engaged innovative committed harmonious active excellent assets

DEAN'S REPORT
Executives from the area’s major corporations interact with students as part of the Chancellor’s Residence Program. In April, Patrick J. Finneran, Jr. (above), president of Support Systems for Boeing, participated in an economics class discussing how macroeconomics conditions affect Boeing’s strategies in the defense industry. Patricia L. Mercurio (BA ’72) (below), president of Bank of America – Missouri, visited SIUE in January and spoke with students about challenges the next generation of managers will face.
Over the next several months, it is likely that you will be hearing and reading more news reports about higher education. The Spellings Commission Report from the U.S. Department of Education, among other things, calls on universities to be more accountable to their constituents.

I want you to know that the School of Business at Southern Illinois University Edwardsville is committed to continuously improving its programs and its operations in ways that deliver greater value to our students and to the citizens of Illinois. The strategic planning in the School has helped us to identify the priorities that will add the most value to our students’ education and also keep us on track to address those priorities.

In last year’s report, we shared with you our priorities for the next two years. I am delighted to update you on the significant progress we have made on all of those priorities. You will see evidence of that progress on the pages of this report. We have much more to accomplish over the next several months, but I have confidence that our team will continue to be successful.

Consistent with our strategic plan and priorities, we have, in the past twelve months:
- begun a marketing research program to provide the foundation for development of a full-scale marketing plan;
- met with our alumni at their workplaces and offered several opportunities for them to participate in activities on campus;
- implemented our undergraduate enrollment management plan to help assure quality in our classrooms;
- made strides to improve the physical environment of our School so that it has a more business-school feel.

Once again, our Annual Report for the 2005-06 academic year is organized according to the long-term goals of SIUE and the School of Business...

- Engaged Students and Capable Graduates
- Innovative High Quality Programs
- Committed Faculty and Staff
- Harmonious Campus Climate
- Active Community Engagement
- Excellent Reputation
- Sound Physical and Financial Assets

Because of the dedication and support from our many alumni, faculty, staff, and friends, we are able to educate students who become successful leaders in their companies, their communities, and their families. Thank you for your leadership in behalf of our students.

Gary A. Giamartino, Ph.D.
Dean, SIUE School of Business

Mission of the School of Business
The mission of the School of Business is to prepare students and business professionals and to improve business practice through high quality instruction, research, and professional activities.
The SIUE Career Development Center offers a multitude of support tools for students as they develop their career opportunities. By working in partnership with employers and creating strong relationships in the community, students have the opportunity to apply their classroom learning in respected companies throughout the St. Louis area.

Each year, the SIUE Career Development Center works closely with the School of Business to prepare students for the transition from the classroom to the professional world. To achieve this goal, the CDC helps business students find internships and co-ops that give them the experience they need to succeed after college. In addition, the CDC brings more than 100 respected businesses and corporations to campus for recruiting and interviews, including many Fortune 500 companies.

**Businesses Providing Internships to Students**
- BKD, LLP
- TheBANK of Edwardsville
- Clear Channel Radio
- Deloitte & Touche
- Drury Inns, Inc.
- Edward Jones
- Ernst & Young, LLP
- Express Scripts
- Federal Reserve Bank of St. Louis
- Fleishman-Hillard, Inc.
- Jaros Technologies Corporation
- JC Penny
- KPMG, LLP
- The Monsanto Company
- Northwestern Mutual
  - Financial Network
- Pfizer
- Regions Bank
- The ROHO Group
- RubinBrown, LLP
- Sherwin-Williams
- Walt Disney World

**Businesses Participating in On-Campus Career Fairs**
- Allsup Inc.
- Anheuser-Busch Companies, Inc.
- TheBANK of Edwardsville
- The Boeing Company
- Clear Channel Radio
- Edward Jones
- Enterprise Rent-A-Car
- Federal Reserve Bank of St. Louis
- Fleishman-Hillard, Inc.
- Internal Revenue Service
- Mass Mutual Financial Group, Inc.
- The Monsanto Company
- National City Bank
- Northwestern Mutual
  - Finance Network
- Regions Bank
- Sachs Electric Company
- SM Wilson & Co.

