

Southern Illinois University Edwardsville  
School of Business

# bSIUE

April 2004, Issue 4

## Dates to Remember

- Homer Jones Lecture  
*April 26*
- Final Exams Week  
*May 3-6*
- Spring Commencement  
*May 8*
- Accounting Department Alumni Picnic  
*June 12*
- Alumni Reunion—Business School  
*October 15-17*
- Family Business of the Year Awards  
*November 5*

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Public Relations Intern  
School of Business

## A Message from the Dean

As the semester nears its end, I'd like to update you on one of the key goals included in the School of Business Strategic Plan - the creation of a School of Business Student Council. In the past several weeks, a group of student leaders has deliberated and discussed what a School-wide student organization could accomplish, what it would look like, and how it would be

organized. They developed a statement of mission and recommended qualifications for membership and they shared their vision with other students in town-hall type meetings. I am pleased to report that excitement is building for the organization and that the next step is to create a detailed implementation plan that will facilitate creation of the organization in Fall 2004.

I will continue to keep you updated on our progress with this important project. To our students, I ask that you get involved in some way with the student caucus; to our faculty and staff, I ask that you continue to support our students as they prepare to take on greater responsibility in creating an even more student-centered culture in our School of Business.

## Prestigious Fulbright Scholar Visits During Spring Term

In March, Günter Hirth arrived in the United States from Hanover, Germany, as part of the Fulbright Visiting Scholar Program that promotes mutual understanding between the people of the United States and people of other countries of the world. The program is sponsored by the U.S. Department of State, Bureau of Educational and Cultural Affairs.

Hirth was one of only two people to be selected in February for the program. For the next 4 1/2 months, he will research "Member Relationship Management in Trade Associations," studying a services

marketing approach to comparative analysis of trade associations in the United States and Germany. Hirth will be speaking to a variety of classes while he visits and also hopes to encourage more students and faculty to travel to Germany through the International Exchange Program at SIUE

Günter Hirth is professor of Business Administration Service Management and Entrepreneurship at the University of Applied Sciences and Arts in Hannover, Germany. He is also the international exchange coordinator for the School of Business.



Günter Hirth is visiting SIUE for 4 1/2 months as part of the Fulbright Visiting Scholar Program.

## “International Business Week”

The School of Business and the International Trade Center presented “International Business Week” March 1-6. The week provided an opportunity to bring international educators and regional business leaders to the community. Events were sponsored, in part, by a grant from the Excellence in Undergraduate Education Fund.

On March 1, the guests participated in a panel discussion about international trade and the state of international business. The international guests pictured right were joined by Rick Dreyer, vice president of international sales at T. J. Gundlach Machine Company in Belleville, Ill., and Stewart Dahlberg, manager of export sales at J. D. Streett & Company, Inc. of St. Louis, Mo. There were more than eighty attendees.

On March 2, the guests spoke with students during the “Business Hour.” The topic “Can you Compete?” was a discussion about how students in China, France, Germany, and Mexico are preparing for global jobs and business competition.



*Four international faculty members visited SIUE from its exchange partners. The visitors were (l to r) Hans Gühlert from Hannover, Germany, Sara Isabel García of Toluca, Mexico, Chen Yan from Xiamen, China, and Albrecht Sonntag of Angers, France.*

## Students offer Tax Assistance to Low-Income Citizens



*VITA participants pictured (front, l to r), LaShonda D. Spells, Cindy Holesko, Leann Rinderer, Krystal Costello, Erin Donnay, Wendy Snider, Crystal Bock, James Dixon, (back, l to r) Said Zamzam, Jamie Kruckeberg, Amy Williamson, Erin Prater, Brendan Wood, Daniel Gregor, Beverly Vichich. (Not pictured) Krisen Beuhrer, Donna Bock, Jill Branch, Miaomiao, Sarah Coulter, Jay Park, and Lori Sutphin.*

The SIUE School of Business accounting students offered income tax preparation through the VITA program, Volunteer Income Tax Assistance. The program ran through April 5. Students and low-income citizens were eligible to receive assistance from qualified SIUE students under the supervision of accounting instructor James Dixon.

