



# Dean's Report 2007

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## School of Business Facts

- AACSB International accredited in Business since 1975 and in Accounting since 1987
- 20,271 School of Business graduates from 1958 - 2007
- 16 active student organizations, including three national honor societies
- International program supports students studying at the School from institutions in France, Germany, the Netherlands, Mexico and the United Kingdom; and SIUE students studying in Costa Rica, France, Germany, Hungary, the Netherlands, Mexico and the United Kingdom
- 316 employers recruited SIUE and School of Business students through on-campus career fairs in the 2006-07 academic year
- Home to the Small Business Development Center, Entrepreneurship Center and the International Trade Center

## Academic Programs

### Undergraduate

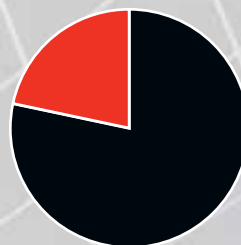
BS Accountancy  
BS Business Administration  
BS Business Economics and Finance  
BS Computer Management and Information Systems

### Graduate

Master of Business Administration  
MS Accountancy  
Master of Marketing Research  
MA Economics and Finance  
MS Economics and Finance  
MS Computer Management and Information Systems

## Fall 2007 Enrollment

- Undergraduate (1,084)  
*Women (503) 46% Men (581) 54%*
- Graduate (300)  
*Women (123) 41% Men (177) 59%*



## Faculty

Full time	54
Part time	23

## Annual Tuition (2 Semesters)

<i>Resident</i>		
Undergraduate	(15 hrs)	\$7,032.50
Graduate	(9 hrs)	\$5,466.50
<i>Non-resident</i>		
Undergraduate	(15 hrs)	\$14,874.50
Graduate	(9 hrs)	\$11,845.70



## Message from the Dean

The 2007 academic year was one of progress and accomplishments for the SIUE School of Business. Many of the achievements you will read about in this Dean's Report took place during a time of transition, and I would like to thank our faculty and staff for their commitment to excellence as I took the role of interim dean earlier this year.

As many of you know, Dean Gary Giamartino was asked by Chancellor Vaughn Vandegrift to become interim vice chancellor for University Relations and CEO of the SIUE Foundation last December. Since that time I have served in the role of interim dean. The transition has been smooth thanks to the dedication of many people, including Dr. Janice Joplin, our new associate dean for Academics Affairs.

One of the highlights of this academic year was the news this spring that our accredited status in both accounting and business has been secured for the next five years, the maximum extension possible. Reaccreditation by AACSB International—The Association to Advance Collegiate Schools of Business keeps your business school in the select company of other leading business schools across the globe.

A highlight of the upcoming academic year is the celebration of SIUE's 50<sup>th</sup> Anniversary. A variety of events will mark the milestone and will continue through the summer of 2008. We invite you to be an active participant in those celebrations.

With nearly 13,500 students, SIUE contributes significantly to cultural vitality, social health and economic development of the region. In these pages you will see examples of the innovative programs, faculty commitment and alumni successes that help make the School of Business such a vital part of the University and the business community.

### Mission

*The mission of the School of Business is to prepare students and business professionals and to improve business practice through high quality instruction, research and professional activities.*

A handwritten signature in black ink that reads "Timothy S. Schoenecker".

Timothy S. Schoenecker, Ph.D.  
Interim Dean, SIUE School of Business



## International Business Programs Continue Expansion

There is perhaps no bigger eye-opener for students than traveling overseas to learn about other cultures and experience first-hand how other countries conduct business.

The SIUE School of Business provides students many opportunities to experience international business and to gain a global perspective, putting them at a competitive advantage when they graduate. Since 1991, students have participated in semester-long or five-week summer programs.

“Students come away learning about other successful markets and business practices that are not necessarily the American way of doing business,” explained Janice Joplin, associate professor of Management and Marketing and associate dean for Academic Affairs, who oversees the program. “More companies than ever are seeking candidates with this type of experience on their resume.”

The SIUE School of Business has agreements for students to study at École Supérieure des Sciences Commerciales d’Angers (ESSCA) in Angers, France, and with universities in Germany, England and the Netherlands. Recently, the ESSCA exchange agreement was renewed and now includes the ESSCA campus in Budapest, Hungary.

Students often claim that their international experience was the most memorable and valuable of their academic careers.

