ORDER OF EVENTS
OCTOBER 21ST 2022

7:30 - 8:15 AM
REGISTRATION AND CONTINENTAL BREAKFAST

8:30 - 8:40 AM
OPENING WELCOME
GRAND BALLROOM

8:40 - 9:00 AM
MORNING KEYNOTE SPEAKER
ANTHONY TOLLIVER
ENTREPRENEUR, FORMER CREIGHTON & NBA BASKETBALL PLAYER

9:00 AM - 9:20 AM
MORNING KEYNOTE SPEAKER
VAL ACKERMAN
COMMISSIONER OF THE BIG EAST

9:30 - 10:15 AM
BREAKOUT SESSION ONE
ROOMS 213-216

10:15 - 10:40 AM
NETWORKING SESSION
SPONSORSHIP TABLES, OUTSIDE GRAND BALLROOM

10:40 - 11:25 AM
BREAKOUT SESSION TWO
ROOMS 213-216

11:25 - 11:50 AM
NETWORKING SESSION
SPONSORSHIP TABLES, OUTSIDE GRAND BALLROOM

11:50 - 12:35 PM
BREAKOUT SESSION THREE
ROOMS 213-216

12:45 - 1:15 PM
LUNCHEON WELCOME AND BLESSING
GRAND BALLROOM

1:15 - 1:35 PM
AFTERNOON KEYNOTE
JOHN SCHLIFSKE
CEO OF NORTHWESTERN MUTUAL

1:35 - 1:45 PM
CLOSING REMARKS
Entrepreneur, Former Creighton & NBA Basketball Player

Former 14-year NBA basketball player offers more than deep 3’s on the court. Off the court, he is a passionate businessman, entrepreneur, family man, and man of God. Being a successful basketball player and a successful entrepreneur have many similarities. In basketball, there is an understanding that the more time and effort put in, the more you get out. Being an entrepreneur is very much the same. Even as a young kid, Anthony started his own business mowing lawns, and detailing cars. He went on to graduate from Creighton on a basketball scholarship with a bachelor’s degree in finance. His hard work continued through his 14-year NBA career, also being chosen as an executive board member for the NBPA 8 of those years.
Val Ackerman was named the fifth Commissioner of the BIG EAST Conference on June 26, 2013. She was the founding President of the Women’s National Basketball Association (WNBA) and is a past President of USA Basketball, which oversees the U.S. men’s and women’s Olympic basketball program. She has had a long and accomplished career in the sports industry and is one of the few executives in sports who has held leadership positions in both men’s and women’s sports at the collegiate, professional, national team and international levels. She is an inductee of the Naismith Memorial Basketball of Fame (2021), the Women’s Basketball Hall of Fame (2011) and the New Jersey Hall of Fame (2021).
CEO of Northwestern Mutual

John Schlifske is chairman, president and chief executive officer of Northwestern Mutual. He is also a member of the company’s Board of Trustees. After joining Northwestern Mutual in 1987 as an investment specialist, Schlifske moved from portfolio manager to senior executive overseeing a variety of the company’s investment operations. He later headed different parts of the company’s business operations. Schlifske is a director on the board of Kohl’s Corporation. He is also a member of the Executive Committee of the American Council of Life Insurers’ Board of Directors and, in the greater Milwaukee community, he serves on the board of the Metropolitan Milwaukee Association of Commerce. A Milwaukee-area native, Schlifske received a bachelor’s degree in economics from Carleton College and a master’s degree in finance and accounting from the Kellogg Graduate School of Management at Northwestern University. He is married to Kim, and they have six children.
Setting the Table
Moderator: Dr. Lance Frazier Room 213
- Angie Fisher: Owner, The Farnam Hotel
- Tim Halpine: General Manager, Lost Rail Golf Club
- William Theisen: Founder, Godfather’s Pizza

Serving the Public Through the Private Sector
Moderator: Tim Bastian Room 214
- Joel Oswald: Principal, William Jensen
- Dan Harbeke: Public Policy & Government Affairs Manager, Google
- Jennifer Creager: Vice President, Greater Omaha Chamber
- Brett Lindstrom: Senior Vice President & Relationship Manager, Bridges Trust

Social Media: Building Trust
Moderator: Dr. Carol Zuegner Room 215
- Merrick Aurora: Director of Marketing, Lutz
- Alex Heichart: Digital Marketing Analyst, Fusion Medical Staffing
- Nora Martinez: Social Media Specialist, Omaha Media Group LLC

Opportunities in Management Consulting
Moderator: Dr. Taylor Keen Room 216
- Carlos Santander: Manager, Deloitte
- Ryan Schmidt: Telecom, Media, & Technology Consultant, FTI Consulting
- Victoria Graeve-Cunningham: Strategic Solutions Manager, TPG Telemanagement
- Jason Schwab: Senior Manager, Grant Thornton LLP
Beyond the Locker Room: The Business of Sport
Moderator: Dr. Don Lux Room 213
- Joe Luby: Marketing Project Manager, Dallas Mavericks
- Diego Gutierez: Marketing & Management Professor, Rockhurst University & Former MLS Exec
- Marcus Blossom: Athletic Director, Creighton University

Unique Routes to Success
Moderator: Dr. Greg Dyche Room 214
- Andrew Prystai: CEO & Founder, Event Vesta
- Jaski Bir: Private Equity Associate, McCarthy Capital
- Diane Larkin: Executive Vice President of Operations, Valmont

Begin your Journey to Financial Freedom
Moderator: Dr. John Wingender Room 215
- Thomas Pargett: Managing Director, Bergan KDV
- Nate Hobson: Managing Director, Mutual of Omaha
- Katie Bruno: Financial Planner, Raymond James

