

FALL 2005

**CONTENTS**

Alumni Board	9
Alumni Notes	10-11
Alumni Reunion	12
Dean's Message	1
Giamartini Glassware	7
Graduate Leadership	2
In Memorium	9
International Program	4-5
MMR Program	6-7
Scholarship & Awards Program	3
SIBA & AGC Support	3
Steve Forbes Visit	1
Student News	8
The Dean's Society	2

**DATES TO REMEMBER**

**October**

October 22  
 School of Business Alumni Reunion / Recognizing the Classes of 1980 and 1995

October 24  
 Chicago Area School of Business Alumni Reception

**December**

December 1  
 Dean's Society Dinner

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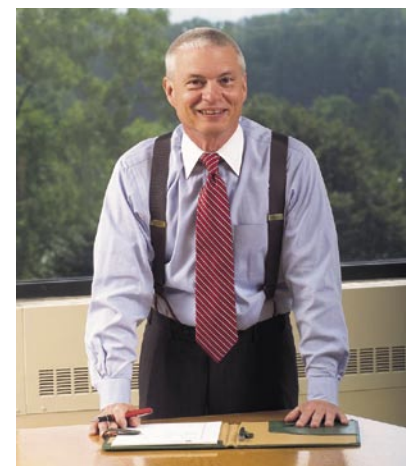
Kimberly Coomes  
 Public Relations Intern

**A Message from the Dean**

One of my favorite parts of this terrific job is the gathering of faculty and staff for induction of new students into Beta Gamma Sigma. Beta Gamma Sigma is the national honor society serving business programs accredited by AACSB International. Induction into Beta Gamma Sigma is an internationally recognized mark of excellence in academic achievement. Our Beta Gamma Sigma induction took place on May 7, the same day as our spring commencement. Thirty-four outstanding undergraduate and graduate students were inducted into our chapter this year.

As you might imagine, for those of us who have dedicated our careers to educating students for careers in business, celebrating excellence in academic achievement is a particularly exhilarating experience. It is especially so since *excellence* is one of the five values shared by all of our academic programs at SIUE.

In this issue of *bWORLD*, you will find many examples of our commitment to *excellence* and further examples of how *excellence* is achieved in our School of Business 365 days a year. It is a pleasure to deliver to you our second issue of *bWORLD*.



Gary A. Giamartino, Dean

**Steve Forbes to Visit SIUE and the School of Business**



Steve Forbes, President and CEO of Forbes, Inc., Editor-in-Chief of Forbes Magazine

As an influential pro-growth advocate and a writer and speaker on domestic and foreign policy issues, Steve Forbes is one of the most well respected men of our time. The School of Business through the Abraham E. Rutman Forum Fund\*, in conjunction with the SIUE Arts & Issues Series, will host Mr. Forbes Tuesday, January 10, 2006, at 7:30 p.m. in the Meridian Ballroom of the Morris University Center. Forbes, president and CEO of Forbes, Inc. and Editor-in-Chief of *Forbes* Magazine, is a visionary and expert economist who will explore some of the most compelling global business issues of the day. Ticket prices are \$20 general and \$10 students. Contact Gale at 618.650.3363 for more information.

\* The Abraham E. Rutman Forum Fund was established by Dr. Gil Rutman in honor of his father to provide a forum on vital business and economic issues of the time.

## The Dean's Society

The School of Business is honored to have the loyalty and support of many alumni and friends. These individuals have shown a strong appreciation for higher education through their leadership gifts to the School throughout the years. This past year, the first step was taken to recognize this special group. Twenty-six founding members of the Dean's 1000 Club were recognized at a dinner at Far Oaks Golf Club in Fairview Heights December 2, 2004. Each received an engraved crystal paperweight as a memento of their commitment to the School.

The Dean's 1000 Club is part of the annual fund, with a goal of securing 1,000 donors who give \$1,000 or more each year. Its purpose is to foster unrestricted giving used to make a critical difference in the education of business students.