Overall, 21 accounting students volunteered for the program, that included passing a rigorous accounting exam.

Over the past several years, the VITA program has aided hundreds of local taxpayers. The tax returns were prepared in the accounting department and at the Edwardsville Public Library for the past two months. The volunteers completed approximately fifty federal income tax returns and thirty state income tax returns, while providing information and tax forms to many others who prepared their own taxes, according to James Dixon.

Dixon said the program was a huge success, “We had a very successful program and the student volunteers exhibited the highest degree of professionalism.”



## School of Business Open House Draws Prospective Students

Founders Hall was buzzing as area high school students dreamed of becoming the next Donald Trump. In one classroom, the students were greeted by a life-like picture of Trump with the words, "You're Hired" enticing them. This was all part of the open house held at the School of Business at SIUE Saturday, March 27, where prospective students and their parents had the opportunity to explore careers in business. Visitors had the opportunity to speak with business faculty, admissions advisors, as well as financial aid personnel. Current business school students served as tour guides as they showed high school students and their families the major areas of the SIUE campus including residence halls, Morris University Center, and the hub of Cougar athletics, the Vadalabene Center.



*(Clockwise from Top)  
Students manning the  
Refreshments Booth; a  
student and parents  
relax between sessions;  
afternoon campus tour..*



## Homer Jones Memorial Lecture

The School of Business will host economist Jeremy Siegel at the 2004 Homer Jones Lecture Monday, April 26, 2004. The lecture begins at 4:40 p.m. in the Conference Center of the Morris University Center. A reception, sponsored by Stifel, Nicolaus & Company, Inc., immediately follows the presentation

Jeremy Siegel, Palmer Professor of Finance at the Wharton School,

University of Pennsylvania, will address the question, "Can we measure 'expected' inflation?"

The lecture series honors Homer Jones (1906-1986), former research director and senior vice president at the Federal Reserve Bank of St. Louis. The Federal Reserve

Bank of St. Louis, Gateway Chapter of the National Association for Business Economics, St. Louis University, SIUE, University of Missouri – St. Louis, and Washington

University co-sponsor the annual lecture.

**Homer Jones Lecture**  
**April 26, 2004**  
**4:40 pm in the Conference**  
**Center of the MUC**

# Construction Leadership Institute

The Construction Leadership Institute, designed by the School of Business and School of Engineering, recently completed its first session. It is designed to provide the knowledge, framework, and strategy individuals in the construction industry need to 'lead' in a challenging business environment.

The Associated General Contractors (AGC) of St. Louis provided scholarship support to three minority contractors attending the Construction Leadership Institute. The recipients were Marion Hayes III of BRK Electrical Contractors, LLC, Terry Hampton of TM2 Construction, and Todd Weaver of The Legacy Building Group. Each scholarship included the cost of tuition to the Construction Leadership Institute.



*(l to r) Mary Sumner, Associate Dean & Coordinator of Construction Leadership Institute, Marion Hayes III, Terry Hampton, Len Toenjes, president of the AGC of St. Louis, Todd Weaver, and Emily Coffin, coordinator of non-credit activities of Continuing Education.*

*Congratulations  
to the Founding  
Class of the  
Construction  
Leadership  
Institute at  
SIUE*

**Joseph T. Barnard**  
*Sachs Electric*  
**Scott Beckertt**  
*McCarthy Building Co.*  
**Steve Benway**  
*Guarantee Electrical*  
**Steven Cronin**  
*Tarlton Corporation*  
**Jon Danuser**  
*Johnson Controls, Inc.*  
**Jim Feldman**  
*Rhodey & Son Construction*  
**Charles H. Fowler**  
*J.F. Electric, Inc.*  
**Mike Grupe**  
*Frank Weber, Inc.*  
**Tim Gunn**  
*Alberici Constructors*  
**Terry Hampton**  
*TM2 Construction*  
**Kurt Mollet**  
*S.M. Wilson & Co.*  
**Marion A. Hayes III**  
*BRK Electrical Contractors, LLC*  
**Brett King**  
*ICON Mechanical*