Social Entrepreneurship: Incorporating Values into Business
Moderator: Dr. Andrew Gustafson Room 216
- Miah Sommer - Founder & Executive Director, The Bike Union Mentoring Project
- Adriana Cisneros Basulto - Founder, Maxwell
- Jacqueline Bendon - Vice President Industrial Products, Union Pacific
- Ben Swan - President & CEO, Swan Development
Cybersecurity: Breaches
Moderator : Dr. Dustin Ormond Room 213
- Kevil Weiler : Unit Leader, Lockton Companies
- Todd Kinney : Partner, Kutak Rock
- Nicholas LaPlant : Senior IT Risk Advisor, Orion Advisor Solutions
- Lindsay Anderson : Chief Technology Officer, West Gate Bank

What Sets them Apart: Finance vs. Accounting
Moderator : Dr. Maggie Knight Room 214
- Liz Luckasen : Audit Manager, KPMG
- Avner Applbaum : Executive Vice President & Chief Financial Officer, Valmont
- Steven Townsend : Senior Associate, Bridgepoint Investment

The Bridge Between Healthcare and Business
Moderator : Caitlin Feldmann Room 215
- Elham Rastegari : Professor, Creighton University
- John Fagerland : Senior Product Manager, AMN Healthcare
- Angeline Larson : Director of Strategic & Business Operations, Children's Hospital & Medical Center

Inflation
Moderator : Dr. Keith Olson Room 216
- Dell Gines : Lead Community Development Advisor, Federal Reserve Bank of Kansas City
- Jim Vokal : Chief Executive Officer, Platte Institute
- Jeff Royal : Owner, Dundee Bank
Are you a welcoming, fun person? You’ll fit right in at this panel - these guys are pros! Learn about the food and hospitality industries from professionals and learn how they got started.

William (Willy) Theisen
Revolutionizing the restaurant business since 1973, Willy Theisen is an entrepreneur whose impressive resume includes Godfather’s Pizza and Pitch Pizzeria, among others. Godfather’s was Willy’s first success, becoming the fastest-growing restaurant chain in the country from 1977-1979. GB Foods Corporation blossomed under Willy’s visionary dual-concept strategy in the 1990s while the 2000s saw Willy’s Barbecue Ventures, LLC, expand the Famous Dave’s franchise across the Midwest. Willy created Pitch Pizzeria, a successful Omaha-based venture since 2009.

Dr. Angie Fisher
Dr. Fisher is a Nebraska native who attended undergraduate college at The University of Nebraska-Lincoln, medical school at The University of Nebraska Medical Center and completed residency in Internal Medicine at The University of Texas Health Science Center in San Antonio, TX. She has worked as a Hospitalist for 20 years, currently at CHI Health Lakeside Hospital. Dr. Fisher is married to Jason Fisher, CEO of Cushman & Wakefield/The Lund Company. They have 4 children. She has always had an interest in hospitality and design and began working in the industry as a college student, at Lazlo’s restaurant in Lincoln, NE. In May 2021, the Fishers opened The Farnam Hotel in downtown Omaha. This venture allowed her to directly explore and develop her passion for the hospitality world. This is a Marriott Autograph Collection boutique hotel that includes three food and beverage outlets. The Farnam is currently the best-performing hotel in Omaha.

Tim Halpine
Tim Halpine is a 25-year veteran of the hospitality industry. He started his career right out of high school, entering the Professional Golfers Association of America as an apprentice at Benson Park Golf Course in Omaha, Nebraska. After earning his business degree from the University of Nebraska at Omaha, Halpine moved to The Players Club at Deer Creek, where he worked as Director of Golf. He helped transition The Players Club to a fully private facility. In 2012, Halpine was promoted to general manager, leading a team of 140 employees with seven full-time department managers. Twice he received General Manager of the Year at Landscapes Unlimited, the 10th largest golf management firm in the world. In January 2022, Halpine became General Manager and CEO at Lost Rail Golf Club in Gretna, Nebraska. He is currently a member of the Club Management Association of America.
SERVING THE PUBLIC THROUGH THE PRIVATE SECTOR

9:30 - 10:15 AM : ROOM 214
MODERATOR : TIM BASTAIN

Setting the world on fire is a constant theme at Creighton. Learn more about a career path that combines your business knowledge with your passion for creating real change. Come hear from a panel that has leveraged their business experience to serve the public.

Jennifer Creager
Jennifer Creager is the Vice President of Public Policy for the Greater Omaha Chamber. In this role, she also serves as chief lobbyist on the Chamber’s behalf and coordinates the political activities of the Chamber’s political action committee. She started her career in the Nebraska Unicameral Legislature as a legislative aide and later legal counsel for Speaker Curt Bromm. She spent almost eight years on the staffs of two United States Congressmen as a health care counsel, working primarily on federal Medicare and Medicaid legislation. Immediately prior to joining the Chamber, Jennifer served as a Government Relations Associate for the Colorado Rural Electric Association, which represents Colorado’s 22 rural electric cooperatives. A graduate of Creighton University and the Creighton University School of Law, where she was a member of the Law Review.

Dan Harbeke
Dan serves as the Government Affairs and Public Policy Manager for Google in the midwest. Active in the community, he has served on the Young Professionals Council board of directors through the Greater Omaha Chamber of Commerce, is a past chairman of the Utah Foundation board of trustees and a past president of the board of directors for Keep Texas Beautiful, and has served on the board of directors for Senior Achievement of Utah and the Natural History Museum of Utah. Mr. Harbeke holds a degree in Marketing and Political Science from Creighton University, where he presently serves on the National Alumni Board, and is the proud dad of two beautiful girls, Elle and Emme. Google’s mission is to organize the world’s information and make it universally accessible and useful.

Joel Oswald
Joel Oswald is a principal at the law and lobbying firm, Williams & Jensen. He specializes in a legislative and regulatory practice focused on financial services policy. With over 20 years of public and private sector experience, Mr. Oswald works with clients on a range of legislative and regulatory policy issues, including securities, banking, consumer finance, and insurance policy. Prior to joining the firm, Mr. Oswald served on the professional staff of the Subcommittee on International Trade and Finance and later the Subcommittee on Securities and Investment, both of the Senate Committee on Banking, Housing, and Urban Affairs. He is a graduate of Evangel University and received an MBA from Texas A&M University’s Mays Business School.