*John North (BS '75) and his wife Lynn (BFA '85, MSED '94) accept a crystal paperweight from Dean Gary Giamartino designating them Founding Members of the Dean's 1000 Club.*

This year the School is planning to honor even more of its loyal supporters. The Dean's Society has been created to encompass recognition for all leadership gifts whether designated or undesignated.

Within the Dean's Society, the Dean's 1000 Club will continue to recognize unrestricted gifts of \$1,000 or more within the fiscal year. The new Dean's List will recognize designated gifts of \$1,000 or more within the fiscal year.

Dean Gary A. Giamartino states, "While unrestricted giving allows growth and innovation to continue at the School, we want to ensure that all the major donors to the School are recognized for their commitment to our mission."

Membership in the Dean's Society is open to Alumni, Parents, Friends, Faculty, and Staff who make gifts of \$1,000 or more in any one fiscal year from July 1 through June 30. Gifts can be cash, securities, real or personal property. Matching gifts from employers are included as part of an individual's qualifying gift for membership.

Benefits for members include invitation to the Annual Dean's Society Dinner, acknowledgement in the Honor Roll of Donors among the University's leading contributors, invitations to special University events, and the School of Business Newsletters.

For more information about becoming a member of the Dean's Society, contact Judy Woodruff at 618.650.2317 or [jwoodru@siue.edu](mailto:jwoodru@siue.edu).

## Graduate Students Learn about Leadership

Leadership is part art and part science. It requires study, practice, and perfection. MBA students enrolled in MBA 533, *Leadership, Influence and Managerial Effectiveness*, learn about issues of power, markets, and culture under conditions of global interdependence. They also learn about leadership from top business executives.

Two Anheuser-Busch Companies executives recently spoke to the class about leadership. The speakers elaborated on past experiences and how they relate to their current positions.

Robert J. Byrne, vice president and chief information officer for AB detailed how he applies leadership to his career, discussing calculated risks and how it has gotten him where he is today. He provided the class with a handout outlining, among other things, his favorite definition of leadership: "The capacity to effectively guide a group or organization."

Jeffrey Pitts, plant manager for AB, discussed the value of building trusting relationships and leading by example. He stressed the importance of rewarding people and constantly communicating in order to educate and inform.



*Bob Byrne*



*Jeff Pitts*

## SIBA and AGC of St. Louis Support Local Contractors

The Southern Illinois Construction Advancement Program and the Associated General Contractors of St. Louis provided support for underrepresented contractors in the St. Louis metropolitan area to attend the 10-week Construction Leadership Institute at SIUE. Award recipients are Bill Mason, Jr. of Mason's Landscaping in Alorton; Pat Clark of Clark Trucking Company in Sauget; David Spruiel of BRK Electrical Contractors LLC in St. Louis; and Lois Daniels-Ingrum of L.D. Ingrum Gallery and Studio in St. Louis.

The Construction Leadership Institute is a collaborative program developed by the School of Business and the School of Engineering at SIUE to provide knowledge, framework and strategy that individuals need to lead in a challenging business environment in the construction industry. The program focuses on managing risk factors of construction projects in order to maximize profitability and minimize costs. Participants learn key management strategies important to their futures as corporate leaders, including legal issues, human resource issues and financial issues; aligning the organization to identify new business opportunities and anticipating and responding to future developments, including economic and workforce trends. For more information about the program, contact associate dean of the School of Business, Dr. Mary Sumner at 618-650-2093.



Left to right: Bill Mason, Jr.; Tim Garvey, executive director of SIBA; and Pat Clark.



Left to right: David Spruiel; Len Toenjes, president of AGC; and Lois Daniels-Ingrum.

## Scholarship & Awards Program



Left to right: student recipient Lisa Stuckey, Waterways Management Scholarship sponsor Nelson Spencer, and Dean Gary Giamartino

More than 63% of all SIUE students receive some form of financial aid, and 43% of SIUE students receive that aid in the form of donor-driven scholarships and awards. As a way to recognize and honor both donors and recipients of scholarships, the School of Business held its first Scholarship and Awards Program April 4.

