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Moorhead State University Center for Business

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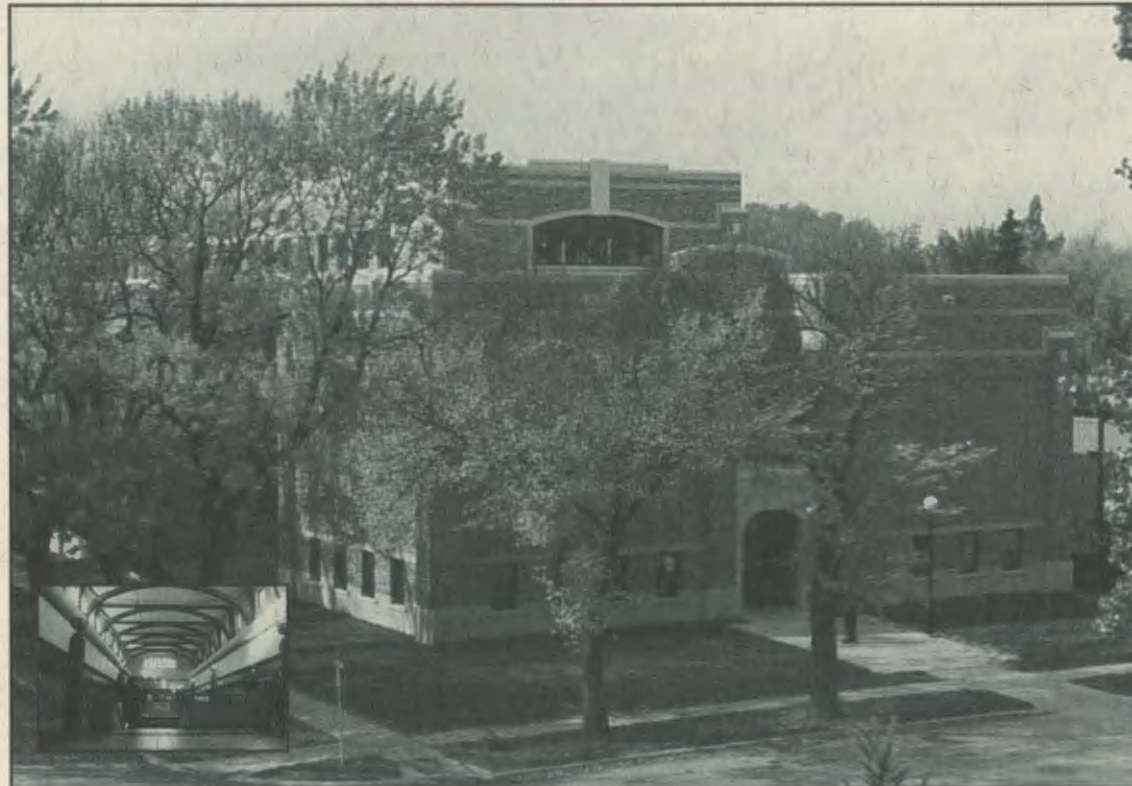
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Moorhead State University Center for Business



Dedicated May 4, 1996

Dedication Schedule

1 p.m. Prelude Music by MSU Wind Ensemble
Dr. John Tesch, Conductor

1:30 p.m. Dedication Ceremony

Remarks: Dr. Judith Eaton, Chancellor of the Minnesota State Colleges
and Universities

Dr. Roland Barden, President of Moorhead State University

Mr. Royce Yeater

Yeater, Hennings, Ruff, Schultz, Rokke, & Weltch Architects, Ltd.

Music by MSU Concert Choir

Dr. Charles Ruzicka, Conductor

2:15 p.m. Reception and Center for Business Tours

Exhibits by Faculty and Students of the Division of Business and Industry

The Mission of the Division of Business and Industry

Consistent with Moorhead State University's mission, the purpose of the Business Unit of the Division of Business and Industry is to provide high quality educational programs to prepare students for successful careers and leadership in a diverse and global society. Toward this end, continuous improvement in learning and teaching is our principle focus. Faculty development supports continuous improvement and is achieved through applied and instructional research, and through providing professional expertise to public and private organizations.