Jennifer Creager
Jennifer Creager is the Vice President of Public Policy for the Greater Omaha Chamber. In this role, she also serves as chief lobbyist on the Chamber’s behalf and coordinates the political activities of the Chamber’s political action committee. She started her career in the Nebraska Unicameral Legislature as a legislative aide and later legal counsel for Speaker Curt Bromm. She spent almost eight years on the staffs of two United States Congressmen as a health care counsel, working primarily on federal Medicare and Medicaid legislation. Immediately prior to joining the Chamber, Jennifer served as a Government Relations Associate for the Colorado Rural Electric Association, which represents Colorado’s 22 rural electric cooperatives. A graduate of Creighton University and the Creighton University School of Law, where she was a member of the Law Review.

Brett Lindstrom
Brett Lindstrom currently serves as a Senior Vice President and Relationship Manager at Bridges Trust. He brings nearly two decades of wealth management experience to the Firm, in addition to serving eight years as a state senator in the Nebraska legislature. Brett held various roles throughout his accomplished senatorial career including but not limited to Chairman and Vice Chairman of Banking, Commerce and Insurance Committee, Chairman of Tribal Relations Committee, Vice Chair of Revenue Committee, Vice Chair of Retirement Systems Committee, and he served on several economic development subcommittees during his service to Nebraskans. Most notably, Senator Lindstrom led the effort to eliminate the tax on Social Security income in the state of Nebraska. He is passionate about helping families impact their communities and the causes they are interested in to enhance our way of living for the next generation. Brett is a University of Nebraska Lincoln graduate and Husker Football alumni. He enjoys supporting and watching Husker football, cooking, hunting and coaching his kids’ sporting activities.
SOCIAL MEDIA: BUILDING TRUST

9:30 - 10:15 AM : ROOM 215
MODERATOR : DR. CAROL ZUEGNER

The emergence of social networks have changed the way consumers and companies interact with one another. Companies have taken advantage of social media in different ways, but how can social media be used to build consumer trust?

**Alex Hirchert**

Alex Hirchert is a digital marketing analyst with experience in the marketing and advertising industry. Her most recent position was being a Digital Marketing Analyst at Fusion Medical Staffing. She graduated from Creighton University with a Bachelor of Science in Business Administration in Marketing and Business Intelligence & Analytics.

**Nora Martinez**

Nora Martinez is a social media specialist with experience in social media marketing, content marketing, and digital advertising. She is currently a Social Media Specialist at Omaha Media Group LLC where she is responsible social media content creation and management for clients. She graduated from Creighton University with a Bachelors of Arts in Journalism, Advertising and Public Relations.

**Merrick Aurora**

Merrick Aurora is the Director of Marketing Lutz. She began her career in 2014. She is responsible for developing and implementing Lutz’s marketing strategy, overseeing the marketing team, and managing internal and external branding efforts for all Lutz offices. She graduated from the University of Nebraska, Lincoln with a Bachelors in Journalism.
Management consulting is a popular buzz word going around today. Learn what it actually is, how it affects the workplace, and how many different niches there are within from experts.

**Ryan Schmidt**
Ryan Schmidt graduated from Creighton University’s Heider College of Business where he majored in finance and accounting. While in college, he interned at a wealth management firm and medical device company. Following graduation, Ryan moved to Los Angeles to work as a consultant for FTI Consulting in their media & entertainment practice. During his time at FTI Consulting, he has worked on a business transformation project for a large media & entertainment company, a strategy engagement for an overseas government, and multiple due diligence projects for private equity firms.

**Jason Schwab**
Jason Schwab has over 16 plus years of experience as a business management consultant. He attended and graduated from Miami University of Ohio, received degrees in Finance and Management Information Systems, then completed his education with an Masters of Business Administration from the University of Nebraska-Lincoln. He started as an associate at an Omaha consulting company called Marketsphere and has been at Grant Thornton the last 8 years. He has served over 22 clients in various industries. The primary focus of his work centers around: program management and change management as it relates to ERP/HCM/EPM software implementations. Client work has taken him many places: London, Singapore, New York, Miami, Philadelphia, Boston, Minneapolis, San Jose, and more. At Grant Thornton, his non-client work includes: leading culture conversations, leading the project methodology knowledge group, National Green Advisory Council member, college recruiting and mentoring.

**Carlos Santander**
Mr. Santander is an Ecuador native with a professional career in the US. After obtaining his MBA, he spent several years in software development in the financial sector before switching to consulting. His consulting work has centered on business process reengineering and digital transformation, primarily on the Appian platform, for clients in multiple countries across a variety of industries, both in the private and public sector. He currently lives in Omaha with his wife and children.

**Victoria Graeve-Cunningham**
As a recent 40 Under 40 Award Winner, Victoria Graeve-Cunningham is a proud Creighton University graduate who received her MBA and MS in Bioscience Management in 2011, which enabled her to start consulting in the IT space before working with AIM as their Director of Lean Operations. She pursued doctoral studies at the University of Nebraska in industrial organizational psychology where she further studied how to maximize performance during change moments by building trust to limit burnout. In 2015, she co-founded ThriVinci to apply best practices to empower organizations and communities and has facilitated restructuring, strategic planning, and development for the youth symphony, Omaha STEM ecosystem, Heartland United Way, Madison County Iowa, and many other organizations. She works for TPG as a Strategic Solutions Consultant where she brings data science to life with AI products and change management best practices to implement people and process innovation that elevates the customer experience.
We see the big contracts and the big games, but what happens behind the scenes to make an organization successful? Come hear from a special panel with a wide range of experiences in the world of sports.

