

FALL 2004

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DATES TO REMEMBER

October 15-17

Alumni Reunion Weekend

Monday, November 1

MBA Info Session

Friday, November 5

Family Business of the Year Awards Dinner

Thursday, November 11

Fall Visit Day for Prospective Students

Thursday, December 2

Dean's 1000 Club Dinner

Saturday, March 19

Spring Open House

Monday, May 23

School of Business Golf Tournament

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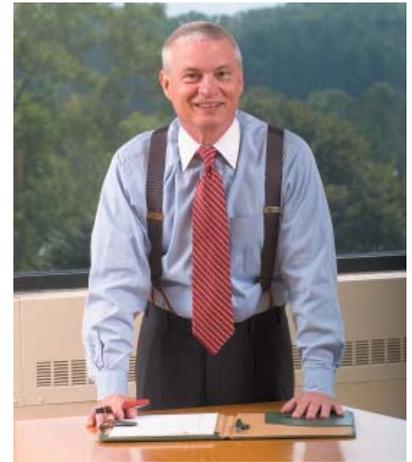
A Message from the Dean

Welcome to *bWORLD*, the newsletter of the School of Business at Southern Illinois University Edwardsville!

We are pleased to offer this exciting bi-annual newsletter to our alumni, students, and friends of the School. As you peruse this first issue, I hope you will feel the same sense of pride and accomplishment that we did in preparing it. Finding wonderful achievements of our alumni, students, faculty, and staff was not difficult. Our greatest challenge was in choosing which stories to bring to you at this time. We look forward to the many stories yet to be told.

We also hope you enjoy the new "look" for our School. As we create and renew various communication items, we are working to establish a visual image that will distinguish our School of Business from others. This is part of our comprehensive strategic plan to differentiate our School based upon the quality of our people and our programs.

Our School's success is the result of the collaborative efforts of many people: from motivated students to talented faculty; from dedicated staff to loyal and supportive alumni, friends and businesses. Please join us as we build on our legacy of excellence in business education. We welcome your feedback on this publication, your submission of news for the next issue, and your financial support of our programs. Please direct communications to our director of development, Judy Woodruff, at 618.650.2317 or jwoodru@siue.edu.



Gary A. Giamartino, Dean

Cancer Survivor Remembers Her Journey



Whoever said "hard work breeds success" definitely knows Amanda Carter. A 2003 graduate of the SIUE School of Business, Carter balanced her full-time class schedule with internships, part-time jobs, and study abroad— all while battling and surviving cancer.

Carter was diagnosed with cancer at the age of 19, while pursuing a degree in computer management and information systems in her sophomore year at SIUE. She had been suffering all semester with what she thought was the flu and a cough, and was diagnosed with bronchitis. However, after months of continued coughing, Amanda went to her family physician in St. Louis where she was told she had a tumor in her right lung measuring almost ten inches long and four inches wide. Carter had Hodgkin's disease, a cancer-

(Continued p. 2)

Cancer Survivor *(Continued from p. 1)*

ous cell growth of the lymphatic system. Within two weeks, she began chemotherapy, but continued with her classes at SIUE. When asked how she was able to keep up her grades during her illness, Amanda said she received tremendous support from SIUE faculty and fellow students. She specifically remembers the help she received from Drs. Susan Yager and Jo Ellen Moore in the CMIS Department and from Laura Wolff in the Econ/Finance Department. In addition, Amanda praised the work of the School of Business advising staff, especially Irene Pendleton, who connected with her and made time to speak with her not only about academics but also about her disease. Irene helped Amanda balance her schedule, a difficult task with the many appointments and obligations she had.

Following chemo, Amanda went through daily radiation treatments for four weeks, and then began an internship at IBM two days after radiation ended. She always focused on getting as much experience in her field as possible, because she knew future employers would want her to have both a degree and work experience.

She was hoping to land an internship at IBM, and was thrilled when she was chosen for it through the Career Development Center at SIUE. Following her internship at IBM, Amanda traveled to England for five months through the International Program in the School of Business. While in England, she was contacted by Anheuser-Busch and offered an eight-month internship. It was difficult for her to manage a full-time class schedule with a full-time internship, but she was determined. "I worked very hard to balance school and work. I took classes at night and on the days that I didn't work." While at AB, Amanda was part of its information protection and security department, and in the last month, she worked in disaster recovery.

At the end of her Anheuser-Busch internship, Amanda was recommended to PriceWaterhouseCoopers, where she was hired as an intern and then became a full-time employee after her graduation from SIUE. While there, Amanda was an information security consultant and traveled to Fortune 500

companies to analyze their computer security. Because she wanted to travel less, Amanda recently accepted a position at World Wide Technology. At World Wide Technology,

Amanda says she is "learning so much" working with Unix operating systems. She hopes to remain at World Wide Technology and be promoted from within the company in years to come. Her excitement for the company is visible as she explains she once heard that "This is the last job you should ever have."

