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Calendar of Events

Saturday, March 18
Spring Open House
School of Business
Founders Hall

Saturday, March 18
AMA Trivia Night
6:30 p.m.
Edwardsville VFW
Register at:
www.siu.edu/~ehersh/AMA/trivia.html

Friday, March 31
Power Breakfast with
Alumnus Steve McCann '79
CFO, Longs Drug Stores Corp.
By Invitation

Monday, April 3
School of Business
Scholarship & Awards
Program
Morris University Center

Saturday, May 6
Commencement
5:00 p.m.
Vadalabene Center

Message from the Chair

As always, our student activities and organizations are active. In addition to the Marketing Association, Society for Human Resources Management, and Master of Marketing Research Student Association, we now have a new chapter of CEO, Collegiate Entrepreneurs Organization. CEO was established last year by Michelle Kosteck (2005 MBA) and founding faculty advisor, Jim Mager.

For the International Collegiate Business Strategy Competition team, the 11th year was the "charm." The five seniors on the team won first place after the intensive phase of the competition, which they and I attended in San Diego in April 2005. The team also had the assistance of **Gary Mollerus** ('70 BS, '71 MBA), executive vice president at Meridian Enterprises Corporation, along with Laura Swanson and Donna Mickens, professors in the Management and Marketing Department.

We are happy to have three new faculty members join the department. Tom Douglas

joins us after teaching at several other universities, and 25 years as manager with Southwestern Bell Corporation, now SBC. He teaches strategic management and entrepreneurship and is also the advisor to the new CEO organization. Ann Gorman

decided to leave the business community and came to our department to teach both management and marketing courses and to assist with advising the Marketing Association. Her latest employer was NCR Corporation. George Watson teaches in the area of business and society. He comes to us after teaching at several other universities and 20 years in the U.S. Marine Corps. Read more about Tom, Ann, and George in this newsletter.

Several of you responded to our first newsletter that we sent a year ago. Thanks very much! I appreciate the compliments

and suggestions. Please stay in touch with us.

*Dr. Joe Michlitsch,
Chair, Management and
Marketing Department*



Dr. Joseph F. Michlitsch

Visit the Department at www.siu.edu/BUSINESS/mgtmkt

Newsletter Editor: Kimberly Coomes

Alumni Spotlight: John Mosser

Vice President for Institutional Advancement, SUNY Cortland



John Mosser

At SIUE, some students only make time to go to class. Others, like John W. Mosser ('81), make an impact. Twenty-five years after graduating from SIUE, his contributions to the University can still be seen. He remembers a luncheon he attended as a student with Chancellor Kenneth Shaw. At this luncheon, Shaw told students that the value of an SIUE education was based largely

on what the student made of it. Mosser took this advice and worked hard to make the most of opportunities he was offered as a student. While at SIUE, he served as a student senator, student body president, and was an active member of Phi Beta Lambda business student organization. These opportunities provided the means to form many lasting friendships. "I think my most important memories are of all the close friends I made as a student."

Mosser's involvement in Phi Beta Lambda helped him develop important skills, including public speaking, organization of meetings, marketing, and fund raising. "This was the perfect compliment to my class work," Mosser says. "It provided a laboratory to apply all the skills I was learning in my classes."

As student body president, Mosser also made a unique contribution. "I developed the concept for the college's first Welcome Week in 1981," he explains. Welcome Week is a series of events sponsored by the University that continue today. Each year, it has increased in size and popularity. Welcome Week 2005 was the largest to date and included activities like free ice cream treats, a merchant's fair, a student organization fair, live music, and the 12th annual showing of *The Rocky Horror Picture Show*. The week culminated at the annual Block Party in downtown Edwardsville that attracted approximately 1,500 attendees. This is part of the legacy that Mosser left at SIUE.

After receiving a master's degree at Northern Illinois University and a Ph.D. from the University of Michigan, Mosser continues to contribute to higher education at his current position as vice president for Institutional Advancement for SUNY Cortland in the Finger Lakes Region of New York State. He is responsible for 35 employees, including staff in alumni relations, communications, and fund raising. In addition, he is the senior staff member in charge of the Cortland College Foundation, the College's primary gift receiving agency.