“I was able to see some of the world’s great cities and monuments, as well as gain first-hand experience working with foreign businesses and economies,” said recent SIUE School of Business graduate Cole Ramsey who spent a semester studying in England. “It was life-changing for me. A growth opportunity that is hard to match.”



*Left to right: Kristine Jarden, Director of the Entrepreneurship Center; Silvia Torres-Bowman, Director of the International Trade Center; and Kwa Mister, Director of the Small Business Development Center*

## **Business Outreach Programs Contribute to Economic Impact in Region**

The economic impact of the SIUE School of Business can be felt throughout the region, thanks in part to programs that encourage entrepreneurship, facilitate trade and help small businesses grow.

The **Southwestern Illinois Entrepreneurship Center** facilitates the interaction between entrepreneurs and existing resources. The Center works with entrepreneurs and small businesses from the start-up phase through the transition/exit phase. “In addition to providing in-depth assistance and accelerated services to entrepreneurs, the center promotes an entrepreneurial culture that is important to the region,” says Center Director Kristine Jarden.

One of six trade centers in Illinois, The **International Trade Center** at SIUE serves businesses in the state’s 45 southernmost counties by providing services like free export consultation, international market analysis, identification of foreign buyers and seminars on international business strategies. “International sales are the key to long-term business survival in today’s competitive global environment. By entering new markets, businesses also stimulate economic development in their local communities,” explains Director Silvia Torres-Bowman.

The **Small Business Development Center** conducts nearly 50 seminars and workshops throughout the year addressing topics important to business owners. The Center also provides one-to-one counseling services to new and existing businesses at no charge, including review of business plans and discussion of financing options, bank loans, SBA and state-backed loan programs, marketing, management and other topics of concern to business clients. “Housing these programs in the SIUE School of Business enriches our students’ learning experience in a way that is directly beneficial to them when they enter the business world,” said Kwa Mister, director of the Small Business Development Center.

In addition to serving the business community through a variety of outreach programs, the School of Business offers five graduate degree programs aimed at working professionals and delivers professional development programs in project management.

## Faculty Recognition Reflects Caliber of Instruction

The SIUE School of Business faculty members combine academic excellence with industry experience. They know how to apply theory to achieve results. The quality of the business faculty is evident in the classroom and through the School's placement among the elite 10 percent of business schools worldwide that have earned the prestigious seal of approval from AACSB International - The Association to Advance Collegiate Schools of Business.

A great case in point is long-time faculty member and chair of the Economics and Finance Department, Rik Hafer. Since joining the faculty in 1989 as a professor of economics, Hafer has published more than two dozen scholarly articles, three books and has received numerous grants and contracts. His outstanding scholarly activities contributed to his promotion to SIUE Distinguished Research Professor of Economics and Finance. The Distinguished Research Professor, a faculty rank awarded by the SIUE Graduate School, recognizes the quality of senior faculty members and their continued commitment to scholarship.

"The quality of Rik's research publications, the extent of his grant activity and his level of

commitment to student mentoring are points of pride for the School of Business," said Interim Dean Timothy Schoenecker. "Having someone of Rik's talent and reputation in his discipline reflects well on us as we strive to be nationally recognized for the excellence of our programs."

Associate Professor Susan Yager, department chair of Computer Management and Information Systems is another outstanding example of faculty achievement. Yager recently was awarded the Boeing Welliver Faculty Fellowship, which provides participants with an increased understanding of the practical industry applications of engineering, information technology and business skills. The Fellowship aims to enhance undergraduate education to better prepare tomorrow's graduates for careers in a global business environment.

"Susan's selection as a Welliver Fellow has strategic significance for the School of Business and the University as we strengthen our relationship with Boeing. This level of achievement benefits the School of Business, Boeing, and – most of all – students," Schoenecker says.