**Businesses Participating in On-Campus Interviews**
- AFLAC
- TheBANK of Edwardsville
- BKD, LLP
- Deloitte & Touche
- Edward Jones
- Emerson Electric
- Enterprise Rent-A-Car
- Ernst & Young, LLP
- Express Scripts
- KPMG, LLP
- Lockheed Martin
- Integrated Systems & Solutions
- Mass Mutual Financial Group, Inc.
- MetLife Financial Services
- The Monsanto Company
- MPP&W, PC
- Northwestern Mutual
  - Financial Network
- Regions Bank
- RubinBrown, LLP
- Scheffel & Company, PC
- Stone Carlie & Company
- Wells Fargo Financial

**In the 2005-2006 academic year, 248 employers recruited SIUE and School of Business students through on-campus Career Fairs.**
The Master of Marketing Research Program Remains a Leader in the Industry and Academia

Founding a new graduate degree program – especially in a relatively niche business – can be a risky proposition. In the past 20 years since its founding, SIUE’s Master of Marketing Research (MMR) Program has made strides in the academic world as well as in the marketing research industry.

When SIUE’s MMR program first was established in 1986, it was the second such innovative program in the country. It was developed specifically to address the unrealized need of businesses for skilled marketing research professionals and students’ needs for a career in marketing research. As the program celebrates its 20th anniversary this year, it is widely recognized as one of the top MMR programs in the nation.

As MMR program director and marketing professor Dr. Madhav N. Segal states, “When I founded the MMR program 20 years ago, it was based on the philosophy that combining practical knowledge with intensive academic training in marketing research would prepare students in a way no other program could. Now, as we celebrate 20 years of success, we continue to reinvent our program to meet the evolving needs of students and businesses in this new millennium characterized by intense technological change and globalization.”

The strong positive reputation of this prestigious MMR program comes from its ability to remain relevant, rigorous, competitive, and responsive to the needs of the marketing research industry. In order to better assess the industry’s needs, an elite 27-member Advisory Board comprised of marketing research leaders from across the continent was formalized in 2004. The board meets annually to discuss professional development, curriculum, internships and recruitment, along with several other aspects of the program and its development.

The quality of this program is clearly reflected in the fact that for 20 years, graduates of the program have enjoyed a near 100% placement record with leading research agencies and corporations, and a large proportion is in leadership and significant managerial roles within the first three to five years of graduation from the MMR Program.

“Thanks to the MMR, I was able to pursue my education and advance knowledge of marketing through academic research and theoretical reflection while acquiring some practical experience through internships and assistantships. I was operational from the first day I started my career and able to take on rapidly more responsibilities I would never have had the chance to get otherwise.”

Caroline M. Bergdolt (MMR ’99)
Manager, Client Services
ACNielsen International Research
Any student, past or present, knows the benefits of learning from an inspired professor. Not by chance, SIUE is filled with them. And other professors are taking notice.

“I am impressed by the dedication and capabilities of my colleagues at SIUE,” says assistant professor of management and marketing, Tom Douglas, who came to SIUE in 2005. “There is a spirit of continuous improvement that I find infectious and inspiring.”

Jim Hackard, assistant professor in the Department of Economics and Finance, agrees. “I continue to be more impressed each day with the depth and academic talent of the faculty and staff at SIUE. My dissertation supervisor told me SIUE was a great place for me to be, but I don’t think even he imagined how good it is.”

Both Douglas and Hackard came to SIUE after lengthy careers in the business world – Douglas at SBC and Hackard at USAA Life Insurance Co. Both professors took early retirement options to pursue their growing interest in teaching.

Coming from the business world has given both men an appreciation for the challenges that face today’s graduates.

“The rate of change in the global marketplace is increasing at an exponential rate,” Douglas says. “Competition and change will come at our graduates at a rapid-fire pace.” Hackard adds that communications skills are critical. “Everyone must be able to effectively communicate results to management in an understandable way that brings about positive action.”

SIUE has been particularly successful recruiting high quality business faculty in a competitive recruitment environment. The School of Business has hired 14 new top-level faculty in the last three years, creating a balance between experience and young, fresh perspectives. It all adds up to a high level of commitment that is reflected in the quality of instruction.
Books & Chapters


Journal Articles


Dr. Ralph W. Giacobbe, associate professor of management and marketing, received the MMR Program’s Distinguished Faculty Award.


