

Summer 2014

SOUTHERN ILLINOIS UNIVERSITY  
**EDWARDSVILLE**  
SCHOOL OF BUSINESS

# Business

The Magazine of the Southern Illinois University Edwardsville School of Business

*St. Louis Business Journal*

## **30 Under 30**

*Two Alumni Selected*



# About the SIUE School of Business

## By the Numbers

**4 Undergraduate Academic Programs**  
BS Accountancy  
BS Business Administration  
BS Business Economics and Finance  
BS Computer Management and Information Systems



### Undergraduate Business Administration Specializations

Economics  
Finance  
International Business  
Management Information Systems

**9** Entrepreneurship  
General Business Administration  
Human Resource Management  
Marketing

### Faculty

**53** Full-time  
**22** Part-time

**5 Graduate Programs**  
Master of Business Administration  
Master of Marketing Research  
MS Accountancy  
MS Economics and Finance  
MS Computer Management and Information Systems



## Our Vision

The SIUE School of Business will be a nationally recognized premier metropolitan business school that develops highly skilled and innovative graduates who enhance businesses, organizations and communities.

## Our Mission

Engage in high-quality instruction, research and professional activities to prepare current and future business professionals and to improve business practice. These efforts add value: for students, by enhancing their career prospects; for organizations, by developing business professionals who meet their needs and stimulate innovation; and for business disciplines, by producing and disseminating timely and relevant scholarship.

## Points of Pride

The SIUE School of Business is among an **elite 10 percent of business schools worldwide** that have earned the prestigious seal of approval from the Association to Advance Collegiate Schools of Business International (AACSB International). This accreditation represents the highest standard of achievement for business schools worldwide. Less than 30 percent of AACSB accredited schools also hold the accounting accreditation. The School of Business has been accredited by AACSB since 1975, and the accountancy program achieved separate accreditation in 1987.



### SIUE Team Places First at ACG Cup Competition for the Third-Consecutive Year

SIUE School of Business graduate students have won the Association for Corporate Growth (ACG) Interuniversity Cup for the third-consecutive year. The ACG Cup is a case study competition that allows those within the competition the chance to interact and work with professionals from within the ACG community. The competition provides business students with mergers and acquisitions, investment banking, financial advisory and private equity experience, as well as valuable real-world insights. The SIUE team took first place, a \$3,000 cash prize and ACG memberships. The teams from the Washington University in St. Louis Olin School of Business and the University of Missouri-St. Louis placed second and third, respectively.



SIUE School of Business wins the ACG Cup for third-consecutive year. (L to R): Rajesh Pudota, Tyler Miller, Mark Webster and Ryan Price.

“This accomplishment shows the depth and weight of the SIUE School of Business,” said graduate student and team member, Mark Webster. “This win solidifies my belief that one does not need to pay a fortune to receive a great education.”

**For the eighth consecutive year**, the SIUE School of Business is named an outstanding business school by *The Princeton Review*. “The Best 295 Business Schools: 2014 Edition” by *The Princeton Review* recommends the School as one of the best institutions in the U.S. from which students can earn an MBA.



**In addition to learning from innovative curricula and quality faculty**, School of Business students are encouraged to get involved outside the classroom to enrich both their academic and personal lives and prepare for careers in business leadership. Students can choose from **15 student organizations, including three national honor societies**.

Cover: Kristopher Steffen, BS '06

# From the Interim Dean

Welcome to the Summer 2014 edition of *SIUE Business*. This issue showcases a few examples of the many success stories of our SIUE School of Business alumni. We will not only focus on current successes, but will also highlight the programs, faculty and community partners that assist our students and alumni in maximizing their potential and achieving their goals.

The success of our alumni starts early in the School of Business, as evidenced by the top-notch students entering the School of Business through our Freshman Select program. These high achieving students bring with them a high standard of student responsibility, community and philanthropy. They will become the next group of accomplished alumni. Their success will be supported by our innovative curriculum and highly motivated faculty. Innovative programs such as GBA 402, highlighted in this issue, demonstrate how we incorporate practical knowledge and real-world experiences in order to better prepare our students to enter the workforce. Our curriculum helps to set our students apart by engaging them in community service projects, internships and the use of an etiquette specialist to help prepare them for their transition into the business world.

We also highlight the various ways that our alumni generously support the School of Business. Financial support provides opportunities to many of our students, both inside and outside of the classroom, which would have otherwise been unavailable. Scholarships also allow our students to spend time on their studies and experiential learning, as opposed to worrying about paying bills. Not only do our alumni support us financially, but many spend countless hours sharing their knowledge and experiences with current and future students through lectures, mentoring, judging competitions, serving on our advisory and alumni boards, and assisting our student organizations. The connections established between our alumni and current students will be invaluable as they move through their professional lives.

One of the many points of pride for the School of Business is the close relationship that exists between our students, the School and the communities in our area. In this issue, we highlight just one of the many community partners that embodies this spirit of cooperation and community service.



Success can be measured in many ways. At the School of Business, we measure our success by the success of our students. That success would not be possible without the generous support we receive from you. We hope you enjoy this edition of *SIUE Business*, and I look forward to hearing from you.

John C. Navin, PhD  
Interim Dean

# Two Alumni Recognized Among St. Louis' Top Young Business Professionals

Each year, the *St. Louis Business Journal* sorts through hundreds of nominations to choose 30 of the top business leaders under the age of 30. Two honorees in the 2013 class shared more in common than professional accolades or philanthropic pursuits. For Jonathan Frech, BS '09, MBA '12, and Kristopher Steffen, BS '06, they both started their paths to success in the SIUE School of Business.

## **Jonathan Frech, Director of Release Management, MasterCard**

With a father who graduated from the SIUE School of Business, Frech knew from an early age that SIUE would be a good fit for his education.

“Thanks to my dad’s experience, I recognized that I’d get the foundational knowledge needed and also develop the skills required to succeed at a technologically advanced organization,” Frech said.

After double majoring in computer management and information systems and management, Frech started at MasterCard as a business analyst. To prepare himself for leadership opportunities in the company, he returned to SIUE to earn his MBA.

“The MBA program bridged the gap between the skills I had and those I needed to advance my career,” he said.

In less than a decade, Frech moved from analyzing business processes and system architectures to leading a team that manages software releases for the \$8.3 billion company’s core payments technology.

Frech’s growth as a leader extends beyond his own career. He participates in MasterCard’s Young Professionals Business Resource Group and serves on the Magic House’s Young Professionals Board.

**“I think the combination of my personal and professional work led to the award,” Frech said. “The recognition validates the importance of giving back to the community and helping others.”**

—Jonathan Frech, BS '09, MBA '12



## **Kristopher Steffen, Global Content Manager, Integrated HR Portal, Monsanto**

For Steffen, the award served as a testament to finding and pursuing his passions — a search which started in his days at SIUE.

“Early in my college education studying business administration, I developed an interest in human resources and knew I wanted to focus my career in that area,” Steffen said.

At Monsanto, Steffen began his career working in operations where he learned about project management and sourcing in global procurement. But he stayed true to his interest in HR, and he recently moved into a new position managing a global, self-service portal for employees to access all HR-related information.

During the past seven years, he also led one of Monsanto’s nine diversity networks, co-chaired United Way fundraising events and served on the Young Professionals Board for the Little Bit Foundation.

**“Giving back to the community in which I work and live is the most important reason why I volunteer,” Steffen said. “I plan to continue building my career around these passions and encourage others to get involved as early as they can.”**

—Kristopher Steffen, BS '06



# Partnership with TheBANK of Edwardsville Pays Off for School of Business Students

A partner since the SIUE School of Business was founded, TheBANK of Edwardsville's time investments and financial contributions continue to pay dividends to the school and the community.

TheBANK of Edwardsville is a major contributor to the Cougar Business Resource Center, the SIUE School of Business' state-of-the-art technology and collaboration center for students. TheBANK has been a generous corporate partner, providing both financial and in-kind support to the School of Business and its students. In recognition of their generous support, the lobby in the Cougar Business Resource Center was named after TheBANK of Edwardsville.



Rob Schwartz

"SIUE and the School of Business are critical to the economic success of our region," said Rob Schwartz, senior vice president of retail banking at TheBANK and SIUE School of Business advisory board member. "As an up-and-coming school, it attracts top talent to the region, and those people stay to work and live here."

TheBANK offers annual scholarships for students that help bring the best and brightest young business minds to SIUE. The need-based scholarships are given to full-time School of Business students who exhibit leadership skills, and demonstrate an interest in business/finance and banking.

"Providing scholarships helps make the School of Business a more positive place for students to go and learn," Schwartz said. "The SIUE School of Business graduates are coming into the workforce with a great education. That benefits TheBANK and all the businesses in our community."

It's not just TheBANK's financial support that makes the School of Business stronger. Many employees of TheBANK serve as faculty advisors, student mentors and class experts, providing real-world expertise through presentations, group discussions and one-on-one appointments.

"Through our partnership with the SIUE School of Business, we have a unique opportunity to speak directly with students, prepare them for their future careers and help them build a better life financially after school," Schwartz said. "Hopefully our expertise is helpful in moving the school forward. It helps keep us engaged with what happens in the school and in the community, which is extremely important to our success as an organization."

Currently, at least one quarter of TheBANK's 400 employees are SIUE alumni, many from the School of Business. In addition to entry-level management and training positions, TheBANK provides internship opportunities to SIUE students interested in the financial field.

"Our school and our students greatly benefit from the strategic counsel, in-kind support and real-world perspective offered by TheBANK's management team and employees," said Janice Joplin, associate dean of SIUE's School of Business.



School of Business students Brooke Bensa and Anika Maddox are employed at TheBANK of Edwardsville Cougar Banking Center on the SIUE campus. They are pictured here with Center Manager Becky Yarbrough (center).

# MMR Program's Focus on Internships Helps Alumna Land Dream Job



## About the MMR

The master of marketing research (MMR) program prepares graduates for careers with research agencies and corporations. One of only a few specialized marketing research master's programs in the country, the SIUE MMR program focuses on helping students understand the businesses they work with and how to conduct research that meets their unique needs and objectives. MMR students receive practical experience through professional internships and hands-on research projects in their classes.

As an undergraduate student, Rachel Aubrey, BS '05, MMR '06, had very little interest in pursuing a future in marketing research. That all changed when she took an introductory marketing research class at SIUE and realized it was everything she was looking for in a career.

Immediately after earning her undergraduate degree from the School of Business, she enrolled in SIUE's Master of Marketing Research (MMR) program. The SIUE School of Business is among a small percentage of schools in the country that offer a specialized marketing research master's program.

**"The faculty pushed us to not just accept the obvious, but to think about things at the next level."**

—Rachel Aubrey, BS '05, MMR '06

Today, Aubrey designs and executes research studies for Millward Brown in St. Louis, an international research agency that works with 90 percent of the world's leading brands.

"When I started at Millward Brown, I felt like I had already been in a professional environment for a couple of years because of my time in the program," Aubrey said. "It made me feel like I wasn't a fresh college graduate when I entered the job market."

As a student, Aubrey focused on finding a position with Millward Brown, and she credits SIUE for helping her land her dream job upon graduation. "The faculty pushed us to not just accept the obvious, but to think about things at the next level," Aubrey said. "I learned that it's our job as researchers not to be order takers but to actually ask hard questions of our client."

As part of its hands-on approach to learning, the MMR program provides every student with the opportunity to participate in a corporate-sponsored graduate internship. "We have so many companies requesting to participate in our internship network that last year I had to turn down four companies because I literally didn't have students to send to them," said Dr. Ramana Madupalli, associate professor of Marketing and director of the MMR program.

# MBA Alumnus and Alumni Association President Shares Benefits of Continued Engagement



Kevin Nesselhauf, BA '08, MBA '13, fell in love with the SIUE campus on his first visit as a high school senior from Festus, Mo. He had no idea just how long that feeling would last.

He credits SIUE for providing the academic foundation and access to a professional network that propelled him to a successful career. Now he's returned to help pass on his love for SIUE to fellow alumni as president-elect of the SIUE Alumni Association.

As an undergraduate, Nesselhauf majored in construction management in the School of Engineering. After graduation, a member of SIUE's faculty helped him land a job as field coordinator on a \$4 billion refinery expansion project for Phillips 66. Several years later, Nesselhauf advanced to the position of turnaround coordinator, managing short-term shutdowns during which refinery units go through scheduled maintenance.

Looking for ways to advance his career, Nesselhauf decided to pursue an MBA at his *alma mater*.

"I chose to go back to SIUE because no other program offered a similar value. The staff at SIUE is incredible, and I learned so much as an undergraduate and again in the MBA program," Nesselhauf said.

"The 'organizational change' course offered direct benefits for my job as turnaround coordinator. I work with large teams of up to 250 contractors. These teams consist of different ages and backgrounds, who can sometimes be change-averse. Learning how to sell my ideas to different people was very important."

Since graduating from the MBA program, Nesselhauf has remained engaged with SIUE through leadership positions in the Alumni Association. Now as president of the SIUE Alumni Association, his main goal is to encourage SIUE graduates to stay engaged after graduation and to re-engage alums who lost touch with the school.

"SIUE has worked hard to become a nationally recognized institution," Nesselhauf said. "We want alumni to know how this growth is augmenting the value of their SIUE degree."

