Belief Briefings

Belief is NIU College of Business’ integration of ethics into its curriculum. Lead, a component, is the student voice for ethics.

The Global Perspective of Ethics

The annual College of Business Belief Week 2015 was hosted during the first week of October. The goal of Belief Week was to increase ethical awareness in everyday business practices. During the week, corporate speakers from various business backgrounds were invited to share their personal experiences involving ethical dilemmas in the classroom. The event was held in Barsema Hall.

On October 7th, Belief Week welcomed Joan Dubinsky, retired Director of Ethics for the United Nations, as the keynote speaker. The title of her address was, “When Dilemmas Meet Belief.”

Belief Alumni Spotlight: Hailey Adams

By Iva Pouhaleva

In this semester’s edition of the Alum section, I was fortunate to get to know the wonderful Hailey Adams.

Can you please tell me about your background at NIU?

Yes, I transferred to NIU as a junior and finished my Bachelor’s in Accounting in 2012. I then obtained my Master’s in 2013 and was CPA certified the following year.

Can you tell me about your time in Lead?

What I remember most from Lead was the Ethics Case Competition. It was our baby because it was a new event at the time and a lot had to be figured out. Lead was smaller back then and everyone was very close and we worked together well, which is important considering that we had a lot of work for the number of people who were in the organization. In fact, we were all so close that we still keep in touch to this day.

Please tell me about your career.

During my senior year, I got an internship position at BDO, which is...
Dr. Tim Aurand

Combining Two Passions

By Jareshiah Quarles

NIU Hosts the Regional Ethics Bowl

Faculty for Ethics Spotlight: Dr. Tim Aurand

As the December cold hits at Northern Illinois University, BELIEF brings some warmth with our semi-annual Faculty for Ethics spotlight. This semester we chose Dr. Tim Aurand to be our honored faculty candidate who we spent time getting to know a little better.

Dr. Aurand is a marketing professor in the College of Business who has taught classes at both the undergraduate and graduate levels. He currently teaches the marketing portion of a cross-functional business core course titled UBUS 310. In the past he has taught Marketing Strategy, Marketing Management, and Brand Management.

Dr. Aurand grew up in small town Lena, Illinois, which lies 82 miles northwest of DeKalb and has a population of less than 3,000 people. As a young boy he was always interested in cars and the automotive industry. He began working on cars before he was even legally able to drive them. Fortunately for him, he had the opportunity to work in the automotive industry and make his dreams come true.

Tim Aurand attended Highland Community College and then went on to earn his bachelor’s degree from Southern Illinois University in Business Education in 1980. He then earned his Master’s in Business Administration from Arizona State University in 1981. Tim chose Arizona State because he could focus his studies in the automotive industry. With this opportunity, he tied his education to his personal automotive interests.

Right after graduate school, Tim went to work for Caterpillar where he held various roles that involved marketing with the diesel engine group. He learned a lot about ethics at Caterpillar. His yearning for professional growth and experience would eventually lead him to General Motors and Honeywell, where he would hold many different marketing positions.

In 1996, Tim became Dr. Tim Aurand and received his Doctorate in Business Education with an emphasis in marketing. He then got to pursue his second interest, collegiate education. Tim began his teaching career at North Park University, and his real-world experiences provided his students with unique insights in the classroom. His views on ethics were expanded at North Park, a Christian university, which stressed the importance of moral responsibility. He spent three years at North Park before making the transition to NIU.

His efforts extend far beyond the classroom. Tim Aurand is the faculty advisor for the American Marketing Association here at NIU and has been involved with Pi Sigma Epsilon (PSE). He has also been involved with many other committees prior to his involvement in Faculty for Ethics, such as College of Business Strategic Planning Council and the Department Scholarship Committee. Tim has also contributed to over 40 scholarly publications. During his 20-year teaching career, Aurand has earned multiple awards for his efforts in the classroom. He is an engaging professor who is active both inside and outside the classroom in helping mold students into professionals. Current and past students certainly agree.

Amanda Zierden, a current marketing student, says “Tim Aurand gives great insight and ties the ideas of marketing to the real world.”

Tim Aurand is an individual in which students can look up to among many individuals in the College of Business.
The BELIEF Program is proud to be sponsored by Dan Arnold, founder of the Road Ranger Corporation. In the recent passing of Dan, we thought it fitting to remember the man known for his commitment to ethics, family, faith, and charity. Below is a brief excerpt of his biography.

In his 58 years of life, Dan Arnold, the founder and CEO of Road Ranger, had achieved it all. He was an outstanding businessman, but more importantly, he was a great human being. His life was cut all too short but he changed the lives of thousands, arguably millions, and his legacy will impact many more.

Dan was born in 1957 to very humble beginnings. He was raised as an army brat, growing up in a proud military family. He carried on the tradition by serving four years in the National Guard. Following his service, he attended Northern Illinois University where he became the first member of his family to graduate from college on either side of his family. He worked his way through college, working three jobs; prior to getting his degree in Business Marketing in 1981.