*Professor Rik Hafer with his Economics class*



*Professor Susan Yager with her Boeing mentor Reza Ghodrati*



## Selected Faculty Scholarly Activities

- Demirer, Riza.,** Charnes, John M. & Kellogg, David. (Spring 2007). Influence Diagrams for Real Options Valuation: Valuing a Biotechnology Firm. [Journal of Finance Case Research.](#)
- Demirer, Riza & Kutan, Ali.** (2006). Does Herding Behavior Exist in Chinese Stock Markets? [Journal of International Financial Markets, Institutions, and Money.](#)
- Clelland, I., **Douglas, T.** & Henderson, D. (2006). Testing Resource-based and Industry Factors in a Multi-level Model of Competitive Advantage Creation. [Academy of Strategic Management Journal.](#)
- Evrensel, Ayse & Kutan, Ali M.** (2007). Are Multinationals Afraid of Social Violence in Emerging Markets? Evidence from the Indonesian Provinces. [Journal of Economic Studies.](#)
- Hafer, R.W.,** Haslag, Joseph H. & Jones, Garrett. (Spring 2007). On Money and Output: Is Money Redundant? [Journal of Monetary Economics.](#)
- Hunt, Allen K.** & Lulseged, Ayalew. (2007). Client Importance and Non-Big 5 Auditors' Reporting Decisions. [Journal of Accounting and Public Policy.](#)
- Kutan, Ali** & Orlowski, L.T. (2006). Monetary Convergence to the Euro. [Economic Systems.](#)
- Kutan, Ali** & Zhou, S. (2006). Determinants of Returns and Volatility of Chinese ADRs at NYSE. [Journal of Multinational Financial Management.](#)
- Kutan, Ali,** Bahmani-Oskooee, M. & Zhou, S. (2007). A Century of Purchasing Power Parity: Further Evidence. [Economics Bulletin.](#)
- Kutan, Ali** & Yigit, T. M. (2007). European Integration, Productivity Growth and Real Convergence. [European Economic Review.](#)
- Kutan, Ali.** (2007). Contagion or Real Linkages? Some Evidence from China's Emerging Parallel Markets. [China and World Economy.](#)
- Kutan, Ali,** Bahmani-Oskooee, M. & Zhou, S. (2007). Testing PPP in the Non-Linear STAR Framework. [Economics Letters.](#)
- Lovata, Linda.** (2007). Earnings Management: The Game. [Journal of Forensic Accounting.](#)
- Forret, M.L. & **Love, M.S.** (in press). Employee Justice Perceptions and Coworker Relationships. [Leadership and Organization Development Journal.](#)
- Love, M.S.** (2007). Security in an Insecure World: An Examination of Individualism-Collectivism and Psychological Sense of Community at Work. [Career Development International.](#)
- Meisel, John.** (2007). The Emergence of the Internet to Deliver Video Programming: Economic and Regulatory Issues. [Info.](#)
- Michlitsch, Joseph F.** (2007). Test Bank to Accompany "Entrepreneurship: A Process Perspective" 2nd edition by Robert Baron and Scott Shane. Published by Thomson Learning, Mason, OH.
- Michlitsch, Joseph F.** (2007). Internet Quiz Bank to Accompany "Entrepreneurship: A Process Perspective" 2nd edition by Robert Baron and Scott Shane. Published by Thomson Learning, Mason, OH.
- Agarwal, R., Brown, C.V., Ferratt, T. & **Moore, J.E.** (2006). Five Mindsets for Retaining IT Staff. [MIS Quarterly Executive.](#)
- Navin, John & Sullivan, Timothy.** (2007). Do Riverboat Casinos Act as Competitors? A Look at the St. Louis Market. [Economic Development Quarterly.](#)
- Powell, Anne, Bordoloi, Bijoy** & Ryan, Sherry. (Spring 2007). Data Flow Diagramming Skills Acquisition: Impact of Cooperative Versus Individual Learning. [Journal of Information Systems Education.](#)
- Powell, Anne,** Galvin, John, & Piccoli, Gabe. (2006). Antecedents to Team Member Commitment from Near and Far: A Comparison Between Collocated and Virtual Teams. [Information Technology & People.](#)
- Segal, Madhav N., & Giacobbe, Ralph W.** (2007). Ethical Issues in Australian Marketing Research Services: An Empirical Investigation. [Services Marketing Quarterly.](#)
- Segal, Madhav N. & Giacobbe, Ralph W.** (Spring 2006). Prioritizing Ethical Concerns for the Australian Marketing Research Profession. [Alliance Journal of Business Research.](#)
- Segal, Madhav N. & Hershberger, Edmund K.** (Fall 2006). Preparing Research Professionals. [Marketing Research.](#)
- Segal, Madhav N. & Hershberger, Edmund K.** (2007). Ads for MR Positions Reveal Desired Skills. [Marketing News.](#)
- Sumner, Mary, Bock, Douglas T. & Giamartino, Gary.** (Fall 2006). Exploring the Linkage Between the Characteristics of IT Project Leaders and Project Success. [Information Systems Management.](#)
- Papamarcos, S.D. & **Watson, G. W.** (2006). Culture's Consequences for Economic Development: An Empirical Examination of Culture, Freedom, and Market Performance. [Journal of Global Business and Technology.](#)
- Papamarcos, S.D., Latshaw, C. & **Watson, G.W.** (in press). Individual-Collectivism and Incentive System Design as Predictive of Productivity in a Simulated Cellular Manufacturing Environment. [International Journal of Cross Cultural Management.](#)
- Watson, G. W. & Love, M. S.** (2007). Shades of Moral Agency in Organizational Ethics. [International Journal of Management Concepts and Philosophy.](#)