From the President of Moorhead State University



The formal dedication of the Center for Business appropriately marks the end of the regular 1995-96 academic year at Moorhead State University. It is a time to celebrate, to move forward with eagerness into the future.

This building is the first classroom facility to be built on the MSU campus in more than two decades. It has been designed to help our students and faculty members be part of an educational environment that reaches across the world. The technology it features, such as interactive television, will help Moorhead State University serve students throughout the region and in our Minnesota State Colleges and Universities system, sustaining the educational partnerships that we value so highly.

The Center for Business has come to life this year, but not without years of planning and vision. Campus leaders who have contributed in especially important ways include Roland Dille, President from 1967 to 1994; David Nelson, former Dean of the Division of Business and Industry; David Crockett, former Dean of the Division of Business and Industry and presently Vice President of Administrative Affairs; Carol Dobitz, current Dean of the Division of Business and Industry and previously chair of the Accounting Department; John McCune, former Vice President of Administrative Affairs; and Dennis Aune, Director of Development.

Thank you for joining in the celebration of the Center for Business, an important event in the life of Moorhead State University.

Sincerely,

A handwritten signature in cursive script that reads "Roland E. Barden".

Roland E. Barden, President
Moorhead State University

From the Dean of the Division of Business and Industry



It is with great pleasure that we recognize the dedication of the Moorhead State University Center for Business. We have called this building home for the past year, and it, indeed, has come to feel so.

From my office window, I can see this building's physical connection to other parts of the University campus, and it is a lovely place. However, I am aware, also, of our many other forms of connection—through a thriving curriculum, energetic students and faculty, expanding programs—to not only Moorhead State University, but to the community and the region.

No facility can take shape without the visions and talents of many. I'd especially like to acknowledge David Nelson, for his service as Dean of the Division of Business and Industry, from July, 1974 to June, 1993, and for originally proposing this project; David Crockett, for his service as Dean of the Division of Business and Industry and for assisting in getting the building constructed; John McCune, for his support in getting the project approved, Roland Dille, for his assistance in getting the project approved and for his support for the programs; Royce Yeater, for his assistance designing the building; Roland Barden, for his continued support of the Division of Business and Industry; and Dennis Aune, for his service in raising funds to equip and furnish the building.

I must also acknowledge the faculty who make our division a lively place, the students and their families who have selected MSU, the staff members who ensure effective daily operations, and the many donors who have helped to make the Center for Business a reality.

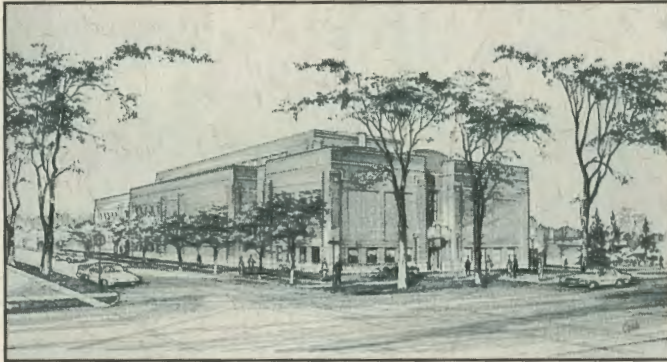
On behalf of the Division of Business and Industry, welcome to the Center for Business. Thank you for your support of and your friendship with Moorhead State University.

Sincerely,

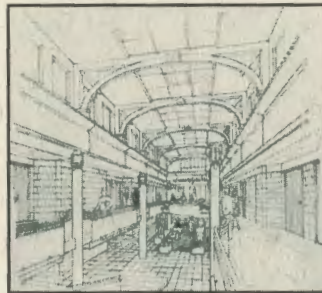
A handwritten signature in cursive script that reads "Carol S. Dobitz".

