & Marilyn Hull
Institute of Internal Auditors - Topeka Chapter
Robert & Joan Kerchner
James Leming ('55)
Terry ('63) & Phyllis Marshall
Jim ('79) & Sandy ('80) Martin
David ('79, '76) & Terri Moses
Dmitri Nizovtsev
Jere (H'10, '59) & Carol Noe
Austin ('64) & Marianna ('81, '74) Nothern

Chris ('86) & Connie ('86) O'Neill
Polo Custom Products
Mary Roach
Randy Scheer ('81) & Hillary Kaplan
Mayo Schmidt (H'16, '80) & Zahra Al-harazi
Randy ('73) & Marilyn Schrag
David & Tricia Sollars
Rebecca ('05) & Toby Stowe
Les & Susan Streit
Cherie ('88) & Tim Stueve
Kate ('78) & Dan Taylor
Richard ('87) & Nancy ('88) Vaughn
Gil ('65) & Joyce Viets
Kevin ('91) & Wende Watt
W. Dan & Lynn Weaver
Glen ('68) & Kathy* Winchell
Brad ('78) & Kay Wright

BLUE & WHITE CLUB
BENEFACTORS

\$500 - \$999
Jack Armstrong* ('74)
Charles Banks ('96) & Patricia Hildenbrand
Larrie ('63) & Judy ('61) Bates
John & Brenda Dicus
R.A. & Terry Edwards
Emma Espinoza ('79)
Bob ('85) & Kris Fletcher
Cody & Jennifer Fulks
Lou Nell Gustavson
James Hanni ('74) & Victoria Durand ('75)
Howard Hildenbrand* ('61)
Lee & Linda Hoffmann
Susie Hoffmann ('87)
Mike ('81) & Linda Johnston
Marsh & McLennan Companies, Inc.
Dawna ('89, '85) & Mark McCabe
James L. McCaffrey ('62)
Thomas Millburn ('94)
Joe & Vicki Riedel
Roger ('70) & Joanie Underwood
Michael R. Williams ('77)

BLUE & WHITE CLUB
PACESETTERS

\$250 - \$499
Amy ('82) & Craig Amason
Bill & Becky Baker
Robert ('58) & Betty Bliss
J.O. ('75) & Pattie Brown
Jayme ('16) & Edward* Burdiek
Robert L. Bush ('64)
Brian ('06, '03) & Brandi ('04) Clarke
Jayne ('79) & Gary Coleman
Calla Haggard ('94, '88)
Dion Harnowo
Tom & Mary Hickman
Joey Hoytal ('00) & Laura Williams ('05)
Tonya Jones ('95)
Matt ('09) & Katie Koupal
Brian Lutz ('87) & Laura Maag Lutz
Lila McClafflin
Matt O'Doherty
Dale Pennington

David ('93) & Darla ('93) Price
Susie Pryor
Pamela J. Schmidt
Manaf Sellak
Jeannie Shy ('85)
John ('76) & Kathy ('76) Stauffer
Michael & Anca Stoica
Vita Tucker ('86, '83)
Linda Tuller ('90)
Melissa '85 & Greg ('88) Vessar
Don ('73) & Pamela Walton
Ken ('64) & Sharon Waters
Marcy ('91, '84) & Rusty Weekley
Ryan ('08, '04) & Shannon Winrick

BLUE & WHITE CLUB
INVESTORS

\$100 - \$249
Martin Ahrens ('67) & Carolyn Szafran ('74)
Gary ('79) & Carol Aragon
Barbara ('68) & Kenneth Baldwin
Ken ('98) & Bridgett ('96, '94) Bates
Jeff ('83) & Lisa ('89) Berke
Walter ('82) & Catharine ('83) Berry
Autumn ('16, '12) & Austin Birk
Brenda ('84) & Russell Carnes
Steven Cavanaugh
Tracey Christensen ('06)
Janet ('76) & Don Chubb
Ginny Craig
Tom ('57) & Dr. Betty Davidson
Barbara Davis ('69, '62)
Colleen Dicks
Marti Dittman ('78)
Brock ('19, '18) & Savannah ('19, '18) Falley
Gregory ('81) & Peggy Franken
Russ ('05) & Karen Greene
Jim Greenwood ('74) & Judi Lakin
Guggenheim Partners, LLC
Kari ('94) & Bob Hachiya
Elisabeth Heath ('08)
Kim Hickswa ('90)
Amy ('92) & Ronald Hill
Norma Juma
Lon ('68) & Brenda Lawton