## New Scholarship Enhances Student Experience

In 2006, the SIUE School of Business received its largest single bequest in the history of the University – a \$2.4 million gift made through the estate of Homer L. Cox, a School of Business professor who taught at SIUE from 1967 until his retirement in December 1978. The resulting Homer L. and Helen L. Cox Scholars Program is an endowed fund which will provide students with financial assistance and unique educational opportunities designed to enhance their academic and creative potential.

Scholarships will be awarded annually to four incoming freshmen beginning in fall 2008. Student selection will be based on academic performance in high school and a commitment to a business major. Freshman and sophomore

scholars will participate in a faculty-directed mentor group. Juniors and seniors will be mentored by a faculty member from the student's major area of concentration, establishing a two-year one-to-one academic relationship.

Cox Scholars will work with faculty members on research projects early in their academic careers, participate in a community service project and network with successful School of Business alumni and local business leaders.

“This program will allow exceptional students to have an even richer academic experience,” said Judy Woodruff, director of development at the SIUE School of Business. “The Cox gift will create amazing learning opportunities for generations to come.”

*Top photos, left to right:  
Victoria A. Harris receives the Enterprise Rent-A-Car Student Leader of the Month Award from Enterprise's Lee Lewis.  
Thomas W. Doellman is congratulated by Dr. David Luan on receiving the Luan Memorial Scholarship in Economics.  
Leah C. Taylor accepts the Hortica Business Scholarship from Hortica's Peter Fornof.*

*Left to right:  
Interim Dean Timothy Schoenecker with Matthew P. Senger and Rachel S. Aubrey receiving the Frank Staggers Award for Excellence in Marketing Research, Dr. Ralph Giacobbe, and Brenda Staggers.*







*Alumnus Jonathan Ferry BS '05, MS '06,  
economic development director for the  
city of Granite City, Ill.*

## **Youthful Grad Boosting Hometown as Economic Development Director**

Jonathan Ferry remembers the first time his young age crept into his high-responsibility job as economic development director for Granite City, Ill. “On a trip with Mayor Ed Hagnauer to Chicago, several business prospects mistakenly thought the Mayor had dragged his son along to the meeting,” he said.

Ferry’s youth – he’s 24 – belies his tremendous responsibility. A native of Granite City, he is responsible for assessing the economic development path for the city, evaluating industries, recruiting businesses, and securing grants and funding. And if there is any doubt about the trust that the city has in Ferry, consider this: he is the city’s lead in working to secure a \$350 million expansion of the U.S. Steel Granite City Works, which would add new jobs and secure 2,300 existing jobs at the mill.

Ferry received a bachelor of science in economics in 2005 from the SIUE School of Business and a master’s in economics and finance in 2006. While he is a natural go-getter, Ferry credits much of his success to his educational experience at SIUE.

“The best thing SIUE gave me was the ability to think through problems economically and logically,” Ferry said. “They gave me a toolkit. I learned problem-solving skills and different ways of viewing and thinking about problems. Those skills positively impact my work every day.”

Ferry is particularly happy to be applying his skills for the betterment of his hometown. “I’ve lived here all my life and have first-hand knowledge of the area’s economic past and future,” he said. “My contributions feel particularly meaningful and satisfying for that reason.”

## Connecting Students and CEOs

Recognizing that a commitment to education is critical to the long-term success of the region, the St. Louis Regional Business Council (RBC) maintains partnerships with the area's universities. The RBC is a consortium of CEOs from 100 of the largest mid-cap companies in the St. Louis area who are committed to enhancing the vitality and well-being of the region. Together, these companies employ more than 100,000 people and generate more than \$50 billion in annual revenue.