While she has been gaining a lot of experience in her career, Amanda also has had her eyes on another goal, to raise money to help cancer research through the American Cancer Society's Relay for Life. Amanda was first involved with Relay for Life when she finished her radiation treatments. The first year she raised \$100. Soon after, Amanda received a scholarship from the American Cancer Society that allowed her to finish college. Wanting to give back to the organization that helped her, she decided to raise her goal the following year to \$1,000. Each year thereafter she was successful in increasing the amount she raised. This year, she convinced World Wide Technology to become a corporate sponsor. Her fundraising goal for the 2004 Relay was \$4,000, and she actually exceeded that amount by raising more than \$5,000. Her team, as a whole, raised an amazing \$12,000. In addition to raising money for cancer research, Amanda "adopts" young cancer patients, and helps them in their fight with cancer through a program called ChemoAngels.

For her young years, Amanda has traveled a long and very eventful road. She isn't a person to sit around and watch life pass her by. Amanda is now cancer free because of her positive attitude and determination. She took control of her life and her career. The SIUE School of Business played a major role in assisting Amanda in her education and in her career by offering ways to gain experience through multiple internships and study abroad opportunities. Amanda is proud to have graduated from the SIUE School of Business, and she is very appreciative to the faculty, staff, and fellow students for helping her along her journey.

School of Business Students Help Fight Cancer

The Master of Marketing Research Student Association was founded in 2003 to foster social and professional interactions in and among the MMR students, faculty, staff, and alumni. Under the leadership of Dr. Marko Grünhagen, the MMRSA has hosted several professional and social events. They teamed up with the Marketing Association to participate in the American Cancer Society's Relay for Life. Together the two marketing student organizations raised more than \$1,100 for the American Cancer Society.



MMRSA Officers (from left to right) Brea Roubal-VP of Fundraising, Dan Xie-VP of Finance, Bob Pezzani-President, Ann Buchta-VP of Fundraising, Sowol Um-VP of Media and Promotions, Joe Gong-also VP of Media and Promotions.

Advisory Board News

Dean Gary Giamartino recently announced the addition of two new members to the School's Advisory Board. He is pleased to welcome Michael A. Drone and Ronda L. Sauget.

Michael A. Drone (BS '70, MS '79) is CEO & President of Drone & Mueller and Associates, Inc. Mike lives in Chesterfield, MO, with his wife Mary and their two children, Michael and Catherine. He earned a Bachelor of Science in Business and a Master of Science in Communication from SIUE. His accomplishments include the American Marketing Association's "Marketer of the Year" and Ernest & Young's "Entrepreneur of the Year." He has been President of the Business Marketing Association and has served as a board member of Boys Hope/Girls Hope, Chaminade College Preparatory School, and US Bank. In addition, Drone developed the Junior Golf Program for the St. Louis District Country Club Presidents Association and has worked with the "Old Newsboys" charity. Drone is both an avid golfer and photographer. His "Gateway Arch" photograph is sold in the gift shop of the Jefferson National Expansion Memorial.

Ronda L. Sauget (BS '96, MBA '98) is Senior Vice President and Director of Competitive Intelligence Research Knowledge Solutions at Fleishman-Hillard International Communications. She has more than 15 years of experience in management, competitive intelligence, corporate strategies, operations, systems training, and client service. She also has an extensive background in the field of marketing and marketing research. Prior to joining Fleishman-Hillard, Sauget developed the Market Intelligence function for the Federal Reserve System. She earned a Bachelor of Science in Finance and Marketing with a minor in Mathematics and a Master of Business Administration from SIUE. Her memberships include St. Clair Special Emergency Services Association, Archview Economic Development Corporation, and the American Marketing Association, among others. Sauget has earned many awards and recognition for her work, some of which include the YWCA Outstanding Company Leader Award, and two Outstanding Performance awards from the Eighth District Federal Reserve. Ronda and her husband, Daniel, live in Millstadt, IL.

School Thanks the Kortes for Years of Service



Dean Gary Giamartino presents Ralph and Donna Korte with gifts of appreciation for their years of service to the School of Business. A reception was held in their honor at the Missouri Botanical Garden.

Ralph & Donna Korte have spent a lifetime supporting SIUE and the School of Business, and after 12 years of service, Ralph recently resigned as chair of the School's Advisory Board. A reception sponsored by Rubin, Brown, Gornstein & Co. LLP of Clayton, Missouri, was held May 3 at the Missouri Botanical Garden in St. Louis. Colleagues and friends of Ralph and Donna were on hand to honor and thank them for their dedication to the School of Business and to its students. In 1968, Ralph earned a Bachelor of Science degree in Business from SIUE. He has credited The Korte Company's success to the education he received at the University.

Walter R. Knepper, BS '69, succeeds Ralph as chair of the School of Business Advisory Board. Walt is a partner with RBG & Co. LLP.