**"The staff at SIUE is incredible, and I learned so much as an undergraduate and again in the MBA program."**

—Kevin Nesselhauf, BA '08, MBA '13

## About the MBA

The master of business administration (MBA) program prepares graduates for managerial careers in businesses and nonprofit organizations. Students learn from professors with professional experience who bring real-world lessons to the classroom, including how to manage resources in a global business environment, how to analyze and use complex information, and how to make decisions that help organizations achieve their goals.

# CMIS Program Opens Door to Promising New Career



company contacted his professor, Dr. Jo Ellen Moore, seeking an ABAP specialist, Jason was the first person she recommended.

“I learned to not discount any class,” he said. “I got into a career that I absolutely love because I begrudgingly had to take a class that I didn’t think I’d like, and it ended up being the door that opened many opportunities for me.”

“Jason’s success shows how our MS CMIS program can serve as a career change vehicle for people wanting to get into IT,” said Moore. “Jason was a motivated learner in his classes and kept his eye on internship openings. Both of those things contributed to Jason’s speedy entry into the IT workforce.”

From the time he was little, Jason Kehl, BS '05, MS CMIS '12, had a knack for computers and programming, but his career path into IT wasn't a direct one.

As an undergraduate student at SIUE, Jason dreamed of traveling the world and pursued an undergraduate degree in philosophy with a minor in religious studies. It wasn't until he started a family that Jason decided to make a career change and enrolled in the master of science in computer management and information systems (MS CMIS) program at SIUE.

Today, Jason works for Decision First Technologies, an Atlanta-based boutique consulting agency that specializes in SAP BusinessObjects, an enterprise level reporting, analysis and planning suite. His work allows companies to enrich the transactional data they culminate to find trends and optimize performance. It's a job that requires both a technical background and an ability to translate data in a meaningful way back to the business.

“I think our program does a great job of helping students find that proper balance,” said Dr. Clay Williams, associate professor of CMIS. “Our students are not just trained by the book. They have practical application skills.”

Ironically, the class that landed Jason his first IT job was a course he wasn't thrilled about taking but had to enroll in to graduate on time. ABAP is a specific programming language that SAP is written in. Jason did particularly well in the course, so when a

## About the MS CMIS

The master of science in computer management and information systems (MS CMIS) program prepares graduates for career advancement in managing organizations' technology systems. Students receive hands-on opportunities to design and implement strategic information systems while also learning how business technology impacts and influences other functions in the corporate world.





# MSA Program Jump Starts Alumnus' Career with Top Accounting Firm

After earning his bachelor's degree from SIUE, Adam Ward, BS '03, MSA '04, found himself with a dream job at KPMG, one of the largest audit, tax and advisory firms in the world.

However, Ward knew to take his education to the next level, he needed something to help him excel — a master of science in accountancy. So he returned to SIUE for another year of study to refine his skills and help him prepare for the Certified Public Accountant (CPA) exam.

“While completing my master's at SIUE, I was encouraged to pursue leadership roles in Beta Alpha Psi, the accounting honors fraternity, and get involved with networking opportunities,” Ward said. “The program enabled me to challenge myself and take risks that helped shape my career.”

During his undergrad studies, Ward interned with The Boeing Company and then landed another competitive internship with KPMG. He impressed his bosses with his ability to apply his classroom experiences to day-to-day accounting responsibilities, including corporate accounting and auditing.

“Finding real life application of the types of accounting work you'd like to do is important, and my classes prepared me to succeed at KPMG,” Ward said. “My professors encouraged me to learn how companies apply the accounting literature to real-world opportunities through case studies and critical thinking.”

His graduate degree allowed him to jump-start his career as he hoped. He passed the CPA exam on his first attempt and began working full-time in the KPMG St. Louis office upon graduation. A few years later, he accepted an international assignment with KPMG Switzerland — a dream that stemmed from his early days with the firm.

Ward is currently based in Zurich, Switzerland, as a senior manager with the U.S. accounting and reporting group at KPMG Switzerland.

“Our faculty are dedicated teachers, and they give students the technical information they need to earn the degree. But we also give students opportunities to network with professionals through our student groups and expose them to real world work through our intern programs,” said Dr. Mike Costigan, director of the MSA program. “Those experiences prepared Adam well to compete for the job at KPMG and then succeed once he was there.”

Fraumunster Church  
Zurich, Switzerland

## About the MSA

The master of science in accountancy (MSA) program prepares graduates for managerial careers in public accounting. Students have the flexibility to tailor their studies to an individual interest. The SIUE MSA degree focuses on critical thinking, research and problem solving as students gain a deeper understanding of accounting and the role it plays in successful organizations.

# SIUE Alumna Returns to Help Connect School of Business to Alumni and Community

In November, third-generation SIUE alumna, Sara (Stroud) Colvin, BS '95, MA '05, joined the School of Business as Director of Development. Sara recently weighed in on her new role, her experiences with SIUE and how she's working to help others give back to their *alma mater*.

## What is your previous experience?

I've held a variety of positions over the last 15 years in the communications and fundraising fields, focusing primarily on special events. Most notably, I spent nearly six years at the USO of Missouri, a nonprofit charity supporting military personnel and their families, as director of special events and communications. In this role, I was responsible for creating and overseeing fundraising events for the organization, including their Mud Run, gala and golf tournament.

In addition to my work experience, I earned both my bachelor of science and master of arts degrees in speech communication from SIUE.

## What attracted you to come back to SIUE?

Honestly, I wanted to come home to what I consider the place that gave me my start. I loved the work I was doing, but the School of Business director of development position was the diamond in the rough; it held all of the opportunities I wanted out of a position. My grandmother and mother graduated from SIUE, and I met my husband here. I'm very passionate about our school, our students, our alumni and our business partners.

## What are your primary responsibilities?

First and foremost, it is my job to keep SIUE in the minds of alumni and business partners. To accomplish this, I'll be working on building strong relationships — that's the biggest part of my job. I'm sharing how SIUE's School of Business is an excellent place for education and demonstrating the stewardship we provide for all the gifts we receive. Ultimately, I need to help people who are thinking about supporting the School understand that their gift directly affects our students — either by providing scholarships or creating resources for those students.

## What upcoming projects are you excited about?

We will be doing a lot to update our online presence over the next several months. Recently, we launched our new smartphone app (see page 22) that features School of Business information. We are getting ready to jump into updating the School of Business website, which will allow us more connectivity with our alumni and donors.

In addition, we'll be working on setting a strategic plan for the School of Business' development and alumni relations. The plan will focus on bolstering scholarships and funding our new transition courses.

## How can alumni stay connected with the School of Business?

I'd absolutely encourage alumni to download the new SIUE School of Business app. It provides great information on everything happening — news, events and opportunities to get involved. Also, they should know that my door is always open. If they have any questions, I'm always happy to help and can be contacted at [scolvin@siue.edu](mailto:scolvin@siue.edu) or 618-650-2317. I'd love to help our alumni find a way to connect to the School of Business or identify a path for involvement.

# Economics and Finance Graduate Found Success by Stepping Out of Comfort Zone Half a World Away



When Syed Rashid Zaman, MS Economics and Finance '12, graduated from North South University in Bangladesh, he wanted to pursue a master of science in economics and finance in the U.S. One of his professors recommended SIUE because of the program's reputation.

From the start, SIUE was the perfect fit. The graduate program gave Zaman the independence to develop his own path and the confidence to set him up for success. He quickly immersed himself in the School of Business student culture — joining study groups, engaging in extracurricular activities and helping research the volatility of oil prices as a graduate assistant for Dr. Ali Kutan, professor of economics and finance.

“Every faculty member reassured me that we were being taught the best standards, which helped build my confidence,” Zaman said. “Through classes, organizations and research, I learned how to deal with real economic data and how to present it more efficiently. I have a knack for economics, but they helped me better adjust to the American business culture.”

Zaman challenged himself throughout his time at SIUE. His team won first place in the Association for Corporate Growth (ACG) St. Louis Cup in 2012. He also gave the summer 2012 commencement speech — sharing his educational journey with fellow students.

“It all comes back to what you're willing to invest in yourself,” Zaman said. “We don't spend much of our lives in school, so it's important to maximize that opportunity. My current role requires me to understand data movement and how it relates to the economy, something I learned in the classroom.”

Zaman's commitment to his education continues to reward him today as a senior credit analyst with Bluestem Brands in Minnesota. He is on a risk management

team, determining the right balance between risk and opportunity.

“Our economics and finance graduate degree program helps drive students towards success, and Syed took full advantage of his opportunities,” said Dr. Rakesh Bharati, professor of finance.

## About the MS Economics and Finance

The master of science in economics and finance (MS Economics and Finance) program prepare graduates for careers in government and businesses, including investment banks, brokerage houses, insurance companies and corporate finance departments. The programs draw students from around the world and give them practical experience through internships and in-class projects with technology used by professionals in the field.

# New Advisory Board Chair Wants to Help Students “Swing for the Fences”

Dave Schaake, BS '77, knows about success — beginning with his days as the starting shortstop on the 1976 SIUE baseball team that finished second in the nation to climbing his way up to the world's leading global provider of risk management, insurance and reinsurance brokerage, human resources solutions, and outsourcing services.

Now he wants to help the next generation of business graduates develop a winning game plan at the SIUE School of Business. As the new chair of the School of Business Advisory Board, Schaake will lead a team of regional alumni and corporate leaders to provide perspective and guidance on preparing students for their own success.

While the chance to play baseball for the legendary coach Roy Lee brought Schaake to SIUE, his time at the School of Business shaped his future. During his final semester, he worked full-time on the assembly line at the Ford plant in Hazelwood. He saw many co-workers who had college degrees but were not putting them to use. He resolved to not fall in the same trap.

So Schaake combed the job opportunities in the school's placement office (now the SIUE Career Development Center). One in particular caught his eye: an insurance underwriter trainee.

“I didn't know anything about the field, but I knew it was an opportunity to use my degree,” Schaake said. “It wasn't something I planned to get into, but I ended up working at a few places in the insurance industry and went from there.”

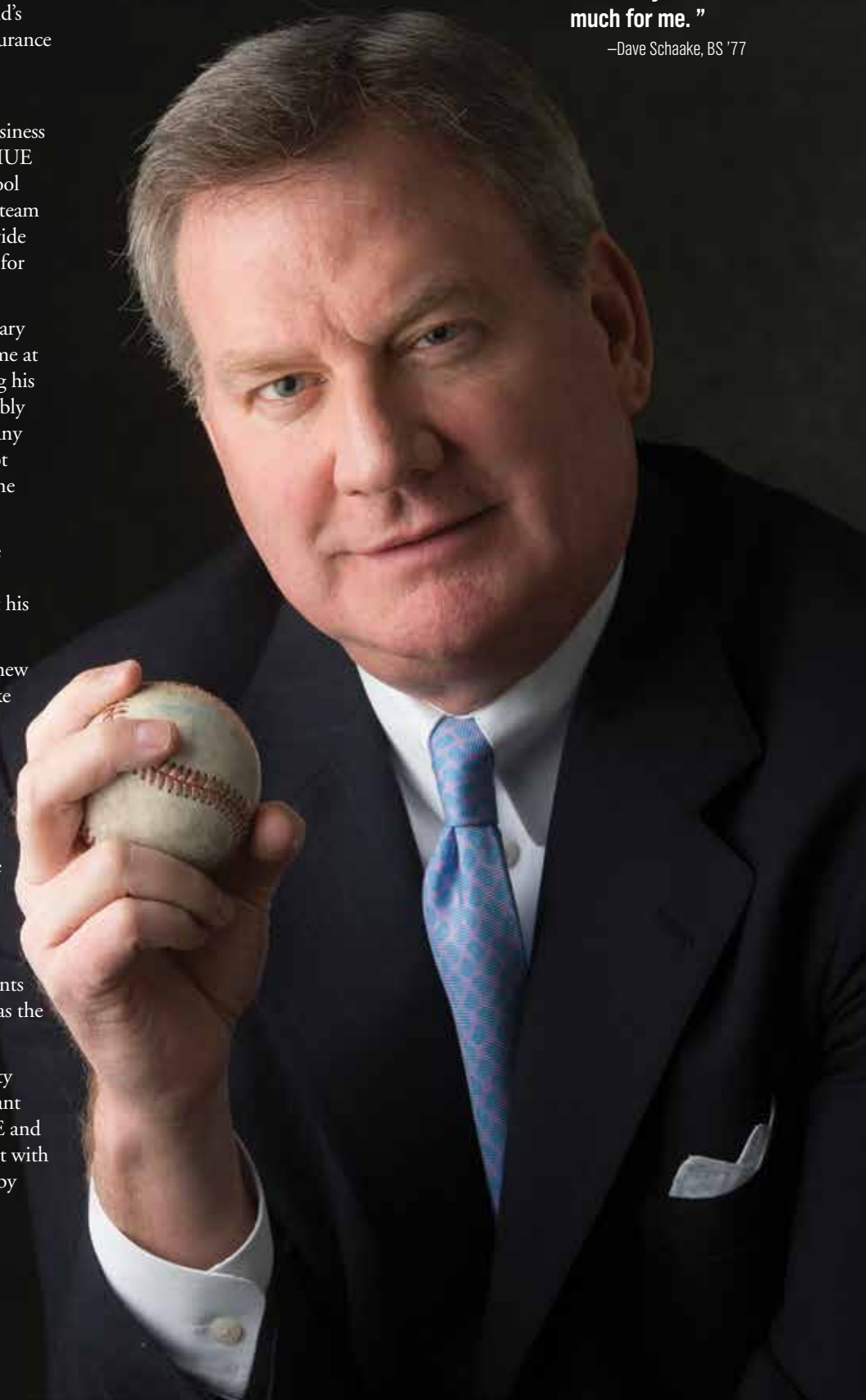
His career path includes management positions in St. Louis, Chicago and New York while working for the two biggest insurance brokerage companies in the world. He applied his passion for education to developing training programs that prepared new hires for success.