Segal, Madhav N., & Hershberger, Edmund. (Fall 2006). Preparing marketing research professionals: Assessing skills, knowledge and workplace competencies. Marketing Research, 18-25.


Conferences


Hershberger, Edmund, Gong, J., & Donthu, N. (2005). The moderating role of trust in the Internet and online ad and brand attitude formations. 2005 Society for Marketing Advances Conference. San Antonio, TX.


Segal, Madhav N. (2005, March). Climbing the corporate ladder: Challenges and opportunities for Asian Americans. Oasis Speakers’ Series, SBC. St. Louis, MO.


Ethics, Professionalism, and Training Put Graduates a Step Ahead

On any given day, newspapers, magazines and cable news programs are filled with stories that touch on the growing topic of business ethics. Ethical dilemmas are not reserved for the corner office, either. From day-to-day, nuanced decision-making to major policy decisions, ethics are a critical and growing concern in the global business community.

The SIUE School of Business is equipping students with the tools to make educated, ethical decisions through courses covering business ethics and corporate social responsibility. In addition, students, faculty, and staff of the School of Business adhere to a Code of Professionalism that requires honesty, reliability, preparedness, respect, and personal responsibility for actions and decisions.

“People who have influence over others’ welfare have a moral obligation to carry out that responsibility with integrity, honesty and empathy,” says George Watson, associate professor of management and marketing, who teaches several ethics-based courses. “A commerce of integrity and respect, both locally and globally, can markedly improve the lives of all business stakeholders.”

“We are working hard to extend our efforts into the business and governmental communities, and we welcome them to participate in our on-going efforts to improve the quality and relevance of our teaching and research,” Watson says. “We want the business community to participate with us, and to know that we are turning out high-quality professionals who understand the importance and relevance of ethical business practices.”

Code of Professionalism
(What We Expect of Each Other)

Faculty, staff, and students in the SIUE School of Business are expected to contribute to a culture of integrity and professionalism. The School’s culture encourages behaviors associated with education and self-disciplined individuals. Those behaviors include being:

Honest;
Reliable & prepared;
Responsible for one’s own actions & decisions; and
Respectful of all individuals.

Dr. George W. Watson, Jr., associate professor of management and marketing, engages students in a discussion about business ethics.
Recognizing the importance of active community participation is a common trait among successful businesses and organizations, and the SIUE School of Business is no exception. The School of Business has a multitude of programs aimed at connecting the University and the business community, including the Small Business Development Center, the International Trade Center, and the Entrepreneurship Center, to name just a few.

For SIUE graduate Mark Showers (BA ’77), chief information officer at the Monsanto Company, the program he found most beneficial was the University’s Cooperative Education program, which gives students experience in their field of study through connections with area businesses.

“The co-op program gave me a real-life perspective on my original career choice – chemistry,” Showers says. “It connected me to resources and also gave me a practical starting point after graduation.”

As part of his ongoing interest in the University and its graduates, Showers participates in the School of Business Advisory Board, which is comprised of local and national business leaders, many of them SIUE graduates. His goal is to help ensure that the University continues to focus on critical business skills such as team building, the global business climate, and the importance of collaboration and teamwork – skills he looks for when Monsanto recruits from the SIUE graduate pool.

Programs that connect the School of Business to the business community continue to bring important and influential leaders to SIUE. In the last year, speakers have included two-time presidential candidate and visionary economist Steve Forbes, president and CEO of Forbes, Inc. and editor-in-chief of Forbes magazine; and SIUE graduate Steve McCann, executive vice president and chief financial officer of Longs Drugs in California.

“This caliber of speakers provides a fantastic learning experience for our students,” says Dean Gary A. Giamartino. “We strive to provide the best business education in the Midwest, and this type of exposure to business leaders is an important spoke in that wheel.”
Leading Companies Seek SIUE School of Business Graduates

There are many ways to measure the success of an academic program. Perhaps the greatest testament to the hard work that goes into building a quality program is the interest that the business community takes in the institution’s graduates.

SIUE School of Business Dean Giamartino understands the importance of building relationships and forming partnerships with the local business community. The increased awareness of the quality of the School of Business graduates has literally opened the doors of the region’s biggest businesses, including the Monsanto Company, the Boeing Company, Edward Jones and Enterprise Rent-A-Car.