At the age of 26, three years after graduation, he founded Road Ranger. With $5,000 and the support of his wife Linda, he opened the first Road Ranger convenience store in Rockford, which blossomed into a multi-million dollar franchise before selling it to Phillips Petroleum Company. For the next seven years, he built a real estate investment company. In 1997 Dan restarted the Road Ranger chain with business partner Sunil Puri, which is now headquartered in Rockford, IL and has outlets throughout the mid-continental United States.

After growing the company to over 100 retail and restaurant units, this past March Road Ranger sold 42 stores to GPM Investment to focus on operating and expanding the 32 truck stops around the nation. Today, Road Ranger currently owns more than 35 travel centers which produce annual sales of $500 million dollars and employs more than 500 people.

Dan’s business decisions made him a success story, but his philanthropy and his support of the community is what made Dan a great man. By the time Dan Arnold was 33, he had achieved what many only dream about. He built from scratch a business worth $50 million dollars and sold it for more cash than any one individual needs. In his new life of leisure, it did not take long for him to question the purpose of his life and what he could do to make a difference.

In an interview with Kevin Miller of Power to Change Ministries, Dan spoke about his time of leisure by saying, “I was in the position where everybody wants to be, which is enough money to do whatever you wanted to do and no responsibility, And you know something? I felt terrible.” Under this time of leisure he understood the larger purpose of life where he decided to become a Christian. Dan’s new faith immediately brought changes into his life, particularly concerning his struggle for meaning. Prior to becoming a Christian, he was motivated by fear of poverty and failure. For Dan, money was a way of protecting himself against these fears. But the more he grew in his faith, the more Dan started to give his money away rather than hoard it.

Dan’s legacy serves as a reminder to all of us the true purpose of life. Dan Arnold served others and truly believed in the concept of community building. As an NIU family we would like to send our condolences to his family and friends. He will truly be missed by the NIU community and the BELIEF Program.
BELIEF Week

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Solutions: Global Perspectives in Ethical Challenges and Responsibilities.” Iva Pohaleva, an attending sophomore Accountancy major stated, “It was interesting to get a fresh perspective on ethics from other cultures through Ms. Dubinsky’s experiences with the United Nations. I think that being respectful and seeing other points of view is important to being successful.”

Ms. Dubinsky captured the crowd’s attention through her personal experiences around the world with ethical dilemmas. The enthusiasm she showed while sharing her stories made her experiences even more appealing. Dean Denise Schoenbachler noted, “I completely enjoyed the engaging and informative presentation Joan Dubinsky gave to the College of Business students as our BELIEF Week keynote presenter. Her examples and stories really made her experiences come to life for all of us in the audience. What an impressive and amazing woman! Perhaps as impressive were the questions our students asked—very insightful and challenging. It was a great evening.”

Closing the presentation, Dr. William McCoy, Director of BELIEF, presented Dean Schoenbachler with a commemorative speech. Now serving in her last year as the Dean of the College of Business, Schoenbachler was shown gratitude for her service and dedication to the college. A huge round of applause and a standing ovation was given to her. We all hope the best for Dean Schoenbachler as she steps down from her position and returns to the ranks of being a faculty member in the Department of Marketing. All in all, BELIEF Week was a great success in the College of Business!

Adams

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where I currently work. When I first began working at BDO, I worked in the tax department. I am pleased to say that I now get to recruit students. I enjoy this because I always love interacting with students and it is nice to know that I get to do that full time now.

How has LEAD helped you in your career?

I think that LEAD definitely helped with the teamwork aspect. It also helped by teaching us how to take ownership and responsibility, which is important to have when you start working.

How did NIU College of Business prepare you professionally?

Public accounting is all about teamwork. NIU required so many group projects that I felt really prepared to work in a team setting when I graduated.

Were there any events or speakers that/who really influenced you in some way?

Joining organizations in general really helped me learn what I want out of my career. I was also a member of the SAS (Student Accountancy Society). Attending all of the meetings and meeting all of the different professionals gave me a really good sense of what I wanted to do and where I wanted to do it. Fit and culture are so important. You could be the smartest person in the world with the best job ever and if you don’t like your co-workers, you are going to be miserable. Take the time to try new things and meet as many people as possible. It will make picking your future employer 100 times easier.

What advice would you give to students?

Network at NIU as much as you can. You and your friends at NIU will all end up at different places. You never know whom you will cross paths with in the future.

As a student, I believe that advice and knowledge obtained from speaking with Alumni are always valuable experiences to have. It was a pleasure getting to know Hailey and learning more about LEAD as well as being reminded to not pass up networking opportunities at the COB. Everyone has a different story, and I am glad I spent some time listening to Hailey’s.

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