School of Business Honors Werner



Dean Gary Giamartino presents Emeritus Chancellor David Werner with the Beta Gamma Sigma key.

The School of Business recently honored Emeritus Chancellor David Werner for his years of service to the University and to the School of Business. As dean of the School of Business, Werner was instrumental in bringing Beta Gamma Sigma, the world's premier honor society in business, to SIUE. Generations of business students have been honored for their pursuit of academic excellence with induction into this elite honor society. Therefore, the School honored the retiring Werner with a bronze Beta Gamma Sigma key installed in a granite base. The key will be placed between Founders Hall and Peck Hall so that everyone who passes it will be reminded of the years of service David Werner dedicated to SIUE.

Current and former faculty of the School of Business contributed to the Werner Tribute Fund. It was their way of saying, "Thank you for a job well done." The Beta Gamma Sigma key was dedicated during a reception for Werner on June 25th.

If you would like to join others in honoring Chancellor Werner by supporting the Beta Gamma Sigma key tribute, please send your gift to Werner Tribute Fund, SIUE School of Business, 3307 Founders Hall, Box 1051, Edwardsville, IL 62026-1051.

Construction Leadership Institute 2005

The Construction Leadership Institute, an Executive Education Program for individuals who seek to prepare for leadership roles in the construction industry, will be held between January and March 2005 at the SIUE campus. The Construction Leadership Institute provides the knowledge, framework, and strategies individuals need to lead in a challenging business environment. The program will enable participants to broaden their perspective and to learn quickly what would normally take many years of experience to gain.

The program includes seminars on Leadership, Communications, Team-Building, Crisis Management, Risk Management, Construction Ethics, Construction Finance, Legal Issues in Construction, and Human Resource Issues in Construction. In addition, a seminar on Strategic Planning addresses critical issues facing the construction industry.

The Construction Leadership Institute is a partnership among the construction industry, the School of Business, and the

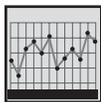
School of Engineering at SIUE. Sponsors include the Associated General Contracting (AGC) of St. Louis and the Southern Illinois Builders Association (SIBA).

Twenty-five candidates attended the first Construction Leadership Institute, which was offered between January and April 2004. The program was a great success because it offered a team-based environment, the contribution of nationally-known industry experts, interaction among participants, and outstanding presentations. Based upon feedback from the first Construction Leadership Institute, the Industry Steering Committee has reinforced the strengths of the program and provided new enhancements, such as group discussions with CEOs and additional assessments.

If you have questions, please contact Narayan Bodapati, of the Department of Construction, School of Engineering, at 618-650-2825 or Mary Sumner, of the School of Business, at 618-650-2093.

Reserve your place in the next Honor Roll of Donors!

Giving to your School of Business enhances academic programs by providing support for educational materials, student programming, technology, and faculty development. Your gift helps provide the margin of excellence that keeps the SIUE School of Business moving up among the region's top business schools while enhancing the value of our graduates' degrees. Remember, you can double the effect of your gift by participating in your company's matching gift program. Contact your personnel office to obtain matching gift information. For more information about giving to the School of Business, contact Judy Woodruff at 618.650.2317 or email jwoodru@siue.edu.



ACCOUNTING

Ena Rose-Green has been named an assistant professor in Accounting. She received her Ph.D. from Florida State University in Tallahassee, Fla.

On April 22, the **SIUE chapter of Tau Alpha Chi**, a national honorary tax association, held its inaugural installation ceremony for new student members. According to the chapter sponsor, Dave Mason, associate professor, Department of Accounting, this new honorary tax association will provide important benefits to the students at SIUE who have an interest in pursuing a career in taxation. Membership is open to both undergraduate and graduate students in accounting with an interest in taxation.

The members inducted into Tau Alpha Chi were Jeremy Bearth, Donna Bock, Jill Branch, Kristen Buehrer, Sara Coulter, Jason Finke, Dave Forth, Amanda Heusinkveld, Cindy Holesko, Andrew Kenny, Lacey Langenfeld, Karen Maske, Ken Shepard, Suzanne Sherman, Au Vicharnakorn, Adam Ward, and Cassie White. Officers for 2004-2005 are Cassie White, President; Jason Finke, Vice President; Cindy Holesko, Secretary; and Andrew Kenny, Treasurer.

Beth Yingling and **Christina Rother**, executive board members of Beta Alpha Psi, an accounting honors society in the School of Business, attended the Beta Alpha Psi National Convention in Orlando, Fla. The Convention was held August 5-7, and members throughout the United States went to share and learn in order to improve chapters throughout the country. During the day, students attended group sessions and break-out sessions focused on teamwork and leadership. Students also participated in community service projects by visiting a nursing home, childcare facility, and humane societies in Orlando. Yingling said the convention was helpful and allowed her to network with others in order to make the SIUE Chapter more successful in the future. Beta Alpha Psi has about 25 members at SIUE.