“We recognize the quality of the students coming out of SIUE,” says Kay Guse, principle manager of the Analysis and Integration Team, Global Strike Systems, and executive liaison to the University for Boeing. “Graduates are very participative, well-spoken, hard workers who speak highly of the University.” She also has noted the communications skills that SIUE graduates bring to the table, which is critical for a team-based company like Boeing.

“The cross-fertilization efforts between Boeing and SIUE have been mutually beneficial,” Guse says. “We have a creative, entrepreneurial relationship with the University that has been very fruitful.”

Boeing employs well over 400 SIUE graduates, primarily from the School of Business and the School of Engineering. Boeing invests in the future of SIUE students by providing scholarship funds, and company executives participate in the Chancellor’s Residence Program and the School of Business Advisory Board.

Advisory Board member Eric Levin, director of finance for Support Systems with Boeing, says, “It is exciting to partner with SIUE. The University continues to grow and it is having more of a presence in the region.”

The University’s reputation received another boost recently when The Princeton Review ranked the SIUE School of Business MBA program among the best in the world. And the best part? The rankings come from how the students themselves rank their schools. In addition, the School of Business continues to earn the prestigious Association to Advance Collegiate Schools of Business (AACSB) accreditation, a distinction that fewer than 15 percent of business schools worldwide can claim.

80% of SIUE students who participate in a co-op or internship with a company stay with that company in a full-time position after graduation.

David J. West (BS ’80, MBA ’84), (center), workplace services lead, along with Jyoti A. Dharna (BS ‘03) (left), functional architect, both from the Monsanto Company discuss a cooperative education opportunity with a CMIS business student.
The SIUE School of Business is building leaders for the future through top-notch instruction and partnerships with the region’s leading businesses. But the old business adage – “grow or become obsolete” – is true for the School of Business as well.

The University is aggressively investing in its physical and financial assets in order to provide students access to a meaningful education well into the future. That future received a huge boost this summer when former professor Homer L. Cox and his wife, Helen, left the University a $2.4 million gift – the largest single bequest in SIUE’s history. The gift is earmarked to fund scholarships in the School of Business.

“Both Homer and Helen had a deep love of students and I am not surprised that they would want their resources devoted to helping future generations,” says David J. Werner, former SIUE chancellor and former dean of the School of Business. “This sets the stage for similar gifts from other SIUE retirees, particularly those who were pioneers in establishing and developing the University.”

David and his wife, Kay, are doing their part as well. They recently became members of the School of Business Dean’s Society, which recognizes donors who contribute $1,000 or more annually. In addition, the Werners have funded two Chancellor Scholarships at the University.

Scholarships, of course, provide access and opportunities to promising students who might otherwise be unable to attend school or face significant debt after graduation. SIUE student Jazmen Rose is an inspiring example of a student who benefits directly from assets like scholarships. Rose is the 2006 recipient of the Ameren IP scholarship, which she used toward her fall 2006 tuition. Jazmen is smart and career minded, like so many of her classmates.

“I am thankful that SIUE offers scholarships that allow me to achieve my educational goals,” Rose says. “My education is really paying off. I am doing an internship with a local business, and they have already offered me a position with the company when I graduate. I owe a lot to both my education and the business partnerships that are available through the School of Business.”
School of Business Advisory Boards—Fiscal Year 2005-2006

Special recognition is given to the School’s Advisory Board members who provide business intelligence and act as ambassadors for the School within their respective business communities.

