

SPRING 2008

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## A Message from the Dean

Welcome to the Spring 2008 issue of *bWorld*. In this issue, we emphasize the achievements of our School of Business alumni. You will read about business successes and the different ways that these alumni continue to interact and support their communities and our School. The Alumni Notes section will provide interesting information about fellow alumni that we hope will inspire you to send us an update of your current activities.

As we focus on alumni, we are excited about announcing the creation of the SIUE Alumni Hall of Fame. As you read about this new endeavor to honor outstanding alumni, I hope you will be motivated to nominate an outstanding alum for the Alumni Hall of Fame.

While the focus of this issue is mainly on alumni, we also include several articles on current activities at the School. I'm particularly excited about the launch of our first "cohort" MBA program where students take all of their coursework together, one course at a time, two nights per week. Second, is our team of undergraduate marketing students that took third prize in a national case competition sponsored by the American Marketing Association (AMA). More than 50 universities entered teams in this competition, and we are very proud of the hard work of these students and the recognition that they brought to the SIUE School of Business.

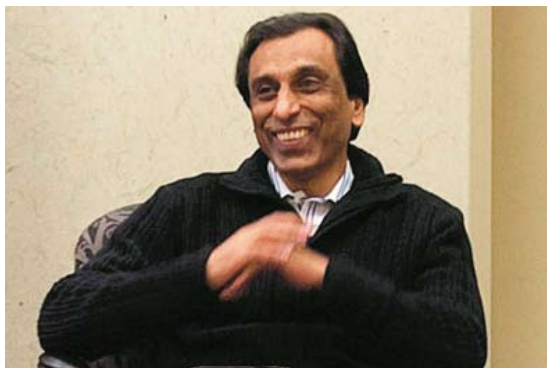
We hope that you enjoy reading this issue of *bWorld* and that you have a great summer!



*Tim Schoenecker, Interim Dean*

## CEO: 'Life was Great' at SIUE

**Arif Nasib** (BS '82; MBA '85) has fond memories of his days at SIUE. The campus was fun, active and open, and the university and its professors challenged him every day. His education, he says, has played a key role in his career, which has turned out to be pretty important. Nasib is now the Chief Executive Officer of the Petroleum Institute of Pakistan (PIP).



PIP, which was established in 1963 to promote and coordinate the activities of the oil and gas industry in Pakistan, represents the various segments of the petroleum industry, including exploration, production, refining and marketing. PIP consists of 25 member companies and 860 individual members operating in the oil and gas industry in Pakistan, Nasib's home country.

After graduating from SIUE, Nasib says he felt a strong obligation to return to Pakistan to share his knowledge and experience. Tipping his hat to the important role education played for him, Nasib has developed scholarships through PIP for students involved in the study of oil.

"I spent the best part of my life in America," Nasib says. "SIUE teaches, challenges and encourages students. I am forever grateful for my experience."

## Weekend Off-Campus MBA Program Alum Becomes the Entrepreneur's Entrepreneur



*John H. Martinson*

**John H. Martinson** (MBA '75) had a lifelong passion for all things related to math and science. He was a Distinguished graduate at the U.S. Air Force Academy, earning a B.S. in aeronautical engineering before going on to earn an M.S. in astronautics from Purdue University. While Martinson was in the Air Force, he enrolled in SIUE's weekend off-campus MBA program at his military base in California, earning an MBA after two years.

"I was so pleased with the education that I received through SIUE's weekend off-campus MBA program," says Martinson. "The program is truly comparable to any ranked business school program in the country. Plus, the two- to three-day immersion program was an ideal format to better learn and retain the teachings."

With the support of his incredible educational accomplishments, Martinson began a career in management and marketing at American Cyanamid. He got his first taste of entrepreneurial ventures working at Exxon Enterprises. In 1979, Martinson joined InnoVen Group, a national venture capital firm in Saddle Brook, N.J., which boasted three major St. Louis-based corporate investors — Monsanto, Emerson Electric and Anheuser-Busch. In 1986, he decided to start his own venture capital firm, Edison Venture Fund, in Lawrenceville,

N.J. with a little encouragement from one of his neighbors. Martinson liked the idea of working with multiple companies.

Martinson has been working as a venture capitalist for the past 31 years. Edison Venture Fund has experienced tremendous growth and success, investing more than \$620 million in 155 companies throughout the East Coast. The company specializes in software, communications and information technology, helping companies grow from \$5 million to anywhere between \$25 and 100 million in five to eight years. Additionally, Martinson has served as the Chairman of the National Venture Capital Association for three years, where he headed the membership and research committees. He also has served on the Board of Directors of 45 companies in diverse business industries.

The venture capitalism industry certainly has its challenges. "Today's entrepreneurs are our greatest asset and greatest challenge," Martinson concedes. "Their excitement is inspiring, however, our job as business advisors is to help guide them to ultimately reach their goals."

Although Martinson continues to work as the managing partner at his firm, he has been spending more time focusing on his passion for math and science. He and his wife, Margaret, a former English teacher, have embarked on a philanthropic mission in education. They have funded more than 20 education programs at U.S. colleges to better orient aspiring teachers with teaching math and science to their future students. Martinson is concerned that fewer students are pursuing math and science careers today. He hopes this initiative will help change that.

## International Programs Translate Into Business Success for Woolsey

During his years at SIUE, **Kyle Woolsey** (BS '02; MBA '07) had many amazing learning experiences while participating in SIUE School of Business International Programs that included trips to France, Mexico and England. Just a year after graduating Woolsey would put those experiences to work developing proposals and contracts for international clients at The Boeing Company.

During his international travels, Woolsey toured businesses and factories, learned about international business customs, and attended seminars on topics like marketing and economics. "It wasn't a little vacation — it was hard work. It was also very rewarding."

Now serving as a program lead for international contracts and pricing at Boeing, Woolsey says his international business experience at SIUE helped his career develop more quickly than is typical for colleagues his age.

"I have more patience and more understanding of how cultures and business works, and that has absolutely shown up in my day to day work," Woolsey says. "SIUE was amazing for me, and I apply my SIUE education and experiences here every day."

## Executive Training Program Kicks Career into High Gear

Some first jobs right out of college take a while to get going, but not for **Leslie L. Jones** (BS '07). Six months after graduating from SIUE, Jones already had been through an executive training program that took her through all nine areas of her company's business, including areas "way outside" of her comfort zone like supply chain management and warehousing.

After the six-month training, Jones was offered a full-time position with Avchem, providers of chemical management services to the aerospace and electronics industries. She is now an associate of Business Development for the company's NetMRO division.



*Leslie L. Jones*

Jones was recommended for the training program by Dr. Janice Joplin, associate dean for Academic Affairs, who recognized Jones's potential and high academic performance. And Jones says that she is pulling directly from what she learned at SIUE.

"The job is challenging, and I'm going right back to what I learned — even my notes — from the classrooms at SIUE," she says. "The SIUE atmosphere was one of teamwork, where professors encouraged you to challenge and ask questions. I learned that it's okay to make mistakes as long as they are thoughtful and you learn from them. There have been many lessons like that that have been incredibly useful for me in the work world."

## One of SIUE's Early Graduates Finds Entrepreneurial Success

**James J. Holten** (BS '64) remembers the days when SIUE's campus was located in East St. Louis. He was one of SIUE's first graduates after the campus relocated to Edwardsville. Holten still revels at what the University has accomplished over the last 50 years.

"It is amazing to see how much the campus has expanded," he says. "SIUE has earned great respect in so many fields and in such a short amount of time. That's unheard of for most universities, let alone a younger institution like SIUE."

Holten is CEO of Holten Meat, Inc., an industry-leading meat processor headquartered in Sauget, Ill. His father started the company in 1960 in East St. Louis. Holten began working there as a college student in 1961, and after graduating from SIUE in 1964, worked there full time. In 1988, using his marketing knowledge, Holten trademarked the phrase "Thick 'N Juicy" to distinguish his hamburger patties from the competition.

In his 47 years at the company, Holten has helped Holten Meat grow to more than 300 employees and expand product distribution nationwide and into the Caribbean. Holten Meat remains a family-run business that includes Holten's brother, Mike (BS '77) (also an SIUE graduate), two sisters and his son and daughter. The only non-family member owner is Scott Hudspeth who serves as the chief operating officer. Today, the company is the largest certified Angus ground beef patty producer in the U.S. Its meat products are sold in grocery stores, restaurants and various baseball, football and hockey stadiums throughout North America. Holten Meat's hamburgers were even sold at this year's Super Bowl.

Holten firmly believes that a business must provide its customers with not only products, but also solutions. "That can be challenging for some business owners, especially when the ideal solution for the customer doesn't necessarily benefit the business," he says.

Much like ketchup and hamburgers go hand-in-hand, Holten frequently defines his business philosophy in the words of Heinz® Company founder Henry J. Heinz: "To do a common thing uncommonly well brings success." Considering Holten Meat's undisputed status as an industry leader, the company's name may one day be synonymous with hamburgers the way that Heinz® is with ketchup.



*James J. Holten*



## New Alumni Speakers' Bureau Connects Alumni and Students



Panel left to right: Jenni M. Hunt, Terry L. Pruitt Lucas, & Richard A. Skau

The School of Business Alumni Speakers Bureau (ASB), launched in the summer of 2007, has become an invaluable networking program that complements classroom learning with solid business world experience. The program recruits alumni from a variety of business areas to assist faculty with classroom presentations as well as meet with the School's 15 student

organizations. Alumni share career advice, current industry practices and mutual experiences while socializing with current business students in the classroom or over lunch.