**Rob Lundberg**  
*Kozeny-Wagner, Inc.*  
**Jason Mantle**  
*The Korte Company*  
**Fred McCall**  
*BSI Constructors, Inc.*  
**Jim McPike**  
*Mosley Construction*  
**Matt Tucker**  
*Affton Fabricating & Welding Co., Inc.*  
**Shawn Pitt**  
*Alberici Constructors*  
**Gerald Potthast**  
*The Killian Corporation*  
**Tom Sieckhaus**  
*Clayco Construction*  
**Tyrone Thompson**  
*Kwame Constructors, LLC*  
**Terry Helmsing**  
*C.E. Jarrell Contracting Co.*  
**Todd Weaver**  
*The Legacy Building Group*  
**Douglas K. Weible**  
*Fred Weber, Inc.*

# Awards and Accomplishments in the School of Business

## STUDENT NEWS



*Jamie Maedge, recipient of the Wentz Scholarship. (center, pictured with Cheryl Schenhoffer of the BANK of Edwardsville Community Foundation and Charles A. Wentz, Jr.)*

**Cynthia Holesko**, a senior accounting major in the SIUE School of Business, recently was awarded the 2004 Carol Kimmel Scholarship. The criteria for the scholarship is maintaining a 3.0 cumulative grade-point average, demonstrating volunteer contributions including leadership in a student organization or at least one elected office, and more than 30 hours of volunteer service to a community agency or organization.

The National Soccer Coaches Association of America recently named **Cal Thomas** as an All-American. Thomas, Marketing major in the SIUE School of Business, was named to the first team and is currently a senior at Southern Illinois University-Edwardsville.

## Congratulations to the School of Business Award Winners at the SIUE Honors Convocation

**Jennifer Bellm** (Graduate Student)  
*Economics Alumni Graduate Student Award*

**Amanda Bemis** (Senior) *Outstanding Senior Accounting Award*

**Amy M. Bradstreet** (Senior)  
*Margaretha Klein Ott Award in Finance*

**Brandi Bunn** (Senior) *John W. and Jare R. Mosser Scholarship in Creativity in Marketing Award*

**Laxmi N. Byagari** (Graduate Student)  
*M.R.V. Iyengar Memorial Award in Economics*

**Lesia Coles** (Senior) *Sarah Sullivan Award in Management Science*

**Kelly Connell** (Junior) *Margaretha Klein Ott Award in Productions and Operations Management*

**Sara Guarino** (Senior) *Wilbur L. Campbell, Jr. Outstanding Student Leadership Award*

**Shrikant P. Jategaonkar** (Graduate Student) *Economics Alumni Graduate Student Award*

**Kari Kalicki** (Senior) *Darrell Lee Davidson Honors Award in Marketing*

**Shannon M. Keller** (Senior) *Jerry Frances Sitek Information Systems Award*

**Tina Klostermann** (Senior) *Society for Human Resources Management Award*

**Tina Linnertz** (Senior) *Christian Ott Award in Business Administration*

**Jamie Maedge** (Graduate Student)  
*Charles Alvin Wentz, Jr. Master's in Business Administration Scholarship Award*

**Kathleen M. McGrath** (Senior) *M.R.V. Iyengar Memorial Award in Economics*

**Ashley Phelan** (Senior) *Edward K. Brenner Award in Business Management*

**Jarrold Rhodes** (Senior) *Owen Jacquemin Sullivan Award in Business Administration*

**Christina Rother** (Senior) *Jay Dustan Memorial Scholarship Award in Accounting*

**Rachel Salanik** (Senior) *Margaretha Klein Ott Award in Business Administration*

**Kristen M. Schlau** (Graduate Student)  
*Marian and Boulton Miller Award*

**Robert Schoener** (Graduate Student)  
*Frank Staggers Award of Excellence*

**Laura A. Walters** (Senior) *James A. Yates Award in Economics*

**Jonathan L. Wong** (Graduate Student)  
*James A. Yates Award in Economics*

*Best of Luck to  
Spring 2004  
Graduates!*

**CONGRATULATIONS TO THE NEWLY  
ELECTED 2004-2005 UNIVERSITY  
STUDENT BODY REPRESENTATIVES  
FROM THE SCHOOL OF BUSINESS**