Kevin ('84) & Theresa ('85) McDermed
Jennifer ('19, '93) & Jim McKinnon
Dennis ('95) & Jessica ('00) McLaughlin
Lori A. Moser ('82)
Mary Mosher
Michael Munz ('79)
Carol Neal ('01)
Bill ('74) & Nancy Neiswanger
Valerie ('92) & Larry Nelson
Bruce ('84) & Michelle Noe
Marsha ('74) & Phil Oliver
Luke Perez-Funk ('11) & Danny Funk
Blake Porter ('19, '16)
Marilee ('80) & Paul Richards
Don ('57) & Barbara ('57) Roehl
Deborah (H'12, '82) & Joe Rose
Ford & Catherine Ross
Ed ('69) & Mary Ellen ('86) Sable
Dan ('98) & Mary Sanders
Camille Schmidt ('90)
Barbara & Robert Scofield
Trae Shelton ('20, '19)
Rich ('81) & Lori ('83) Shermoen
Treva Simmons ('81)
Curt ('85) & Jill ('87) Sittenauer
Al ('66) & Erika Sproul
Leo ('75) & Marva Taylor
Stanley & Jody* Teeter
June Truan ('49)
Dale ('64) & Nancy Van Tilborg
Jacalyn & Fred Weissenburger
Constance ('81) & Edward Wiberg
Yiyang Zhang ('11)

* DECEASED
H = HONORARY

Ichabods of Industry



Each year, the Washburn University Alumni Association and Foundation and the School of Business partner to put on a lecture series. The events, now known as the Ichabods of Industry lecture series, are designed to inform and engage alumni and friends with Ichabod alums who are movers and shakers in their respective industries. As schedules permit, we also try to invite them to visit classes and speak to students about their career experiences and provide advice for new professionals preparing to enter the workplace.



Each semester, we administer the Educational Testing Services (ETS) Major Field Test in Business to our BBA and MBA capstone courses. The test measures business knowledge gained by students during their studies and allows us to benchmark performance against hundreds of Business programs across the U.S.

Every year, consistently, for the last several years, Washburn students have scored in at least the 75th percentile or higher. We believe our strong results are a testament to the excellence of our faculty, staff and students, and to the support we receive from alumni and our business partners. In addition, we have tremendous support from everyone in the Washburn academic community. It is truly a team effort and we are proud of and grateful for everyone involved.

The Washburn University students listed here placed in the top 25 percent, Fall 2023 through Summer 2024.

Kylie Alexander	Tyler Ladson
Blaire Baker	Connor Last*
Jack Benedict	Ian Marples*
Hudson Bentley*	Samuel McCoy
Austin Boatwright	James Monson*
Leo Cossham*	Pete Nagurny*
Megan Courtney*	Luke Phelps-Roper
Daniel Duffin	Graci Postma
Trevor Estrada	Brock Robert
Abigail Fox	Rebecca Royal*
Hayden Hotchkiss*	Andrew Schmidtlein
Jacob Irvine*	Keith Traylor*
Kyler Kaniper	Cole Warner*
Ryan Kramer	

*MBA student



Last November, Ken Schmanke (BBA '88) visited campus and several Business classes (pictured bottom right), and then gave his Ichabods of Industry presentation titled "Rethinking How and Where We Work." Schmanke is the founder, president and CEO of K1 Realty in Topeka, Kansas. He spoke to students about his career experiences, discussing what it means to work and what it might be like in the future. Schmanke told them that he enjoys his work mostly because of the impactful relationships he has forged with team members, clients and community members.