Todd W. Sivia



Pam L. Funk

One of the School's student organizations, ELITE (Emerging Leaders Improving Through Experience), recently hosted **Carl J. Conceller** (BS '68), an alumnus volunteering for ASB. As an organization that functions as a liaison between business students and School administration to promote student interests, ELITE quickly embraced the ASB program. The group began "Lunch & Learn" meetings at the University Restaurant, inviting alumni to give presentations and to interact with students in a more personal setting. ELITE's Lunch & Learn meetings are open to all business students.

"I thoroughly enjoyed the opportunity to meet with the students," says Conceller. "In addition to discussing the current marketplace, I encouraged the students to explore various career opportunities by meeting with different companies, so they can make informed decisions when they decide what types of jobs they wish to pursue. I

also assured the students that corporations search for young people with new ideas and enthusiasm, so persevere and good things will happen."

The ASB has been successful in its first year, covering topics in international business, auditing, finance, information systems and management, and human resources, to name a few. The alumni who have participated say they have enjoyed helping their alma mater through this new initiative. Alumni who have participated this year include:



Charles F. Stewart, Jr.

- **Carl J. Conceller** (BS '68), broker and principal, Coldwell Banker Commercial CRA LLC
- **Pam L. Funk** (BS '93, MBA '00), assistant city administrator, City of O'Fallon
- **Jenni M. Hunt** (MBA '04), instructor of Management & Marketing, SIUE
- **Gordon A. Johnson** (BS '82, MBA '84), president — chief investment officer, Allegiant Asset Management Company
- **Terry L. Pruitt Lucas** (BS '91), manager, Human Resources, PriceWaterhouseCoopers
- **Mara "Mitch" Meyers** (BS '78, MBA '81) co-owner, Maison de Chanticleer
- **Ronda L. Sauget** (BS '96, MBA '98), president, Validus Business Strategies
- **Todd W. Sivia** (BS '01), president, Sivia Business & Legal Services, PC
- **Richard A. Skau** (BS '85), senior vice president, Human Relations, Laclede Gas Company
- **Charles F. Stewart, Jr.** (BS '70), senior IS auditor, Brown Shoe Company
- **Connie J. Turner** (BS '93), vice president, Human Resources, Hortica Insurance



Connie J. Turner

If you are an SIUE School of Business alum interested in joining the ASB, please contact Judy Woodruff at (618) 650-2317 or [jwoodru@siue.edu](mailto:jwoodru@siue.edu).

## SIUE Alumna Blazes a Career Trail Like No Other

**Mara “Mitch” Meyers** (BS ’78, MBA ’81) is a great example of the unpredictability of one’s career path. Meyers has been a longtime resident of Edwardsville, Ill., growing up about an hour away and attending SIUE for undergraduate and graduate studies.

“SIUE truly prepared me for my diverse career,” says Meyers. “Not only is the education affordable, but, in my opinion, the students are scrappier, harder working and more grateful compared to their peers who attend the ‘elite’ schools.”

Meyers began as an auditor at a mid-sized accounting firm and then moved to Emerson to work in finance. In the process, she discovered a real passion for marketing and soon joined the 7-Up Company to work on brand building. Her accounting and branding experience certainly paid off, piquing the interest of Anheuser-Busch executives, who hired her to help them launch Bud Light. Meyers achieved tremendous success with the Bud Light campaign which further solidified her expertise in the beverage industry.



*Mitch speaks with a Student Organization as part of the School of Business Alumni Speakers' Bureau.*

Company. Meyers ran the agency, which had five locations and 350 employees, from 1989 to 2004, before selling it to Interpublic Group.



*Linda J. Hanselman & Mara “Mitch” Meyers*

To this day, Meyers considers Zipatoni her greatest accomplishment. “As my first major entrepreneurial venture, Zipatoni allowed me to develop an ideal company culture,” she says. “We recruited the best and most creative young professionals in the industry. We hired based on a candidate’s work ethic, people skills, communication capabilities and overall personality.”

Throughout her career, Meyers found herself spending a significant amount of time traveling between Edwardsville and St. Louis. So, a couple of years ago, she and

SIUE alumna, **Linda J. Hanselman** (BS ’89), combined their passions for French country home décor and opened Maison de Chanticleer in Edwardsville. The store occupies 6,500 square feet and showcases unique, French-inspired furniture and antiques. Although it is quite the change from the fast-paced corporate world, Meyers has found new and interesting challenges in the retail industry.

Meyers has enjoyed reconnecting with the Edwardsville community, including volunteering as an SIUE School of Business Advisory Board member. “As alumni, it is vital that we reach out to the SIUE students,” says Meyers. “I am encouraged to see corporations that recognize SIUE’s quality students and make an effort to recruit them into their organizations.”

Meyers offers this piece of advice to students preparing to embark upon their careers: “Don’t be afraid to jump around — you never know where a job will lead you. Be open to wherever life takes you, and take something from each experience. And remember, everything happens for a reason.”

## Martin Receives Urban League's Prestigious BEEP Award

**Vernon E. Martin** (MBA '80) has given back to his community and to education throughout his distinguished career. And now he has been acknowledged again for his work by receiving the Hall of Fame Award from the National Urban League's Black Executive Exchange Program (BEEP), where he is a long-time supporter and committee member. His work with National Alliance of Business "Youth Motivation Task Force" and Business/Industry Cluster Programs which worked with Historically Black Colleges was also recognized by the administration of President Ronald Reagan.



*Vernon E. Martin*

Martin, the Director of Human Resources for the Southeast Region at Philip Morris USA, is one of only eight people inducted into the BEEP Hall of Fame. Many of his years at Philip Morris USA have been spent

building relationships with civic organizations, professional associations, government agencies and universities.

"Being inducted into the BEEP Hall of Fame is as great an honor as the commendation that I received from President Reagan because both deal with the contributions that I made to the students at historically black colleges. It is my way of giving back to communities all over the country," Martin says.

BEEP serves students at historically black universities by exposing black college students to role models in business and government. The organization also works to enhance the curricula at those universities by relating them more

closely to the working world.

## Alumni Partners Create Scholarship

**Paul J. Baeske** (BS '97, MBA '99), a vice president and Financial Advisor at Morgan Stanley focusing on wealth management and estate planning related services, discovered his career in an unusual way. In fact, he spent 11 years in the Air Force before deciding to enroll in college. Possessing a strong interest in mathematics, Baeske pursued an undergraduate degree from SIUE in statistics in 1997, and then quickly realized that he was more interested in the business side of statistics.

"I was really good at math, so majoring in statistics just made sense to me," says Baeske. "Dr. Jacky So was actually the person who opened my eyes to the business side of the field and helped me decide to pursue my MBA."

In 1998, Smith Barney hired Baeske based on his strong mathematical background. During his time at the company, he enrolled in SIUE's graduate program, concentrating on finance and economics, and received his MBA in 1999. A few years later, Baeske decided to join Morgan Stanley. That's where he met **Jason E. Jensen** (BS '00, MBA '03), an SIUE alumnus working in his group as a Financial Advisor and portfolio manager.

After receiving his B.S. in 2000, Jensen worked in hedge funds at an independent finance company. In 2001, he joined Morgan Stanley to become a financial advisor. Jason recalls the challenges of working in a market that was quickly plummeting

over the course of 2001. The worst of 2001 came for Jensen on September 11, when he was on the 61<sup>st</sup> floor of the World Trade Center's second tower when the first plane hit, escaping a mere 10 minutes before the building collapsed. The experience continues to have a profound impact on Jensen.



*Paul J. Baeske, & Jason E. Jensen*

Jensen returned to the SIUE School of Business, receiving his MBA in 2003, and has spent the last seven years with Morgan Stanley in Shiloh, Ill. With some support from Dr. Don Elliott, Jensen recently received his CIMA® certification through the Wharton School of the University of Pennsylvania. He was promoted to vice president in December 2007 and has earned his CFP® and ChFC® certifications.

Since Baeske and Jensen shared a mutual appreciation for SIUE and the educational experiences they had as undergraduate and graduate students, they both agreed that they wanted to be able to give back to the University in some way. Shortly thereafter, the Jensen/Baeske Group Scholarship was created. The annual scholarship grants \$1,000 to an SIUE graduate student pursuing an MBA or MS in Economics/Finance who excels academically in business.

"Jason and I are grateful to SIUE for all it has given us, both personally and professionally," says Baeske. "And we hope that this scholarship will help deserving students realize their incredible potential."

## Nominations Being Accepted as SIUE Introduces Alumni Hall of Fame

The significant contributions of SIUE School of Business alumni to the business world can be seen locally, nationally and internationally. And now, these outstanding alumni will have the opportunity to be recognized for their contributions to the business world thanks to the development of the School of Business Alumni Hall of Fame.

The School of Business Alumni Hall of Fame was created this year as part of the University's Alumni Hall of Fame being overseen by the SIUE Alumni Association. The Hall of Fame recognizes and honors SIUE business alumni who, through leadership, character, and hard work, have made exceptional contributions in the field of business.