Dean Giamartino addressed the guests saying, "Our commitment as a university is to secure additional scholarship funds, both annual and endowed, in order to continue to attract and retain outstanding students by offering them the highest quality business education possible. Scholarship gifts are remarkable investments in the future of SIUE business students and in the university itself. Without support such as this, some of the students being honored would not be able to continue their education."

**Charles A. Wentz, Jr.** (MBA '86), sponsor of the Charles Alvin Wentz, Jr. MBA Scholarship told students why people like him create scholarships for deserving students. **Jennifer Morgan**, a junior majoring in Human Resources, spoke in behalf of the student

scholarship recipients, expressing appreciation for being recognized for the hours of study they invest to be one of the top students in the School. **Bill Graebe** (BS' 64), chair of the School of Business Alumni Association, congratulated the students and thanked the donors for their commitment to students.

## International Business

As the business environment becomes increasingly global, students desire experience and education in international business. The School has provided opportunities to students through the Office of International Programs (OIP).

International Business Week provides an opportunity to bring a better understanding of international issues while exposing students to regional and national leaders. Four Illinois executives met with classes the week of April 4 to discuss ways in which companies do business globally, including insights into differences in cultural practices and ethical issues, and how SIUE students can do more to make themselves effective in a global firm. Presenters included Michael A. McNamara, senior vice president of Consumer Sales with the Roho Group; **Christine E. Castro** (BS '01), customer service with Cablofil, Inc.; Stewart Dahlberg, international sales manager with JD Streett; and Zhongjie Gu, manager of design engineering at Tri-nomics, Inc. In addition, **Fernando G. Aguirre** (BS '80), president and CEO of Chiquita Brands International, Inc., was the featured speaker as part of the Executive Speaker Series held during International Business Week. (see box)



The OIP has established exchange agreements with eight universities in six different countries including England, Holland, Mexico, France, Germany, and Hungary. Students can choose to go abroad during any semester, pay their tuition at SIUE and receive credits from the exchange university that transfer directly to SIUE. This gives students a unique experience for several months, as well as an understanding of the culture and education system of their host country. Likewise, SIUE hosts students from these exchange universities, giving foreign students the opportunity to study in the United States for one or two semesters. These international students contribute a valuable global dimension to classes at the SIUE campus.

Some students pursue opportunities to expand their world views in a more personal way. Students who want to gain a global experience in a short span of time take advantage of the International Programs' travel-study tours or service-learning trips that provide an international experience for seven to 21 days. Through travel-study tours, students gain knowledge of culture, business practices, and government while in a variety of countries. Service-learning trips are designed as community service to developing countries such as Costa Rica and Mexico. Travel-study and service-learning trips are accompanied by SIUE faculty who teach the travel-study courses.

*Continued on Page 5*

## Alumnus Heads Chiquita Brands International



"I consider myself a global executive," Fernando Aguirre (BS '80), stated during his Executive Lecture Series presentation to students, faculty, alumni, and business executives during International Business Week. Aguirre, a 1980 Business Administration graduate, came to the United States as an exchange student at Bethalto High School. Originally from Mexico, he received a baseball scholarship to SIUE. He proudly admits working hard in his classes while playing baseball and working at Lovejoy Library. After spending 23 years with Procter and Gamble International, Aguirre began his career at Chiquita Brands International in 2004 as chairman and CEO. As the largest banana producer in the world, Chiquita boasts \$3.1 billion net sales in 60 countries.

While at SIUE, Aguirre took a trip down memory lane by walking around the campus and speaking with students. He stressed the importance of balancing business with personal time and valuing one's education. After a busy day in Edwardsville, Aguirre flew home to Ohio to attend his son's lacrosse game.