In April, we welcomed Alexandra Blasi (BBA '07, BA music '07, MBA '11, JD '11) to campus. She spoke to students in Professor Jayme Burdick's BU342 Organizations and Management course, discussing some of her personal management philosophies and giving students great advice on managing people and leading teams. Alexandra is the executive secretary of the Kansas Board

of Pharmacy. She and her sister, Dr. Laura Blasi (BBA '09, MBA '19), spoke later that day at the Ichabods of Industry lecture on campus and discussed the next generation of healthcare providers.

At the beginning of February, Advisors Excel founders David Callanan (BBA '98) and Cody Foster (BA '99) discussed the importance of "Investing in Growth," during a question and answer session at the Ichabods of Industry breakfast. Foster and Callanan (pictured top right along with Washburn President JuliAnn Mazachek and WUAAF President Marshall Meek) founded Advisors Excel in 2004 and have built the company into an industry-leading marketing organization assisting independent financial advisors across the United States. They spoke about how their leadership styles have evolved as their business has grown and the importance of investing in the infrastructure of the community to create a good foundation.

Where There's a Will, There's a Way to Give Back

Mandi Walter (BBA '09) and Rich Wells (BBA '99) have just finished tackling what many put off for decades: their wills. Recently married, they decided it was a good time to get their estates in order. When it came time to consider their charitable giving, they realized they had one favorite institution in common: Washburn.

"We asked ourselves, 'Where do we want to see our support going that makes sense for both of us?'" Walter said. "That's when it came back to Washburn."

Washburn was a part of Walter's life well before she was a student. Coming from a family of Ichabods, she is one of four siblings to attend Washburn. Perhaps the most influential in her decision to attend was her grandfather, Richard Shermoen, who chaired the Mathematics Department from 1967 to 1993. As a student, Walter earned several scholarships that allowed her to have her own exceptional experiences, including presenting a paper in Italy and attending the University of Cambridge.

"It is thanks to those little amounts of money that I was able to do things that I wouldn't have been able to do if I didn't have a way to fund them," said Walter.

Wells took a different path for his college experience. After transferring to Washburn in his junior year, he attended school while working part-time, finishing his degree over time.

"Not that it wasn't a valuable experience," Wells said, "but being able to help someone avoid that burden is a game-changer."

After graduation, they both found success in their respective fields. Walter is the development director for TARC, a local non-profit organization working to improve the lives of children and adults with intellectual and developmental disabilities. Wells has become vice president and head of operations at Security Benefit. They both cite Washburn as having an impact on their professional lives, with Wells noting that being an Ichabod often provided common ground with clients and colleagues.

"The Washburn community is not only something you have when you're in school, it's a community you have access to well beyond graduation," Wells said.

When they started thinking about their estates, they contacted the Washburn University Alumni Association and Foundation to let them know they wanted to include a provision in their wills for a scholarship, preferably for a student who has gone through a technical program and wishes to pursue a four-year business degree. The Foundation provided resources and advice, even connecting them to an estate attorney who frequently works with alumni.

"They took what can be a daunting process and made it easy," said Wells.

"I walked away feeling overwhelming joy," said Walter. "I told Rich, 'This is something I always dreamed of, and it's happening.'"