"We encourage everyone to consider making a nomination," says Judy Woodruff, director of development for the School of Business. "There are so many high achievers who are deserving of recognition, but we need the input of fellow alumni, business colleagues, faculty and students to bring those nominees to our attention."

Inductees will have demonstrated in their daily lives, the values, ethics, and abilities imparted to them throughout their academic careers at SIUE. They also will have achieved a level of professional, community and/or academic excellence that brings distinction and honor to themselves, and in turn, brings that same distinction and honor to SIUE. Induction into the Alumni Hall of Fame is the highest honor bestowed on alumni by the Alumni Association.

"The Hall of Fame is important on so many levels," says SIUE Alumni Affairs Director Steve Jankowski. "It allows us to recognize the achievements of our alumni, and it provides a more visible display of our honorees' contributions, which is a great motivator for our current students. It helps show students what is possible."

See the nomination form in this issue (page 8), or visit our website at [www.siue.edu/business/](http://www.siue.edu/business/), or contact Judy Woodruff for more information at 618.650.2317 or [jwoodru@siue.edu](mailto:jwoodru@siue.edu). Alumni selected will be inducted into the SIUE Alumni Hall of Fame during Homecoming Week on Saturday morning, October 11, 2008.

## Many SIUE Econ/Finance Alumni Advance to Earn Ph.D.s

The Economics and Finance Department at SIUE frequently finds that many alumni proceed to earn a Ph.D. after graduating from the university. This is a department trend that has spanned a number of years — dating back to alumni from the 1970s through today.

"It's a long-standing tradition that stems from the influence of our dedicated faculty," says Department Chair Dr. Rik Hafer. "We are a research-oriented group that often encourages our students to pursue continued education in the field."

The following are just a few SIUE Economics and Finance alumni who have gone on to earn Ph.D.s (or are currently pursuing) in the field:

- **Dr. Mark J. Eschenfelder** (BS '77) is an associate professor of economics at Robert Morris University in Pittsburgh, Penn. He earned his Ph.D. in economics from the University of Missouri in 1992. Eschenfelder recently

completed his term as president of the Pennsylvania Economic Association (PEA). The PEA is a professional association of economists and allied social scientists in Pennsylvania and neighboring states.

- **Benjamin Herzon** (MS '91) is a senior economist with the firm Macroeconomic Advisers in St. Louis, Mo. His primary responsibilities include high-frequency, near-term forecasting and researching in support of the firm's quarterly macroeconomic model. Herzon earned his Ph.D. in economics from Washington University in St. Louis in 1999.
- **Thomas W. Doellman** (BS '05, MBA '06) recently earned his undergraduate and graduate degrees from SIUE before deciding to pursue his Ph.D. In the fall of 2007, Doellman enrolled in the Ph.D. program for finance at the University of Florida - Gainesville.





### Alumni Hall of Fame Nomination Form

Nominee's Full Name \_\_\_\_\_ Maiden \_\_\_\_\_

Years attended SIUE \_\_\_\_\_ Degree \_\_\_\_\_ Major \_\_\_\_\_

Home Address \_\_\_\_\_

Home Phone \_\_\_\_\_ Work Phone \_\_\_\_\_

Email \_\_\_\_\_

Degrees earned other than SIUE \_\_\_\_\_

Professional Position \_\_\_\_\_

Professional Activities \_\_\_\_\_

\_\_\_\_\_

Special Contributions and/or achievements \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Nominated by \_\_\_\_\_ Date \_\_\_\_\_

Nominator's Address \_\_\_\_\_

Nominator's Phone \_\_\_\_\_ Email \_\_\_\_\_

Please attach a narrative of up to two (2) pages stating why this nominee is deserving of being inducted into the School of Business Alumni Hall of Fame, along with a current resume of the nominee and two (2) letters of support.

NOMINATIONS MUST BE POSTMARKED BY JULY 25, 2008

Send materials to: SIUE School of Business Alumni Hall of Fame  
3307 Founders Hall, Box 1051  
Edwardsville, IL 62026-1051

For more information, contact Judy Woodruff at [jwoodru@siue.edu](mailto:jwoodru@siue.edu) or visit [www.siue.edu/business/](http://www.siue.edu/business/)



## First Cox Scholarship Recipients Announced

The SIUE School of Business is pleased to announce the first Cox Scholarship recipients. The four incoming freshmen who have each been awarded a Cox Scholarship for the 2008-2009 school year are: Andrew S. Foster of Sesser, Ill.; Jeffrey S. Harrison of Red Bud, Ill.; Kaylee Krischel of Effingham, Ill.; and Devyn Morgan of Waverly, Ill. These students were selected based on their academic performance in high school and declared commitments to pursue a business major.

In 2006, SIUE's School of Business received a \$2.4 million donation, the largest single gift in the history of the



University. The gift was bestowed on behalf of Homer L. Cox, a School of Business professor who taught at SIUE from 1967 until he retired in 1978. With the generous bequest, the SIUE School of Business created the Homer L. and Helen L. Cox Scholars Program, an endowed fund that provides students with financial assistance and unique educational opportunities to enhance their academic and creative potential.

"This scholarship program allows exceptional students to have an even richer academic experience," says Judy Woodruff, director of development at the SIUE School of Business. "Homer Cox was a wonderful professor who contributed so much to SIUE. And now through his generous donation, he has created another amazing learning opportunity for our business students."

From the first day as incoming freshmen, Cox Scholars will participate in a faculty-directed mentor group, participate in community service projects and have the opportunity to network with successful School of Business alumni and other prominent local business leaders. Additionally, while juniors and seniors, scholars will receive one-to-one faculty mentoring in his/her area of concentration that will culminate in a research project.

## MBA Project Management Cohort

In September 2007, the SIUE School of Business launched a new MBA program for students, providing greater convenience and flexibility by offering students an alternate location and concentrated coursework in a cohort format.

The MBA cohort group meets every Tuesday and Thursday at Computer Sciences Corporation in Fairview Heights, Ill. The students are enrolled in the program for 20 months, which breaks down to 13 six-week consecutive courses. Those students are scheduled to receive their MBAs in May 2009. Their curriculum includes core business and project management classes.

"This new format has been really successful," says Dr. Laura Swanson, one of the program's professors. "The students actively participate in each session, creating interactive discussions that everyone benefits from — myself included. I must also commend the students for their commitment

and dedication to the program, which helps make it so successful."

"The program has exceeded all of my expectations, and fits my personal/professional schedule perfectly," says Mike Gavin, a student who works full time as the North Regional Manager at MAVERICK Technologies. "Unlike other formats, our instructors operate more as coaches, sharing their own business best practices and encouraging the students to learn from each other's experiences. We not only learn something

new, but we also improve our productivity and efficiency in our ongoing professional roles."



Currently the MBA Project Management Cohort is enrolled in its fifth course. "Considering the positive feedback that the program has received thus far, we expect to see an increase in demand to continue cohort programs in the future," says Dr. Janice Joplin, associate dean of Academic Affairs.

## Enterprise Rent-A-Car Foundation Recognizes SIUE Students with Incentive Program



*SIUE American Marketing Association Student Organization receives First Place Enterprise Award*

Enterprise Rent-A-Car Foundation recently concluded its 2007-2008 incentive program for SIUE School of Business students. The program, in its second year at the School, recognizes dedicated, hardworking students who are active in one of the School's 15 student organizations and who go above and beyond their daily college responsibilities. It also provides these students with exposure to Enterprise Rent-A-Car executives, creating excellent recruitment opportunities.

Through a competitive selection process, the Student Organization Award is given to the outstanding student organization for the year. Three organizations are recognized, receiving \$2,000 for first place, \$500 for second place and \$150 for third place. This year, the American Marketing Association (AMA) Chapter placed first, Emerging Leaders Influencing Things Everywhere (ELITE) placed second, and the Beta Alpha Psi Chapter placed third.

In addition, the Student Organization Leader of the Month Award is presented to a select student within one of the School's student organizations each month. The winners each receive \$50. This year, those receiving the Student Organization Leader of the Month Award are: Robin Quattlander, Timothy A. West, Kari Kabbes, Kristopher Mitchell, Tiffany Slater and Katie Miller.

## SIUE Marketing Team Takes Third Prize at AMA International Conference

SIUE's American Marketing Association (AMA) Chapter won third prize and received a \$1,500 award at the 30th Annual AMA International Collegiate Conference in New Orleans in April. The team competed against a total of eight finalists from several schools across the country.

The competition began last fall, when McGraw-Hill Higher Education Company asked more than 50 participating teams to develop a marketing strategy to increase the company's web site presence in the collegiate market. The eight finalist teams presented their marketing ideas and concepts to a panel of judges that included McGraw-Hill marketing executives, AMA staff and other industry representatives. Judges complimented the team on detail, writing style, and polished presentation.

Assistant professor of marketing and AMA chapter advisor, Dr. Edmund Hershberger, marveled at the hard work the students put in over the last few months. "This annual competition is an extracurricular challenge that the students elected to tackle in addition to their demanding school obligations," he says. "This is the best result since the group began competing three years ago."

The SIUE AMA team also was awarded AMA's Outstanding Chapter Communication Award and Outstanding Marketing Week Award. The team's nine undergraduate students included: Jacquelyn Tedford (team leader), Adam Berry, Kate Cantrell, Audra Gall, Sean Jordan, Kari Kabbes, Jeremy Mueth, Nathan Tatum, and Courtney Wetzler.