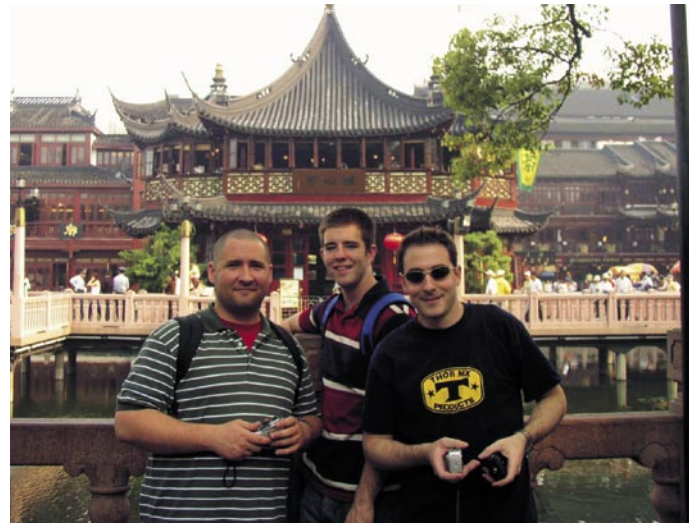
## International Business cont.



SIUE students traveled over spring break to Fachhochschule Hannover, the School of Business exchange partner in Hannover, Germany. Senior business student **Stephanie Smith** said, "I learned a lot about how another country conducts business and everyday life. It was very exciting to be able to experience those things first hand."



"My week in Juarez was hard work and challenging, but it taught me to value my privileged life and to live in every moment. I admire the people I encountered for their strength. They may not have much in terms of material things, but they have faith and hope. It was an adventure I will always carry with me." **April Logan**, junior education student



*Left to right: Ben Wilson, Jason Allen, Gaston Reinoso in China*

"There is no book that offers you as much exposure to the real world as participating in an international study abroad . . . as soon as you are back in the States you realize the good investment you have made." **Gaston Reinoso**, MBA student from Argentina

Alumni and friends of the School of Business are invited to participate in travel-study tours throughout the year.

Service-learning to Juarez, Mexico – January (8 days)

Travel-study to Germany – March (10 days)

Travel-study to Shanghai and Xiamen, China – May (14 days)

Travel-study to Budapest, Hungary – May (14 days)

Travel-study to Toluca, Mexico – November (10 days)

For additional information about these programs, please contact Cyndi Peterson, assistant director of International Programs at 618.650.2922 or [cypeter@siue.edu](mailto:cypeter@siue.edu).

### Did you know?

The **SIUE School of Business** is among an elite 15 percent of business schools worldwide that have earned the prestigious seal of approval from the Association to Advance Collegiate Schools of Business (AACSB). The SIUE School of Business has been AACSB accredited since 1975. This assures that students are receiving the highest quality standards relating to strategic management of resources, interactions of faculty and students in the education process, and achievement of learning goals in degree programs.

In addition, the SIUE School of Business Accounting Program is accredited through AACSB. Less than 33% of AACSB accredited business schools also hold the accounting accreditation.

# Master of Marketing Research Program

The Master of Marketing Research (MMR) program is an excellent example of a distinctive quality program helping SIUE fulfill its vision to be recognized nationally. This is the only graduate program in Marketing Research in the entire state of Illinois and only one of four programs of this kind in the nation. The program prepares students who are ready to “hit the ground running” for marketing research careers. The MMR program of study offers practice-based quantitative and qualitative research knowledge to address a variety of marketing related issues and problems.

Each year, Master of Marketing Research graduates are placed with prestigious research agencies and Fortune 500 firms across the country. In fact, the program continues to enjoy a 100% placement record since its inception. The knowledge and skills developed in SIUE MMR students through this program are in great demand in the industry.

## Internships Turn Into Careers

Marketing research students have the opportunity to participate in corporate-sponsored internship programs that enhance their research skills and provide relevant hands-on experience.

**Dan Xie** (MMR '05), a marketing research intern at Drone & Mueller and Associates, Inc. this past semester, was responsible for

providing strategic marketing, consulting, and research guidance to the company's clients. His assignments included defining marketing opportunities and providing information critical to approaching and penetrating targeted markets. The company was so impressed with Xie's work that he was offered a position as a research consultant with the firm. Drone & Mueller is a St. Louis-based marketing communications agency with more than 80 corporate and business-to-business clients nationwide. SIUE alumnus, **Michael A. Drone** (BS '70, MS '79) is CEO and president of the company.