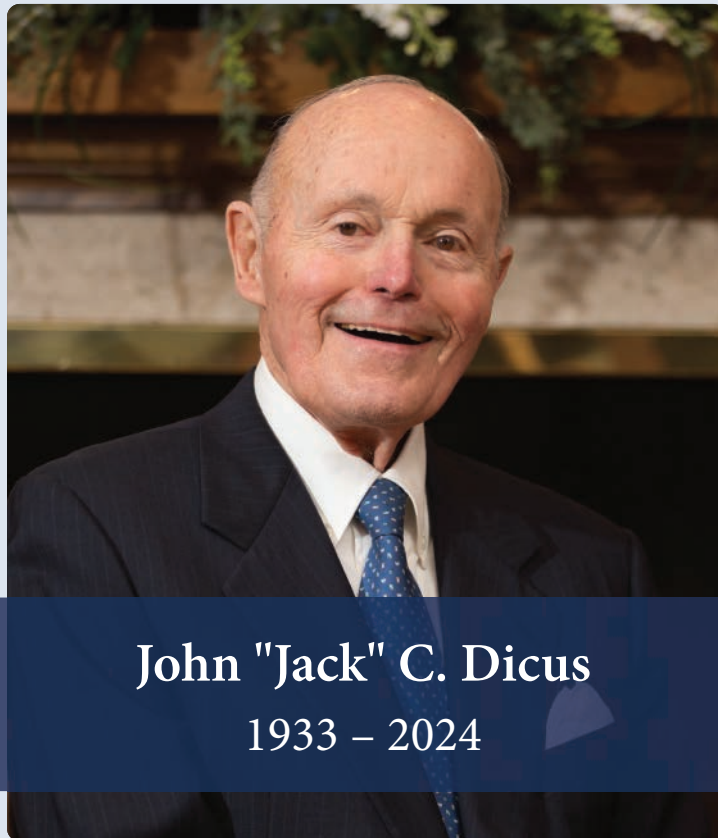


Congratulations Bradley Koch!

"The Washburn University School of Business, especially the Accounting program, did a great job of preparing me for the CPA Exam. When studying for the exam, there were very few topics I came across that I had not already been exposed to in my classes. My professors often called out important topics in class that were heavily tested on the CPA Exam. I also took advantage of the internship program, where I spent a semester with BT & Co. gathering real-life experience on topics that are difficult to teach in the classroom, while obtaining graduate credits. When I graduated from Washburn, I felt fully prepared for a career in accounting."

- Bradley Koch (BBA '22, MAcc '22), Clyde, Kansas

Bradley Koch is a winner of the 2024 Elijah Watt Sells Award, which distinguishes him as one of the top 40 CPA candidates in the nation. The American Institute of CPAs awards candidates who obtain a cumulative average score above 95.50 across all four sections of the Uniform CPA Examination on their first attempt. Bradley earned his BBA and MAcc in 2022 and is employed with Koch CPA in Clyde, Kansas, a firm founded by his father, Jeff Koch, who is also a Washburn University School of Business alumnus.



John "Jack" C. Dicus
1933 – 2024

Topeka business and philanthropical leader Jack Dicus passed away on June 19, 2024. He spent 60 years with Capitol Federal Savings, elevating to chair, president and CEO, and then serving as chair emeritus. His generosity and leadership provided his community with several benefits that will be seen and enjoyed for years to come.

Dicus was born on May 16, 1933, in Hutchinson, Kansas. He graduated from Hutchinson High School in 1951 and went on to the University of Kansas, where he was a member of the Navy ROTC. After earning a bachelor's degree in business in 1955, Dicus spent three years in the United States Navy. He started working at Capitol Federal after that and dedicated the rest of his life to serving his community through his work, giving and volunteering.

He and his wife, Betty Dicus, gave generously to Washburn, creating the John C. and Betty Dicus Excellence in Teaching Award for School of Business faculty. Jack and Betty also supported the Welcome Center in Morgan Hall, Robert J. Dole Hall and Dr. James Hurd Recital Hall. As chair of the Capitol Federal Foundation, Dicus led that organization as they supported several Washburn projects, including lead gifts to the Living Learning Center, the Indoor Athletic Facility, the Whiting Fieldhouse renovation, Stoffer Science Hall and the ongoing Lee Arena renovation. Several spaces associated with those projects bear the Capitol Federal name in recognition of their dedication to academic excellence and student success.

"We would not be the university we are today if it weren't for Jack and Betty Dicus and Jack's leadership and generosity through Capitol Federal," said JuliAnn Mazachek, Washburn University president. "Jack's legacy is seen in several buildings at Washburn and the students we serve in those important spaces."

Dicus received an honorary doctor of humane letters from Washburn in 2000 and the Fred Ellsworth Medallion in 1990 from KU. He was inducted into the Topeka Business Hall of Fame in 2006 and served on the boards of several local organizations, including the Greater Topeka Chamber of Commerce, the Jayhawk Area Council of Boy Scouts of America and Stormont Vail Health.