**Cynthia Holesko** — Vice President

**Cristina Baines** — Student Senator

**Ryan Bundy** — Student Senator



## Awards and Accomplishments in the School of Business

### ALUMNI NEWS

**Fernando Aguirre**, ('80 BS) recently was named President and Chief Executive Officer of Chiquita Brands International, Inc. in Cincinnati, Oh.

**Haipo (Annie) Bao** ('02 MS) of New Haven, Ct., is loan administrator for the Community's Bank in Bridgeport, Ct.

**Edward J. Blake, Jr.**, ('77 MBA) of the Belleville, Ill., law firm Blake & Allen, P.C. has become a member of the Illinois Real Estate Lawyers Association. This association assists its members and their clients with the complexities faced in real estate transactions.

**Matthew Booher**, ('85 BS) was appointed vice president of Investor Relations at Avaya, Inc., a global provider of communications networks and services for businesses. He will be responsible for leading Avaya's investor relations organization.

**Robert M. Knight, Jr.**, ('91 MBA) recently was elected to the board of Union Pacific Railroad. He currently is senior vice president of finance, executive vice president and chief financial officer at Union Pacific, and has been with the company for 23 years.

**Dwight E. Newsome**, ('90 BS) has been named director of corporate recruitment and employment services at Cleveland-based KeyCorp. Key is one of the nation's largest bank-based financial services companies.

**Thomas J. Routt, Ph.D.**, ('82 MBA), one of the world's most respected network and security architects, was named president and co-chief architect of NS8 Corporation, a company that specializes in digital media and non-resident software technology development.

**Richard Skau**, ('85 BS) of Edwardsville, Ill., was named vice president of Human Resources at Laclede Gas Company in St. Louis. Skau began his career at Laclede Gas in 1985.

**John M. Steitz**, ('84 MBA) was appointed senior vice president of business operations at Albemarle Corporation. He is responsible for Albemarle's two global business units, sales and marketing, research and development, market research, and the company's global regions.

**Robert A. Vanzo**, ('71 BS, '73 MBA) is director of Administrative Services at SIUE.

**David Vasquez**, ('88 BS, '91 MBA) recently was named to the *St. Louis Business Journal's* "40 Under 40." This list recognizes prominent men and women who are becoming newsmakers in St. Louis business. Boeing, formerly McDonnell Douglas Corp., has employed Vasquez for fifteen years where he currently is a quality program manager for Boeing's Future Combat System in St. Louis, Missouri.

**Kelly Wagner**, ('95 BS) recently joined Clover Leaf Bank as assistant vice president, business banking officer.

**Kenneth L. Wilkerson**, ('67 BS), chairman of Hecht's/Strawbridge's, will retire June 1, 2004, following a 34-year career with May Department Stores Company.

### FACULTY NEWS

**Marko Grünhagen**, assistant professor of Management and Marketing, has been chosen to be co-editor of a special issue of the *Academy of Marketing Science Review*. The topic of the issue is global entrepreneurship.

**Rik Hafer**, chair and professor of Economics and Finance, wrote an article that was included in *The Wall Street Journal* January 28, 2004. The article is entitled "The Missing Link."

**Edmund Hershberger**, assistant professor in the Department of Management and Marketing, wrote an article entitled "The Impact of Content and Design Elements on Banner Advertising Click-Through Rates," which was included in the December, 2003 issue of *Journal of Advertising Research*.



Congratulations to **Loretta Dieckman**, who will retire April 30. Loretta is assistant director of the International Exchange Program. Loretta has spent 20 years at SIUE. Her work has been instrumental in making the International Exchange Program successful. A reception was held in her honor April 23.

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Please direct comments and newsworthy items to  
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