As chairman of the Advisory Board, Schaake wants to share that passion with the School he credits as the launching pad for his success.

“I want to help SIUE grow because the university did so much for me,” Schaake said. “It's important for students to see someone who started at SIUE and developed a career. I've already been able to meet with students and have had a direct impact on them by sharing some life lessons. It's very rewarding.”

**“I want to help SIUE grow because the University did so much for me.”**

—Dave Schaake, BS '77



# The Pursuit of Learning Never Ends

Written by Joan Lebkuecher, MBA '09, CPA, CPCU, chief financial officer and treasurer of Hortica Insurance & Employee Benefits and its subsidiaries

Call me antsy, if you'd like. But I have this little bit of tension inside that drives me forward. Not in a bad way. Not that I am unhappy or unsatisfied—with me or anything/anyone else. It is simply that I seek “*better*.” Better for my family, company, community and work team. In the case of better for me, I find it through service to others, doing my best professionally and through continuing my education. I would call myself a lifetime learner. Continuing education provides an edge in the business world. There are four key learning areas in my professional life, helping to make me a productive employee and more effective leader.

**1. Better understand the industry:** When I entered the property/casualty insurance industry in 1991 as an accountant with Hortica Insurance & Employee Benefits, my first order of business was to get to know insurance. During my first two years at Hortica, I pursued the independent Certified Public Accountant (CPA). It took an intense evening study regimen and a Saturday morning review course for several months, but I knew the designation was a must for me as a financial professional.

I also went on to earn six separate insurance designations. Learning about casualty underwriting and insurance compliance, statutory accounting and premium ratemaking may not an exciting story make, but it was important to me to “get it” before I could fully participate as an employee.

**2. Get to really know the company:** Equally significant was gaining an understanding of our company's clients, our role in the industry and the reason our company was formed. Asking questions, observing and participating as much as possible in corporate activities helped me key in on our employees, our clientele, our ethics and the services we provide. It was energizing to know that I was a part of our company's passion and purpose, particularly when my job expanded to include involvement with people and leadership.

Not only does Hortica insure the horticultural industry, it supports it by funding research, assisting industry trade associations and participating in advocacy/lobbying efforts. Intimately understanding the company's role in this industry was imperative so that I could “walk the talk.”

**3. Go back to school:** A broader view was in order to put my understanding of my field of choice, my industry and my company in a larger context. Through the SIUE MBA program, I revisited all the disciplines of my undergraduate business education. But at that point in my life, I was living these business experiences every day and could be an active contributor in class. The curriculum, exceptional professors, multidiscipline group projects, diverse students—all were top flight. The experience made me better, personally and professionally.

The takeaway for me, besides meeting outstanding people, was enhancing strategic thinking abilities in my role at Hortica. What's best for the whole—the company—after thoughtful discussion and



debate among us? To get there requires consideration, compromise and consensus around the table, and every one of us walking away, nodding “yes.”

**4. Learn from others:** Coursework and exam-passing are only half of effective continuing professional education. The most impactful learning experiences involve **people**. Hearing about another culture lessens judgment. Understanding another person's circumstances creates compassion. Listening to experts fosters your creativity and innovation in your own industry. These traits are critical to successful business leadership ... and life!

After more than two decades in the insurance industry, I am still learning. As CFO, I participate annually in national conferences with other financial executives in the property/casualty insurance industry. The financial officers attending may face similar challenges, and as Ken Blanchard, author of *The One Minute Manager*, has said: “No one of us is as smart as all of us.”

I continue to be intrigued with higher education. I'm always after “*better*”—and I'm not stopping any time soon.

# Professors Compile First Embezzlement Database

Occupational fraud, or embezzlement, is one of the most common problems plaguing businesses in the United States today — and it's only getting worse. In 2012, 538 new arrests or indictments were recorded with businesses facing more than \$735 million in losses. And, according to the U.S. Chamber of Commerce, workplace theft accounts for approximately one-third of all business failures.

But who are these daytime criminals? More than 80 percent of perpetrators are first-time offenders with clean employment histories, making embezzlement difficult to detect for business owners and executives until it's too late.

To combat this growing trend, accounting professors Dr. Brad Reed (2013 School of Business Professor of the Year) and Dr. Greg Sierra created a database of U.S. embezzlement cases to identify the characteristics of companies where the crime occurs and of the embezzlers themselves. Once complete, the database will help law enforcement and business owners fight fraud in the workplace.

“In embezzlement cases, the offenders tend to be employees without a record, but they do have a college degree. All of a sudden something happens and they steal \$300,000 from their company. There's almost no way to track these criminals,” Reed said. “Accountants and law enforcement officers both need a better understanding about the type of people that commit workplace theft, so we're meeting that need by creating this database.”

Reed and Sierra are still in the early stages of research, using a variety of public sources to compile the database. Their main sources of information are a weekly FBI report of current embezzlement cases, as well as national and local media coverage of arrests and court cases related to fraud. However, because many companies are reluctant to report embezzlement in an effort to protect their reputation, statistics are inaccurate.

“The more we know about embezzlement cases, the better we are at noticing — and stopping — embezzlement right away,” Reed said. “We're hoping to provide law enforcement with the research and tools necessary to catch criminals and protect business owners before it's too late.”

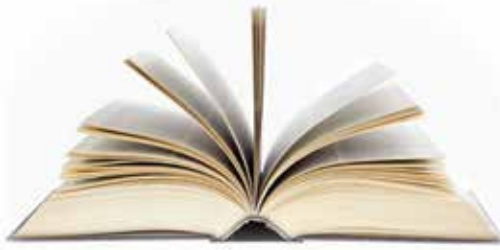
Reed also sees immediate and practical applications of this research for his accounting and auditing students: “When students have exposure to real-life fraud and embezzlement examples during class, they are better equipped to handle these cases when they encounter them in their future careers,” he said. “It also helps students know that what they're studying has a value outside of the classroom.”

**“In embezzlement cases, the offenders tend to be employees without a record, but they do have a college degree. All of a sudden something happens and they steal \$300,000 from their company. There's almost no way to track these criminals.”**

— Dr. Brad Reed  
professor



# Faculty Scholarship



## Publications

### Journal Articles Peer Reviewed

Balcilar, M., **Demirer, R.**, & Hammoudeh, S. (2013). Regime switching and investor herds: Evidence from Gulf Arab stock markets. *Journal of International Financial Markets, Institutions & Money*, 23, 295-321.

**Bharati, R.**, Crain, S., & Gupta, M. (2012). Stock portfolio returns, autocorrelations, and nonsynchronous trading. *The Journal of Financial Issues*, 11(1), 1-10.

Cline, B., **Fu, X.**, Tang, T., & Wiley, J. (2012). What determines SEO offer-day returns? *Journal of Financial Research*, 35(4), 497-519.

**Demirer, R.** (2013). Can advanced markets help diversify risks in frontier markets? Evidence from Gulf Arab stock markets. *Research in International Business and Finance*, 29, 77-98.

**Demirer, R., Kutan, A.,** & Zhang, L. (2012). The effect of ethanol listing on corn prices: Evidence from spot and futures markets. *Energy Economics*, 34, 1400-1406.

**Hafer, R.** (2013). Economic freedom and financial development: International evidence. *Cato Journal*, 33(1), 111-126.

**Hafer, R.** (2013). Entrepreneurship and state economic growth. *Journal of Entrepreneurship and Public Policy*, 2(1), 67-79.

Hauner, D., **Kutan, A.,** & Spivey, C. (2012). Inequality and crime: Evidence from Russia's regions. *Applied Economics Letters*, 19(17), 1667-1671.

Hayo, B., **Kutan, A.,** & Neuenkirch, M. (2012). Communication matters: US monetary policy and commodity price volatility. *Economics Letters*, 117(1), 247-249.

Hunt, A., **Reed, B.,** & **Sierra, G.** (2013). An accounting change at American Rock Salt Company. *Journal of the International Academy of Case Studies*, 19(5), 89-94.

**Jacks, T.**, Wallace, S., & Nemati, H. (2012). Impact of culture on knowledge management: A meta-analysis and framework. *Journal of Global Technology Management*, 15(4), 8-42.

**Jategaonkar, S.** (2013). If it's good for the firm, it's good for me: Insider trading and repurchases motivated by undervaluation. *The Financial Review*, 48(2), 179-203.

**Jategaonkar, S., Lovata, L.,** & **Sierra, G.** (2012). Market reaction to restatements after Sarbanes-Oxley. *Academy of Accounting and Financial Studies Journal*, 16(4), 81-92.

**Kutan, A., Ozsoz, E.,** & Rengifo, E. (2012). Cross-sectional determinants of bank performance under deposit dollarization in emerging markets. *Emerging Markets Review*, 13(4), 478-492.

**Meisel, J.** (2012). The evolution of US Federal Communications Commission forbearance orders: From Omaha to Phoenix. *CommLaw Conspectus*, 20(2), 323-343.

**Meisel, J.** (2012). The law and economics of margin squeezes in the United States versus the European Union. *European Competition Journal*, 8(2), 383-402.

**Meisel, J.** (2013). Is Trinko a useful model for the European Union? *European Competition Law Review*, 34(4), 218-222.

**Ozcan, T., Larraufie, A.,** & Turk, Z. (2012). Consumer attitudes toward counterfeited products: Three-country analysis. *Journal of Euromarketing*, 21(2/3), 91-109.

**Pannirselvam, G.** (2012). A process for student focused course improvement. *Academic Exchange Quarterly*, 16(3), 32-37.

Poddar, A., & **Madupalli, R.** (2012). Problematic customers and turnover intentions of customer service employees. *Journal of Services Marketing*, 26(7), 551-559.

**Powell, A., Williams, C., Bock, D.,** Doellman, T., & Allen, J. (2012). e-Voting intent: A comparison of young and elderly voters. *Government Information Quarterly*, 29(3), 361-372.

Rice, L., Moffett, K., & **Madupalli, R.** (2013). Campaign-related social networking and the political participation of college students. *Social Science Computer Review*, 31(3), 257-279.

Rose-Green, E., & **Lovata, L.** (2013). The relationship between firms' characteristics in the periods prior to bankruptcy filing and bankruptcy outcome. *Accounting Finance and Research*, 2(1), 97-109.

Santanello, C., & **Pannirselvam, G.** (2012). Student profile and implications for student-instructor interactions. *Academic Exchange Quarterly*, 16(3), 78-83.

Teague, B., Aiken, T., & **Watson, G.** (2012). When does breach of the organizational-consumer psychological contract affect the employee's desire to stay? *Journal of Culture, Communication, and Conflict*, 16(2), 79-90.

Wynn, D., & **Williams, C.** (2012). Principles for conducting critical realist case study research in information systems. *MIS Quarterly*, 36(3), 787-810.

**Zeng, Y., Shenkar, O., Lee, S.,** Song, S. (2013). Cultural differences, MNE learning abilities, and the effect of experience on subsidiary mortality in a dissimilar culture: Evidence from Korean MNEs. *Journal of International Business Studies*, 44(1), 42-65.

## Books

**Evrensel, A.** (2013). *International finance for dummies* (First ed.). Hoboken, NJ: Wiley.

**Moore, J. E.** (2012). *Techniques for managing projects*. Indianapolis, IN: McGraw-Hill Learning Solutions.

Visit [siue.edu/business/publications.shtml](http://siue.edu/business/publications.shtml) to see a complete listing of faculty scholarship

# New Courses ‘Transition’ Students into Young Professionals

In the School of Business, there are no term papers on the proper way to eat a dinner roll. You can’t enroll in Firm Handshake 101. And no professor will ask you to present on going above and beyond in the workplace.

But based on feedback from business leaders and alumni, School of Business faculty and administration knew these types of soft skills – personal interaction competencies critical to success in the workplace – needed to be addressed before students graduated.

“One of the recurring themes we hear from employers — whether or not it’s about School of Business graduates — is that young professionals aren’t prepared for the corporate working environment,” said Mark Weinheimer, advisory board member and attorney and shareholder for Polsinelli. “I’ve seen many young graduates, and while they’re well-educated and competent, many have challenges with things like work ethic, navigating management layers and reliability.”

Funded by donors, the School of Business launched two Transitions courses in 2012:

- GBA 301 Business Transitions I: Planning for Success
- GBA 402 Business Transitions II: Commitment Beyond College



## Planning for Success

All School of Business students are required to take GBA 301 before they begin the core of their major coursework. The class meets just once during an eight-hour orientation session that’s tightly scheduled and meant to reflect the demands of a typical professional workday.