*Left to right: Sean Jordan, Nathan Tatum, Courtney Wetzler, Audra Gall, Jacquelyn Tedford, and Kari Kabbes*

## Business School Begins New Tradition

The SIUE School of Business recently began a new tradition for its graduate students: the school hosts a hooding ceremony prior to commencement, where graduate students receive their academic hood to wear to graduation.

The first hooding ceremony was held prior to the May 2007 graduation. Nearly 30 students took part in the new tradition, which is a smaller and more

personal ceremony that students can share with their families, friends and peers.



"This is a great opportunity for us to recognize our graduate students for their dedication and hard work," says Associate Dean Dr. Janice Joplin, who started this new tradition at SIUE. "We are extending our appreciation to them, and they genuinely enjoy the opportunity to celebrate together."

## Student News



### *Beck is Named Student Employee of The Year*

Marilee N. Beck (BS '08) received the 2008 SIUE Student Employee of the Year Award and was recognized during National Student Employee Week. She has worked as an office assistant in the Department of Economics and Finance for the past two years.



### *Wake Receives the WSJ Award*

Amy D. Wake (BSA '08) of Cantrall, Ill., was honored with the Wall Street Journal Student Achievement Award, a collaborative effort between the Journal and participating institutions to honor exceptional students. Each participating college or university nominates one student every year.

### *Students Tour Local Companies*

Thanks to School of Business Advisory Board member and alumna **Ronda L. Sauget** (BS '96, MBA '98) a group of 16 students toured two local companies. The students were able to gain an understanding of how Midcoast Aviation in Sauget, Ill., meets the growing needs and expectations of the high-end aircraft market while learning about career opportunities in this growing segment. In addition, the students were treated to the inner workings of a Frontier League Baseball team, the Gateway Grizzlies, also located in Sauget. They learned how to develop sports marketing programs for sponsors, how to create a family friendly entertainment environment and how to keep fans returning.



*SIUE Students touring Midcoast Aviation*

### *Students Inducted into Beta Gamma Sigma*

The School of Business held the 32nd Annual Beta Gamma Sigma Induction Ceremony immediately preceding commencement May 10, 2008. Beta Gamma Sigma Honor Society is the highest recognition a business student can receive in an accredited AACSB International business program. Thirty-six new members were inducted as family and friends proudly watched.



## Alumni Notes



SIUE School of Business hosted a lunch for alumni at AT&T in downtown St. Louis February 25, 2008.

### 1960s

**Gail A. Myers Liniger** (BS '68) is president and CEO of ReMax International in Englewood, Col. She and her husband, David, founded the company in 1993, growing it to become one of the world's largest home sellers.



**Johnny E. Campbell** (BS '69) was the recipient of the SIUE Kimmel Community Service Award for Special Populations. The Kimmel Awards recognize outstanding community members for dedication and contributions to community volunteer service as exemplified by Carol Kimmel, a former member of the SIU Board of Trustees. Campbell has volunteered as a court appointed special advocate and is a volunteer with the Boy Scouts of America and the Elks. He also began mentoring programs in several area communities. He is the managing principal of Campbell, LLC in East St. Louis, Ill.

**Michael C. Tinkler** (BS '69) recently earned the designation of Certified Financial Planner. He is a personal financial planner with Diel & Forguson Financial Group in St. Louis, Mo.

### 1970s

**Gloria J. Winters Linnertz** (MS '74) recently received the Excellence in Radon Award for her efforts in helping pass the Radon Awareness Act. She lives in Waterloo, Ill.

**Larry V. Friederich** (BS '71, MA '75, MBA '90) is Dean of Personnel at Southwestern Illinois College. He resides in Belleville, Ill., with his wife, Barbara.

**Jim A. Thomas** (BS '75) is a senior technical architect at AT&T in St. Louis, Mo.

**David L. Ahner** (MBA '76) is vice president, director of Management Services for Grubb & Ellis Company in St. Louis, Mo.

**Col. Michael W. Cole** (BS '76) was inducted into the Belleville East (Ill.) Wall of Fame. He became an officer in the U.S. Air Force, and in 1988, he was assigned to the United Nations Truce Supervision Force. Later, he was a part of a peacekeeping group that was recognized with a Nobel Peace Prize for their efforts. He retired from the Air Force in 2005, with 23 military awards. He resides in Orlando, Fla.

**Robert Husmann** (MBA '76) is commander and a leader at the Alton Illinois Veterans of Foreign Wars Post 1308, the largest VFW post in Illinois.

**Dennis W. McCracken** (MBA '76) was appointed city clerk and city collector for Edwardsville, Ill.

**Michael J. Diaz** (BS '78) is an attorney at law in Godfrey, Ill.

**James R. Duby, Sr.** (BS '78) is a consultant with Diel & Forguson Financial Group in St. Louis, Mo.

**Rita L. Wells, Ph.D.** (MBA '78) is a manager for the Department of Energy's Golden Field Office, the organization that manages renewable energy and energy efficiency in the U.S. She has been the recipient of the Presidential Rank Award and the Meritorious Civilian Service Award. She lives in Falls Church, Va.

**Richard J. York** (BS '79) is a tax manager with Diel & Forguson Financial Group in St. Louis, Mo.

### 1980s

**Allan E. Ratkewicz, Sr.** (BS '80) is a business manager at AT&T in St. Louis, Mo. He and his wife, Kathlene, live in Edwardsville, Ill.

**Diane M. Rademacher Wellen** (BS '80) is a senior technical team lead at AT&T in St. Louis, Mo. She and her husband, James, live in Aviston, Ill.

**Michael D. Williamson** (BS '80) is a business manager at AT&T in St. Louis, Mo.

**Michael A. Bartley** (BS '81) is a data center manager at AT&T in St. Louis, Mo. He and his wife, **Karen E. Wiggins Bartley** (BS '81), live in University City, Mo.

**Mark W. Bentlage** (BS '81) is a database administrator for AT&T in St. Louis, Mo.

**Steven L. Stone** (BS '81) is vice president of Sales and Marketing for Wilkes Direct, Inc. in St. Louis, Mo.

**Susan C. Bailey** (BS '82, MBA '84) was recognized in February as Ambassador of the Month by the Fairview Heights, Ill., Chamber of Commerce. She also serves as an ambassador for the Greater Belleville Chamber of Commerce. Susan is vice president of commercial lending at National Bank in Edwardsville. She lives in Caseyville, Ill. with her husband, Wayne, and their son.

**William K. Komperda** (BSA '82) is the managing director of Capital Markets and Lending for Wireless Capital Partners. He is responsible for broad capital markets initiatives, and developing, promoting and managing the company's commercial mortgage lending division. He lives in Conn.



*Edward T. Pinnell, Jr.* (BS '82, MBA '90) is vice president and fiduciary officer for the St. Louis Private Client Group of National City Bank.

*Bryce "Mitch" Griffin* (BS '83, MBA '84) is with the Department of Marketing at Bradley University in Peoria, Ill.

*Renee A. Hughes* (MBA '83) is a lead cost accountant with AT&T in St. Louis, Mo. She and her husband, *Shawn A. Hughes, Ph.D.* (BS '79, MA '81), live in St. Louis, Mo.

*Kimberly A. Clemens Martin* (BS '83, MS '86) is vice president of Data Warehouse Solutions Group at MasterCard Worldwide in O'Fallon, Mo. She has been with MasterCard for more than 16 years. She resides in Maryville, Ill.

*Robert C. Cockrell* (BS '84) is the vice president and commercial relations manager at Montgomery Bank.

*Raja Muthukumar* (BS '84, MS '99) is a senior technical director at AT&T in St. Louis, Mo. He and his wife, Margarita, reside in Grover, Mo.

*Scott A. Stringer* (BSA '84) is a director with Navigant Consulting's Chicago, Ill., office.

*Treva S. Daniels Daley* (BS '85) is a senior technical director at AT&T in St. Louis, Mo. She resides in Edwardsville, Ill., with her husband, *Bryan W. Daley* (BS '85).

*Jane W. (Whorton) Louer* (MBA '85) is the owner and president of Louer Facility Planning in Collinsville, Ill.

*Samuel R. Massey* (BS '85) is a special investigator for Hartford in Lakewood, Calif.

*Douglas L. Schaefer* (BS '85) is a senior program/project manager at AT&T in St. Louis, Mo.

*Richard A. Skau* (BSA '85) was promoted to senior vice president of Human Resources at Laclede Gas Company in St. Louis, Mo. He has been with Laclede Gas since 1985.

*Tony Cord* (MBA '86) is managing director of BDO Seidman, LLP in Bethesda, Md., and recently has been involved in the revival of downtown Washington, D.C.

*Steven P. Hartmann* (BS '86) is a network technical manager at AT&T in St. Louis, Mo. He lives in Troy, Ill. with his wife, Suzanne.

*Kevin J. Podner* (BS '86) is regional manager for U.S. Bank Home Mortgage in St. Louis, Mo.

*Christie L. Peterson Olden* (BS '87, MBA '99, BSA '04) is with Ganim, Meder, Childers, and Hoering, P.C. in Belleville, Ill.

*Mark S. Shashek* (BS '87) received the Albert Cassens Award for Outstanding Community Service from the Edwardsville-Glen Carbon Chamber of Commerce. He has served as chair of the Greater Edwardsville Area Community Foundation, co-chair of the 2004-2007 District 7 Growth Committee, and co-chair of the Citizens for District 7 Schools Referendum Committee. He is vice president and chief information officer for Cassens Transport in Edwardsville, Ill.