**Marcus Blossom**

Marcus Blossom is in his second year as McCormick Endowed Athletic Director at Creighton. Creighton enjoyed historic levels of success in Blossom’s first year on the job, tying a school record with five programs advancing to the NCAA Tournament. As the athletic director at Holy Cross, Blossom led the development of the athletics department’s first-ever strategic plan, with a focus on creating a high-performance culture, achieving and sustaining competitive excellence, and increasing ticket sales, external support, and community engagement, while also enhancing facilities. Prior to his time at Holy Cross, Blossom spent five years at Boston College as senior associate athletics director for business and administration. While there, he was a member of the executive team and assisted with all aspects of strategic planning and vision execution for the department of athletics. Blossom has a deep background with Jesuit higher education, and he is no stranger to the BIG EAST, having spent two years with Providence College as associate athletic director for business operations. Earlier in his career, he also served as assistant director of championships for the NCAA, managing the complex process of championship host-city selection, among other duties. Blossom, who is from Chicago and has strong Midwestern ties, earned his Bachelor’s Degree in Business Administration with a concentration in finance at Northeastern University, a Master’s Degree in Sport Management from West Virginia University and an MBA from the University of Rhode Island.

**Joseph Luby**

Joseph K. Luby is a sports marketing professional with a strong background in corporate partnerships, brand identity, and experiential marketing. Joseph attended Creighton University where he majored in Marketing and minored in History, during which he served 2 years on the Creighton Business Symposium Planning Team. Upon graduation, Joseph joined the corporate sponsorships team at Bank of Montreal (BMO). There he helped oversee the bank’s US Sports & Entertainment portfolio which included marketing deals with teams in the NBA, NHL, MLB, MLS, and NCAA as well as Summerfest. Joseph also worked to support the bank’s Canadian market as a member of The Calgary Stampede project team at BMO in Toronto & Calgary. After BMO, Joseph transitioned to the agency world of sports marketing with a position at Intersport where he served as an account executive for the JPMorgan Chase account; working to execute the Chase Sapphire brand’s experiential deals with the Ryder Cup, the PGA Championship, Sundance Film Festival, Rocket Mortgage Classic and their endorsement deal with Lindsey Vonn. Joseph transitioned briefly into the corporate recruiting sector and relocated to Dallas where he is a marketing project manager with the NBA’s Dallas Mavericks.

**Diego Gutierrez**

Following an illustrious 20-year career in the professional sports industry as an athlete, executive, and TV personality, Diego transitioned to become a recognized citizen, businessman, and educator. Formerly a Major League Soccer Player, Diego was one of the pioneer players in MLS, playing over 400 professional games and becoming one of the fiercest competitors in MLS history. He also represented the United States at the international level, as a member of the U.S. National Team from 2001 through 2005. Post-retirement, Diego became a TV personality, working as a Soccer Business Analyst for FoxSports1, ESPN, Telemundo, as well as serving as the color commentator for Major League Soccer’s Sporting Kansas City. He currently does radio for ESPN Deportes, covering Sporting KC games as a soccer analyst. In 2008, because of his service and his performance on the field, Mr. Gutierrez received the Commissioner’s Award, the highest honor in Major League Soccer. Dr. Gutierrez has been highly passionate about education currently, a faculty member at Rockhurst University’s College of Business, Influence, and Information Analysis, where he teaches various marketing and management courses.
There is not one distinct route to success. Success can come from any major, internship, or experience when you have the drive to succeed. Hear how these professionals have forged their own paths to success and how you can do the same.

Diane Larkin
In her role as executive vice president of global operations at Valmont, Diane leads efforts to maximize the company’s manufacturing footprint across the entire enterprise. She’s also responsible for development a long-term strategy for aligning operational performance with the global strategic plan and its growth initiatives. Diane joined Valmont in the summer of 2020, bringing decades of strategic operations and manufacturing experience with her. Diane earned her BA in political science from UCLA. She then served as an officer in the United States Army for ten years before entering the private sector.

Jaski Bir
Jaski Bir is a Private Equity Associate at McCarthy Capital, a private equity firm providing a mix of growth equity, recapitalizations and management buyouts, where he evaluates new investment opportunities, executes private investments and supports the management oversight of portfolio investments. Prior to McCarthy Capital, Mr. Bir was a Director in FTI Consulting’s Telecom, Media & Technology group where he lent his expertise to clients on a variety of matters including restructuring, bankruptcy, interim management, merger integration and performance improvement. Mr. Bir holds a Bachelor of Science Business Administration Degree with a focus on Financial Analysis and Economics from Creighton University.

Andrew Prystai
Andrew Prystai, a Creighon alum, is the CEO and co-founder of Event Vesta, an event discovery and promotion platform he co-founded in 2019 inspired to solve the issues he saw in the industry during his 4+ years of promoting events and serving as the Chair of the Omaha Chamber’s Young Professionals Council. Since it’s founding in 2019, Event Vesta has seen explosive growth adding hundreds of event organizers across the country to their platform including the Dallas Mavericks, College World Series, Henry Doorly Zoo, and more! For this, Event Vesta was recognized for this work, being selected as the 2021 Tech Startup of the Year. In addition to his time building Event Vesta, Andrew is a committed community member serving on the City of Omaha’s Charter Review Convention, Omaha Mayor’s Millennial Advisory Committee, Nebraska Tech Collaborative’s Next Pioneer Committee, Omaha City Charter Convention, Ralston Creative District Board, and is a former Member of the Omaha Chamber’s Board of Directors, Metro ORBT Stakeholder Committee, and a 40 under 40 Midlands Business Journal award recipient.
BEGIN YOUR JOURNEY TO FINANCIAL FREEDOM

10:40 - 11:45 AM : ROOM 215
MODERATOR: DR. JOHN WINGENDER

Learn the basics of personal finance and get yourself on the right track so you don't have to worry about finances. Your future self will thank you.