ECONOMICS & FINANCE

Riza Demirer, assistant professor, wrote “Firm-Level Return Dispersion and Correlation Asymmetry: Challenges for Portfolio Diversification” (with D. Lien) forthcoming in *International Review of Financial Analysis*. In addition, his article “Comparisons of Short and Long Hedge Performance: The Case of Taiwan” (with Prakash P. Shenoy) was recently accepted to be published in the *European Journal of Operational Research*.

Garett Jones, assistant professor, presented a paper, “Intelligence, Human Capital, and Economic Growth: An Extreme Bounds

Analysis”, at the 2004 Latin American Meeting of the Econometric Society, held in Santiago, Chile.

Rik Hafer, chair of the department, and **Tim Sullivan**, instructor, have had their paper “Testing for the Value-Added of High School Economics” accepted for presentation at the Allied Social Association meeting to be held January 7-9, 2005, in Philadelphia, Penn..



COMPUTER MANAGEMENT INFORMATION SYSTEMS

Joshua Hileman (BS '97; MS '98) is a new instructor in the department. Hileman earned a B.S. and M.S. from SIUE.



MANAGEMENT & MARKETING

Donna Mickens joins the department as an instructor. She holds a B.A. and M.Ed. from the University of Missouri St. Louis.

Pantipa Tachawachira has been named an assistant professor in management. Her specialty is strategic management, and holds a Ph.D. from the University of Washington Seattle.

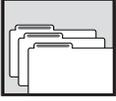
Marko Grünhagen is associate editor of the *Journal of Small Business Management (JSBM)*, the oldest premier journal in small business and entrepreneurship. JSBM is published by Blackwell Publishing, and its website can be found at <http://www.blackwellpublishing.com/journal.asp?ref=0047-2778&site=1>

Mary Sue Love, assistant professor, is the new faculty advisor for Society for Human Resources Management (SHRM). New instructor, **Donna Mickens**, will assist. **Laura Swanson**, associate professor, is the outgoing advisor.

Edmund Hershberger, assistant professor, is the new faculty advisor for the American Marketing Association (AMA). **Ralph Giacobbe**, associate professor, will assist. **Jim Mager** is the outgoing advisor.

Under the leadership of **Madhav Segal**, director of the MMR Program, the MMR program has raised approximately \$128,000 in corporate support. These funds will be used to support MMR internships. Corporate sponsored internships are paid internships that carry a complete tuition waiver and allow qualified MMR students an opportunity to gain relevant research experience by working in professional marketing research corporate settings.

The MMR program has initiated a popular Marketing Research Speaker's Series. Distinguished professionals from the marketing research industry are invited to SIUE to discuss contemporary marketing topics.



STUDENT SERVICES

Advising Services offer a much wider range of assistance than just advising. In fact, Student Services is the name they prefer. This semester Advising/Student Services is offering Workshops for Success. There will be four different workshops consisting of topics to help students deal with school and future careers. One workshop, titled *Managing Your Time as a Business Major*, will provide students with tips and advise them on how to manage their schedules. The second workshop, *Study Skills for the Business Student: How to Be Better Prepared for Class*, teaches students how to get the most out of class time, how to take better notes, and how to improve their communication skills in the classroom.



Norris Manning, program director of student services, meets with senior marketing major, Nathan Zeller.

More Study Skills for the Business Student: How to Be Better Prepared for Tests, the third workshop offered, will assist students in dealing with test anxiety, study groups, and most important, being correctly prepared for tests. The last workshop, *What do Employers Want?*, will teach students key skills that employers look for and how to make a good impression with them. The SIUE Career Development Center will offer resources for internships, volunteer programs, and co-op programs. Norris Manning, program director of Student Services, stated, "We hope students will take advantage of these workshops to sharpen their academic skills." The workshops are offered throughout the fall semester and are not restricted only to business majors. Not only are they free for students, but these workshops will help them begin their college and professional careers on the right track.



SMALL BUSINESS DEVELOPMENT CENTER

The Small Business Development Center (SBDC) is a resource for small businesses and entrepreneurs in all areas. It is a partnership between the SIUE School of Business and the Department of Commerce and Economic Opportunity. SBDC takes cases from small businesses and enables them to receive help from senior level business students enrolled in Entrepreneurship and Small Business Management (MGMT 475). The business students work in teams to solve business problems and/or develop business plans. Typically, the students work with existing businesses, but can work on start-up plans. Jim Mager, Director of SBDC, stated that the students get a better experience working with an existing business.

Business owners and entrepreneurs benefit from this experience by having students spend close to 100 hours on their case. Students put about that much time and dedication into every project. According to Jim Mager, "the students benefit by getting to use what they've learned in classes in real world situations." Students handle approximately 8-10 cases per semester. The School of Business and SBDC have offered this opportunity for business owners and business students for four years now. This joint venture is a fulfilling experience for business students and owners alike.

For more information on SBDC visit the website at www.commerce.state.il.us and click on the small business icon.