*Cynthia L. Clark* (BSA '88) is the chief financial officer for Epworth Children & Family Services in St. Louis, Mo.

*Gregory A. Lee* (MBA '88) is the senior vice president of asset management with Gundaker Commercial Group in Chesterfield, Mo.

*Ronald J. Padgett* (BS '88) is the CEO and co-owner of Padgett Building and Remodeling in Swansea, Ill. The company is involved in the new Forest Lakes development in Caseyville.

*Arif Pyarali* (BS '88, MS '93) is a senior project manager at AT&T in St. Louis, Mo. He and his wife, *Karen S. Barczewski Pyarali* (BS '88), live in Edwardsville, Ill.

*Richard L. Watson* (BS '88) is the senior vice president chief operations executive at TheBANK of Edwardsville. He has been with the bank for 29 years. He and his wife, Kathleen, live in Edwardsville, Ill.

*Dion C. Joannou* (BS '89) was appointed to the board of directors at Dialogic Corporation, headquartered in Montreal, Canada.

*Don M. Swindle* (MBA '89) is the senior vice president and director of Retail Banking at Midwest Bank Center near Wright City, Mo.

## 1990s

*Ann M. Rafferty Bollone* (MBA '90) is vice president of Human Resources at St. Anthony's Medical Center in St. Louis, Mo.

*Donna K. Schetter Mizerski* (BS '90) is customer service officer at TheBANK of Edwardsville in Edwardsville, Ill. She has been with the bank for 15 years.

*Thomas H. Ripperda* (BS '90) was elected to the board of directors for the National Association of Insurance and Financial Advisors in Illinois.

*Jesse Bryant, III* (BS '91) is a senior analyst in IT Services with AT&T in St. Louis, Mo.

*Marc E. Mitchell* (BS '91) is an application support analyst at AT&T in St. Louis, Mo. He and his wife, *Peggy A. Jackson Mitchell* (BS '91), live in Glen Carbon, Ill.

*Sue E. Lowrance* (BS '92) was appointed the new Bethalto Village Clerk in Bethalto, Ill.

*David A. Braasch* (MBA '93) was appointed president of Alton Memorial Hospital. He is a member of the North Alton Godfrey Business Council, president of the American Diabetes Association Leadership Council for Madison County and is a Fellow of the American College of Healthcare Executives. He resides in Dorsey, Ill., with his wife Sharon and their four children.



*Albert B. Buckles* (BS '93) married Jennifer Bagley in Seattle, Wash., July 7, 2007. He is the assistant director of Athletics at the University of Texas at Dallas.

*Pam L. Funk* (BS '93, MBA '00) is the assistant city administrator in O'Fallon, Ill.

*Angela W. Beeler Henson* (BSA '93) is vice president of Finance at Hogan Transportation. She resides in Edwardsville, Ill., with her husband Craig and their three children.

*Brian W. Jones* (BSA '93) was promoted to center manager of the Troy, Ill., Center of TheBANK of Edwardsville. He has served as a branch/sales manager in the mortgage industry for nine years and has worked in lending for more than 14 years.

*David A. Storm* (MBA '93) was awarded the 2008 Lake Land College Alumnus Achievement Award. He is the director of business support at St. Anthony's Memorial Hospital in Effingham, Ill. He is a member of the American Institute of Certified Public Accountants, Healthcare Financial Management Association, Illinois CPA Society, and Illinois Hospital Association Health Finance Council.

*Polly A. Stover* (BSA '93, MBA '94) is with Diel & Ferguson, LLC in O'Fallon, Ill.

*Denise L. Suhrenbrock* (BSA '93, MBA '95) is the controller at Willert Home Products in St. Louis, Mo.

*Regina Y. Youngblood* (BS '93) recently traveled to SIUE from Houston, Tex. to attend the SIUE Student Leader Reunion. The reunion was held to establish closer ties between SIUE and alumni.

*Mark F. Rimkus* (MBA '95) is an ITO project manager at AT&T in St. Louis, Mo. He lives in Edwardsville, Ill. with his wife, *Christine* (BS '86).

*Anna M. Womack* (BSA '95, MSA '98) is a manager in the Pension Investment Division of Emerson Electric in St. Louis, Mo.

*Tiffany E. Cooley* (BS '96) was elected president of the Professional Organization of Women, Inc. in St. Louis, Mo., whose mission is to empower African-American women to succeed in business and civic endeavors. Cooley is director of Human Resources for Hazelwood School District in Mo. She is engaged to Michael Slater, and the couple is planning an August wedding.

*Christopher J. Frein* (MBA '96) joined The Business Bank of St. Louis, Mo.

*Teresa A. Johnson* (BSA '96) is the controller for Glen Echo Country Club in St. Louis, Mo.

*Ronda L. Sauget* (BS '96, MBA '98) was honored in March 2008 with the Women Influencing Now Regional Economic Development Award.

*Nicole M. Cox Bugger* (BSA '97) is an assistant controller at the corporate offices of Dierbergs. She resides in Edwardsville, Ill., with husband, Jesse, and new baby, Hayden Dean.

*Jason H. Geminn* (BSA '97, MBA '01) is a manager at BKD, LLP. He and wife, Kimberly, live in Edwardsville, Ill.

*Scott J. Kelemetc* (BSA '97) was promoted to senior associate at Evans and Dixon LLC, in St. Louis, Mo.

*Audra D. Liddell* (BSA '97) Correction - A recent Alumni Note erroneously stated that Audra was promoted to plant controller at Monsanto in Luling, La. She is not employed by Monsanto, Audra's husband, Antoine, was promoted to plant controller.

*Mary C. Reynolds* (BSA '97) is a controller at Midwest Testing in Bridgeton, Mo.

*Mohamed P. Rizwan* (MBA '97) is a technical architect at AT&T. He lives in Ballwin, Mo., with his wife, Ferhana.

*Michael T. Brokering* (BSA '98) passed the exam to become a Certified Valuation Analyst. He was promoted to principal at Diel & Forguson Financial Group in O'Fallon, Ill.

*Marci Heather Caselton Gietl* (BSA '98) is the accounting manager at Becker & Rosen in Clayton, Mo.

*Sara B. Lotter Hampton* (BSA '98) and her husband, Ron, welcomed their new baby daughter, Reese Adalyn, in March.

*Bernice K. Varady* (BSA '98) is a senior accountant at Eclipse Capital Management, Inc. in St. Louis, Mo.

*Patricia J. Young* (BS '98) is an administrative associate with the American Heart Association in Springfield, Ill. She resides in Chatham, Ill.

*Arif S. Ashfaq* (BS '99) is a lead financial analyst with Johnson & Johnson in Kansas City, Mo.

*Stacy R. Poos Campbell* (BSA '99) and her husband, Mark, had their second son, Jackson Ray, in October. She is employed at MPP&W, P.C. in St. Louis, Mo.

*Sandra K. Dowdy* (BSA '99) is a partner at Tzinberg, Goldenberg, & Dowdy, a Stone Carlie Company. Both of her children, Amanda and Mitch, attend SIUE.

*Stephanie J. Drilling* (MBA '99) is the director of Enterprise Applications at Scottrade in St. Louis, Mo.

*Philip R. Kammann* (MBA '99) is president of Airport Bowl in Bethalto, Ill.

*Jenifer J. Schaller* (BSA '99) works in the tax department at ESCO Technologies in St. Louis, Mo. She is proud to have completed four marathons this year.

*Shannon R. Larson Schindler* (BSA '99) is with ESCO Technologies in St. Louis, Mo.

## 2000s

*Julie R. Albers Brown* (BSA '00, MSA '01) and her husband, Jim, had their second child, Madeline Jean, in September. She works at Sandberg, Phoenix, & Von Gontard in St. Louis, Mo.

*Chad E. Burns* (BSA '00) is a SOX compliance manager at Edward Jones in St. Louis, Mo. In September, he and his wife, Amie, had daughter, Rylie Morgan.

*Jessica L. Freytag Chopra* (BSA '00) and her husband, Ashish, had their second child, Ashlyn, in October. She is a substitute teacher. They live in Fairview Heights, Ill.

*Marcella R. Curry* (MSA '00) is the controller at Sanford Brown College in Collinsville, Ill.

*Sarah M. Pettit Duckwitz* (BSA '00) and her husband, David, had their second child, Emily Elizabeth, on New Year's Eve. She works at Embarq Corporation.

*Christi L. Castile Geggus* (BSA '00, MSA '01) and her husband had their second child, Brooke Elizabeth, September 24, 2007.

*Patrick M. Hack* (BS '00) was promoted to electronic banking officer at TheBANK of Edwardsville in Edwardsville, Ill. He has been with the bank for 10 years.

*Cale T. Henke* (BS '00) was named vice president at Hamel Banking Center, Hamel, Ill.

*Anthony "Bud" S. Hollenkamp* (BSA '00) was promoted to management at BKD, LLP in St. Louis, Mo.

*Scott A. Huegen* (BSA '00) and *Lynette M. Schrage Huegen* (BSA '00, MSA '01) welcomed daughter, Alaina Judith, into the world April 25, 2008. Scott is assistant superintendent at Roland Barkau Memorial Golf Course in Okawville, Ill. Lynette works in the Internal Audit Department at A.G. Edwards in St. Louis, Mo.