School of Business Advisory Board

William D. Boudouris (BS ’79)
Executive Vice-President & Chief Financial Officer, The Korte Company
Jeffrey M. Dale (BS ’79)
Senior Oversight Analyst, Board of Governors, Federal Reserve System
Michael A. Drone (BS ’70, MS ’79)
President and CEO, Drone & Mueller and Associates, Drone Creative
Ann M. Ficken (BSA ’88)
Director of Internal Audit, Edward Jones
Gary A. Giamatino
Dean, SIUE School of Business
Camille F. Emig-Hill (BA ’72, MBA ’77)
Director, Human Resources Shared Services, Anheuser-Busch Companies, Inc.
Gordon A. Johnson (BS ’82, BS ’84 MBA)
President & Chief Investment Officer, Allegiant Investment Counselors
Walter R. Kneppler - Chair (BS ’69)
Partner, RubinBrown, LLP
Eric L. Levin
Director of Finance for Support Services, The Boeing Company
Mara (Mitch) Meyers (BS ’78, MBA ’81)
President, Zipatoni Company (Retired)
John W. North (BS ’75)
Senior Vice President, Missouri/Illinois, Regions Morgan Keegan Trust
Edward T. Pinnell, Jr. (BS ’82, MBA ’90)
Vice President – Private Client Group, The Commerce Trust Company
Ronda L. Saugt (BS ’96, MBA ’98)
Chief Operating Officer, East County Enterprises
Mark E. Showers (BA ’77)
Chief Information Officer, The Monsanto Company
Herman Smith (BS ’81)
Special Agent, Transportation Security Administration
Mark B. Weinheimer
Attorney at Law, Polsinelli Shalton Welte Suelthaus, PC
Robert A. Wetzel (BS ’59)
President, TheBANK of Edwardsville (Retired)

School of Business Alumni Association Board of Directors

Paul Baeske (MBA ’99)
Financial Advisor, Certified Financial Planner, Morgan Stanley
Mark Carter (BS ’85, MBA ’98)
Systems Analyst, Hewitt Associates
William F. Graebe, Jr. (BS ’64) - Chair
President, G & M Industries
Ella M. (Conner) Hudlin (BS ’91)
President, Hudlin Enterprises
Tiffany Jenkins (BS ’94)
Auditor, Price Waterhouse Coopers, LLP
Amanda Krayniak (BS ’05)
Associate Financial Analyst, A.G. Edwards
Laura (Feldman) Metcalfe (BS ’02, MBA ’03)
Operations Manager, Liferay NSS
Danny Michelletto (BS ’96, MBA ’98)
Agricultural Loan Approval Officer, Bank of America
Terry L. Pruitt (BSA ’91)
Human Resource Manager, Price WaterHouse Coopers LLP
Marcia W. Renda (MBA ’00) - Secretary
Programmer/Analyst, Olin Brass
Josh Smucker (BS ’04, MBA in progress)
Student Representative from ELITE Student Organization
Douglas St. Clair (MBA ’87)
Business Instructor, East Central College
Kyle D. Woolsey (BS ’02, MBA in progress) - Vice Chair
Weapon’s Estimating & Pricing, The Boeing Company

Accounting Advisory Board

Michael Buescher (BSA ’92)
Director of Taxes, Kellwood Company
Susan Eickhoff (BSA ’93)
Senior Manager, KPMG, LLP
Jason Geminn (BSA ’97, MBA ’91)
Tax Supervisor, Stone Carlie
Sara Hampton (BSA ’98)
External Reporting Manager, Energizer
Bryan Keller (BSA ’90)
Partner, RubinBrown, LLP
Julie Lutz (BSA ’01, MBA ’02)
Senior Auditor, Ernst & Young
Jean Pinkney (BSA ’98)
Manager, Accounting/Human Resources, TSI Engineering, Inc.
John Saric (MBA ’81)
Director Internal Audit Services, Anheuser-Busch Companies, Inc.
Rachelle Sauls (BSA ’97)
Reimbursement Manager, Barnes Jewish Hospital
Mark Schafale (BSA ’85)
Vice President, Controller, Energizer
Scott Stringer (BSA ’84)
Managing Director, UHY Advisors
Timothy Valley (BSA ’92, MBA ’94)
Vice President of Finance, Millennium Digital Media