MASTER OF BUSINESS ADMINISTRATION

The Master of Business Administration program is offering an information session Monday, November 1, at SIUE. The session will provide an overview of the MBA program, what the requirements are to pursue this degree, and why students should choose SIUE for their MBA. It will be hosted by Gregory Gomez III, Director of MBA Recruitment for the SIUE School of Business.

This information session will be held in Founders Hall, Room 3307, beginning at 7:00 p.m. If you would like more information, please contact Mr. Gomez at 618-650-3363 or by email: ggomez@siue.edu.



INTERNATIONAL PROGRAMS

The International Programs at SIUE provide more than 50 SIUE students with the opportunity to travel, live, and study in another cultural setting each year. In addition, approximately 80 foreign students from SIUE's partner institutions travel to SIUE annually. These exchanges provide students with a broader base of knowledge about the world of business and the global economy, while allowing students to have interaction with diverse individuals. School of Business students are encouraged to take advantage of this amazing opportunity, just as Gaston Reinoso and Benjamin Holtman have done. Here are their stories.

Visiting China was a great opportunity to see a different culture and its diverse business practices. Even though China is still a Communist country, it is unbelievable how much they know about the western cultures. It really surprised me how much the Chinese college students know about our music, our culture, and our business practices. They really know more than the average college student from the U.S knows about China.

Before traveling to China, I thought that the only economic benefit for American companies in China was taking advantage of the low cost of labor; however, most of the American companies in China today produce just to supply the Chinese market since it is growing tremendously. In addition, I found visiting Chinese and American companies in Shanghai, Suzhou, and Xiamen extremely interesting. The American companies I visited produced to supply the Chinese market, and the Chinese companies I visited produced just to export. There was a tremendous difference in terms of management between both Chinese and American companies. The American businesses were more organized in terms of production procedures. The Chinese companies reflected the lack of management education. This was evident since there was little care for their employees. The working environment of the Chinese companies left a lot to be desired.

To conclude, there is too much to say about this trip to China. I would encourage everyone to participate in this exciting opportunity not only to meet people from a different culture, but to observe how the fastest growing market, China, is going through an enormous transformation.

By Gaston Reinoso

Living in another culture is truly a life-changing experience. During a journey abroad, you get to know yourself better and become one with the foreign culture. Through my travels to Mexico, I met lifetime friends, gained Spanish fluency, and came to understand what it means to be Mexican. It was an unforgettable experience that still leaves traces of nostalgia with me even today.

Mexico is a country full of friendship and passion, rich and poor, ancient and modern. When you arrive in Mexico, you come to realize that the people are truly open, willing to open their home to you and to help you with what you need. Female friends will greet you with one kiss on the cheek, not two like in some countries in Europe. Male friends will greet another male friend with a handshake and a hug followed by another handshake, something that would be a little too forward here in the United States.

If you have any formal training in Spanish or have traveled abroad to another Spanish-speaking country, after some time in Mexico, you will notice that Mexican Spanish is quite distinct from the Spanish of other Spanish-speaking countries. Mexican Spanish has some influence from the indigenous languages of the region. The Nautl language of the Aztecs is still spoken by a minority number of people in southern Mexico. Its influence in Mexican Spanish

can be seen in Mexican words like *popote*, the word for drinking straw. The word for this in other Spanish-speaking countries is *paja*. Another word in Mexican Spanish that exhibits indigenous influence is the word *escuintle* which means brat. Mexican Spanish also has its own slang that is different from other Spanish-speaking

countries like the words *chavo* (guy), *chamaco* (boy), and *chido* (cool).

The contrast between new and old can be experienced by visiting the P&G plant in Mexico City, where detergent is made, and then traveling to Teotihuacan, the site of ancient Toltec pyramids. All of this makes Mexico a country of contrasts and intrigue. With this said, my recommendation for someone contemplating a study experience abroad is that you overcome your fear and take that great leap into the unknown. Living abroad is not always easy, but you will come out of it with a new perspective on life and the world. In my case, it was a life-changing experience that left me with the yearning to do it all over again but in another country this time, maybe Japan. So break down those cultural barriers and take that life-changing risk - you will not regret it.

By Benjamin Holtman



SIUE School of Business students with their new friends in China.

Students Take Second Place in International Collegiate Business Strategy Competition

It is rare to have the experience of “running” a corporation before graduating from college. However, five School of Business seniors had this opportunity when they put their educational knowledge into practice during the International Collegiate Business Strategy Competition. The students captured second place in the competition that took place in San Diego, April 15-17.

The participants included Jennifer Peyla, Economics/Finance major, who acted as CEO of the mock corporation; Katie Beyers, Finance major, acting as VP of Marketing; David Spindler, Economics/Finance major, acting as VP of Finance; Jay Goebel, CMIS major, acting as VP of Planning; and Lesa Coles, Human Resources Management major, acting as VP of Production. Joseph Michlitsch, chair of the Management & Marketing Department at SIUE, was the faculty advisor who coordinated the training and accompanied the students to California.