The day begins with an in-depth look at the School’s learning goals and the expectations faculty have for students on soft skills, like getting to class on time, paying attention during lessons and participating in discussions. Later in the day, students learn about the importance of global and cultural awareness, and ethics

in business (themes woven throughout their School of Business classes). A session focused on career preparation directs students to analyze the results of their own personality tests. They learn more about their strengths and challenges and have to think about how those translate to the professional environment.

“I’m a Type A personality. When I’m interacting with people in a work environment, I learned that I can come off harsher than I intend,” said Kevin Abington, a senior computer management and information systems major who plans to graduate in May. “Taking that test helped me understand I will need to adapt a bit more when I’m working with Type B personalities.”

That type of self-awareness and reflection is exactly what the School wants to draw out of students with the Transitions courses. Throughout the semester, they’re asked to write short papers that draw on the lessons from the orientation session and apply them to experiences, like participating in University events, involvement in an on-campus organization and reflecting on an article in the *Financial Times*.

The orientation session ends with a mock networking event hosted by Melenie Broyles of Etiquette Saint Louis. She helps alleviate anxiety about meeting new people and gives tips on how to avoid *faux pas* from inappropriate conversation topics to mismanaging food and drink during introductions.

“The day is an advance warning that students need to think more holistically about the business world and how business occurs in the world,” said Norris Manning, director of academic services. “Since we started the program, faculty have noticed a change in student behavior. They carry themselves more professionally, dress up for presentations and take the entire experience much more seriously.”

## Commitment Beyond College

School of Business students take GBA 402 in their final semester. Here, they refine interpersonal skills and prepare for other realities they will face after college, such as where to find the salad fork in a place setting and how to financially plan for a family. Students in this course attend a handful of class gatherings held during the semester, and again turn in reflection papers about how their experiences are preparing them for life after SIUE.

The sessions include a financial planning seminar where students receive budget counseling and a spreadsheet tool developed by



faculty to plan their spending. The advice helps them understand how to manage a steady paycheck so they're able to balance enjoying their life with saving for the future and paying off financial obligations, like student loans or buying a home.

Melenie Broyles of Etiquette Saint Louis hosts an etiquette dinner — a three-course meal in a formal dining setting. Students quickly learn there's a higher level of decorum expected when you're eating with colleagues and clients than when you're out with your friends.

"They learn first impressions are so important in the business world," said David Schaake, BS '77, advisory board chair and senior executive at AON plc. "You can tell a lot about a person by their handshake and by how comfortable they are in an unfamiliar setting."

Students also write reflection papers about four videos they watch from a list of career and professionalism topics. The title of one TED Talks video, "Why You Will Fail to Have a Great Career," caught Abington's attention and helped him understand the critical role he'll play as a leader.

"The speaker talked about how we find excuses for why we don't pursue the things we want and how we're often discouraged from going after big goals. We're told they're unrealistic," said Abington, who's pursuing a career in the U.S. Air Force after graduation. "As a cadet, a major part of my responsibility will be mentoring, and the assignment gave me a different perspective on my role as a mentor."

Although only two classes of students have gone through the exit Transitions course, employers at the SIUE Career Fair said those students seemed more polished, dressed more professionally, and were more at ease introducing themselves and engaging with company representatives.

"Thanks to the Transitions program, our students are more deliberate in their education; they're participating in more student organizations, and event attendance has increased," Manning said. "These courses push students to think about themselves differently; to see themselves not as students, but as young professionals."

The experience-based courses bookend the School of Business journey and require students to go outside their comfort zones to learn how to navigate life after graduation.

"In these experiences, our students gather knowledge of skills and proficiencies outside their majors," Manning said. "The Transitions courses add a layer of polish on them as people move forward into their next phase in life, whether it's a career, more education or other kinds of training."

When Schaake spoke to the first Transitions course, he witnessed some of the challenges being reported by employers. As students filed their way into the session, they were quiet and didn't interact



with faculty, guests or each other. Many tapped away on their smartphones, engaging with something or someone — just not the people around them.

"I told them that day, 'You need to get to know people in your surroundings. There's a lot you can learn from one another,'" Schaake said. "People do business with people they enjoy being around. It's those soft skills that make a difference — whether it's in a large setting, over lunch or at a networking event. Good people skills can jumpstart a career."

School of Business students have taken that advice to heart and appreciate the high bar that's set by the Transitions courses. In follow-up surveys with the 301 class, 80 percent of students said they highly valued at least some portion of the course.

**"People do business with people they enjoy being around. It's those soft skills that make a difference — whether it's in a large setting, over lunch or at a networking event. Good people skills can jumpstart a career."**

—Dave Schaake, BS '77  
advisory board chair and senior executive at Aon plc

# Accounting Students Provide Free Tax Assistance to Individuals in Need

Tax season can be a headache for many filers, but at SIUE it's an opportunity for students to gain hands-on experience while giving back to the community.

Each year, several accounting students participate in the Volunteer Income Tax Assistance (VITA) program, an official IRS program designed to help low- and moderate-income taxpayers complete their annual tax returns at no cost.

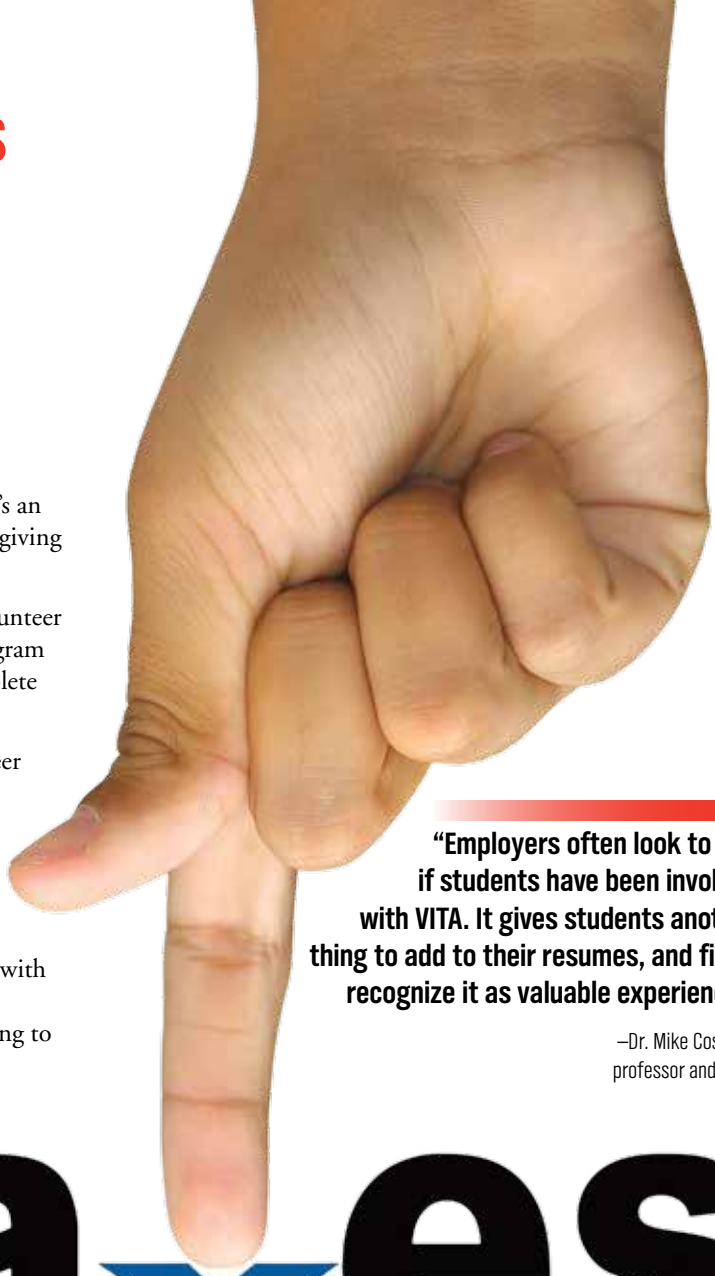
Last year, 15 SIUE students invested more than 500 volunteer hours and filed more than 100 federal and state income tax returns electronically through VITA. Aside from providing an important free service to the public, VITA offers students a taste of their future profession before they graduate.

"Employers often look to see if students have been involved with VITA," said Dr. Mike Costigan, professor and chair of the accounting department. "It gives students another thing to add to their resumes, and firms recognize it as valuable experience."

The volunteers — primarily senior accounting majors and students pursuing their graduate degree in the field — participate in a three-hour training course that teaches them how to prepare tax returns and about special tax credits for which taxpayers might be eligible. It's an exercise that arms students with both the technical knowledge and communication skills to work with individuals who use VITA services.

After completing their training, students will interview the taxpayer, collect their appropriate documentation and prepare a rough draft of their tax return. Faculty advisor and accounting instructor Jim Dixon, CPA, then reviews the return and the student files the return electronically.

"Students get experience not just in dealing with the tax issues, which are important, but they also learn how to deal with people as clients," Costigan said. "For people who come in and say they need their tax return done, but aren't fully prepared to provide the information they need, students learn how to conduct that interview with them."



**"Employers often look to see if students have been involved with VITA. It gives students another thing to add to their resumes, and firms recognize it as valuable experience."**

—Dr. Mike Costigan  
professor and chair

# Taxes



Jim Dixon, accounting instructor and VITA faculty advisor, discusses a client tax return with student volunteers.

# New Freshman Select Program Brings Best and Brightest to SIUE

When Abby McGrath was in high school in Troy, Ill., she was an excellent student with a budding love for accounting. Displaying promise as a future businesswoman, McGrath represented the exact kind of student the SIUE School of Business wants to attract.

That's why in 2013, the School launched the Freshman Select program to draw top students like McGrath to SIUE. The program opens early access to the School of Business and provides real-world business training with mentoring previously only available to upper-level students. With Freshman Select, the School of Business hopes to develop the next generation of business leaders who contribute to the business world and their communities.

"We noticed students starting to choose other departments because they weren't familiar with what the business school offered," said Linda Lovata, accounting professor and Freshman Select facilitator. "We wanted to make sure high-achieving freshmen – and especially high school seniors – knew who we were and what we offered. So, we created the Freshman Select program as a way to touch base with outstanding young students as soon as possible."

"SIUE was on my short list when applying to schools, but the Freshman Select program sealed the deal for me," McGrath said. "In just one year, I've already formed relationships with students and professors, attended networking events and started preparing for the business school curriculum by taking several core requirement classes."

Freshman Select participants have access to unique benefits, such as one-on-one coaching and early career preparation:

- Upperclassmen act as advisors and help freshmen choose a major or schedule their classes.
- The School of Business regularly hosts business professionals to share real-life lessons, such as "How to Prepare for a Job Interview."
- Students admitted to the Freshman Select program do not have to re-apply to the School of Business their sophomore year.



Freshman Select also is ideal for students like Aaron Silas, a sophomore Meridian Scholar from Cahokia, Ill., who have career paths in mind or know they want to double major. By testing out of several prerequisite courses, Silas could start taking business classes right away.

"It's exciting to move beyond typical math courses to subjects like microeconomics that impact our everyday lives. With extra room in my course schedule, I'm able to take specialized courses sooner – and even double major – and still graduate on time," Silas said.

In the future, the School of Business hopes to grow the program to attract and retain the best and brightest students.

"Very few high school students actually know what accountants do or what a career in business looks like," Lovata said. "The sooner we can touch base with talented students, the sooner we can attract them to SIUE for their degree."

# School of Business Advisory Boards

The School of Business works closely with the business community in order to provide the very best business expertise to develop programs that provide a foundation for students to become leaders in their chosen careers. The commitment of these advisory board members to lend their expertise and to serve the School of Business as ambassadors in the business community is gratefully recognized and appreciated.

## School of Business Advisory Board

### Jeffrey M. Dale, BS '79

VP and CFO, Federal Reserve System,  
Office of Employee Benefits

### Camille F. Emig-Hill, BS '72, MBA '77

Retired Director, Human Resources Shared  
Services, Anheuser-Busch Companies

### Walter R. Knepper, BS '69

Retired Partner, RubinBrown

### Joan E. Lebkuecher, MBA '09

CFO and Treasurer, Senior VP,  
Hortica Insurance & Employee Benefits

### Eric L. Levin

VP of Finance, The Boeing Company

### Timothy P. Loughman, BS '86

VP of Sales of Operations, World Wide  
Technologies Inc.

### David A. Mayo Sr., BA '82, MBA '88

Director of Information Systems,  
Edward Jones

### Mara "Mitch" Meyers, BS '78, MBA '81

Entrepreneur, Glen Carbon, Ill.