*Dr. Madhav Segal, Mike Drone, and Dean Gary Giamartino congratulate Dan Xie (second from right) for receiving the Frank Staggers Award for Excellence in Marketing Research.*

The MMR program currently offers more than 12 internships to its students that allow them relevant corporate research experience (20 hours per week), including a monthly stipend and a complete tuition waiver. These internships generally are available for the entire duration of students' degree programs. This year, key companies participating in the program include: Forward Research, Pragmatic Research, Anheuser-Busch Companies, Doane Marketing Research, Maritz Research, Nestlé Purina, Cooper Bline, Edward Jones, Zipatoni, Commerce Bank, and others. For more information about the MMR internship program, contact Dr. Madhav Segal at [msegal@siue.edu](mailto:msegal@siue.edu).

*Continued on Page 7*



*Professor Madhav N. Segal (second from left, front row), director of the Master of Marketing Research program convened the inaugural meeting of the MMR Advisory Board at the SIUE campus November 8, 2004. Several research industry leaders from across the country and Canada were in attendance. Current MMR Advisory Board members include...*

**Rob Arnett**  
Managing Partner,  
SDR Consulting

**Dennis Block**  
CEO/COO, Doane Marketing  
Research, Inc.

**Diane Bowers**  
President, CASRO

**Michael Brereton**  
President, Maritz Research

**James Carter**  
Executive Director Marketing  
Research & Analysis, SBC  
Communications, Inc.

**Philip Cookson**  
Director Server/Tools  
Research, Microsoft Corp.

**Mike Flynn**  
President, Flynn Consulting

**Richard Homans**  
President & CEO,  
Forward Research, Inc.

**John Hostetler**  
Director Market Research,  
Kellogg Company

**Susan Jones**  
Vice President Agribusiness  
Food & Animal Health,  
Ipsos-Reid

**Mike Mickunas**  
Senior Director Market Research,  
Kellogg Company

**Jeff Minier**  
Senior Manager of Market  
Intelligence, Companion Animal  
Global Enterprise, Merial

**William D. Neal**  
Senior Partner, SDR Consulting

**Mary Ann Niemczycki**  
Director of Research, The  
Research & Planning Group

**Jeremy Pace**  
Director Brand Insights,  
Nestlé Purina

**Brett Polenchar**  
Vice President Marketing  
Research, Ross Products,  
Abbott Corporation

**Carol Schwent**  
Director Marketing Insights  
Center, Edward Jones

**Michael Shapiro**  
Director, Category Insights,  
Nestlé Purina

**Susan Spaulding**  
President, Market Directions, Inc.

**Diane Spencer**  
Assistant Vice President  
Business Intelligence  
& Analysis,  
Commerce Bank

**John Sterling**  
Director Market Research,  
Ralston Foods, Ralcorp

**Helen Turner**  
Consultant &  
Former Director  
of International Marketing  
Research  
with Anheuser-Busch  
Companies, Inc.

**George Wilkerson**  
President, Flake-Wilkerson  
Insights, LLC

## Master of Marketing Research Program cont.

### MMR Distinguished Speaker Series

MMR Advisory Board member Brett Polenchar was the featured speaker for this summer's MMR Distinguished Speaker Series presentation. He spoke about "Contemporary Challenges in Marketing Research: Gaining Organization Impact and Setting the Research Agenda." Polenchar described the increasing importance of the role of market researchers and their evolution into the future. He discussed the case for a proactive research agenda that puts marketing research "out in front" to talk to customers in a continuous and ongoing fashion. Polenchar is director of Consumer Insights, Marketing Research, and Planning, Ross Products Division of Abbott Laboratories in Columbus, Ohio. In his current capacity, he is responsible for approximately \$21 million in marketing research budget for his division.