The participants competed against 27 other business teams from the United States and international colleges and universities. The training leading up to the competition took place throughout the semester, when the team was required

to submit a decision set via the Internet each week from February through early April. The culmination included teams making 10 more business decisions during an intense three-day competition in San Diego. Finally, the team was responsible for a strategic business plan, an annual report, and one formal oral presentation to judges (who were senior business executives) sitting as the firm’s Board of Directors. One member of the SIUE team, Katie Beyers, said, “Among many other lessons learned, I realized how important it was not to dwell on poor past decisions, because they cannot be changed. Rather, we should learn from them, analyze what went wrong, determine how the company is going to recover, and focus on the future.”



(l to r) Jay Goebel, Katie Beyers, David Spindler, Jennifer Peyla, Joseph Michlitsch, Lesa Coles

The competition is an important exercise in preparing students for the corporate world by enhancing classroom knowledge with real-world experience. Michlitsch says, “The most important goal for this competition is to learn a great deal. That includes not only learning about managing a business, but also learning some personal things: how we interact with others in a group, how we react under pressure, and how we communicate with each other and with the board of directors.”

WHAT’S NEW WITH YOU?

Name	Name while attending SIUE	Degree / Grad Year	
Address	City	State	ZIP
Home Phone	Email Address		
Place of Employment	Title	Business Phone	
Have you been promoted, married, had a child, retired, received an award? Let us know!			

For submissions and/or address corrections, please complete and mail to:

SIUE School of Business
3307 Founders Hall, Box 1051
Edwardsville, Ill. 62026-1051
or email your information to jwoodru@siue.edu

Student News

Forty-three students from the SIUE School of Business recently were recognized for academic excellence. These students were inducted into Beta Gamma Sigma, the second oldest scholastic honor society in the United States that recognizes outstanding achievement of business majors. There are 394 active chapters of Beta Gamma Sigma at colleges and universities in all fifty states plus three foreign countries. The society's mission is to "encourage and honor academic achievement in the study of business and to foster personal and professional excellence among its members."

The following students were formally inducted during the 28th SIUE School of Business Induction Ceremony held May 8, 2004:

Jason W. Allen, Teres A. Atkinson, Rachel S. Aubrey, Lesley A. Barker, Karen L. Buescher, Brandi N. Bunn, Leora C. Clapp, Thomas W. Doellman, Erin L. Donnay, William R. Eernisse, Donna M. Eilerman, Burcu Eke, Laura A. Ellner, Jonathan D. Ferry, Ashley S. Gibbs, Pelin Guven, Drew A. Hesker, Amanda L. Heusinkveld, Cynthia M. Holesko, Andrew J. Kenny, Tina L. Klostermann, Jamie M. Kruckeberg, Robert J. Leifeld, Jr., Gabriel A. Springer, Rayna M. Mercer, Courtney R. Mowen, Laura N. Peipert, Troy J. Pingsterhaus, Erin J. Prater, Jarrod L. Rhodes, Rachel M. Salanik, Jacqueline A. Straube, Jodee M. Stroud, Brandi S. Tuggle, Vaniece Vincent, Garrett D. Wagner, Nathan A. White, Elizabeth A. Yingling, and Vincent R. Zehme.

Second Certificates were presented to Jennifer A. Deem, Patricia A. Nash, Linette Warnecke, and Keri A. Wieduwilt.

Christina Rother was honored with the Wall Street Journal Student Achievement Award. Rother is a 2004 graduate with a Bachelor of Science in Accounting.

We apologize to **Jason Finke** and **Burcu Eke**, whose names were inadvertently left off the listing of Honors Convocation awardees in the April newsletter. Finke was awarded the James Yates Award in Accounting, and Eke received the Economics Alumni Graduate Student Award.



Tatiana Yumasheva (MMR '03) and **Robert Schoener** (MMR '03) received the prestigious Frank Staggers Award for Excellence in Marketing Research at the SIUE Honors Day in April 2004. This award was established by the family, friends, and colleagues of **Frank Staggers** (MMR '92) as a tribute to his contributions to the field of marketing research. The award recognizes students for their pursuit of excellence in academic marketing research course work.

CEO

New Student Organization

When you look at job creation and expansion as a whole, the largest growth is in the area of small business. This economic trend is something that college students need to be aware of and familiar with because many could be employees or owners of small businesses in the future. This is where CEO comes in. CEO (Collegiate Entrepreneurial Organization) is a new student organization at SIUE that begins to expose students to entrepreneurship as a career path. While the group is primarily targeted toward students who are interested in starting their own businesses, senior Michelle Kosteck says that it really aims "to raise entrepreneurial awareness among all students." She explains that this type of organization is needed "so students can develop business skills, acquire specialized expertise, and receive encouragement. This is important because our free market economy relies upon the innovation of business creators."