Katie Bruno
Katie Bruno is a financial planner, small business owner, and community activist. What Katie brings to her financial planning practice is a gift for building relationships, and genuine concern for where people are in their lives. Her process is about helping her clients through education, advocacy, and planning. Katie holds a Bachelor's degree in Business Management and a Master's degree in Investment Management and Financial Analysis, both from Creighton University. She is a CERTIFIED FINANCIAL PLANNER™ Professional and a Certified Divorce Financial Analyst. She holds several securities licenses and her Nebraska life and health insurance certificate. In 2021, Katie was selected as a recipient of the Midlands Business Journal’s 40 Under 40 Award, honoring local entrepreneurs, executives and professionals. She is a passionate and committed leader in the Omaha community, where you can find her in a number of professional and community organizations including the Omaha Public Library Foundation, the Financial Planning Association of Nebraska, the Women’s Center for Advancement, and 100 Women Who Care Omaha. She is currently teaching retirement planning as an adjunct professor in the Heider College of Business. Katie is an avid reader, enjoys cheering on the Creighton Bluejays, traveling, and hanging out with her dog, Jake.

Nate Hobson
Nathan is a 2002 graduate of Creighton University College of Business Administration. He and his wife Brandy have made their home in Omaha with their three very active children, Nora, Harper and William. In their free time they can be found at a field, court, or studio cheering on the kids, and supporting the Jays! He and Brandy are active in the philanthropic community of Omaha and have a mission to support the underserved youth in the area. Nathan began his career in Financial Services as an intern with Morgan Stanley his senior year of college. This internship turned into his career as a Financial Advisor following graduation. In 2007 Nathan made the transition into leadership with Mutual of Omaha Advisors as a Sales Director. In this role Nathan built a team of over 30 Advisors and the largest producing unit on record within the Mutual of Omaha system. In 2017 he took on the role of Managing Director and currently leads a team of over 50 Advisors throughout Nebraska and Iowa with offices in Omaha, Lincoln, Norfolk, Des Moines and Iowa City. Nathan is passionate about building the next generation of holistic Financial Advisors and helping their clients protect what’s most important to them, save for the future and distribute their assets on their terms. He currently holds his Series 7, 63, 65 and 26 securities licenses, is a Registered Investment Advisor, and his Nebraska and Iowa insurance licenses.

Thomas Pargett
Thomas works with individuals, families, retirees, and executives in business & education. Having experience advising executives in various industries all across the country, Thomas ensures they are receiving holistic, comprehensive & fiduciary financial planning. He also has the privilege of serving as the Managing Director for the South Region of BerganKDV Wealth Management. In this role, Thomas is responsible for the oversight & coaching around the strategy, growth, & client experience for the BerganKDV Private Client offices in Nebraska, Iowa & Missouri. Thomas began his career as an educator before transitioning to wealth management and enjoys using his educational skills to help clients understand their whole financial picture including financial planning, investment strategies, risk management, and estate planning. His deep level of knowledge about the wealth management industry comes from his involvement with the Certified Financial Planner Board of Standards where he is a CERTIFIED FINANCIAL PLANNER™, serves on the CFP® Mentor Program, and serves on the Board of Directors for the Financial Planning Association of Nebraska. In addition, Thomas has conferred the designation of CERTIFIED FINANCIAL BEHAVIOR SPECIALIST® through the Financial Psychology Institute. Thomas holds a bachelor’s degree in Education from Morningside University and an M.B.A. in Financial Psychology from Creighton University.
SOCIAL ENTREPRENEURSHIP: INCORPORATING VALUES IN BUSINESS

10:40 - 11:45 AM : ROOM 216
MODERATOR: DR. ANDREW GUSTAFSON

What does it mean for a business to prioritize both people and profits? Hear from entrepreneurs as they share their experiences conducting business in a way that promotes social change.

Miah Sommer
Miah Sommer is a social entrepreneur and the founder and Executive Director of Astute Coffee (formerly The Bike Union), a non-profit coffee shop that provides workforce development and life skills to youth who have been impacted by the foster care. Sommer is the past recipient of the Donna Tubach Davis Children’s Advocate Award from Child Saving institute. He was also a speaker with TEDxOmaha, and has taught a workshop at Homeboy Industries’ Global Homeboy Network in Los Angeles, CA. The Bike Union is a winner of the Excellence in Innovation through the Omaha Chamber of Commerce. Sommer Lives in Omaha with his wife Katie and their sons Henry and Charlie.

Adriana Cisneros Basulto
Adriana (Ah.dree.ah.na)is the co-founder and CEO of Maxwell, the easy way for employers to offer personalized benefits & rewards that make life/work. Before co-founding Maxwell, Adriana spent 15+ years in the corporate world, including leading people functions like Inclusion & Diversity, Management & Leadership Development, and Organization Design at the largest private bank in the U.S. Known for her ability to bring ideas to life, when not leading Maxwell you can find her supporting organizations, and city/state efforts at the intersection of wellbeing, DEI, entrepreneurship, and technology.

Jacqueline Bendon
Jacque Bendon was appointed vice president - Industrial in September 2019. Industrial encompasses numerous commodity areas including construction, forest products, metals and ores, specialized markets, minerals, industrial chemicals, plastics and soda ash. Most recently, Bendon was assistant vice president– Industrial, a position she held since February 2018. Bendon began her career with Union Pacific in 1998 as a corporate auditor. Since then, she has held a number of roles within the Marketing & Sales department including positions at UPDS, a previous wholly owned subsidiary of Union Pacific that is now part of Loup Logistics, as well as roles in the Chemicals, Industrial and Energy teams. Bendon graduated summa cum laude from Creighton University with a BSBA in Finance. She and her husband, Mark, live in Omaha with their three children.

Ben Swan
Ben Swan is President & CEO of Swan Development, founded in 2012. He is a passionate small business owner and real estate developer deeply committed to the renovation of historic spaces in Omaha, Nebraska. Swan Development rehabilitates smaller “human scale” buildings and returns them to productive use within the community. Mr. Swan frequently recruits, curates and incubates emerging small businesses that will contribute to the sense of community as part of the development “placemaking” process. Swan is also a father, husband, runner and cycling enthusiast.
Students will be educated on several subjects regarding breaches. Providing answers and guidance on breaches that can come in all shapes and sizes disrupting all sorts of industries.