*Stacy A. Pfeffer Kramer* (BSA '00) works for Illini Concrete in Belleville, Ill. and recently bought a house in Troy, Ill.

*Dustin B. Simaytis* (BS '00) was married to Tallie N. Price (BS '01) March 17, 2008. Dustin is a finance and business manager at Cassen's in Edwardsville, Ill. Tallie is an operations supervisor at TheBANK of Edwardsville in Troy, Ill.

*Dawn M. Townsend* (BS '00) is an associate IT manager at AT&T in St. Louis, Mo.

*Aimee M. Belter Wangelin* (BS '00) is a project manager at AT&T in St. Louis, Mo. She resides in Waterloo, Ill., with her husband, Robert.

*Leann R. Eilert Aloisi* (BSA '01) is working to complete an MBA at SIUE. She is a senior accountant at Midwest Employers Casualty Company in Chesterfield, Mo.

*Faisal Alvi* (MBA '01) is senior manager, Database Systems, at AT&T in St. Louis, Mo. He lives in Maryville, Ill., with his wife.

*Brent M. Bull* (BSA '01) is a technical architect at AT&T in St. Louis, Mo. He lives in Glen Carbon, Ill., with his wife, Rachel.

*Kimberly D. Kipling Bushmeyer* (MSA '01) currently resides in O'Fallon, Mo., with her husband, Joe, and their two children.

*Jeremy R. Cecil* (BS '01) is a senior IT analyst at AT&T in St. Louis, Mo.

*Timothy J. Delabre* (BSA '01, MSA '02) and Mary Eckert were married in August 2007. Tim was promoted to supervisor in the Tax and Business Services Department at Stone Carlie & Company in St. Louis, Mo.

*Kurtis G. Emshousen* (BS '01) was promoted to senior manager at KPMG, LLP in St. Louis, Mo.

*Justin H. Grave* (BS '01) is a senior systems analyst with AT&T in St. Louis, Mo.

*Leanne E. Halemeyer* (BSA '01, MSA '02) was promoted to manager at RubinBrown, LLP in St. Louis, Mo. She is planning to be married in June 2009.

*Grant T. Harner* (BS '01) is senior technical team lead at AT&T in St. Louis, Mo. He resides in Alton, Ill., with his wife, Andrea.

*Joshua L. Koch* (BS '01, MS '07) is technical architect at AT&T in St. Louis, Mo. He resides in Belleville, Ill., with his wife, Karen M. Hasenstab Koch (BSA '99).

*Julie R. Lutz* (BSA '01, MSA '02) was promoted to manager at Ernst & Young in St. Louis, Mo.

*Christopher M. Ousley* (BS '01) was promoted to manager in the risk management services practice at Brown Smith Wallace LLC.

*Karissa A. Robson* (BSA '01) is an audit manager with Reznick Group in Washington, D.C.

*Matthew D. Tucker* (MBA '01) is vice president of AFWC, Inc. in Sauget, Ill.

*Jason A. Watters* (MBA '01) is the branch manager for the new Maryville office of Bernardin, Lochmueller & Associates.

*Stephanie F. Armstrong* (BSA '02) was married in October 2007. She is in external reporting at Monsanto in St. Louis, Mo.

*Kristin T. Giebe Bettorf* (BSA '02) and her husband, Mike, moved into their new home in Edwardsville this past summer and had their first child, Jayden Richard, in September. Kristin is with RubinBrown, LLP in St. Louis, Mo.

*Emily B. Beyers* (BS '02) is an assistant financial accountant with Norwegian Cruise Line working on one of the company's Hawaiian based cruise-liners.

*Julie M. Billeter* (BSA '02, MSA '03) is with Scheffel & Companies in Alton, Ill. She lives in Godfrey, Ill.

*Matthew R. Carney* (BS '02) is engaged to *Cassandra O. White* (BSA '04, MSA '05). The couple plans a September 15, 2008, wedding. They reside in Kansas City, Mo.

*Darryl R. Collins* (MBA '02) was elected to the Southwestern Illinois College Foundation Board of Directors. He is senior vice president, Retail Group and operations manager for Commerce Bank in St. Louis, Mo. Collins volunteers as a board member for the Collinsville Chamber of Commerce and St. John's Home and Community Care outreach program and is the president of the Center for Financial Training.

*Rosanne M. Slecka Mangiarancino* (BSA '02, MSA '03) is senior internal auditor at the national offices of the Lutheran Church-Missouri Synod in St. Louis, Mo.

*Scott L. Terry* (BS '02) is engaged to Kristen Litchfield. The couple plan a July 26, 2008, wedding.

*Douglas D. Witte* (BSA '02) is completing an MSA degree and is with J.H. Berra Construction Company in St. Louis, Mo.

*Karla S. Zimmerman* (BS '02) is an accounting manager for Trivers Associates in St. Louis, Mo.

*Melissa J. Banwarth* (BS '03) is a technical director for AT&T in St. Louis, Mo. She lives in Collinsville, Ill.

*Sarah C. Coulter Bouchette* (BSA '03, MSA '04) was married in 2006. She is with Scheffel & Companies in Edwardsville, Ill., and resides in Collinsville, Ill.

*Stacey R. Deiters* (BS '03, MS '05) is a credit underwriting officer for TheBANK of Edwardsville in Ill.

*Kylie A. Ernsting* (BS '03) married *Paul M. Mueller* (BSA '04). The couple lives in Steeleville, Ill.

*Krystle L. Behrman Flaar* (BSA '03, MSA '04) is the campus recruiting manager for Deloitte in St. Louis, Mo.

*Tasha C. Gibbs* (BS '03) has been a database administrator with Edward Jones in St. Louis, Mo., for five years. She and her husband, Adam, have two children.

*Lori M. Schweitzer Heil* (BS '03) is a processor with Stifel Nicolaus in St. Louis, Mo.

*Rena M. Hoedebeck* (BS '03) relocated to Gaines, Mich. She is a technical recruiter for TEKsystems, Inc., in Southfield, Mich.

*Olanrewaju "Lanre" O. Iwayemi* (MS '03, MSA '05) and *Arlene C. Odiachi* (MS '05, MBA '06) were married November 9, 2007. The couple lives in Edwardsville, Ill.

*Matthew J. Kaiser* (BS '03) is a Websphere administrator at AT&T in St. Louis, Mo.

*Camie L. Jansen Kampwerth* (BSA '03, MSA '04) was promoted to senior accountant at Maschhoff's, Inc., in Carlyle, Ill. She and her husband, Derek, had their first child, Karter Alan, December 1, 2007.

*Marc A. Ortegren* (MSA '03) is pursuing his Ph.D. in accounting at Texas Tech University.

*Adam M. Sintzel* (BS '03) is a real estate investor at Sintzel Investments, Inc. in Belleville, Ill.

*Rebecca M. Spinks* (BS '03) is a program office business analyst with Safeco Insurance in Seattle, Wash. She lives in Issaquah, Wash.

*Adam D. Ward* (BSA '03, MSA '04) recently married Abigail Solomon in May, and the couple bought a home in Glen Carbon, Ill. Adam is an Audit Senior at KPMG, St. Louis, Mo.

*Jared B. Arico* (BS '04) is a senior auditor with the Federal Reserve Bank of St. Louis, Mo.

*Cassandra O. White Carney* (BSA '04, MSA '05) was married in fall 2007 and is working at Ingersoll-Rand Security and Safety in Kansas City, Mo.

*Jason R. Finke* (BSA '04, MSA '05) was married in March 2008. He lives in Kirkwood, Mo.

*Jamie M. Kruckeberg Grapperhaus* (BSA '04, MSA '06) was married to Andrew John Grapperhaus.

*Sara M. Guarino* (BS '04) is a third year law student at St. Louis University.

*Drew A. Hesker* (BSA '04, MSA '05) is employed at The Maschhoff's, a pork producer in Carlyle, Ill.



*Edwin J. Mazani* (MBA '04) is a business analyst in the reinsurance division with Manulife Financial in Toronto, Canada. He holds a degree in economics from the University of Zimbabwe.

*Jenee E. Meier* (BSA '04) transferred to the Chicago office of KPMG, LLP.

*Paul M. Mueller* (BSA '04) and *Kylie A. Ernsting* (BS '03) were married. They reside in Steeleville, Ill.

*Christina L. Rother* (BSA '04, MSA '05) is a senior associate at KPMG, LLP in St. Louis, Mo.

*Michael J. Schroeder* (BS '04) is the compliance and transportation manager at Cooper Bussmann in Chihuahua, Mexico.

*Joshua P. Smucker* (BS '04, MBA '07) is a team leader in the Operations Division at Edward Jones in St. Louis, Mo.

*Cassandra O. White* (BSA '04, MSA '05) is engaged to *Matthew R. Carney* (BS '02). The Kansas City, Mo., couple is planning a September 15, 2008, wedding.

*Amy D. Williamson* (BSA '04) is with Diel & Ferguson Financial Group, O'Fallon, Ill.

*Kristi G. Bennett Adams* (BS '05) is the cash management officer at American National Bank in Grand Junction, Colo.

*Lindsay M. Burns* (BSA '05, MSA '06) passed the national Certified Public Accountant exam and is an accountant at Hart and Associates in Collinsville, Ill.