CEO's mission is to inform, support, and inspire college students to be entrepreneurial and seek opportunity through enterprise creation. Activities that will likely be sponsored by CEO include a National Conference in Chicago this November, entrepreneur speakers, informational forums, and honorary achievement gatherings.

A myth about this group is that it is only for Business majors. This is not the case. CEO can be beneficial for students seeking a business degree, but it may be even more helpful to non-business students. While many student organizations are restricted to majors, CEO hopes to attract students in all fields. Jim Mager, director of the SIUE Small Business Development Center, stresses that the new organization is not exclusive. "One challenge that we face is letting the students know that it is for everyone," Mager states. "If students have an appreciation for entrepreneurship and don't start a business, they will be better employees."

The first CEO meeting was held September 14. Those interested in the organization are invited to contact Jim Mager at jmager@siue.edu or Michelle Kosteck at mkostec@siue.edu.



Class Notes

1970s Space Data Corporation named **Col. Charles H. Tracy** (MBA '74) vice president of flight operations and administration. Tracy has more than thirty years of experience in meteorology and senior management including work as program director for Orbital Sciences Corporation. He served 26 years in the U.S. Air Force as deputy director for weather.

David L. Ahner (MBA '79) recently was named vice president, director of management services for Grubb & Ellis Management Services, Inc., St. Louis District. Grubb & Ellis is one of the leading providers of integrated real estate services. Ahner has thirty years of experience, including the position of senior vice president and manager of corporate real estate for Boatman's Bancshares and Bank of America.

Wesley R. Osborn, Jr. (MBA '79) of Eads, Tenn., is retiring after 25 years as a pilot with Northwest Airlines.

1980s **Charles S. Duncheon** (MBA '80) was named vice president of marketing and sales with Artificial Muscle, Inc. in Menlo Park, Calif. Artificial Muscle, Inc. is a new company that designs and manufactures actuator components based on electro-active polymer artificial muscle (EPAM) technology.

David Avakian (MBA '84) is the general manager of IPM Services, Inc. in St. Louis, Mo., a human resources outsourcing company.

Ann M. Ficken (BSA '88) recently was selected one of the 33 "Most Influential Business Women" by the St. Louis Business Journal. She was honored at a luncheon held August 13, 2004, at the Renaissance Grand Hotel in St. Louis, Mo.

1990s **Matthew P. Kulig** (BS '90, MBA '00) is the president and CEO of Global Velocity, Inc. in St. Louis. The company offers reprogrammable hardware for Internet and intranet security.

Susan Young (BSA '92) owns Susan M. Young, CPA in Glen Carbon, Ill.

Timothy D. Valley (BSA '92, MBA '94) is vice president of finance at Millennium Digital Media in St. Louis, Mo.

Susan J. Eickhoff (BSA '93) is a senior manager at KPMG, LLP in St. Louis Mo.

Kathleen A. Burstadt (BSA '95) currently is vice president of finance and chief financial officer at Reliable Biopharmaceutical Corp. in St. Louis, Mo.

David A. Chapman (BS '95) is manager at Rubin Brown Gornstein & Company in St. Louis, Mo.

Keith J. Kehrer (BSA '95, MSA '97) is an attorney with Bryan Cave in St. Louis, Mo. In addition, he serves as a member of the SIUE Foundation Board.

Rachelle L. Sauls (BSA '97) is managing consultant at Baird, Kurtz & Dobsen, LLP in St. Louis, Mo.

Sara B. Hampton (BSA '98) is an external reporting manager at Energizer.

Catherine R. Jackson (BSA '98) is a senior accountant at Peabody in St. Louis, Mo.

Maj. Daniel M. Drabing ('99 MBA), U.S. Air Force Reserve, has been deployed to Special Operations Command in Qatar in support of Operation Iraqi Freedom.

2000s **Anthony S. (Bud) Hollenkamp** (BSA '00) is employed by Baird, Kurtz & Dobsen, LLP as a staff accountant.

Julie R. Brown (BSA '00, MSA '01) is a staff accountant at Sandberg Phoenix & Von Gontard in St. Louis, Mo.

Erika E. Martinez (BSA '00, MSA '01) is a staff accountant at Bakewell Investment Company in St. Louis, Mo.

Timothy J. Delabre (BSA '01, MSA '02) is a staff accountant at Stone Carlie & Company in Clayton, Mo.

Angela Eckert (MBA '04) of Bellingham, Wash., contracts out her events coordinating and marketing expertise to the Lummi Native American Tribe. She organized a fund-raising event for the "Liberty & Freedom" Totem Poles that was placed at a Pentagon 9/11 Memorial. Due to her dedication to the Journey of the Poles, Angela received a wool Pendleton blanket from the Lummi Tribe. The blankets are a rare honor for tribal members and an even greater rarity for non-natives. She now is working on a political fund-raising campaign.