**Todd C. Kinney**
Todd’s practice focuses on data security and privacy issues for clients across a range of industries, including healthcare, financial services and technology. He heads up the firm’s data breach response team and regularly handles breach analysis and response matters for clients of all sizes involving state notification statutes and federal regulations. Todd advises clients on creating and implementing privacy and data security policies as well as steps they can take to best prepare themselves for when a data breach hits. Todd frequently speaks at CLE’s and other events on data breach response issues and data breach preparedness. In addition, Todd has significant experience in the areas of general commercial and intellectual property litigation, including class action lawsuits resulting from data breaches, breach of contract, trade secrets and breach of fiduciary duty cases. He also routinely advises clients on contractual matters involving intellectual property, including license agreements and indemnity matters. He has tried multiple jury and bench trials.

**Kevin Weiler**
Kevin serves as Unit Leader at Lockton Companies. As a Unit Leader, Kevin uses his decade of industry experience to advise clients and help solve problems. His goal is to understand his clients’ businesses and use that knowledge to align their corporate objectives with their insurance and risk management programs. He regularly reviews insurance policies to provide recommendations on coverage, pricing and overall program structure. His responsibilities include negotiating with carriers to design best-in-class insurance solutions to deliver to clients.

**Nicholas LaPlant**
Nicholas LaPlant is an IT Risk Auditor for Orion, a financial technology solutions provider, assessing business processes and identifying associated technology risks, controls, and assisting with risk and issue mitigation efforts. Prior to his current role, Nicholas spent ten years in the United States Air Force as an Airborne Cryptologic Language Analyst. After an honorable discharge, Nicholas obtained his Business Intelligence and Analytics degree with a focus on Information Technology from Creighton University in 2019. Post-graduation, Nicholas began his career with TD Ameritrade and Charles Schwab in IT risk roles.

**Lindsay Anderson**
Anderson initially joined West Gate Bank in 2005 as a teller. In 2016, she returned as Vice President of Information Technology where she led a team on hardware, servers, network, info security, disaster recovery, ITMs and other IT issues. As Chief Technology Officer, Anderson is responsible for overseeing the Information Technology department, bringing a high-tech, high-touch, personalized approach to the delivery of technology services and solutions in the West Gate Bank banking environment. She has also been appointed to the bank’s Executive Committee. A graduate of the University of Nebraska – Lincoln, Anderson has a Bachelors of Science in Business Administration with a major in marketing and minors in finance and communication. She has also completed post-graduate courses in network management. Lindsay has completed Graduate Schools of Banking – Bank Technology Management and Security schools.
Accounting and Finance are often tied together - both in academics as well as in the real world. This panel will help you discern which path fits you better by displaying real world career opportunities. Our panelists will help demonstrate the differences and similarities between finance and accounting as it relates to the real world and the classroom.

**Liz Luckasen**
Liz began her career at KPMG as an audit associate in 2017 after graduating from Creighton University with a degree in accounting. She has since gone back to school and received her Master’s degree from the Heider College of Business in finance in 2021 while still continuing to work at KPMG. She now serves as an audit manager at KPMG’s office in Omaha. Liz is knowledgeable about many different business industries stemming from her audit experience and has a formal education background in both accounting and finance.

**Avner Applbaum**
Avner joined Valmont Industries in 2020 as executive vice president and chief financial officer. He is responsible for developing and implementing the company’s financial strategy. Avner oversees financial activities, including accounting and controllership, financial planning and analysis, tax, investor relations, internal audit and treasury. In addition, he leads the information technology function. Prior to joining Valmont, Avner held several CFO positions for private equity-backed companies and spent more than 15 years in senior financial and operational roles in publicly traded manufacturing companies, including Ametek, Belden and TE Connectivity (formerly Tyco Electronics). Earlier in his career, he worked for Ernst & Young. Avner has a proven track record of enhancing shareholder value, leveraging lean and technological advancements. His experience includes developing and deploying lean management systems and forecasting models to provide consistent, accurate and reliable information, supporting strategic decision making. Avner received his Bachelor of Arts degree in accounting/economics from Bar-Ilan University in Israel and is a certified public accountant.

**Steven Townsend**
Steven began his career in accounting as a tax associate at KPMG in Omaha for two years after graduating from Creighton University with his bachelor’s of science in accounting and finance in 2015. While at KPMG, Steven obtained his CPA. He has since gone on to work at Bridgepoint Investment Banking here in Omaha for the last 5 years and is now a senior associate at Bridgepoint. Steven has in-depth knowledge of both finance and accounting through his experience and is unique in his experiences of dealing with mergers and acquisitions and capital raising.
Interested in the intersection of business and healthcare? Hear from a variety business and healthcare professionals experienced in managerial, administrative, and analytical issues in the healthcare industry.

**Angeline Larson**

Angeline Larson is an experienced health care leader who is passionate about building efficient, outcomes-focused & mission-oriented cultures. She serves as the Director of Strategic and Business Operations in the Criss Heart Center at Children’s Hospital & Medical Center. Prior to her role at Children’s Hospital, she served as the Chief Operating Officer at Charles Drew Health Center. Angeline has an MBA from Creighton University where she was inducted into Beta Gamma Sigma. She is also very involved in the Omaha community serving on the Healthcare Collaborative Board at CyncHealth, on the Executive Leadership Council for the American Heart Association Omaha Heart Ball, on the Community Partners Committee with Creighton’s Center for Promoting Health and Health Equity, and on the Steering Committee for Brownell Talbot’s annual Gala.

**Elham Rastegari**

Elham Rastegari, Ph.D. is an Assistant Professor of Business Intelligence and Analytics at Creighton University. She received her Ph.D. from the college of Information Science and Technology- department of Biomedical Informatics at the University of Nebraska. Elham's Master of Science and Bachelor of science degrees are both in Computer Science and Engineering and her research focus is promoting healthcare by advancing healthcare decision-making process using wireless technologies and data from social media.