Carol S. Dobitz, Dean
Division of Business and Industry

Architect's Statement



As the first new classroom building to be built on the campus of Moorhead State in over 20 years, the new Center for Business was designed to provide state-of-the-art classroom environments for a variety of class sizes well into the twenty-first century. All classrooms are equipped with the capability for all current communications and computer systems and to allow those systems to evolve over time. Classrooms are arranged around a central commons to encourage student interaction and provide spaces for study. The informal study and socialization opportunities of the commons are augmented by a series of small group study rooms located throughout the building. The whole is envisioned as an active setting for both structured and unstructured learning.



As the first building to be built on land recently acquired for campus expansion west of 11th Street, the Center for Business is designed as a collector for student traffic emanating from parking lots to be developed along the new west edge of the campus. It is designed to eventually route students across the busy arterial street to Bridges Hall via a future skyway. To connect the new campus area with the academic quadrangle centered on the mall, the architectural expression of the building is drawn directly from the original academic buildings still standing on the mall: MacLean/Flora Frick and Lommen Halls – all built shortly after the Old Main fire in 1933, in a unique blend of the art deco and collegiate gothic style.

Royce Yeater

Yeater, Hennings, Ruff, Shultz, Rokke, & Welch Architects Ltd.



Center for Business Faculty and Staff (left to right)

Alan MacDonald, Claudia Pehler, Ben Clapp,
George Sanderson (seated), Cynthia Phillips, Rajiv Kalra,
Molly Moore (seated), Sandy Kohler, Mary Stone, Tom Pearce

Donors to the Center for Business

The following donors have made generous contributions to the Center for Business. We thank them for participating in this significant event and in the vision it represents.

American Crystal Sugar Company
Border States Industries
Lowell Bottrell
Angelyn Cameron
Margaret and Emory Cameron
Elizabeth Danielson
Leland Dexter
Carol Dobitz
Eide Helmeke PLLP, Fargo
Peter and Susan Gelb
Graybar Electric Company
Hannaheer's Inc.
L.B. Hartz Foundation
Margaret Johnson
Judith McLean
Molly Moore
MSU Alumni Association
Norwest Bank, Moorhead
Claudia Pehler
Richard Peschke
Cynthia Phillips
Lawrence Reed
George and Marlane Sanderson
Judith Strong
Verlee Thies
(Donors listed are through April 20, 1996)

Thank you to others who have provided funding to support professional development and the accreditation costs of the Business programs.



Center for Business Faculty (left to right)

Lee Dexter, Jim Swenson, Peter Geib, Yvonne Johnson,
Larry Nordick, Don Samelson, Marlane Sanderson,
Judy McLean, Dick Peschke, Wayne Alexander

L.B. Hartz Professional Achievement Award

The 15th Annual L.B. Hartz Professional Achievement Award will be presented on the evening of May 4, 1996 as part of the Center for Business dedication events. The L.B. Hartz Academic Achievement Scholarships will also be presented.

L.B. Hartz

Lester B. Hartz (L.B.) was born December 25, 1895, in Duluth, Minnesota. He attended elementary and secondary schools in Duluth, graduating from Central High School in 1913. Mr. Hartz attended Duluth Business University (DBU), 1919-1921. He married Harriette Lamson in October, 1936, and after her death, married Onaelle Russel in February, 1979. L.B. Hartz passed away in 1987.

Mr. Hartz started a grocery retail business in 1925, when he acquired a bankrupt store in Roseau, Minnesota. His unusual business acumen and little luck resulted in his saving the store in the face of great odds. In 1928, with six stores in the system, the Hartz Wholesale Company was founded. By 1980, the firm served over 400 independently owned stores, most of which bear the Hartz name.