FACULTY ACCOMPLISHMENTS

DAVID PRICE

Professor of Marketing

Dr. David Price was promoted to professor of marketing. He was also awarded the 2024 Dicus Excellence in Teaching Award, which is selected by students. Students shared that his classes are engaging and fun. "He is such an impactful and passionate person. He always comes to class with a great attitude. His classes are always fun and easy to pay attention to."

MANAF SELLAK

Assistant Professor of Economics

Dr. Manaf Sellak was awarded the 2024 Kaw Valley Bank Award for Research Excellence. In the last five years, he has published seven peer-reviewed journal articles, four of which appeared in top-tier academic journals. His research topics include international trade policies, intellectual property rights and environmental protection policies.

RICK LEJUERRNE

Senior Lecturer, Entrepreneurship

Professor Rick LeJuerrne was promoted to senior lecturer. "I enjoy sharing with our students what I am most passionate about, which is how to think and act like an entrepreneur, especially those students who hope to start their own business. To me, nothing is better than seeing the connections our students make following their dream," he said.





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Learn how you can have a direct and long-lasting impact on Washburn students far into the future, and today as well!

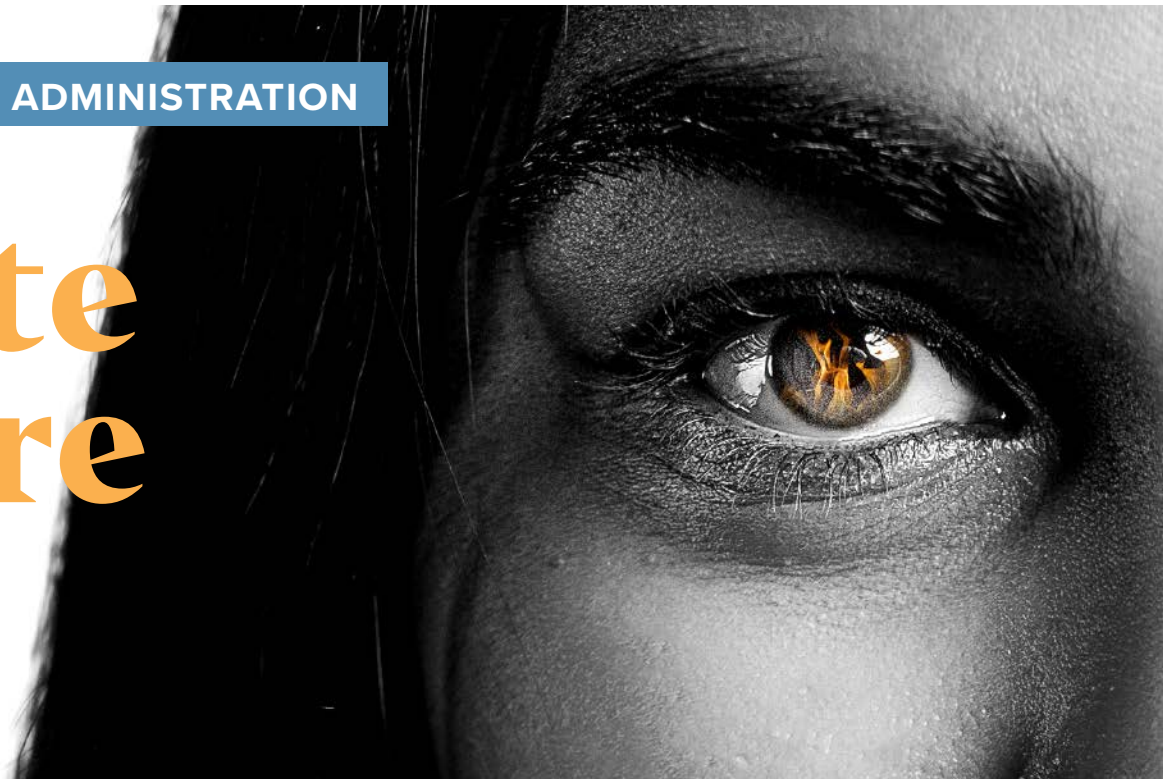
Contact us

Washburn University Alumni Association and Foundation
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