

The Power of People

Money isn't everything.

Those words, from the dean of a business college, might sound a bit surprising. Certainly, we are no less in need of it than any other institution of higher learning.

And we spend a good portion of our time here teaching, directly or indirectly, about money: how to make it, how to invest it, how to squeeze out more of it from a process or shipping route.

So why, in an issue of *Prospectus* which focuses on a fundraising campaign, would I downplay the importance of money?

Because money only takes you so far. Without talent, without passion, without brilliant people who know how to best utilize their resources, all that money is wasted.

But if you can find those brilliant people—who have the talent and the passion to be the best in their fields—and give them the things they need to do their jobs effectively, truly amazing things happen.

It is about people, and giving them what they need to help us achieve greatness.

Industries are advanced through consultation and research. Students' lives are impacted forever by interaction and mentoring. Small departments grow into large colleges that are respected nationwide because people persistently ask, "why not?"

Those people are the focus of this campaign. And they are the reason why I love to share our story with as many of our alumni and friends as I possibly can.

I hope you enjoy this issue of *Prospectus*. And I hope you will contribute to the tremendous progress our college—your college—has made. But most importantly, I hope you understand that this campaign is not only about money.

It is about people—finding them, keeping them, teaching them, and giving them what they need to help us all achieve greatness.

On June 13, the Board of Regents, State of Iowa, approved our plans for a new Ph.D. program in business and technology in the College of Business. This program, which we hope to implement by fall 2009, will prepare individuals for academic careers in research, teaching, and public service.

This is a historic milestone for our college, as it makes us a truly comprehensive business program. Our new Ph.D. program is designed to meet some of the unique demands of the marketplace and address a nationwide shortage of qualified business faculty.

I am very excited about this next phase in our college's continued growth. And I look forward to telling you more about it in months to come. ■



Labh S. Hira, Dean