During the 1960s, Mr. Hartz played an important role in the formation and financing of Arctic Enterprises, Inc. He was one of the original incorporators and a member of the first board of directors. Mr. Hartz was the first president of the Northwestern Hospital Association in Thief River Falls, Minnesota. The Thief River Falls Community Park bears his name.

The existence of hundreds of small retail outlets provided both economic and social cornerstones in the many small communities in which they were located. The employment opportunity provided by this enterprise allowed many to exercise their entrepreneurial skills, a factor important to the economic growth and social fabric of northern Minnesota and eastern North Dakota.



Center for Business Faculty and Staff (left to right)

Johnny Chan, Judy Streich, Marsha Weber,
Mary Jane Langseth, Mary Bader

1996 L.B. Hartz Professional Achievement Award Recipient

Ms. Leeann Chin

Previous L.B. Hartz Awardees

1982-Gov. George A. Sinner

1983-Mr. William C. Marcil

1984-Mr. Robert Bigwood

1985-Mr. Harold Schafer

1986-Dr. Margaret Preska

1987-Mr. Curtis L. Carlson

1988-Mr. William S. Marvin

1989-Mr. Charles E. Bailly

1990-Mr. Lee R. Anderson

1991-Dr. Anne Carlsen

1992-Mr. Harold Newman

1993-Mr. Vernon Daggett

1994-Dr. Roland Dille

1995-Mr. Douglas Sillers



Center for Business Faculty (left to right)

Carol Dobitz, Bill Violet, Kerri Acheson, Sam Roy

L.B. Hartz Academic Achievement Scholarship

The L.B. Hartz Foundation awards Academic Achievement Scholarships in the amount of \$1,000 to a Business Administration, Finance, Management or Marketing majors at Moorhead State University during their senior year. These scholarships are given to reward academic accomplishments, service to the University and community and work experience. They are administered through the L.B. Hartz Scholarship Committee of the Business Administration Department.

1996 L.B. Hartz Academic Achievement Award Recipients

LeAnn Bakken
Patricia Bergeson

Previous Awardees

1992—Jon Hansted
1993—Noreen L. Godel
1994—Sandra R. Wirth
1995—Sharon Schoenborn

Faculty and Staff Not Pictured

Marilyn Bakke
Don Goodman
Maggie Jorgenson
Sharon Losinski
Carrie Miller
Len Sliwoski
Clyde Vollmers
Jim Walker



A Brief History of the Division of Business and Industry

David C. Nelson

The Division of Business and Industry was born as an administrative unit of Moorhead State College in July of 1974 at a time when student enrollment and the number of faculty increased rapidly, and the need for such a unit had become clear. Each of the departments and programs that initially made up the new division had been housed elsewhere. A few of those early programs no longer exist but new ones have been created and, from that perspective, the Division of Business and Industry has been as dynamic as any in the University.

First called the Division of Business, Industry and Applied Programs, it held as many as 25 academic programs in eight different departments led by chairpersons, although coordinators or directors sometimes administered special programs. From the outset, a part-time director guided an important extension program for area businesses. In addition, the division offered graduate programs in several academic areas.

The division's original departments were these: **Accounting** (major only); **Business Administration** (majors in finance, management science, marketing, hotel-motel-restaurant management, as well as individualized options); **Business Education** (majors in business and office education, distributive education, and master's programs in those areas); **Economics** (major only); **Industrial Education** (concentrations in industrial education, graphic arts, vocational rehab therapy, and a master's in industrial education), and **Mass Communications** (concentrations in advertising, print and broadcast journalism). Business Administration added a master's degree, while Accounting offered a bachelor of science in Legal Assistant. Energy Management found a home in the Industrial Education/Industrial Studies Department, which later added concentrations in manufacturing, electronics, electromechanical and construction management. Mass Communications added concentrations in public relations and photojournalism, as well as a dual major with the English Department. **Nursing**, offering a bachelor of science in nursing, was organized into a separate department headed by a director, and **Pre-Engineering** brought the total number of departments to eight. The Small Business Development Center, created in 1980, was an important addition.