*Laura N. Peipert Doll* (BSA '05, MSA '06) was recently married. She works for Scheffel & Companies in Edwardsville, Ill.

*Matthew L. Gibson* (BS '05) is with the Office of the Comptroller of the Currency in St. Louis, Mo.

*Mwayi H. Kanjaza* (MA '05) is a financial analyst with Health Capital Consultants in St. Louis, Mo.

*Andrew J. Kenny* (BSA '05, MBA '06) is a senior auditor at Deloitte in St. Louis, Mo.

*Emily M. Klaus* (BSA '05, MSA '07) is a staff accountant in the Tax and Accounting Services Group for Brown Smith Wallace, LLC in St. Louis, Mo.

*Laura E. Knebel* (BSA '05) and her husband, Zachary, had their first child, Tony, in May.

*Lenise M. Major* (BSA '05, MSA '07) works in the tax and business services department at Stone Carlie & Co. LLC in St. Louis, Mo.

*Crystal L. Foiles Muntz* (BS '05, MBA '07) resides in Jerseyville, Ill.

*Robert T. Reidelberger* (BS '05) was promoted to branch manager at the new O'Fallon, Ill., GCS Federal Credit Union. He has been elected to a two-year term as first vice chair of the Southern Illinois Chapter of Credit Unions.

*John L. Tucker* (BS '05, MBA '07) is the assistant trust administrator for A.G. Edwards Trust Company in St. Louis, Mo.

*Shauntaya C. Wagner* (BS '05) is a recruiting specialist for Your Travel Biz located in Alton, Ill.

*Ariana (Tamika) N. Watson* (BSA '05) is a senior auditor with Wolf Nahorski, P.C. in St. Louis, Mo.

*Sarah J. Zapka* (BSA '05) was promoted to senior accountant at Equity Residential, a real estate company. She also recently moved into a new condo and has a Shih-Tzu named Sadie.

*Joshua C. Andres* (BSA '06) is working on an MBA and is employed at Scheffel & Companies in Edwardsville, Ill.

*Thomas L. Biggs* (BSA '06) is engaged to Kristin Keel, and they plan to marry in June 2008. He is with Scheffel & Companies in Alton, Ill.

*Kimberly A. Coomes* (BS '06) is a Public Relations Specialist at Modern Woodmen of America in Rock Island, Ill.

*Barbara L. Deist* (BS '06) is an invoice management analyst with Control Point Solutions in St. Louis, Mo.

*Kristi L. Drda* (BSA '06) was married to Nathan McPherson May 10, 2008. She is currently employed as a resorts finance statistical associate with Disney World Park and Resorts in Orlando, Fla.

*Michael C. Durell* (BSA '06) graduated from St. Louis University's MBA program. He is in the Internal Audit Department of RubinBrown, specializing in SOX compliance, working primarily in Syracuse, N.Y.

*Craig L. Edwards* (BS '06) is the payroll administrator for Madison County. He is engaged to *Melissa R. Berner* (BS '07), and they are planning a June 2008 wedding.

*Erin R. Pirok Frank* (BSA '06, MSA '07) was recently married. She is with Scheffel & Companies in Edwardsville, Ill.

*Katie E. Koester* (BS '06) is engaged to Andrew Kasper. The couple is planning an August 2008 wedding.

*Christopher M. Malone* (BSA '06) is an IT analyst at AT&T in St. Louis, Mo.

*Steven H. Mandeville* (MSA '06) is a staff accountant for BKD, LLP in St. Louis, Mo.

*Michael A. Marietta* (BSA '06) is with BKD, LLP in St. Louis, Mo.

*Richard A. Porter* (BS '06) is engaged to *Danielle M. Petras* (BS '07). The couple is planning a May 2008 wedding.

*Matthew M. Rust* (BS '06) is the assistant contact center manager for Centra Credit Union in Ind.

*Eric D. Sachtleben* (BSA '06) is a staff accountant with Brown Smith Wallace, LLC in St. Louis, Mo. Eric lives in Collinsville, Ill.

*Kevin J. Schmidt* (BS '06) recently restored a three-story house in Millstadt, Ill., to open his chiropractic office. One day each month Schmidt donates all proceeds from his practice to a non-profit organization.

*Nathan B. Schonhoff* (BS '06) is a senior IT analyst at AT&T in St. Louis, Mo.

*Bradley L. Smith* (BS '06) married *Kimberly M. Williams* (BS '07) October 20, 2007. He is employed with Sears Hardware in Edwardsville, Ill.

*Karen M. Stirman* (BSA '06) is a second year law student at St. Louis University. She is ranked in the top third of her class and has studied abroad in Spain.

*Matthew H. Townsend* (BS '06) is a financial representative with Northwestern Mutual. He is with The Gilliland Financial Group of Glen Carbon, Ill.

*Tanner F. Alexander* (BS '07) was promoted to Assistant Manager of TheEDGE BANK in Edwardsville, Ill.

*Abigail "Abbey" R. Bates* (BSA '07) is a staff accountant at Glen Echo Country Club in St. Louis, Mo.

*Jenna L. Bock* (BSA '07) is a staff accountant with Scheffel & Company in Alton, Ill.

*Julie L. Bock* (BSA '07) is a staff accountant with Scheffel & Company in Alton, Ill.



## High School Job Leads to Family Business

**Joshua C. Allison** (BS '05) was only 19 when he earned a certification in Pedorthics. It allows him to create shoes to correct foot problems. Working at a relative's shoe store in high school coupled with an internship at Walt Disney World while completing his bachelor's degree in economics gave him an edge when he opened Allison's Comfort Shoes and Boots last year. "I want to know my customers one-on-one," said Allison. "I want to help them with their foot trouble."

The store offers everything from custom-fit shoes to prescription shoes for diabetics. But his store is not just a medical facility. Allison carries major brands including Birkenstock, New Balance, Merrell, and Dansko to name a few. Work on orthotics is done in-house, so standard waiting periods for customized footwear is about a week. The store is located in Glen Carbon, Ill.

**Clint M. Burris** (BS '07) is the assistant Men's Basketball Coach at Olney Central College in Olney, Ill.

**Amy C. Donaldson** (BSA '07) and Michael Tymoszenko were married in January 2008. Amy currently is an auditor with KPMG, LLP in St. Louis, Mo., but will be transferring to Chicago, Ill., at the end of June.

**Nicole D. Eplin** (BSA '07) is a staff accountant with Kerber, Eck, and Braeckel, LLP in St. Louis, Mo. She resides in Columbia, Ill.

**Kayla C. Fromme** (BS '07) is an associate analyst at AT&T in St. Louis, Mo.

**Mary "Betsey" E. Hall** (BS '07) is a staff assistant in the office of U.S. Senator Dick Durbin in Marion, Ill.

**Sara E. Boeker Hanks** (BSA '07) is a staff accountant at Leymone Hardcastle and Company, Ltd. in Salem, Ill. She resides in Centralia, Ill., with her husband, David.

**Megan R. Ingram** (BSA '07) is a staff accountant at O'Donnell, Bonebrake & Co., PC in Creve Coeur, Mo.

**Stephen J. Kozuszek** (BSA '07) is a staff accountant with Scheffel & Company, PC in Edwardsville, Ill. He also is working toward an MBA at SIUE, while earning additional credit hours to qualify for the Certified Public Accountant exam.

**Nicholas C. Ladwig** (BS '07) married Lori Traw on May 11.

**Samuel A. Loring** (BS '07) is a financial advisor at Morgan Keegan in Swansea, Ill. He resides in O'Fallon, Ill.

**Max Paller** (BSA '07) is an auditor with the Office of the Illinois Auditor General in Springfield, Ill.

**Cole W. Ramsey** (BS '07) was awarded the HSBC Bank award for his outstanding performance in International Trade Finance studies at Sheffield Hallam University in the United Kingdom.

**Adam A. Wellen** (BS '07) is an associate analyst at AT&T in St. Louis, Mo.

**Timothy A. West** (BS '07) is in Vendor Operations with Express Scripts, Inc., Infrastructure Shared Services in St. Louis, Mo. He is engaged to **Robin D. McMasters** (BS '07). Tim is a new member of the School of Business Alumni Board.

### Faculty/Staff

**Robyn A. Berkley, Ph.D.**, assistant professor of Management and Marketing, was a panelist for the Professional Organization of Women in St. Louis. She also presented two co-authored papers at the OBTS/OB Teaching Conference in Malibu, Cal. - "Practicing What We Preach: Teacher Self-Reflection Using VARK to Enhance Student Learning" and "Bringing Mindfulness and Presence to our Daily Lives to Enhance Teaching." In addition, she presented "E-mail Sexual Harassment: The Impact of Lean Communication Media on Perceptions of Sexual Harassment," at the International Conference of the Association on Employment Practices and Principles.

**Bijoy Bordoloi, Ph.D.**, professor of CMIS, recently returned from India after completing a six-month Fulbright Scholarship teaching program at the Birla Institute of Technology & Science on the Pilani campus in Ragasdhan, India.

**Steven D. Brant**, instructor of Accounting, is one of two SIUE faculty members who received the 2008 SIUE Teaching Distinction Award.

**Riza Demirer, Ph.D.**, assistant professor of Economics and Finance, was one of three SIUE faculty to received the 2008 SIUE Teaching Recognition Awards.