For college students who want to excel in the world of business, practical experience is the ideal compliment to a solid education. The RBC's Mentor Network facilitates the interaction between regional CEOs and SIUE School of Business students. Students are selected for the program based on their academic performance.

Participating students meet with their CEO mentor twice a year at the CEO's office. Students receive advice and practical suggestions on getting started in a business career, learn about the industry and meet with other company executives. Students and mentors maintain a dialogue throughout the year which helps students prepare for the business world in practical ways.

Todd Korte, President of Korte Construction and RBC mentor, is a believer in the program. "We know that the students get a lot from us, and we benefit as well. We are enriched by the program and we learn from the students. It's one of those 'win-win' situations," Korte said.

For student Tim West, the program offers exciting potential. "It is such an honor for me that the members of RBC share their time with students. Their experience, insight and advice have been priceless as I begin down my career path. This mentorship opportunity has made a major impact on me professionally, and now I understand why so many business leaders talk about the importance of a mentor in career development."



*Photos courtesy of RBC.*

*Top photo: RBC member, Stephen C. Jones, partner with Armstrong Teasdale, LLP speaks with SIUE student Falon Jones.*

*Senior Michelle Carpenter and Junior Jennifer Sellman gain valuable business information during an RBC mentoring session.*

## The Strategic Plan

The strategic plan for the School of Business is based on the long-term goals of the University. Following is a brief year-in-review that outlines progress with regard to the School's strategic plan.

- Enterprise Rent-A-Car Foundation provided the means to create a student leadership awards program that recognized individual student leaders in the School's 15 student organizations. In addition, the student organization that best met its mission for the year received a \$2,500 award. Through this initiative, students engaged in mentoring other students, participated at professional conferences, planned and implemented projects and programs, and provided support for freshman orientation.
- An Alumni Speaker's Bureau was created that will provide expertise and resources to faculty and student organizations. Students will have the opportunity to learn from successful alumni who can speak to career paths, business practices and life after college. In addition, alumni were engaged during several corporate alumni receptions held at Anheuser-Busch Companies and Regions Bank along with a regional alumni reception and baseball game in the San Francisco area.
- Effort is underway to create a marketing and communications plan to build brand equity for the School. An extensive data collection exercise was completed that consisted of surveys of students, faculty and alumni, with focus groups conducted that targeted each of those audiences.

Based, in part, on the outcome of those activities, a new advertising effort for the MBA program and written marketing and communications guidelines have been implemented.

- Early in the spring, the School's Web site was revamped as part of the University's Luminis project. Content is now managed, with news and features updated regularly.
- The School has made exceptional progress with facilities. Two signage projects have been completed and plans were made to renovate several classrooms. These renovations will lead to improved and more comfortable learning environments for students. In addition, a task force was formed to review the remaining classrooms in order to set priorities for renovations of those rooms as funding becomes available.

### University Long-Term Goals

1. Engaged Students and Capable Graduates
2. Innovative High Quality Programs
3. Committed Faculty and Staff
4. Harmonious Campus Climate
5. Active Community Engagement
6. Excellent Reputation
7. Sound Physical and Financial Assets

## School of Business Advisory Boards – Fiscal Year 2006-2007

*The School is committed to working with the business community to develop programs that provide a strong basis for students upon which they can build their professional business careers. Members of the following Advisory Boards provide expert business intelligence to many areas of the SIUE School of Business. They also serve as ambassadors for the School within their respective business communities.*