### Dr. John C. Navin

Interim Dean, SIUE School of Business

### Edward T. Pinnell Jr., BS '82, MBA '90

Senior Trust Advisor, PNC Wealth Management

### David R. Schaake, BS '77 - Board Chair

Managing Director, AON Corporation

### Robert Schwartz

Senior VP/Retail Banking, TheBANK of  
Edwardsville

### Mark E. Showers, BA '77

Senior VP and CIO, RGA Reinsurance  
Company

### Mark B. Weinheimer

Attorney, Polsinelli Shughart PC

## School of Business Young Alumni Committee

### Matthew J. Armentrout, BS '01, MBA '09

Senior Client Solutions Specialist, Edward Jones

### Darryl R. Collins, MBA '02

Executive Vice President & Head of Consumer  
Banking, Commerce Bank

### Timothy P. Curran, BS '07

Business Systems Analyst, Express Scripts

### Shanelle E. Davis, BSA '03

Examiner, Federal Reserve Bank

### Boris C. Kusmanoff, BS '94

Senior Accounts Executive, Fishnet Security

### Thomas K. McRae, BS '82

Senior Executive Accounts Manager,  
GlaxoSmithKline Oncology

### Zachary D. Schlechte, BSA '04, MBA '06

Senior Accountant, Energizer Holdings, Inc.

### Lavetta A. Stevenson, BS '87

Consultant/Senior PMP Project Manager,  
Randstad Technologies US

### Darryl L. Tyler, BS '03

Vice President, Global Commercial Banking,  
Bank of America

## Accounting Advisory Board

### Liz Arro, BSA '83, MBA '84

Manager of Assurance Services, RubinBrown

### Derek Barnard

Partner, Anders CPAs + Advisors

### Michael Buescher, BSA '92

Director of Global Tax, Watlow

### Susan I. Eickhoff, BSA '93

Partner, KPMG, LLP

### Jason H. Geminn, BSA '97, MBA '01

Director of Tax, Prairie Farms Dairy

### Landre Iwayemi, BSA '03, MSA '05

Internal Auditor, U.S. Department of HUD

### Christina Renz, BSA '04, MSA '05

Senior Manager, KPMG LLP

### John F. Saric, MBA '81

Senior Audit Manager, Federal Reserve System

### Scott A. Stringer, BSA '84

Director of Forensic and Litigation Services,  
Ostrow, Resin, Berk & Abrams

### Timothy D. Valley, BSA '92, MBA '94

CFO, Stars Design Group

## Construction Leadership Advisory Board

### Dennis Araujo

Vice President, Contegra Construction

### Don Brown

VP Business Development,  
Guarantee Electrical Co.

### Mike Christ

Executive Vice President, IMPACT Strategies

### Jon Danuser

General Manager, Johnson Controls, Inc.

### Jim Frey

Sr. Vice President, Alberici Group, Inc.

### Tim Garvey

Executive Director, SIBA

### Christopher Gordon, PhD

Associate Dean & Chair, Department of  
Construction, SIUE School of Engineering

### Marion A. Hayes III

President, BRK Electrical Contractors, LLC

### Sandra Hindelang, MS '06

Director, Executive Education,  
SIUE School of Business

### Gregg E. Korte

General Manager, Korte & Luitjohan  
Contractors, Inc.

### Liz Lahm

Director, Enterprise Risk & Project  
Management, Ameren Missouri

### Jason Mantle

Chief Operating Officer, The Korte Co.

### Dale Miller

Vice President, S. M. Wilson & Co.

### Greg Mohler

Vice President, BJC Planning, Design  
& Construction

### Alan Richter

Executive Director, Regional Union  
Construction Center

### Mark Smith

Project Director, McCarthy Building  
Companies, Inc.

### Len Toenjes

President, AGC of St. Louis

### Bernard C. Wicklein, BS '79

Vice President, Nooter Construction Company

### Mark Winschel

Director of Small Business Development,  
S.M. Wilson & Co.

## Master of Marketing Research Advisory Board

### Mimi Arends

Director, Customer and Business Services,  
Anheuser-Busch InBev

### Jim Berling

Managing Director, Burke, Inc.

### Diane Bowers

President, Council of American Survey Research  
Organizations (CASRO)

### Michael Breerton

President, Maritz Research

### James Carter

Executive Director Advertising Metrics &  
Budgets, AT&T

**Haren Ghosh**

Chief Analytics Officer, Symphony Health Solutions

**Mark Golde**

Sr. Vice President, Ipsos Forward Research

**John Hostetler**

Director, Market Research, Kellogg Company

**Chad Johnson**

Managing Partner, Methodology & Statistics, Answers Research

**Todd Jones**

Customer Insights & Operations Marketing Manager, Roche Diagnostics Corporation

**Gayle Lloyd**

Manager of Product Research & Competitive Intelligence, Batesville Casket, A division of Hill Rom

**Sanjeev Luther**

Vice President, Global Business Insights & Forecasting, Mallinckrodt Pharmaceuticals

**Ramana Madupalli, PhD**

Director, Master of Marketing Research (MMR) Program, SIUE School of Business

**Jeff Minier**

Co-President, Gfk Kynetec

**Diane Spencer**

Vice President, Business Intelligence & Analysis, Commerce Bank

**Marjette M. Stark**

President, Stark Solutions

**John Sterling, PhD**

VP & Director (ret.), Marketing and Category Management, Ralston Foods, Ralcorp

**John Tapper, PhD**

Managing Director, Mindfrog Group

**James Thomas, PhD**

Senior Manager, Market Intelligence and Research, Bayer Healthcare LLC, Animal Health

**Helen Turner**

Retired Director, International Marketing Research, Anheuser Busch, Inc.

**Ron Weidemann**

Partner, Answers Research

**Larry Walker**

Chief People Officer, Market Strategies International

**Project Management Advisory Board****Doug Ascoli**

Supervisor, PM Office Ameren Corporation

**Jim Bostick**

Retired Project Management Principal Leader, CSC

**Alex Brandt**

Sr. Project Manager, Alberici Constructors

**Allen P. Cain**

Project Leader, SAIC

**Doug Caldwell**

Lead Scheduler/Earned Value Analyst, DCMA Army Modernization Programs (AMP)

**Denise Callahan**

PMO Manager, Doe Run

**Ninoska Clarkin**

PMO-Project Delivery Services-Department Leader, Edward Jones

**Kevie Connaughton**

PMO-Project Administrators Leader, Edward Jones

**Kevin Delia**

Supervisor, IT PMO, IT, Security & Planning, Ameren Services

**Michelle DiMercurio**

Sr. Manager, Boeing Information Technology Office

**Laurie Douglas**

Executive Director, Global IT Project/Portfolio Management Office, Reinsurance Group of America (RGA)

**Amy Easterling**

Project Manager, Daugherty Business Solutions

**Joseph Eimer**

EPMO Director, Charter Communications

**Ryan Ellen**

Manager, Project Management, Corporate Planning and Enterprise Risk Management, Ameren Missouri

**Peter Fornof**

CIO, Hortica

**Mary Ann Gates, BS '76**

Director, USDA-Rural Development, Unisys Corporation

**Michael C. Gavin, MBA '09**

Director of Performance Excellence, MAVERICK Technologies

**William C. Goodman**

NetOps Subject Matter Expert, SAIC

**Denise Harrison**

Product Analyst, Energy Efficiency & Demand Response, Ameren Headquarters, Ameren Missouri

**Darin Hendry**

Sr. Risk Management Specialist, Enterprise Risk & Project Management, Ameren Missouri

**John Herlihy**

Senior Principal, Daugherty Business Solutions

**Sandra Hindelang, MS '06**

Director, Executive Education, SIUE School of Business

**David R. Hunter**

Integrated Scheduling Manager, Future Combat Systems, The Boeing Co.

**James Keller**

Program Manager, Charter Communications

**Ron Lacy**

Program Director, Operations PMO, Express Scripts

**Liz Lahm**

Director Enterprise Risk & Project Management, Corporate Planning, Ameren Missouri

**Ozzie Lomax, MBA '09**

Plant Manager, Strategic Projects, Ameren Missouri

**Maurice Mahone**

Vice President, Senior Business Leader, MasterCard Worldwide

**Price Marr**

Manager, Project Risk Management, Ameren Missouri

**David A. Mayo Sr., BA '82, MBA '88**

Director of Information Systems, Edward Jones

**Scott A. McCall**

Asst. Vice President, SAIC

**Pam Meister**

PMO Director, Save-A-Lot

**Jo Ellen Moore, PhD**

Professor, Computer Management & Information Systems

**James Morgan**

Senior Project Manager, Burns & McDonnell

**Pat Mueth**

Director, Program Management Office, Barnes Jewish Hospital

**Tonya Munger**

Senior Manager, Information Technology, The Boeing Co.

**Luis Naranjo**

Project Portfolio Manager, VP, Chief Administrative Office, Wells Fargo Advisors

**James A. Page Jr.**

St. Louis Chapter Lead, Organizing for Action - Missouri

**Robert Range**

Research Portfolio and Delivery Lead, Monsanto

**Mark Rimkus**

ITO Project Manager, AT&T

**Vicki Schumacher**

Manager of Project Management, Scottrade, Inc.

**Kevin Shannon**

Sr. Manager, Treasury Relations and Systems Support, Federal Reserve Bank of St. Louis

**Harry Smith**

Senior Project Manager, Federal Reserve Bank of St. Louis

**Barb Strang**

Sr. Program Manager, Solae, LLC

**Mary R. Sumner, EdD**

Professor, Computer Systems & Information Management

**Bruce Tons**

Vice President, Security Officer, Rabo AgriFinance

**Angela Triplett**

PMO Manager, Joyce Meyer Ministries

# Annual Roll of Donors

The following pages contain a listing of those alumni and friends who have generously provided support for the School of Business throughout fiscal year 2013 (July 1, 2012 through June 30, 2013). We strive to make the Annual Roll of Donors as complete as possible. Please let us know if you see a discrepancy in the report. The faculty, staff and students of the School extend sincere appreciation to these individuals, corporations, foundations and organizations who have invested in the careers of our future business and community leaders. Thank you!

With gratitude, John C. Navin, Interim Dean, School of Business

## Dean's Society

### DEAN'S 1000 CLUB

#### Summa Cum Laude Member

*(\$10,000.00 and above)*

Lawrence B. '69 & Sharon L. Heitz  
Dion C. Joannou '89  
Gordon A. Johnson '82, '84 &  
Doris K. Reynolds-Johnson '83, '85  
Kelly M. Malson '93  
John H. '75 & Eileen Martinson  
Steven F. '79 & Alita R. McCann  
Estate of Dr. Gilbert L. Rutman\*  
John F. & Peggy Schmidt  
Dr. Charles A. Jr. '86 & Joan D. Wentz  
Michael N. '70 & Kathleen A. '71 Wenzel

#### Magna Cum Laude Member

*(\$5,000.00 to \$9,999.99)*

Robert J. '71, '72 & Mitch '78, '81 Meyers  
Terrence G. Raterman '78, '94 &  
Amelia Beckmann  
David R. '77 & Kathy Schaake  
James C. '67 & Rita M. Zink

#### Cum Laude Member

*(\$2,500.00 to \$4,999.99)*

Paul J. '97, '99 & Christy L. Baeske  
Jeffrey M. Dale '79 &  
Denise G. Panyik-Dale '81  
James J. '64 & Shirley Holten  
Craig R. '76 & Jane W. '85 Louer  
Karyn L. Molnar '74  
Edmund & Dr. Mary R. Sumner  
Dana C. '89 & Christine M. Walker

#### Member

*(\$1,000 to 2,499.99)*

Dr. David E. & Roberta L. '88, '91 Ault  
Scott A. Badgett '81  
Thomas A. Berutti '87  
Birton J. Cowden  
Dr. Gary A. Giamartino  
Alfred C. '63 & Delores A. Hagemann  
Bradley Hill '78 &  
Camille F. Emig-Hill '72, '77  
Dr. Maurice L. Jr. & Marian Hirsch  
Thomas E. & Lisa A. Holloway  
John J. Jr. '83 & Maxine A. '69, '83 Johnson  
Dr. Janice R. Joplin  
Dr. James W. Klenke  
William K. '82 & Eileen S. Komperda  
Eric L. Levin

Fred H. & Sandra K. Markwell  
David A. Sr. '82, '88 & Diane M. Mayo  
Ronald L. '68 & Joyce Milligan  
Mark A. '85 & Lisa Schafale  
Dennis R. '77, '78 & Sharon L. '76 Schlott  
Dr. Timothy S. Schoenecker &  
Dr. Laura S. Swanson Schoenecker  
Dr. John F. '69, '73 & Diane L. '73 Schrage  
Gerard & Patricia M. '76 Schuetzenhofer  
Dr. Robert A. Schultheis  
Mark E. '77 & Jeanne W. Showers  
Richard M. Smoski '76 & Linda J. Hoover  
Dr. David J. & Kay '88 Werner  
Robert L. '78 & Pamela E. West  
Robert A.\* & Carol K. Wetzel  
Michael E. & Judith M. '77 Woodruff

#### Directors

*(\$500 to \$999.99)*

John W. Anderson '67  
Robert C. '82 & Alfrieda R. '84, '87 Anderson  
Joseph W. Benyo '82  
Dr. Michael L. '79 & Patricia M. Costigan  
Donna L. DuHadway  
Judge Edward & Sally S. '80 Ferguson  
John Fletcher '73  
Lt. Col. Deborah L. Johnston '77  
William D. '88, '90 & Karen A. Klingel  
Mary S. Lampert '85  
Dr. John M. Lee '74  
Allan D. '68 & Janet A. Littlefield  
Stephen C. & Marilyn R. '84 Marsho  
John M. Mather  
Nick V. Mysore '84  
Edmund G. Nasief, Jr. '74  
Dr. John C. Navin  
Christian J. Jr. '69 & Maryanne Pfeffer  
Dr. Bill A. Retzlaff & Dawn C. Munsey  
Robert K. '85 & Katalina T. Uyehara  
Richard L. '88 & Kathleen Watson  
Mildred L. Willmont '81  
Larry C. & Dr. Susan E. Yager