**Thomas J. Douglas, Ph.D.**, was promoted to associate professor in July of 2007. In addition, he was appointed to the editorial review board of *Corporate Governance: An International Review*.

**Radcliffe (Pug) G. Edmonds, Jr., Ph.D.**, associate professor of Economics and Finance, retired in July 2007. He was a member of the SIUE School of Business faculty since 1979.

**Manu Gupta, Ph.D.**, assistant professor of Economics and Finance serves on the School of Business's Core Curriculum Integration Team, or CCIT.

**Rik W. Hafer, Ph.D.**, distinguished research professor and chair of the Department of Economics and Finance, was appointed to the Illinois State Treasurer's external investment policy committee. The committee advises and provides outside opinion on the treasury department's investment activities. One of the committee's main objectives is to increase transparency within the treasurer's office.

**Janice R. W. Joplin, Ph.D.**, associate dean for Academic Affairs and associate professor of Management, accepted an invitation to join the Editorial Board of the *Journal of Organizational Behavior*. In addition, her co-authored paper, "Contracts and conflict resolution strategies in foreign ventures: A transaction cost perspective," will appear in the *International Journal of Conflict Management*.

**Mary Sue Love, Ph.D.**, assistant professor of Management and Marketing, was re-elected to the SIUE Faculty Senate.

**Ramana K. Madupalli, Ph.D.**, assistant professor of Management and Marketing, presented "An examination of the effects of facets of job satisfaction on salesperson's propensity to leave," at the National Conference for Sales Management.

**Rose M. McNaughton**, business/administrative associate for the SIUE School of Business, was named the SIUE Employee of the Month for April 2008.

*John B. Meisel, Ph.D.*, professor in the Economics and Finance Department, serves as the NCAA representative for SIUE.

*Joseph F. Michlitsch, Ph.D.*, former chair of the Management & Marketing Department and associate professor of Management and Marketing, retired in December 2007 after 28 years of teaching at SIUE. He traveled with senior undergraduate students on 11 International Collegiate Business Competitions where his teams placed six times. In 2005, they took the top prize.

*Kwa Mister* is the director of the Illinois Small Business Development Center (SBDC) at SIUE School of Business. The center provides support for small business development in Southwest Ill., holding seminars and workshops and one-on-one business counseling services for new and existing businesses.

*Anne L. Powell, Ph.D.*, associate professor of CMIS, was selected to serve as the chair of the Intercollegiate Athletics Committee for SIUE.

*Madhav N. Segal, Ph.D.*, professor of Marketing and director of the Master of Marketing Research (MMR) Program, presented "Exploring marketing research operations in China: A qualitative analysis" at the Conference of the Society for Marketing Advances.

*Christy Spivey, Ph.D.*, assistant professor of Economics and Finance, participated in the Teaching Innovations Program (TIP), a nationwide program that is sponsored by the Committee on Economic Education (CEE) and the American Economic Association (AEA).

## Using Web Cam Technology, SIUE Professor Launches New Teaching Format for Junior Achievement

Director of Recruitment and business lecturer Gregory Gomez, III balances a great deal of work between recruiting for SIUE's School of Business and teaching management classes. Always looking for new recruiting tools and other ways to reach today's youth, Gomez decided to join Junior Achievement, a volunteer program that teaches business and local economics to grade school, middle school and high school level students in an effort to prepare them for success as adults in a global economy. Unbeknownst to Gomez, his participation in Junior Achievement would revolutionize the program and help open more doors for future participants.

"I knew that volunteering at Junior Achievement would be a wonderful opportunity for me and SIUE to embrace younger students in our local community and introduce them to the business world," says Gomez. "Of course, as a college lecturer, it was challenging just to learn a new curriculum and then have to teach that information at an elementary school level."

In the first year, after receiving such positive responses in his Junior Achievement volunteer venture teaching third-grade students at Woodland Elementary School in Edwardsville, Gomez decided to take it one step farther. He discussed his experience with his daughter, April, a fourth-grade teacher in Topeka, Kan., and they both thought it would be great if Gomez could teach April's class. Since Topeka isn't exactly down the street from SIUE, Gomez was determined, and he suggested that they use a web camera to execute the program.

Aided by 37 of his management students, Gomez taught business concepts to 46 fourth graders in Topeka over the

Internet via a live streaming webcast. He turned his office into a small studio and covered the walls opposite the web camera with maps and other materials to support his teachings. With the help of activities, skits and puppets, Gomez and his SIUE students taught the fourth graders for one hour a day over five consecutive days.

"My management students really enjoyed the program and got to experience the power of teaching," says Gomez. "They developed some really creative ways to explain common business words, like 'entrepreneur' and 'risk,' on a level that the fourth graders could understand. More importantly, the fourth graders were captivated and responsive to the whole experience."

Gomez's web camera teaching program was so successful that it drew the attention of three Topeka television stations and prompted Junior Achievement to pursue the format for future programs, especially in more rural areas. Gomez looks forward to teaching his next Junior Achievement installment this fall.



*Student Chris Erickson (left) assists Gregory Gomez, III with Web Cam class.*

## Remembering a Renaissance Man: Dr. Arthur E. Hoover

### IN MEMORIAM

**Kenneth E. Horstmann** (BS '84) died September 21, 2007, after a year-long battle with cancer. He retired from Rockwell International in 1999, and enjoyed eight years of retirement. The Ken Horstmann Scholarship Fund has been established in his memory for students of Collinsville High School and Mater Dei High School to attend a state university. He is survived by his wife, Sandy, and two children.

**Gerald W. Nelson** (BS '76) died October 1, 2007, at his residence. He was retired from St. Joseph Hospital in Highland, Ill. He was a member of the Collinsville Jaycees and was active in the Jaycee Raider Football program. He is survived by his wife of 46 years, three sons and one daughter.

**Elizabeth E. McKeachan Niepert** (BS '01) and her husband, Earl, lost their four-month old son, Carson Alexander, in August of 2007.

**Andrew E. Rutman** (BS '83, MS '90) died April 7, 2008, in Huntington Beach, Calif. He was the son of SIUE emeritus professor Gilbert L. Rutman and Dr. Valerie Meyer and Roanne C. (MA '73, MBA '84) and Larry Coplin. Andy is survived by his parents, his twin daughters, Nicole and Kaitlyn, and his brother, Michael (wife Kina). A memorial service was held at the SIUE Religious Center April 25.

**Margaret (Peg) L. Schultheis**, wife of SIUE emeritus professor Robert A. Schultheis died May 5, 2008, in Naples, Fla. Peg taught mathematics at Cocksackie-Athens Central High School in N.Y. and Highland Junior High School and Edwardsville High School in Ill. She also taught statistics at McKendree University and SIUE. She is survived by her husband, children Paul (wife Lilla), Timothy (wife Anne), and grandchildren Nicki and Robby. Peg and Bob celebrated their 50th wedding anniversary February 1, 2008.

**Richard R. Schwend** (BS '83) died November 10, 2007, in Highland, Ill. He was president of Schwend Ready Mix Concrete, Inc. in Highland. He is survived by his wife, Linda, three daughters and a son.

To the many people who knew him, Professor Emeritus of Management Dr. Arthur E. Hoover was the quintessential Renaissance man. A World War II veteran, professor and psychologist, he leaves behind an incredible legacy, especially at SIUE. Dr. Hoover passed away at his home in Madison, Wis., in December 2007 at the age of 86.

Dr. Hoover was hired by the School of Business at SIUE in 1968. During his 16-year tenure, he served as professor and chair of the Department of Management, associate dean of the School of Business and director of the off-campus graduate program.

Dr. Edward J. Harrick remembers his first day on the job at SIUE in 1969, shortly after Dr. Hoover had hired him. "Art showed me this elaborate sketch of a long, narrow boat that he had drawn and carried around in his pocket. He told me he was going to build it, and 20 years later, he finished building the boat and sailed it on the Atlantic," Harrick recalls.



Viola and Art Hoover

One of Dr. Hoover's greatest accomplishments at SIUE was founding the Learning Through Integrated Faculty-Student Teamwork (LIFT) program, which brought together junior business students to study and live together as a cohort, promoting interaction and encouraging academic success. The program eventually won the Innovation in Higher Education Award from the American Assembly of Collegiate Schools of Business (AACSB International).

Dr. Hoover revived SIUE's weekend off-campus MBA program. As director, he coordinated the administration of the program, which was offered at 12 military bases across the country. Unlike other off-campus MBA programs, SIUE's was groundbreaking, employing regular, full-time SIUE faculty to teach the classes. For more than two decades, SIUE's program enrolled several hundred MBA students each year.

Dr. Hoover's family remembers a man incredibly dedicated to his job, working long hours as a college professor and a psychology consultant for businesses. He had a genuine love for learning, especially American history, and passed this enthusiasm on to his three children, Renard, Darren and Dali.

"He always had his face in a book with classical music playing in the background and an unfinished carpentry project waiting for him in the basement," Dali recalls. "I will forever carry that image of him with me."

The son of a master carpenter, Dr. Hoover often indulged in his favorite hobby. He worked on various rehab projects and was among the first to support the revival of the Soulard district in St. Louis in the 1970s. In his later years, Dr. Hoover continued to travel internationally by himself. For his family, Dr. Hoover will always be remembered as their "devoted father and rock," says Dali.

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