### School of Business Advisory Board

**William D. Boudouris** (BS '79)

Executive Vice-President & Chief Financial Officer, The Korte Company

**Jeffrey M. Dale** (BS '79)

Senior Oversight Analyst, Board of Governors, Federal Reserve System

**Michael A. Drone** (BS '70, MS '79)

President and CEO, Drone Communications – Integrated Business Communications

**Ann M. Ficken** (BSA '88)

Director of Internal Audit, Edward Jones

**Camille F. Emig-Hill** (BA '72, MBA '77)  
Retired, Anheuser-Busch Companies, Inc.

**Gordon A. Johnson** ('82 BS, '84 MBA)

Senior Vice President, Senior Portfolio Manager, Allegiant Asset Management

**Walter R. Knepper** (BS '69) - Chair  
Partner, RubinBrown, LLP

**Eric L. Levin**

Director of Finance for Support Services, The Boeing Company

**Mara (Mitch) Meyers** (BS '78, MBA '81)  
Proprietor, Maison de Chanticleer

**John W. North** (BS '75)

Senior Vice President, Missouri/Illinois, Regions Morgan Keegan Trust

**Edward T. Pinnell, Jr.** (BS '82, MBA '90)

Vice President and Fiduciary Officer, National City

**Ronda L. Sauget** (BS '96, MBA '98)

Chief Operating Officer, East County Enterprises

**Timothy S. Schoenecker**

Interim Dean, SIUE School of Business

**Mark E. Showers** (BA '77)

Chief Information Officer, Monsanto Company

**Herman Smith** (BS '81)

Aviation Security Inspector, Transportation Security Administration Homeland Security

**Mark B. Weinheimer**

Attorney at Law, Polsinelli Shalton Welte Suelthaus PC

**Robert A. Wetzel** (BS '59)

President, TheBANK of Edwardsville (Retired)

### School of Business Alumni Association Board of Directors

**Paul Baeske** (MBA '99)

Financial Advisor, Certified Financial Planner, Morgan Stanley

**Mark Carter** (BS '85, MBA '98)

Systems Analyst, Hewitt Associates

**William F. Graebe, Jr.** (BS '64) - Chair

President, G & M Industries

**Ella M. (Conner) Hudlin** (BS '91)

President, Hudlin Enterprises

**Tiffany Jenkins** (BS '94)

Auditor, Price WaterHouse Coopers, LLP

**Amanda Krayniak** (BS '05)

Associate Financial Analyst, A.G. Edwards

**Danny Micheletto** (BS '96, MBA '98)

Agricultural Loan Approval Officer, Bank of America

**Terry L. Pruitt** (BSA '91)

Human Resource Manager, Price WaterHouse Coopers, LLP

**Marcia W. Renda** (MBA '00) - Secretary  
Programmer/Analyst, Olin Brass

**Josh Smucker** (BS '04, MBA in progress)

Student Representative from ELITE Student Organization

**Douglas St. Clair** (MBA '87)

Business Instructor, East Central College

**Kyle D. Woolsey** (BS '02, '07) - Vice Chair

Weapon's Estimating & Pricing, Boeig Company

### Accounting Advisory Board

**Michael Buescher** (BSA '92)

Director of Taxes, Kellwood Company

**Susan Eickhoff** (BSA '93)

Senior Manager, KPMG, LLP

**Jason Geminn** (BSA '97, MBA '01)

Tax Supervisor, Stone Carlie

**Sara Hampton** (BSA '98)

External Reporting Manager, Energizer

**Bryan Keller** (BSA '90)

Partner, RubinBrown

**Julie Lutz** (BSA '01, MSA '02)

Senior Auditor, Ernst & Young



Walter R. Knepper '69, Chair, School of Business Advisory Board

**Jean Pinkney** (BSA '98)

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**John Saric** (MBA '81)

Director Internal Audit Services, Anheuser-Busch Companies, Inc.

**Rachelle Sauls** (BSA '97)

Reimbursement Manager, Barnes Jewish Hospital

**Mark Schafale** (BSA '85)

Vice President, Controller, Energizer

**Scott Stringer** (BSA '84)

Director, Navigant Consulting

**Timothy Valley** (BSA '92, MBA '94)

Vice President of Finance, Millennium Digital Media

### Construction Leadership Advisory Board

**Dennis Corrigan**

President, Corrigan Brothers, Inc.

**Jon Danuser**

General Manager, Johnson Controls

**Pam Duffy**

President, Rhodery & Son Construction Co., Inc.

**Dirk Elsperrmann**

Chief Operating Officer, Tarlton Construction Company

**Brad Farrell**

President, Helmkamp Construction Company

**Timothy Garvey**

Executive Director, Southern Illinois Builders Association

**Marion Hayes**

President, BRK Electrical Contractors, LLC

**Bruce Holland**

President, Holland Construction Services

**Joseph Kaiser**

Executive Vice President, BSI Constructors, Inc.

**Gary Korte**

Vice President, The Korte Company

**Gregg Korte**

General Manager, Korte & Luitjohan

**Patrick Kriegshauser**

Vice President, Sachs Electric

**Roger Loesche**

Chief Financial Officer, Kozeny Wagner

**Robert McCool**

Consultant, Ascension Health Systems

**Dale Miller**

Vice President, SM Wilson & Co.