Leanne E. Halemeyer (BSA '01, MSA '02) is a CPA at Rubin Brown Gornstein & Company in St. Louis, Mo.



Enjoying the Accounting Alumni Picnic include: front l to r: Susan Eickhoff ('93), Leanne Halemeyer ('01), Julie Billeter ('02), Katherine Burstadt ('95); middle: Adam Ward ('03-'04), Kathy Burstadt ('95), Sara Hampton ('98), Catherine Jackson ('98), Julie Brown ('00-'01), Erika Martinez ('01); back: David Chapman ('95), Keith Kehrler ('95, '97), Scott Huegen ('00), Lynette Huegen ('00), Tim Delabie ('01), Tim Valley ('92)

Justin Huneke (BS '02) recently was named a mortgage consultant at TheBANK of Edwardsville.

CMSGT James A. Jones (MSA '02) is a tax accountant at Mance Leahy Group in Columbia, Mo.

Pravin Kawade (MA '02) was accepted as a doctoral student studying financial mathematics at New York University.

Corey L. Haleen (MMR '03) has assumed the position of Project Manager with Flake-Wilkerson Market Insights.

Jenny F. Hanks (BS '03) recently became an investment assistant with USBank in St. Louis, Mo.

Yu Hu (MMR '03) has begun Ph.D. studies at Virginia Polytechnic Institute this fall. He is majoring in marketing and intends to focus on international marketing and marketing research.

Adam D. Ward (BSA '03) is a staff accountant with KPMG, LLP in St. Louis, Mo.

Burcu Eke (MA '04) was accepted as a doctoral student studying economics at Arizona State University.

Jim Goodman (MMR '04) has accepted a position with Maritz Research in their Chicago, Ill. office. Maritz Research is headquartered in St. Louis, Mo, and has been a long-standing supporter of the MMR program in the Department of Management and Marketing.

Shrikant Jategaonkar (MA '04) was accepted as a doctoral student studying finance at the University of Arizona.

Pelin Guven (MMR '04), originally from Turkey, just accepted a position with AG Edwards in St. Louis, Mo.

Derek Lilley (MMR '04) has begun employment with IRI Information Resources, Inc. in Chicago, IL.

Terry Hampton, who was a member of the first class completing the SIUE Construction Leadership Program, recently was selected one of the 33 "Most Influential Business Women" by the St. Louis Business Journal. She was honored at a luncheon held August 13, 2004, at the Renaissance Grand Hotel in St. Louis, Mo.

SIUE Remembers Tipton

Capt. John E. Tipton (BS '95), originally from Granite City, Ill., and a distinguished military graduate of the SIUE Army ROTC program, died May 2 during combat in the Al Anbar Province of Iraq. He was 32.

He died of wounds received from an explosion during combat as part of Operation Iraqi Freedom. Tipton was stationed at Ft. Riley, Kan., where he was a Company Commander with the First Infantry Division.

Tipton was a 1989 graduate of Granite City High School. He enlisted in the Army in August of that year and served in Operation Desert Storm. He came from a military family, his father and grandfather retired from the Army and a family member has served in every war since the Civil War. At the time of his death he had earned commendations including a Purple Heart, the Army Commendation Medal, and the Valorous Unit Award.

He is survived by his wife, Susie, and two children ages 4 and 2.



SOUTHERN ILLINOIS UNIVERSITY
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 SCHOOL OF BUSINESS

ALUMNI REUNION 2004

Join fellow alumni for a weekend of reminiscing and networking as the School of Business hosts its first ever Alumni Reunion. Don't miss visiting with former professors. We look forward to seeing you!

Friday, October 15, 2004

Men's Homecoming Soccer Game

SIUE vs. University of Missouri-Saint Louis (UMSL)

5:00 p.m. — Korte Stadium

\$5 per person

Homecoming Coronation

7:00 p.m. — Korte Stadium

Women's Homecoming Soccer Game

SIUE vs. UMSL

7:30 p.m. — Korte Stadium

(Included in \$5 fee above)

Saturday, October 16, 2004

Lecture — An Economist Looks at the 2004 Election

1:30 p.m.

Korte Classroom—Founders Hall Room 2407

School of Business Reunion Reception

6:00 p.m.

Morris University Center, Art Gallery

School of Business Reunion Dinner

7:00 p.m.

\$35 per person (cash bar)

Morris University Center, Second Floor

Don't miss the special recognition that will be given to the 25th anniversary class of 1979!

Sunday, October 17, 2004

School of Business Alumni Brunch

11:00 a.m. to 1:00 p.m.

\$15 per person

Dean's Suite, Founders Hall, Room 3307

Wrap up the weekend with a delicious

brunch in the home of the School of Business—Founders Hall.



For more information, visit our website at http://www.siu.edu/BUSINESS/alumni_reunion.html or contact Judy Woodruff, Director of Development & Alumni Relations at 618.650.2317 or jwoodru@siue.edu

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