#### Deans

*(\$250 to \$499.99)*

Andrew D. Augustine '68  
Orville R. Bailey '78  
Ricky A. '80 & Mary A. Barron  
Ronald L. Sr. '71, '76 &  
Cheryl L. '74, '01 Bednar,  
Steven D. & Joanne A. Brant  
Robert J. Buescher '84, '88  
Benjamin T. '72 & Kathy C. Burson  
James N. Cagle '73  
Patrick E. '81, '84 & Roberta E. Calvin  
Kaycee A. Collins '09, '10

Timothy P. Curran '07  
Vernon E. Dotson '86  
Berry L. File '72  
Dr. Ralph W. & Cheryl L. Giacobbe  
Rebecca L. Glen '91  
Mark A. & Jean R. '98 Harris  
Jon D. Herreid '71  
Kathy C. Humpert '71, '72  
Dr. Allen K. Hunt  
Merle T. Inman  
Jason E. '00, '03 & Michelle E. '90, '99 Jensen  
Jill M. Johnson '93  
Linda W. Johnson '85  
Robert C. Johnson '87  
James W. '69 & Joy K. Juengling  
Brian E. '75, '85 & Terri L. '83, '88 Keister  
Tammy S. Krebel '85  
Boris C. Kusmanoff '94  
Elizabeth J. Lawson '91  
John K. LeBlanc '74, '76  
Kimberly A. Martin '83, '86  
Barbara L. McKenzie '92  
Dr. John B. & Marie M. '92 Meisel  
Michael C. '79 & Karen E. '78 Menendez  
John C. Mennel '72  
Jason G. Olson '98  
Charles H. Jr. '82, '87 &  
Catherine M. '83 Pabst  
Robert C. Patrick, Jr. '67  
James M. Randall '78  
Barry A. Rhein '70  
Eddie Schuller '86  
Timothy D. & Jamia S. '98, '00 Seifert  
John M. '84 & Susan M. Steitz  
Carl H. '81, '87 & Karen A. Suhre  
Gary A. & Donna L. '89 Thouvenin  
Charles M. Vadalabene '64  
Mark G. Viox '85  
Vincent T. '89 & Michelle A. '90 Waletzki  
Richard L. Welty '75  
Timothy A. '07 & Robyn D. '07, '10 West  
David W. Westfall  
Dan L. '76 & Nancy A. Wiemers  
Richard E. Yeager '72

#### Century

*(\$100.00 to 249.99)*

Michael S. Abba '94  
Rockford R. Abbott '88  
Bruce J. Abernathy '67  
Philip C. Alvarado '76  
Matthew J. '01 '09 & Rebecca A. Armentrout  
Tariq T. Asam '85  
William J. '73 & Rosalie A. Aschbacher  
Jane E. Bailey '88  
Ronald S. Barberis '69

Dale L. Beard '89  
 Dale M. Becker '75  
 William S. Beggs III '76  
 James M. Belobraydic '69  
 Ronald W. Bennett '71  
 Angela M. Benton '86  
 Thomas J. Berry '78  
 Peggy G. Billhartz '91  
 Jeffrey L. Biss '84  
 Sandy J. Borgschulte '78  
 Jon L. Bosworth '85  
 Robert E. '94 & Susan Bowman  
 Richard M. Boyer, Jr. '88  
 Frederick G. Sr. '70 & Arlene M. Brauer  
 Brett J. '04 & Lauren A. Briggs  
 Col. Michael D. Broderick '74  
 Homer W. Jr. & Jane T. '83 Brookshire  
 Christopher M. Buckley '03 &  
 Dr. Gertrude Pannirselvam  
 Jon D. Busche '93  
 Scott J. & Linda M. '79 Butler  
 Janet L. Butts '81  
 Clinton R. '95 & Sara J. Campbell  
 Christina M. Carr '94  
 Edmund J. Chase '78  
 Pao-Jen '77 & Su-Hwa '77 Chiu  
 Gerald F. '74 & Carmen R. Christeson  
 Lt. Col. David C. Clark '73  
 Jackson S. Clark '82  
 Michael A. '83 & Cynthia L. '88 Clark  
 John R. Cloute '77  
 Terence G. Cochran '00  
 David A. Coleman '84  
 Dawn E. Conrey '90, '96  
 Stephen L. Cunningham '81  
 Samuel J. '73 & Patricia J. Dalton  
 Terry A. & Lynne M. '81 Davidson  
 Gary L. '74 & June Davis  
 Wilbur L. '71 & Florence F. Day  
 Jayne A. Defend '02  
 Dr. Riza & Deniz Demirer  
 Susan C. Dempsey '77  
 James P. Dixon  
 William J. Durham '95  
 William O. Edwards '73, '74  
 Jim B. '77 & Nancy L. Emahiser  
 Dr. Mark J. '77 & Cora L. Eschenfelder  
 Dr. Ayse Y. Evrensel  
 Robert Farwell III '68  
 Andrew C. Ferguson '08, '11  
 Thomas L. '63 & Virgie M. Finn  
 Philip M. Ford '71  
 Larry W. '73 & Anita M. Frazier  
 Gerald L. Fuller '87  
 Ray H. & Julie L. '88 Garber  
 Larry D. Gehrke '76  
 Wendy K. Gerlach '81  
 Brig. Gen. Larry S. Gershman '76  
 Gene E. '74 & Dr. Janet '80 Gillespie  
 Ann E. Glosecki '85  
 Jeanne P. Goestenkors '72  
 Jessica M. Goodwin '01  
 William F. Jr. '64 & Annette Graebe  
 Jeffrey A. '88, '95 & April L. '88 Grimm  
 Joseph C. Grimoldi '01  
 Dr. Rik W. & Dr. Gail Hafer  
 Richard P. '90 & Holly J. '97 Hampton  
 Sara E. Hanks '07  
 Robert C. Hanson '81  
 Charles W. Hartford '92  
 Keith R. Hattle '77  
 Charles F. '02 & Marilyn J. Heepke  
 James M. Heinen, Sr. '76  
 Paul H. Hellrich '70  
 Darrell R. '94 & Charlene M. Hemker  
 Duane A. & Joy E. '85, '88 Hercules  
 Hilary S. Hertenstein '07  
 Dr. Andrea J. Hester '04  
 David D. Hight '85, '87  
 Jon S. Hildrum '78  
 Sandra M. Hindelang '06  
 Steven C. Hoekstra '93  
 Daniel J. '82, '92 & Janet L. Hornick  
 Patricia Howard Hufford '86  
 Daniel E. Huebner '74  
 Bob R. Hughey '75  
 Embery W. Hunt, Jr. '75  
 Jacqueline K. Hutti '69  
 David A. & Merle A. '73, '83 Imler  
 Todd J. Jones '90, '92  
 Kenneth G. Kadel '97  
 Dr. Jack G. & Nora Kaikati  
 Brenda S. Kaltenbronn '04  
 Robert J. Keating '69, '70  
 Stan & Marilyn C. '83 Kintigh  
 Richard J. Knebel '86, '93  
 Robert M. Koch '75  
 Steven L. '82 & Susan M. Koebel  
 Jay B. '84 & Debra B. Koehler  
 Patricia L. Kruegel '98  
 Curtis A. Kuppler '95  
 Brace H. Lambert '83  
 Kerri D. Laney '86  
 Steven P. '83 & Vicki L. Langendorf  
 Verlan L. Lanter '65  
 Joan E. Lebkuecher '09  
 Teresa M. Lesicko '91, '93  
 Albert Lew '76  
 Douglas B. Little '71, '72  
 Howard M. Lloyd, Jr. '73  
 Dr. Mary Sue Love  
 David A. Loyet '80  
 Edward C. Lucas '77  
 Tony & Melanie R. '97 Lusch  
 Lynn M. Lyons '80  
 James W. Jr. '91 & Mary W. '75 Mager  
 Gerald R. '77 & Bonnie L. Magurany  
 Michael M. Markey '82  
 Thomas J. Maschek '85  
 Wilma D. Matta '75  
 Thomas K. '72 & Jill McCracken  
 Dale E. McCammack '74  
 Maj. Eleanor M. McManus '86  
 Lee M. & Rose M. McNaughton  
 Edward C. McPike '83  
 Thomas K. '82 & Patti J. McRae  
 James J. Mersinger '83  
 Philip H. Mette '75  
 Larry R. Meyers '77, '78  
 Mark D. '85 & Susan M. '86 Milford  
 Susan L. Miller '84  
 David B. & Marianne '81 Milton  
 Thomas F. Moberg '81  
 Harry E. '72 & Joan M. Montroy  
 Dr. Jo Ellen Moore  
 Thomas W. Moran '82  
 James A. '85 & Susan G. Morrell  
 Mindy L. Myer '06  
 Lorraine D. Nichols '74, '97  
 Joseph D. Niemoeller '99  
 John P. '77 & Valerie A. O'Connell  
 James J. Odorizzi '69  
 Jeffrey K. '97 & Kathy S. Orr  
 Barbara E. Paisley '85  
 Bruce E. '76 & Karen S. '76 Palmer  
 Mary Paul '88  
 Penelope A. Pejka '86  
 Kenan R. Pulver '92  
 Jeffrey G. Rabenort '83  
 Delana A. Rauterkus '82  
 William B. Reis '92  
 Christina L. Renz '04, '05  
 Phyllis A. Rhoads '82  
 Roy J. '72, '76 & Maggie Richard  
 Patrick R. '81, '88 & Mary E. Richards  
 Thomas A. Richter '71  
 Christine M. Rohrbach '00, '03  
 Michael P. '96, '04 & Jennifer M. Roscow  
 Krista K. Ross '86  
 Walter C. '74 & Kathleen M. Rouch  
 David M. '77 & Betsy Rudolph  
 Steven M. '71 & Joann R. Rull  
 Stephen J. III\* '69, '73 & Jude A. Sabo  
 Timothy M. Scally '85  
 Nancy A. Schmich '97  
 Leonard & Deborah J. Schmidt  
 Frank A. Schneider, Jr. '86  
 Eldon R. '63 & Lois E. Schoeber  
 Ron & Marilyn J. '91 Schoolman  
 Charles G. Schrage '91  
 Richard C. Schumacher '70  
 Kevin D. Schuster '96  
 Edward G. Schwarz '77  
 Capt. James J. Schweitz, Jr. '78  
 Dr. Ann S. Schwier  
 Wesley E. Scroggins '72  
 Karen A. Segar '75  
 Robert B. '79, '83 & Colleen M. '91 Seiffert  
 Col. John P. Jr. '85 & Kimberly J. Selstrom  
 John R. '66 & Barbara J. Sheeley  
 Dennis W. Shelton '74  
 Leslie A. Shenberg '72  
 Kent A. '02 & Sarah J. Sickmeyer  
 Christopher W. Siebens '86 & Beth A. Crippen  
 Jared W. '06 & Amy L. '06, '10 Siebert  
 Albert M. Simon, Jr. '90, '91  
 Barbara A. Small '85, '91  
 Charlie C. & Kathryn K. '93, '03 Smith  
 Thomas L. Speck '73  
 Michael S. Spencer '74  
 Steven F. Springgate '83  
 Ginger L. Staggs '01  
 Robert C. '83 & Betsy S. Staggs  
 Robert S. & Belinda G. '00 Staub  
 Robert E. Steiner '71

Janice A. Stephenson '93  
 Lavetta A. Stevenson '87  
 Elmer H. '72 & Gina M. Strieker  
 Gary E. '75 & Carol A. '75, '82 Sturdivant  
 Kathleen R. Suchenski '78  
 Leonard J. '72, '75 & Judy Sues  
 Edwin L. Sumner '71  
 Lori A. Supinie '90  
 Dr. Ronald M. Suprenant '93  
 Ruth A. Szymanski '81  
 Anthony '73 & Maryland E. Tassone  
 Steven J. '82 & Patty M. Taylor  
 Marce P. Tebbe '78, '82  
 Patty J. Thiede '83  
 Karen S. Thiems '86  
 John W. Thomas '73  
 Elsa J. Thompson '76  
 Keith H. '84 & Christine M. Throm  
 Linda J. Tice '83  
 Matthew D. Toje  
 Robert D. '62 & Donna L. Torrence  
 Albert F. '69, '71 & Cynthia S. Tretter  
 Darryl L. '03 & Sharolynn K. '04, '08 Tyler  
 Janet C. Ulivi '03  
 Melvin C. Vineyard '79  
 Brett V. Vogel '82  
 Judy A. Vollmar '85, '04  
 Michael L. '73 & Dianne F. Waitukaitis