**John Fagerland**

John Fagerland, MBA, MS-BIA is a Senior Product Manager at AMN Healthcare with 10 years of experience in healthcare and a background in consulting, analytics, and product development. John's product management currently helps support products and consulting services that generate nearly $30 million in annual revenue. A two time Creighton University graduate, most recently in 2019 from Creighton’s Heider College of Business with a Master of Business Administration and Master of Science in Business Intelligence and Analytics.
INFLATION
11:50 - 12:35 PM : ROOM 216
MODERATOR: DR. KEITH OLSON

We have seen record breaking inflation in the last 40 years. Learn how inflation is currently affecting industries and about inflation trends experts plan on seeing in the near future. Find a clear vision of your future.

Jim Vokal
Jim Vokal is Chief Executive Officer of the Platte Institute and the host of the podcast series Nebraskanomics. A lifelong Nebraskan and Omahan, Jim graduated from Creighton University with a business degree, launching a 20-year career in banking and real estate. Prior to joining the Platte Institute in 2012, Jim was Vice President of Commercial Banking at Mutual of Omaha Bank. He was elected to the Omaha City Council from 2001-2009 and was Omaha’s youngest City Council President from 2003-2005. He then served on the Metropolitan Entertainment & Convention Authority (MECA), participating in the approval and development of several city revitalization projects. In his time at the Platte Institute and in his past appointment to the Nebraska Board of Education Lands and Funds, Jim has traveled to every corner of the state. He has provided policy commentary in news outlets including the Omaha World-Herald, the Lincoln Journal-Star, the Norfolk Daily News, the Scottsbluff Star-Herald, the Grand Island Independent, and the Kearney Hub, and is a frequent guest (and one-time fill-in host) on NewsRadio 1110 KFAB. Jim is a parishioner of St. Margaret Mary Catholic Church. He and his wife Liz have been married for more than 20 years, are the past Presidents of the Dundee Elementary PTO, and are the proud parents of two children, Kate and Will.

Dell Gines
Dr. Dell Gines is the Lead Community Development Advisor for the Federal Reserve Bank of Kansas City. He is committed to helping empower economically distressed communities through innovative economic development strategies. He is a national thought leader in entrepreneurship led economic development and ecosystem building. He has authored five guides and one eBook on the subject. His most nationally recognized work is a 2018 research report examining Black women businesses. Dell also is a well traveled speaker, speaking in over 26 states and over 50 cities during his eleven years at the Bank. Dell is one of less than 6,500 Certified Economic Developers (CEcD) and holds a Master of Business Administration, Master of Science in Finance and holds a PhD in Public Administration. In 2022 he was awarded the University of Nebraska at Omaha’s distinguished alumni award, for his work in community development.

Jeff Royal
Jeffrey C. Royal has served as a member of our Board of Directors since January 2019. Mr. Royal is also currently a member of our Audit and Risk Committee, Compensation Committee, and Nominating and Corporate Governance Committee. Since January 2006, Mr. Royal has been the President of Dundee Bank located in Omaha, Nebraska and also serves as the Chairman and a director of Mackey Banco, Inc. Prior to joining Dundee Bank, he was Second Vice President of First National Bank of Omaha. Mr. Royal has also served as a Director for Nicholas Financial, Inc., a publicly traded company on the NASDAQ Global Select Market, since October 2017. Since June 2018, Mr. Royal has served as a Director of Bridges Investment Fund, Inc. Mr. Royal has served on the Board of Directors of each Eagle Bank and Tri-Valley Bank since 2009 and 2013. These banks merged in January 2021 and Mr. Royal serves as the non-executive Chairman of the combined entities, now operating as Riverstone Bank. Mr. Royal has also served as a Director of Brunswick State Bank since 2007. Mr. Royal received both his Bachelor’s and Master’s degree in Business Administration from Creighton University and completed the Stonier Graduate School of Banking at Georgetown University and the University of Pennsylvania.
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Mutual of Omaha
Luke Klahs: Co-Coordinator

Luke is a senior from Bloomsdale, MO studying Economics on the Pre-Dental Track. He is also very involved with Creighton, participating in Scott Scholars, Alpha Sigma Nu, Beta Gamma Sigma, the Anna Tyler Waite Leadership Program, Dean’s Fellows, Appropriations Committee, Committee on the Status of Women, and Presidential Scholars. Luke has worked as a Finance Intern at Creighton School of Dentistry, a Teaching Assistant, in the Office of Sustainability Programs, and Coneflower Creamery. Outside of the Symposium, Luke enjoys building Legos! He is looking forward to hearing our three keynotes speak, as each brings a unique perspective to our theme, "Ignite", through their professional and personal experiences.

Kaitlyn Rosenbaum: Co-Coordinator

Kaitlyn is a senior from Omaha, NE studying BIA and FinTech. She is involved in a number of Creighton activities including the Dean’s Fellows Program, the iJay Practicum, Gamma Phi Beta, Anna Tyler Waite Leadership Program, and the BIA Association. Kaitlyn has worked for TD Ameritrade as an Investor Services Intern and KPMG as a Technology Assurance Intern. Outside of school, she enjoys waking up early and going to workout classes with her friends. She also dabbles with making scrapbooks! She is looking forward to hearing the insight our keynote speakers and panelists have to offer. She is excited to see all of the hard work our team has put into this event come to fruition.
MEET THE TEAM

Erin Bowler - Marketing Committee
Erin is a senior from Lake Bluff, IL studying BIA and Marketing. At Creighton, she is involved in Pi Beta Phi, and the Anna Tyler Waite Leadership Program. She has worked for Union Pacific as an Accounting Intern, CSG as a Strategic Business Intern, and Quantum Workplace as a Product Marketing Intern. Attending the Business Symposium freshman year gave Erin the opportunity to discuss potential career paths with business professionals, giving her more direction in my studies!