**Dawn Naney**

Director, BJC HealthCare

**Dianne Slattery**

Chair, Department of Construction,  
Associate Professor of Construction, SIUE

**Sue Stewart**

Vice President, McCarthy Building  
Companies, Inc.

**Mary Sumner**

Associate Dean for Executive Education,  
Professor of CMIS, SIUE

**Len Toenjes**

President, Associated General Contractors

**Master of Marketing Research  
Advisory Board****Rob Arnett**

Senior Partner, Solutions Partners  
Consulting, Inc.

**Debbie Beers**

TCAR Director Market Intelligence,  
Michelin North America

**Dennis Block**

Chief Executive Officer, Chief Operating  
Officer, Doane Marketing Research, Inc.

**Diane Bowers**

President, Council of American Survey  
Research Organizations (CASRO)

**Michael Brereton**

President, Maritz Research

**James Carter**

Executive Director Marketing Research &  
Analysis, AT&T

**Rod Cober**

Executive Vice President, Burke, Inc.

**Philip Cookson**

Director, Server & Tools Research, Microsoft  
Corporation

**Merrill Dubrow**

President and Chief Executive Officer, M/A/R/C

**Mike Flynn, Ph.D.**

President, Flynn Consulting

**Richard Homans, Ph.D.**

President & CEO, Forward Research, Inc.

**John Hostetler**

Director, Market Research, Kellogg  
Company

**Susan Jones, DVM**

Vice President, Agribusiness, Ipsos-Reid

**Todd Jones (BS '90, MMR '92)**

CRM Database Marketing Manager,  
Diabetes Care, Roche Diagnostics  
Corporation

**Regina Lewis, Ph.D.**

Vice President, Consumer Brand Insights  
Group, Dunkin Brands, Inc.

**Gayle Lloyd**

Manager of Marketing Research, FedEx  
Services

**Mike Mickunas**

Senior Director, Market Research, Kellogg  
Company

**Jeff Minier (MMR '95)**

Director of Global Research & Business  
Intelligence, Merial

**William Neal**

Senior Partner, SDR Consulting

**Mary Ann Niemczycki, Ph.D. (MMR '91)**

Director of Research, The Research &  
Planning Group

**Brett Polenchar, Ph.D.**

Director of Consumer Insights and  
Planning, Ross Products Division, Abbott  
Laboratories

**Carol Schwent**

Director, Marketing Insights Center,  
Edward Jones

**Madhav N. Segal, Ph.D.**

Director, Master of Marketing Research  
(MMR) Program, Professor of Marketing,  
SIUE

**Michael Shapiro**

Director, Brand Insights, Nestle Purina  
Company

**Susan Spaulding**

President, Market Directions, Inc.

**Diane Spencer**

Vice President, Business Intelligence &  
Analysis, Commerce Bank

**Marjette M. Starke**

Senior Vice President, DMS Research

**John Sterling, Ph.D.**

Director, Marketing Research, Ralston  
Foods, Ralcorp

**Helen Turner**

Director, International Marketing Research  
(Retired), Anheuser-Busch Companies, Inc.

**George Wilkerson**

President, Flake-Wilkerson Insights, LLC

**Project Management Advisory Board****Sheryl Andrasko**

Group Head, Global Operations, MasterCard  
International

**Doug Ascoli**

Supervisor, Project Management Office,  
Ameren Corporation

**Jim Bostick**

Project Management Principal Leader,  
Computer Sciences Corporation

**Paul Boyer**

Manager, Business Development, Northrop  
Grumman Corporation

**Allen Cain**

Project Leader, Science Applications  
International Corporation

**Ninoska Clarkin**

PMO, Project Delivery Service,  
Edward Jones

**Wesley J. Frick (BS '72)**

Director (Retired), The Boeing Company

**William Goodman**

NETOps Subject Matter Expert, Science  
Applications International Corporation

**David Hunter**

Manager, Project Management  
Development, The Boeing Company

**Mark Jordan**

Director, Global ERP, Monsanto Company

**Pam Ladd**

Vice President, Federated Department Stores

**Ozzie Lomax**

Plant Manager, AmerenUE

**David Mayo (BA '83)**

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**Scott McCall**

Assistant Vice President, Science  
Applications International Corporation

**James Morgan**

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