Dr. George W. Watson, Jr.  
 C. Joseph J. Weaver, Jr. '63  
 Paul A. Weaver '69  
 Hezekiah '70, '72, '75 & Jameseva Webb  
 Rev. Edward R. '73 &  
 Nancy R. '77, '94 Weston  
 Bernard C. '79 & Denise E. '79 Wicklein  
 Joann Wienstroer '81  
 Dr. Clay K. & Noelle B. Williams  
 Maurice Williams '85  
 Dave I. '63 & Carole W. Wilson  
 John R. '83 & Patricia L. '80 Wolf  
 Anna M. Womack '95, '98  
 David K. Wright '69  
 J. Warren '68 & Gail E. '74 Wyatt  
 Edward B. Yee '79  
 Gaylin J. Zeigler '77  
 Martin L. Zygmund '72

### Friends

#### *(Up to \$100.00)*

Stephen M. & Marcie M. '00, '10 Adams  
 Abe A. Adewale '92  
 Diane M. Ambuehl '89  
 Barbara G. Ausherman '89, '93  
 Stephen E. Avedisian '81, '90, '03  
 Erik J. Axelson '10  
 Stephen M. Axmacher '77

William J. & Lois G. '82, '86 Bain  
 Cristina D. Baines '05  
 Wayne E. Jr. & Elizabeth A. '02 Baird  
 Rajeev '91 & Varsha S. '91 Bajaj  
 Jerry D. '69, '72 & Nancy L. Barber  
 Steven & Alice M. '78 Bartels  
 John P. & Judy A. '90 Barud  
 John E. Bauer '76  
 Bernell V. Becker '78  
 Keith A. '82 & Amy L. '01 Becker  
 William F. '73 & Ellen J. '67, '75 Beebe  
 Wayne A. Benitz '70  
 William R. & Mary E. '74 Benton  
 Robert R. Bergseth '73  
 Gladys E. Berkemeier '95  
 Dr. Robyn A. Berkley  
 Jim L. Bernhardt '72  
 Daniel E. Bertelsman '93  
 Scott L. '88 & Meg A. Billhartz  
 Dominic Jr. '87 & Susan J. Biunno  
 Dr. Scott E. '88, '94 & Charisse G. '83 Black  
 Carolyn M. Blackmore '91  
 Christina L. Blakely '04  
 Joann M. Blassie '78  
 Mark A. Blom '86  
 Neal K. & Susan M. '79, '88 Bockwoldt  
 Robin S. Bohle '87  
 David R. & Janet L. '80 Bolser  
 Gary D. & Lois Bone  
 Dr. Bijoy & Mita Bordoloi  
 Ann Bouchard '77  
 Gerald E. '60 & Joan E. Bourland  
 Marita L. Boyce '93  
 William C. Brown III '76  
 Denice E. Brue-Clopton '78  
 Thomas R. Jr. '67 & Sharon K. Bruno  
 Cheryl L. Brunsmann '02  
 Allen H. '85 & Karen D. '76, '82 Buchheit  
 Grant S. Buehrig '71  
 Laura A. Buettner '04  
 George T. Bullock, Jr. '74  
 James D. & Ruth J. '87 Bush  
 Wess L. Butler '81  
 David S. '76 & Dawne L. '76 Cannady  
 Richard M. Carr '86  
 Verneda A. Carrier '72  
 John J. '70 & Mary A. Carril  
 Milan R. '79, '86 & Jane A. '79 Case  
 Valerie A. Cassens '86  
 Kerri A. Castelli '85  
 Mark P. Catanzaro, Jr. '07  
 Hector M. Chacon '82 & Patricia A. Foster  
 Kory & Lisa M. '02 Cheek  
 Robert S. '99 & Lori T. Cherry  
 Douglas H. Clark '81, '83  
 Lisa S. Clatterbouck '84  
 Penny R. Clavell '05  
 Christopher S. Collins '01  
 Edwin H. Cordes '61  
 Michael L. '76 & Rosalie A. Corrick  
 Thomas Corwin '64  
 Patrick A. & Letha M. '81 Costello  
 Robin R. Costello '96  
 Francis S. Coyle III '76  
 Tammy A. Craig '82  
 Albert R. Cummings '74

## School of Business Launches Mobile App

If you are wondering what's happening at the School of Business, now you can have that information at your fingertips. In an effort to better connect with current and prospective students, as well as alumni, the School of Business launched a new mobile app. The "SIUE Business School" app is available for free on Apple and Android devices.

"Recognizing that our students are heavy users of mobile devices, it was important for us to meet them where they are with information about resources and events that can enrich their experience at SIUE's School of Business," said Dr. Janice Joplin, professor and associate dean.

The app helps connect current students to each other with real-time information about events on campus and student organizations they can join. Practical resources, such as maps and directions to storm shelters, are also available to help students and visitors navigate campus.

Prospective students can learn about undergraduate and graduate program offerings and study abroad opportunities offered by the School's international partners. Photos and blog posts also will give app users a taste of the student experience at SIUE's School of Business.

Alumni will benefit from information about executive education programs, learn about peers who have been inducted into the Alumni Hall of Fame and make donations to support the School.

"We hope the app will enable alumni to stay engaged with the School after they graduate," Joplin said.





Carla J. Cunningham '84  
 Frederick Curry '74  
 Scot A. Cushing '76  
 Thomas F. '73 & Patricia M. Cygan  
 Jan L. Davenport '78  
 Craig J. Davidson '85  
 Fran De Sanctis '82  
 Dr. Keith R. '82 & Holly C. Dierberg  
 Capt. Eric M. Dietler '73  
 Steven E. Dietrich '72  
 John C. '79 & Jeanne L. '86, '87 Dillaplain  
 Barbara M. Dolosic '85, '01  
 Dee A. Dormeier '88  
 Raymond R. '77 & Mary A. Dotts  
 Lee G. '74 & Georgia Dougherty  
 Alissa R. Dozier '89  
 Charles B. '69 & Edith I. Dreon  
 Denis J. Driscoll '73  
 Donald R. Edwards '71, '73  
 James P. Egelhoff '67  
 Tricia J. Elam '91  
 Arno F. Ellis '76 &  
     Ruth K. Kennerly Ellis '77, '80  
 Don & Lisa M. '85, '93 Engelke  
 Kathy A. Engelmann '97  
 Margaret C. England '80  
 Christopher W. Erickson '09  
 Howard E. Erlandson '77  
 Karen L. Erpenbach '87, '92  
 Severo '76 & Cecelia Esquivel  
 Michael J. Farrell '68  
 Leasa L. Ferry  
 Jamie S. Fester  
 William L. & Ann L. '94 Finklang  
 Lisa G. Finn '84  
 Thomas Fischer, Jr. '75  
 Denny W. '69 & Janis K. '71 Foehner  
 Melinda S. Foppe '86  
 Jack H. Sr. '74 & Leona D. Foster  
 Richard W. Foster '74  
 Jerry L. & Ann M. '86, '93 Frank  
 Nathan D. Franklin '98, '07  
 Sharon L. Frey '78, '83  
 Wesley J. Frick '72  
 Kerry P. Friedel '07  
 James M. Fuehne '64  
 David D. '05 & Denise M. Galloway  
 Daniel L. Gantz '70  
 Carl R. Gaymon '76  
 Julie A. George '92  
 William R. Gibson '89  
 Dennis Gonzales '65  
 Sean B. & Taryn R. '99 Grant  
 Jamie M. Grapperhaus '04, '06  
 Rev. Connie B. Green '81  
 Dawn D. Greenwood '11  
 Daniel M. Gregor '07  
 Angela M. Griffin '90  
 Elizabeth M. Griffin '11  
 Thomas P. '86 & Sharon E. Groark  
 Mary T. Gross '97  
 Jeff A. Gruberman '93  
 Lawrence E. '68 & Rae F. Gusewelle  
 William C. '94 & Marcella A. '93 Guthrie  
 Sydney A. Hagen '81  
 Betsy E. Hall '07  
 Charles W. '83 & Rosemary '83 Hall  
 Brooke R. Hamby '04  
 Col. Glenn B. Hammond '74  
 Kathryn G. Hancock '79  
 Gary S. Hanser '79  
 Charles M. Harbry '74  
 Rhoda T. Harpe '03  
 John O. Jr. '70, '72 & Marti Harris  
 Rodney L. Harris '81, '85  
 Roy A. '80 & Fredericka A. Hart  
 Michael J. Heath '87  
 Robert L. Helmkamp '68, '73  
 Richard M. '78 & Karen J. Hendricks  
 Charles D. '84 & Susan H. Herbolsheimer  
 Phyllis A. Herring '79  
 Dr. Edmund K. & Allison S. Hershberger  
 Dr. Grahaeme A. Hesp '97, '99  
 Russell J. Heuberger '71, '73  
 Jeffrey P. Higgins '93  
 Michael D. '73 & Vickie S. Higgins  
 Joshua E. '97, '98 & Joan Hileman  
 James H. & Jennifer F. '05 Hilgard  
 Gary L. '71 & Hanny Hivnor  
 Mark G. '81 & Pamela L. '82 Hoernis  
 Dean A. Hoffmann '93  
 Debra D. Holthouse '80  
 Robert R. Hopkins '83, '92  
 Donald P. Horn '93  
 Richard E. '78 & Lana L. Horstmann  
 Deborah L. Hoynacki '94  
 Craig W. Hubbard '72  
 Richard A. Huddleston '67  
 Stuart G. '85 & Hollis A. Huels  
 Willa O. Humenick '80  
 Kris M. Hundsdorfer '87  
 Cloyd L. Hunt '82  
 David P. Hutt '91  
 LaVerne A. Isenberg '64  
 Dr. Tim Jacks  
 Phillip T. Jaeger '73  
 Deepak B. Jamakhandimath '02  
 Linda S. Jenkins '84  
 James L. '61 & Juanita C. Joehl  
 Angie E. Johnson '95, '96  
 Cynthia L. Johnson '90  
 Phyllis M. Johnson '93  
 Teresa A. Johnson '96  
 James L. Jolly '71  
 John T. '82 & Frances P. Jones  
 David M. Jordan '05  
 Eugene A. Joshu '76  
 Kay A. Kamra '80  
 Doniyal Karbassioon '08  
 Gladys E. Kastrup '85  
 Audrey J. Keeney '73  
 David E. '79 & Beverly A. '76 Kelahan  
 John F. Kelahan, Jr. '68, '77  
 William H. Keller '67  
 Charles J. Keserauskis '68, '77  
 Brian M. & Mary M. '62, '66, '81 Kichline  
 Dr. Sungho Kim  
 Gregory & Barbara C. '86 Kimutis  
 Dr. Charles E. Jr. '81 & Kim A. '87 King  
 James S. '78 & Ann M. Kirkwood  
 James J. '84 & Marlene M. Kitchell  
 Jay K. Klahs '89  
 Cody A. '03 & Robin R. '08 Kleiner  
 William C. Knapp '93  
 Justin C. Knolhoff '02  
 Michael J. Kober '99  
 Clayton T. Kotoucek '93  
 George T. '72 & Mary L. '71 Kroder  
 Henry K. '73 & Karen Kroft  
 David Kuhl '77  
 Joseph A. '83 & Virginia M. '69 Laforest  
 Robert L. Lane '84  
 Tyler A. Langenfeld '09  
 Robert J. Lanter '72  
 Jeffrey A. Lash '07  
 Vincent J. Lato, Sr. '66  
 James K. '77 & Mary G. Laurie  
 David C. Layfield '77  
 Angela K. Lee '92  
 Cholam Lee '85  
 Michael D. '76 & Victoria A. '77 Lehman  
 Dr. Thomas W. Leigh '70  
 Gary A. '77 & Lanita A. '74 Lewis  
 Karen J. Limestall '88  
 William S. '00, '02 & Keri A. '04 Lindsco  
 Rance C. '93 & Lisa A. '89, '92 Long  
 Sam A. Loring '07  
 Landon M. Lotz '10  
 Charles T. '79 & Margaret M. Lucier  
 Mark R. Mace '85, '98  
 Dr. Ramana K. Madupalli  
 Daniel P. Maher '79  
 Ben L. '93 & Rosalie '66 Maragni  
 Paula T. Markert '85  
 Charles M. '68 & Susanne Markwell  
 Jennifer E. Martin '83  
 Michael J. '91 & Cynthia J. '91 Martin  
 Richard L. '75 & Peggy A. Martini  
 James D. '88 & Laura A. Maschhoff  
 Doug A. Matthews '92  
 Mary L. May '90  
 Darryl G. Mayhew '85  
 Sherry R. McKinley '08  
 Julie A. McLain '86  
 Michael J. McVey '77  
 Brett L. '80 & Denise Y. Means  
 Deanna E. Mecalo '90  
 Aaron R. & Jamie N. '04 Mehrtens  
 Patricia A. Melton '94  
 David A. '76 & Tammy Metzger  
 Donald J. Miller, Jr.  
 Ryan J. Miller '10  
 Virginia E. Miller '66, '70, '76  
 Christie J. Mitchell '85  
 David S. Mitchell '93  
 James L. Moore '77  
 Roger A. '73 & Catherine L. '79 Moore  
 Sara H. Moores '77, '81  
 Morris L. Moser '67, '71  
 Michael A. Movesian '79  
 Gail L. Mueth '86  
 Jeremy R. Mueth '08  
 Tyrone W. '89 & Wanda B. '87 Murray  
 Raja Muthukumaru '84, '99  
 Kenneth R. Neher  
 Paul K. Nersesian '90, '92, '98  
 Rebecca L. Nesbit '05  
 Cedric C. Newberry '82