More recent changes have seen the elimination of the Business Education Department, the majors in hotel-motel-restaurant management and energy management, and the master's programs in business and office education, distributive education and industrial education. The Nursing Department joined with the University of Minnesota to offer a master of science in nursing, and when that department was transferred to the

Division of Education and Regional Services in 1994, this unit became the Division of Business and Industry.

Accounting Courses in accounting appear as part of a new major in business education in 1950. The Department of Business, created in 1956, included programs in business education and general business, and Ralph Lee was on the faculty. By 1958, students could choose among six majors in business administration, and Howard Lysne, Evelyn Larson and Paul Heaton had joined Mr. Lee on the faculty. Accounting had five faculty allocations in 1971, a year after business administration achieved department status. The Legal Assistant Program, added in 1982, opened with 18 students, and, this year, reports 122 majors. Enrollment peaked in the 1982-83 academic year at 630 students; today, MSU has about 275 accounting majors.

Business Administration When a general business major received its stamp of approval in 1955, requirements included a year of accounting, two quarters of economics, business English, economic geography, business law, consumer education, money and banking, mathematics of investment, and two to six elective courses in business education or economics. In 1958, six major programs offered students opportunity to study accounting or a variety of combinations of business administration and finance management, business administration and marketing, or several options of major/minor/double minor programs in business administration. A major in hotel management emerged in 1967, while finance followed in 1969 and management science replaced business management. By 1972, the degree programs included business administration, finance, hotel-motel management, management and marketing; international business was added in 1984. Approximately 530 students had enrolled in business administration programs in the 1968-69 school year. That number declined to 395 in 1972, increased to an all-time high of 1,394 by 1990, and, by the fall of 1995, had levelled off to about 575. Five people served on the faculty in 1962-63, a figure that more than doubled by 1968; 21 able faculty, including the MBA program coordinator, served the department supremely well during the 1990-91 academic year.

The business and accounting programs were accepted into candidacy for accreditation by the American Assembly of Collegiate Schools of Business (AACSB) in 1995.

Business Education The first courses in business education were offered in 1949 as part of the secondary education curriculum. Paul Heaton and Lawrence N. Anderson had faculty assignments. A two-year program

in secretarial science was included from the beginning, and a major program in distributive education added in 1967 enjoyed brief success, but was dropped by 1982. Statistics from 1962 show 57 students prepared to become high school teachers and 11 hoped to be professional secretaries; six years later, that number increased to 126 and 22 respectively.

Economics The first degree program in economics appears in the college catalog in 1961, with one faculty member responsible for the discipline. Economics had been offered as general education courses through the Political Science Department, and students could earn a minor in the field. While the number of majors has never exceeded 25, records show these students among the best, with many going on to law school or enrolling in doctoral programs at other institutions. The Economics Department is exceedingly valuable as a service department to the business programs.

Engineering It started in the late 1950s under the leadership of Dr. Al Mudgett, who later joined the Department of Industrial Education. A two-year study course, it was meant to be a transfer program to baccalaureate engineering and architecture programs in Minnesota and North Dakota. Engineering, which has most recently been a part of the Industrial Studies Department, enrolled as many as 291 students in 1981.

Industrial Studies Roots for this department reach as far back as the late 1880s when the institution was known as Moorhead Normal School and the primary mission was to train young people to teach in rural schools. When Industrial Studies became a part of the Division of Business, Industry and Applied Programs, the emphasis still was on teacher training, although some students studied technology as entry into industry, or to become illustrators or specialists in vocational rehabilitation therapy. Students today seek highly specialized programs in electronics, manufacturing, computer graphics, distribution and construction. George Wells was the sole faculty member in 1921. Energy Management evolved in 1985 to meet what appeared to be an impending crisis in the energy industry. A faculty member was assigned to the Industrial Studies Department for that distinct program, which had a high of slightly more than 38 students in 1993. The program itself had to be dropped in 1995. The department name was changed spring 1996 to Department of Technology.