Master of Marketing Research Advisory Board

Rob Arnett
Senior Partner, Solution Partners Consulting, Inc.
Debbie Beers
TCAR Director Market Intelligence, Michelin North America
Dennis Block
CEO/COO, Doane MarketingResearch, Inc.
Diane Bowers
President, Council of American Survey Research Organizations (CASRO)
Michael Breteron
President, Maritz Research
James Carter
Executive Director Marketing Research & Analysis, AT&T
Rod Cober
Executive Vice President, Burke, Inc.
Philip Cookson
Director, Server & Tools Research, Microsoft Corporation
Merrill Dubrow
President and Chief Executive Officer, M/A/R/C
Mike Flynn, Ph.D.
President, Flynn Consulting
Richard Homans, Ph.D.
President & CEO, Forward Research, Inc.
John Hostetler
Director, Market Research, Kellogg Company
Susan Jones, DVM
Vice President, Agribusiness, Ipsos-Reid
Todd Jones (BS ’90, MMR ’92)
CRM Database Marketing Manager, Diabetes Care, Roche Diagnostics Corporation
Regina Lewis, Ph.D.
Vice President, Consumer Brand Insights Group, Dunkin Brands, Inc.
Gayle Lloyd
Manager of Marketing Research, FedEx Services
Mike Mickunas
Senior Director, Market Research, Kellogg Company
Jeff Minier (MMR ’95)
Director of Consumer Insights and Planning, Merial
William Neal
Senior Partner, SDR Consulting
Mary Ann Niemczycki, Ph.D. (MMR ’91)
Director of Research, The Research & Planning Group
Brett Polenchar, Ph.D.
Director of Consumer Insights and Planning, Ross Products Division, Abbott Laboratories
Carol Schwent
Director, Marketing Insights Center, Edward Jones
Madhav N. Segal, Ph.D.
Director, Master of Marketing Research (MMR) Program, Professor of Marketing, Southern Illinois University Edwardsville
Michael Shapiro
Director, Brand Insights, Nestle Purina Company
Susan Spaulding
President, Market Directions, Inc.
Diane Spencer
Vice President, Business Intelligence & Analysis, Commerce Bank
Marjette M. Starke
Senior Vice President, DMS Research
John Sterling, Ph.D.
Director, Marketing Research,Ralston Foods, Ralcorp
Helen Turner
Director, International Marketing Research (Retired), Anheuser Busch Companies, Inc.
George Wilkerson
President, Blake-Wilkerson Insights, LLC

Technology Roundtable Board

John Anderson
Vice President, Mass Market IP Systems, AT&T
Brian Ashworth
HR Director, IS Division, Edward Jones
Rick Barron (MBA ’80)
Manager, IBM Global Services
Paul Boyer (BS ’82)
Manager, Northrop Grumman
Charles Bremer
Vice President, Information Technology and Ameren Service Center, Ameren UE
Jim Burdiss
Chief Information Officer, Smurfit Stone Container Corp.
Peter Fornof
CIO, Hortica
John Gibson (BS ’76)
Director, Olin Brass
Kim McCurdy
Manager, Enterprise Rent-A-Car
Michael Palmer
Vice President, Nestle Purina
Robert Reeg
Chief Technology Officer, Global Operations, MasterCard International
Dan Schoenkase
Manager, Anheuser-Busch Companies, Inc.
Mark E. Showers (BA ’77)
CIO, The Monsanto Company
### Corporate Partners
- Ameren IP
- Anheuser-Busch Companies, Inc
- Beta Gamma Sigma, St. Louis Area Alumni Chapter
- Edward Jones
- Enterprise Rent-A-Car Foundation
- Ernst & Young, LLP
- RubinBrown, LLP

### Matching Gifts Companies
- ACF Foundation, Inc.
- Agilent Technologies
- Altria Group, Inc.
- ACF Foundation, Inc.
- Emerson Electric Company
- Energizer
- ExxonMobil Foundation
- GKN Foundation
- Houghton Mifflin Company
- IBM International Foundation
- KPMG Foundation
- The Kellwood Foundation
- Korte Construction Company
- The May Stores Foundation, Inc.
- Merrill Lynch Matching Program
- Monsanto Fund
- Pfizer, Inc.
- The Procter & Gamble Fund
- Southwestern Bell Foundation
- Thrivent Financial for Lutherans
- Union Pacific Corporation
- Verizon
- Wells Fargo Bank

### Gifts-In-Kind
- Schwartzkopf Printing, Inc.
- Zink Distributing

---

Fewer than 15 percent of business schools worldwide have earned the prestigious seal of approval from The Association to Advance Collegiate Schools of Business (AACSB). The SIUE School of Business has been AACSB accredited since 1975. This assures that students receive the highest quality in strategic resource management, interaction with faculty, and achievement of learning goals.
engaged innovative committed harmonious active excellent assets