Dr. Mary A. Niemczycki '91  
 Mark T. & Virginia T. '75 Nixon  
 Dennis L. '72 & Catherine F. '68, '71 Nobbe  
 Dennis L. '74 & Debra I. '78 Nottmeyer  
 Agnes H. Nunn '76, '77  
 James V. '79 & Suellen M. Oberthaler  
 Kevin M. O'Brien '90  
 Dr. Rodney A. '73 & Donna S. Oglesby  
 Daniel W. O'Leary, Jr. '63  
 Victor A. Jr. '76 & Joyce A. '91 Oltmann  
 Dawn M. Ottensmeier '85  
 Danny O. Owens '73  
 Bret A. Paden '93  
 Rachel M. Palmisano '05  
 Steven J. '78 & Jean M. '79 Perry  
 Gina D. Petrunich '91  
 James W. Peuster '99  
 Teresa M. Phillips '93  
 Anthony Pietrinferno '77  
 Joseph G. Pohlott '77  
 Robert L. '70, '75 & Cathy S. '70 Prange  
 Helen S. Price '89  
 Virginia K. Price '88  
 Ronald F. '78 & Victoria G. Proffer  
 Michelle M. Pugh  
 Charles Reynolds '84  
 John A. Rechner '70 &  
   Cathryn Cufaude-Rechner  
 Thomas F. Redler '73  
 Mark K. '86 & Elizabeth A. '95 Reinders  
 John C. & Sharon K. '77 Reuter  
 Alton Richardson '88  
 Joseph W. '93 & Kelly J. '93 Richardson  
 Randy & Diane A. '93 Richter  
 Ryan C. Rick '10  
 Robert P. '61 & Dottie M. Ricker  
 John G. Ricketti '82 &  
   Barbara A. Depativo-Ricketti  
 Cathy E. Robson '81  
 Kenneth L. Roderfeld '77  
 Harry L. Jr. & Marleen W. '95, '04 Rodgers  
 James R. Rogers '88  
 Mackenzie R. Rohr '11  
 Lt. Col. Ret. Al Roper '71  
 Ronald G. Rosenbaum '74  
 John G. '89 & Joan L. '88 Ross  
 Donna M. Roth '82  
 David M. '82 & Anne C. Rudder  
 Tricia A. Rueter '96  
 Darren A. Salger '08  
 Cmdr. Kenneth H. '73 & Maria A. Santoro  
 Jose I. Sarasua '83  
 George E. Sawyer '72  
 Alan C. Schaake '85, '93  
 JoAnn C. Schaefer '85  
 Edward E. Schatz '72  
 John M. '91 & Annette L. '88 Scheibal  
 Kevin L. Scherff '78  
 Michael G. '83 & Cynthia A. '82 Schiber  
 Dale Schindewolf '68  
 Christopher M. & Katie A. '03 Schmeider  
 Jean M. Schneider '81  
 Steven B. Schoeffler '02  
 Mike C. '74 & Sue J. Schomber  
 Jane Schraudenbach '78

Alfred W. Schreiber '72  
 Carlotta M. Schroeder '70  
 Kent T. Schroeder '92  
 Gregory L. Schwei '79  
 Patrick J. Schweiss '92  
 David G. Seamen '86  
 Gilbert V. '83 & Carolyn L. Sedabres  
 Dr. Madhav N. & Dr. Uma A. Segal  
 Linda K. Settles '04  
 Bradley J. '82 & Robin L. '94 Sewell  
 David A. Sheets '91 & Michelle R. Jordt-Sheets  
 Bruce W. Shindel '65  
 Joshua M. Sievers  
 Martin R. Siglock '68  
 William & Carolyn J. '97 Simmons  
 Trisha N. Simmons '00, '06  
 Robert L. '63 & Joyce A. Sliment  
 Harold E. Slingerland '68, '70  
 John H. '74 & Gloria J. '83 Small  
 Alan B. Smith '97  
 Richard C. Jr. '02 & Sherry L. '02, '08 Smith  
 Ronald L. '82 & Thena B. Smith  
 Alan M. '82 '87 & Eileen L. Sorge  
 James J. '76, '77 & Sandra M. '77 Speciale  
 James D. '90 & Patricia A. Spillers  
 Douglas G. Squeo '74  
 John E. Stecklow '77  
 William B. Stedman '88  
 David G. '87 & Teresa J. '87 Stephan  
 Susan M. Stephan  
 Marion L. Stevens '87  
 William R. Jr. '64 & Patricia H. Stevens  
 Jay J. & Jill L. '83 Stobie  
 Dr. Duane R. Stock '71, '73  
 Rachel L. Stopka '02  
 Karen A. Stovall '78  
 Crystal C. Strasburg '97  
 Diane K. Streeter '90  
 Clyde & Janice K. '93 Strotheide  
 John A. Stuckey '92  
 Frederick O. Swift '81  
 Jack P. Taylor '99  
 Beverly J. Terry '74  
 Jerome S. '92 & Ramona M. Themig  
 Gary K. '75 & Kathleen A. '74 Therien  
 Charles E. '76 & Judy A. Thoele  
 Rodney M. Thompson  
 James H. Thorsen &  
   Nancy S. Dain Thorsen '68, '75  
 Stacy L. Tierney '88  
 Robert J. Timmer '79  
 Phillip L. & Debra S. '80 Tite  
 Stan W. '95 & Julie A. Tjaden '97  
 April Todd '10  
 Robert J. Todd '77  
 Bharath Tolappa '79  
 Horace B. Tomlin '74  
 David M. Townley '73  
 Charles H. '70 & Deborah A. '70, '71 Tragesser  
 Scott L. Trauernicht '11  
 Ronald E. '72, '76 & Kimberly T. Tremmel  
 Sharon K. Trettenero '88  
 Rod H. Troske '65  
 Edward D. Trueman '09  
 John J. Twombly '88 & Dr. Anne L. Powell

Jill A. Unverzagt '99, '00  
 Melanie S. Van Hook '85  
 Robert J. Vangenhien '72  
 Michael J. Vernon &  
   Pauline O. Pieper-Vernon '87  
 Joseph F. Vonder Haar '88  
 Walter A. Wadlow '85  
 Allen A. '76 & Linda L. Wagner  
 Terry L. '76 & Charlotte J. Walther  
 Albert L. Watters '78  
 Christy M. Watz '93  
 Margaret C. Webb '84  
 Norman A. Webster '77  
 Joseph D. '82 & Emily A. '81 Weir  
 Phillippe J. '93 & Beth M. '91, '94, '98 Welsh  
 Todd A. '93 & Carolyn S. Welz  
 Ronald E. '88 & Tracy C. Wendt  
 Raymond H. Werths '62  
 William H. Westmeyer '77  
 Rebecca J. Wheeler '82  
 Col. Jimmy L. '71 & Joelle R. Whitson  
 Kenneth J. '73 & Carol A. Wieduwilt  
 Mary Kay I. Wiegmann '90  
 Sheryl L. Wilhite '85  
 Thomas D. '80, '87 & Sarah J. '84 Wilkerson  
 Jamie M. Williams '07, '09  
 Sherry A. Williams '90  
 Shawn D. Williamson '98  
 Samantha J. Willis '09  
 Rev. Herbert E. Wilson '67  
 Christine J. Winter '73, '88  
 David H. Woelfel '73  
 Norman K. Wohlschlaeger '09  
 Mark R. Wolf '92  
 Dennis A. Wood '78  
 Duane C. '85 & Patricia L. '86 Woods  
 Travis A. Wooters '99  
 Neil R. '68 & Jane C. '68 Yontz  
 Dr. Yuping Zeng  
 Barbara J. Zumwalt '96

\*Denotes Deceased

## Corporate Partners

Ameren Corporation  
 Ameren Illinois  
 Anheuser-Busch Companies, Inc.  
 Bank of America  
 Burke, Inc.  
 Charlton Detasseling, Inc.  
 Commerce Bancshares, Inc.  
 Council of American Survey Research  
   Organizations - CASRO  
 Covidien  
 Enterprise Holdings, Inc.  
 Express Scripts  
 Fidelity Charitable Gift Fund  
 GfK Kynetec  
 Greater Edwardsville Area  
   Community Foundation  
 Hortica  
 Jim Bernhardt Associates, Inc.  
 Ksnhuk Associates LLC  
 Louer Facility Planning, Inc.

Maritz Inc.  
Martinson Family Foundation Edison Ventures  
Monsanto Company  
Network for Good  
Pfizer, Inc.  
Proffer Investments LP  
Rainbow Solutions, LLC  
Rotary Club of Edwardsville  
Schwab Charitable Fund  
SIUE Alumni Association  
State Farm  
SyllogisTeks  
The Boeing Company  
TheBANK of Edwardsville  
Tri-State Architectural Products, Inc.  
Wells Fargo  
Wells Fargo Community Support Campaign  
William E. Schmidt Charitable Foundation  
Wood River Printing & Publishing Company

### Matching Gift Companies

Ameren Corporation Charitable Trust  
Anheuser-Busch Companies Foundation  
AT&T Foundation

Bank of America Foundation  
BKD, LLP  
BlackRock Matching Gift Program  
Caterpillar Foundation  
Cengage Learning  
Covidien  
Emerson Charitable Trust Matching  
Gifts Program  
EOG Resources, Inc.  
Express Scripts Foundation  
FMC Corporation  
IBM Corporation  
KPMG Foundation  
Monsanto Fund  
Morgan Stanley  
Peabody Energy Matching Gifts Program  
Pearson Education  
Pfizer Foundation Matching Gifts Program  
PNC Foundation Matching Gift Program  
State Farm Companies Foundation  
The Boeing Company  
The Coca-Cola Foundation  
Matching Gifts Program  
The Harley-Davidson Foundation, Inc.

The Northrop Grumman Foundation  
Tyco Matching Gifts Program  
Verizon Foundation  
Wells Fargo Foundation Educational  
Matching Gift Program  
YourCause, LLC

### Corporate-University Alliances

The following companies and universities provided support for the School of Business International Program through tours and briefings in 2013:

Continental Tire, Mount Vernon, Illinois  
ESSCA, École de Management  
Emerson Electric, Fisher Regulators Division, Shanghai, PRC  
Hochschule Hannover, Hannover, Germany  
Illinois Trade Office, Shanghai, PRC  
John Deere TADA, Tianjin, PRC  
Langlois-Chateau Winery, Saumur, France  
Mitsubishi North America, Normal, Illinois  
Remy Cointreau, Angers, France  
Takko Fashion International, Xiamen, PRC  
Volkswagen, Hannover, Germany  
Xiamen University, Xiamen, PRC

## An Unexpected Lesson in Market Research ‘Surfaces’ for Student

SIUE junior Kristian Swank is a typical college student — a constantly connected Millennial. As a self-professed “tech junkie,” Swank prefers to have the latest and greatest in technology. When he heard about Microsoft’s new line of tablets, Surface, Swank wanted to be one of the first to try the product.

Swank stood in line for one of the first Surface tablets when it launched in late 2012. After getting it home, he saw how the product would change his life and make it more organized on the go. He shared his thoughts at an online review on Microsoft’s website.

As an economics major, Swank thought Microsoft’s interest in how consumers used their products was fascinating. After multiple conversations with Microsoft, he found himself invited to New York City for a learning opportunity of a lifetime — the October 2013 launch of the Surface 2.

One of three U.S. college students invited to participate, Swank got an insider’s view of the importance of product development and market research.

“Participating in Microsoft’s market research allowed me to apply what I learned in my economics and finance classes to a real-world experience,” Swank said.

After the trip, a new career path rose to the surface for Swank as he now hopes to pursue a job in product planning after school.

“Overall, it was a fantastic opportunity and a hands-on learning experience that can’t be replicated in a classroom,” Swank said.

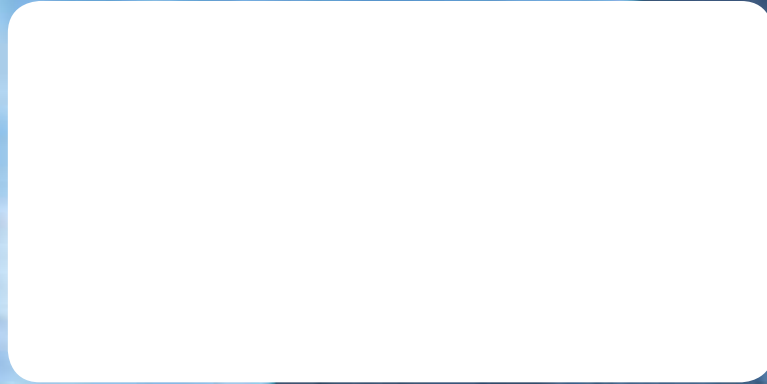
**“Participating in Microsoft’s market research allowed me to apply what I learned in my economics and finance classes to a real-world experience.”**

— Kristian Swank  
student



Box 1051  
Edwardsville, IL 62026-1051  
siue.edu/business  
*Return Service Requested*

Non-Profit  
Organization  
US Postage  
**PAID**  
Permit No. 4678  
St Louis MO



**School of Business  
International Photo Competition**

*Grand Prize/1st Place:*  
"Napoleon Dynamite" by Lora Dust (BSA '14)  
Paris, France



SIUE is proud to support responsible use of forest resources.