Gaby Watton - Marketing Committee
Gaby Watton is a junior from Omaha, NE studying Management on the Human resources track and BIA. She is currently a Human Resources Intern at Pattern Financial Consultancy. At Creighton, Gaby is involved in Gamma Phi Beta, Alpha Kappa Psi, Dean’s Fellow, and the Anna Tyler Waite Leadership Program. Outside of school, she enjoys cheering for Creighton basketball, Nebraska football, and both schools’ volleyball. Gaby also likes hanging out with friends and family, reading, and watching cheesy shows on Netflix!

Aaron Rivera - Marketing Committee
Aaron Rivera is a junior from Phoenix, AZ studying Marketing and BIA. He has worked as a Marketing and Sales Intern at Union Pacific and Cohort leader for GWR Research Fellowship with the Institute for Economic Inquiry. He is involved in many activities, including the Institute for Economic Inquiry, Gail Werner-Robertson Research Fellows, Business Research Fellows, Marketing Ethics Silo, and Markoe Scholars. Outside of school and work, Aaron loves making coffee and writing calligraphy! He has about 6 different ways of making coffee and has been writing calligraphy for 7 years now. Aaron finds both of his hobbies relaxing and a great way to decompress after busy weeks!
**Meet the Team**

**Jaliya Nagahawatte - Sponsorship Committee**

Jaliya is a senior from Omaha, NE studying BIA and Fintech. He is involved in numerous Creighton activities including the Heider Business Senate, Dean's Fellows, Anna Tyler Waite Leadership Program, Desi Cultural Society, BIA Association, Beta Gamma Sigma, and Phi Delta Theta. Jaliya has worked as a Finance Intern at Union Pacific, Finance Intern at Platte Institute, Legislative Intern at Normandy Group, and Legislative Intern at the U.S. House of Representatives.

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**Erin Meyer - Sponsorship Committee**

Erin is a senior from St. Paul, MN studying Management on the Human Resources Track and Finance. Equipped with skills she’s learned at Creighton, Erin has been a Human Resources Intern at Union Pacific. At Creighton, she is involved in a multitude of activities including Dean’s Fellows, Pi Beta Phi, Campus Ministry, Alpha Sigma Nu, and the ATW Leadership Program.

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**Lainie Steven - Sponsorship Committee**

Lainie is a junior from Wichita, KS studying Management and Finance. She has worked as a Management Intern at Prosource Wholesale and an Events Intern at The Basketball Tournament (TBT). At Creighton, Lainie is involved in Alpha Kappa Psi, the Heider Business Senate, Business Research Fellows, Anna Tyler Waite Leadership Program, Delta Zeta, and the Syrian-Lebanese Appreciation Club! She also enjoys hanging out with family and friends, reading, being active, exploring Omaha, trying new coffee shops, and going on walks.
MEET THE TEAM

Grant McCoy - Sponsorship Committee
Grant is a junior from Houston, TX studying FinTech. Grant was an Intern at Higginbotham for the summer of 2022, and he currently is a Cost Basis Intern at Orion Advisor Solutions. He also participates in many activities at Creighton, including the Anna Tyler Waite Leadership Program, Dean’s Fellows, Heider Business Senate, Phi Delta Theta, and Creighton Club Golf. Outside of school and work, Grant’s hobbies include playing golf, watching sports (especially college football) and TV shows, and trying new places to eat!

Liz Sims - Logistics Committee
Liz is a junior from Omaha, NE studying Accounting. Prepped with her experiences at Creighton, she worked for Kiewit as a Tax Accounting Intern this past summer. Liz is involved in Alpha Phi, Alpha Kappa Psi, the Anna Tyler Waite Leadership Program, and Scott’s Scholars! Outside of Creighton, she loves to go on walks outside, watch TV, or spend time with friends.

Cooper Bushey - Logistics Committee
Cooper is a junior from Bolivar, MO studying Accounting and Finance. He has worked at RSM as a Tax Services Intern and FORVIS as a Risk Advisory Intern. At Creighton, Cooper participates in the Heider Business Senate, Alpha Sigma Nu, the ATW leadership program, Sigma Phi Epsilon, Dean’s Fellows, and the Creighton Women’s Basketball Practice Team! Cooper also enjoys watching sports, playing basketball and sand volleyball, going on walks, hanging out with family and friends, and listening to podcasts.
**Israel Rodriguez - Creative Committee**

Israel is a senior from Denver, CO studying Accounting and BIA. He has worked at Premier Roofing as a Sales Representative Intern, at Lozier as an Accounting Intern, and at Deloitte as an Audit & Assurance Intern. Israel is also involved in the Anna Tyler Waite Leadership Program, Phi Delta, and Campus Ministry. A fun fact about Israel is that he rarely misses any of Mexico’s National soccer team games!

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**Joe Ryan - Creative Committee**

Joe is a junior from Des Moines, IA studying Finance and Accounting. Joe has worked for Kemin Industries as an Finance Intern, Bridgepoint Investment Banking as a School Year Analyst, and is an Incoming Summer 2023 Investment Banking Analyst at BMO Capital Markets. He is also involved in the ATW Leadership Program, Deans Fellows, Creighton Investment Banking Society, and Sigma Phi Epsilon. Outside of the symposium he enjoys staying active by going to the gym and on runs. He also enjoys reading, watching TV, cooking and hanging out with his friends!

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**Evelyn Frost - Creative Committee**

Evelyn is a junior from Dallas, TX studying Economics and Finance. At Creighton, Evelyn is involved in Theta Phi Alpha, the Anna Tyler Waite Leadership Program, and Dean’s Fellows. She enjoys working with children, trying new foods, and spending time with friends and family! Evelyn was eager to get involved in Business Symposium Leadership so that she could give back to the Creighton Community the same way that previous Symposia have given her the opportunities and support to succeed and find her passions.
Thank you for joining us!