Mass Communications Historically, study in mass communications came under the rubric of journalism and students could earn a minor through the English Department. Film courses came out of the Speech department while Audio-visual faculty offered photography classes. A unified program in mass communications, approved in 1967, first appears in the 1969 institution catalog. Primary faculty were the chair, Roger Hamilton, whose vision and leadership resulted in rapid successes, Howard Binford, Thomas Amb and Marv Bossart of WDAY-TV. Melva Moline, who had been in the college news bureau in the late 1960s, joined the department in 1971, first as its secretary and then as a member of the faculty. From the outset, the faculty prided itself on teaching, and on insisting that students get practical experience while they study. Advertising and public relations faculty have tutored students to regional and national awards in annual competitions. Countless students gained valuable experience through Campus News, a weekly television news show broadcast on Prairie Public Televi-

sion, by working on the Advocate, the University's student newspaper, by producing and publishing photo documentary books and most recently, by collaboration on Emprise, a polished magazine of non-fiction works and photographs. A dozen students enrolled in one of the first classes back in the '60s, and by 1995 it tallied 335 students.

Graduate Programs Mention has already been made of graduate programs in business education, industrial education and nursing; the first two were dropped officially in the 1980s, and the University of Minnesota now awards the master's degree in nursing. The MBA is the most active master's program in the Division of Business and Industry with 223 degrees awarded since the 1977-78 academic year. A committee from Moorhead State University, Concordia College and North Dakota State University had proposed a joint master's program as far back as the 1960s, but that failed to materialize. The dream for an MBA program would not die, however, and Moorhead State University approved a proposal that would be submitted to the Minnesota Higher Education Coordinating Board. A favorable outside review from a longtime faculty member of the University of Minnesota School of Business who was also active in the American Assembly of Collegiate Schools of Business proved critical, and approval came in 1975. A half-time faculty member serves as director of the program, which has served as many as 100 fully employed people who take night classes in any given year.

Small Business Assistance Institutes or seminars in management and operations are known to have been held in 1956, and at least nine small business management institutes were offered between 1956 and 1969. In the early 1970s, student teams and an advisor provided consulting services to small businesses through a program sponsored by the U.S. Small Business Administration; at least 400 clients sought help. A different, federally sponsored program became available in the late 1970s, and the University was able to offer professional consulting, the result of which is the Small Business Development Center. It has enjoyed great success since it opened in 1980, and its numbers are impressive: 5,575 clients and 285 workshops with 14,382 participants. At least 1,500 students have assisted in the research and consulting activities, and that bridges the textbook and classroom learning with real business problems. This center, which serves west central and northwest Minnesota, is considered the strongest in the state.

Awards The division created an award during the early 1980s to honor successful professional people who have, without the benefit of inheritance, provided important services to their community. The award was named for L. B. Hartz, a highly successful businessman whose career provided the model for each year's recipient; 1996 marks the 15th year the L. B. Hartz Professional Achievement Award has been presented. In addition, the division and the Alumni Association honors faculty who have made extraordinary contributions to their departments and the University. Graduates who have achieved much are selected to receive the awards that honor the careers of Dr. Howard Lysne (Accounting, Business Administration and Economics), Dr. Marlowe Wegner (Industrial Studies), Professor Roger Hamilton (Mass Communications), and Professor Eva Vraspir (Nursing). Several retired members of the faculty have also been honored by having student scholarships named in their honor.

Dedication Planning Committee

Angie Cameron, David Crockett, Carol Dobitz, Garry Erickson, Kathy Freise, Dave Holsen, Bette Midgarden, Claudia Pehler

Acknowledgments

Special thanks to Carol Thede, the MSU Development Office and the MSU Foundation for hosting the Center for Business Alumni and Friends Reception on May 2, 1996.

Thank you to the many faculty members, students and organizations who have participated in Dedication activities and who have helped to make them a success.

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