Many alumni do not have a strong connection to their alma mater after graduation. Even though he lives in New York State, Mosser continues to have a strong connection to SIUE. He considers himself a "proud alumnus" and also contributes to the university through several scholarship funds. Mosser expresses sincere gratitude to the financial support he received as a student. He explains, "I have tried to give back to the university and help other students have the same great experience that I had." He and several of his friends established a scholarship to honor Professor Wilbur Campbell, whom Mosser describes as a "mentor, faculty advisor, and friend." This scholarship rewards a business student with superior leadership skills. John and his wife, Jane, established two additional scholarships as well. One fund supports a marketing student who has demonstrated unique creativity in coursework and experience. Another fund assists special education students in honor of Mosser's brother, Thomas.

Mosser has a positive outlook on the growth of SIUE and its future. He expresses his excitement in the contribution it has made to southern Illinois and its emergence as a leading university. He exclaims, "With all the positive developments that have occurred at SIUE since I graduated 25 years ago, I can't wait to see what the next 25 years will bring."

Shaw told students that the value of an SIUE education was based largely on what the student made of it.

New Faculty



Tom Douglas

Tom Douglas, assistant professor, teaches strategic management and entrepreneurship courses at both the undergraduate and graduate level. His scholarly interests include competitive advantage,

entrepreneurship, total quality management, and sustainable environmental strategies. Douglas also has extensive industry experience, including 25 years with SBC Communications in St. Louis.

Ann Gorman, instructor, received a master of science from the University of Colorado at Denver. She brings more than 15 years of experience in sales, marketing, and channel management; most recently she was with NCR Corporation for 12

years. Gorman will be teaching classes in Sales and Policy Management, Principles of Marketing, and Human Resource Management.

George Watson, associate professor, received a doctorate at Virginia Tech. His teaching focus is corporate social responsibility and ethics. Watson's current research interests include ethical decision-making, moral judgments, and ideology. He has been published in *Business Ethics Quarterly*, *Business and Society*, and the *Journal of Business Ethics*.



Ann Gorman



George Watson

Become a Member of the SIUE Alumni Association

A portion of your SIUE Alumni Association dues benefits the School of Business, and supports publications like this one! More information about the SIUE Alumni Association can be found at www.siue.edu/ALUMNI.

Last Name First Name Middle Initial Name while attending SIUE

SIUE Class Year(s) SIUE Degree(s)

Home Address City State ZIP

Home Phone E-mail

Job Title Company Name

Company Address City State ZIP

Spouse Last Name First Name Middle Initial If SIUE Grad, name while attending SIUE

Spouse SIUE Class Year(s) Spouse SIUE Degree(s)

Annual Membership \$25

Single Life Membership \$300

Annual Family Membership \$30

Family Life Membership \$350

Please complete the form above and mail along with your dues payment to:
SIUE Alumni Association, Membership, Campus Box 1031, Edwardsville, IL 62026-1031.

Student Organizations

The American Marketing Association (AMA) exposes students to the environment of marketing and sales professions. Through the AMA, students have an opportunity to make contact with professionals working in their field. The chapter activities include hosting guest speakers, attending the St. Louis Student AMA Conference, visits to local companies, and attending the National AMA Conference.

Collegiate Entrepreneurs Organization (CEO) teaches members about helpful resources for entrepreneurial research, local entrepreneurial successes, the start-up process, opportunities available to young entrepreneurs, opportunities to participate in entrepreneurship competitions, and provides sources for small business assistance.

International Collegiate Business Strategy Competition offers top undergraduates the opportunity to participate in a national competition based on managing a computer simulated manufacturing company. In recent competitions, SIUE teams have won several trophies including 1st place in 2005.

Master of Marketing Research Student Association (MMRSA) provides graduate students in the Master of Marketing Research Program the opportunity to participate in organizing, planning, and directing an organization dedicated to the promotion and advancement of the art and science of marketing research. The MMRSA strives to improve MMR students' marketability in today's competitive job market via guest speakers and specialized workshops. In the past year, MMRSA organized and raised more than \$4,000 for the American Red Cross Tsunami Relief Effort as well as more than \$300 for the hurricane relief effort.

The Society for Human Resource Management (SHRM) is the leading voice of the human resource profession. SHRM provides education and information services, conferences and seminars, government and media representation, online services, and publications to more than 165,000 professional and student members throughout the world. This semester, SHRM has held fund raising events, a resume writing workshop, and social events.

Management & Marketing Faculty

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Southern Illinois University Edwardsville
School of Business

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