### CASRO

The SIUE School of Business Master of Marketing Research program has been accepted as an associate member to the Council of American Survey Research Organizations (CASRO) an industry association of survey and marketing organizations representing more than 250 companies and research operations in the United States and abroad. CASRO has created guidelines that address research business practices in general, as well as specific aspects of the survey research process, such as data collection, data processing, and reporting survey results. For most of its history, it has served as the watchdog for any proposed changes in government regulations or legislation that could affect the research industry. CASRO serves as a benchmark of research standards and ethics.

## Giamartini Glassware Company a Winner!

Five senior SIUE School of Business students put their educational knowledge into practice during the International Collegiate Business Strategy Competition. The students, competing with 27 top business schools from the U.S., Canada, Great Britain, and the United Arab Emirates, captured first place in a competition for "best business model" that took place in San Diego, California, April 14-16.



*Giamartini Glassware Company's participants are pictured left to right: Dr. Joseph Michlitsch; Accountancy major Andrew Kenny of St. Louis acting as chief financial officer; Business Administration/Finance major Michelle Masters of Edwardsville as chief executive officer; Business Administration/Finance major John Tucker of Arnold, Mo., as chief operations officer; Accountancy major Vincent Zehme of Lansign, Ill., as chief strategy officer; and Business Administration/Finance and Management major Amanda Learned of Christopher, Ill., as chief marketing officer. In addition, SIUE alumnus **Gary Mollerus** (BS '70 and MBA '71) and executive with Meridian Enterprises served as corporate advisor to the group. Dr. Laura Swanson and Ms. Donna Mickens served as faculty advisors.*

The event is based around the premise of managing a mock manufacturing company; in this case, the students created the Giamartini Glassware Company, in honor of the School's dean. The training leading up to the competition took place throughout the semester. The team was required to submit a decision set via the Internet each week from February through early April. The culmination included teams making 10 more business decisions during an intense three-day competition in California. Finally, the team was responsible for a strategic business plan, an annual report, and one formal oral presentation to judges sitting as the firm's Board of Directors. These judges are senior business executives at Cisco Systems, Ernst & Young among other firms.

The competition is an important exercise in preparing students for the corporate world by enhancing classroom knowledge with real-world experience. Faculty advisor and chair of the Management and Marketing Department, Dr. Joseph Michlitsch said, "The competition provides an almost life-like opportunity for the students to apply all that they have learned to the many aspects of management of a business. This includes application of discipline-related knowledge as well as interpersonal skills." He went on to say, "The formal presentation (report on company results for a specific year) to the judges/board of directors was especially good. All team members were prepared. The presentation was based on evidence and reasoning and was informative to the board of directors."

## Student News

### SIUE School of Business Scholar Athletes

Business majors **Chris Johnson**, **John Lamping**, **John Matthews**, and **Matt Siegel** were a part of the history-making SIUE men's soccer team who ended their season with the second-place national title plus other awards and recognitions. SIUE's 19 victories in the 2004 season tied the school record set by the National Championship team of 1979. The Cougars captured the Great Lakes Valley Conference Tournament title for the second time. Of the 19 players on the team, six were named to the All-Great Lakes Valley Conference team. Johnson, a sophomore business major from Edwardsville, says "This season was amazing for the team. We all worked really hard and it showed through the great success that we had." Siegel, a junior business major, agrees and adds that "Anytime you accomplish something of this nature it feels great. We started out the year with the goal of a national championship, but fell short. This will fuel our run for the title next season."



Chris Johnson

### CEO Attends Conference

Last fall, eight members of the SIUE Chapter of the Collegiate Entrepreneurs' Organization (CEO) attended the national CEO Conference at the Navy Pier in Chicago. The annual conference was a three-day event for CEO chapters around the world. The conference included activities, competitions, chapter networking, informational sessions, and nationally recognized speakers and entrepreneurs. "The keynote speakers were motivating and inspiring," **Michelle Kosteck**, president of the SIUE chapter, states. On the first day of the conference more than 2,000 students attended. Being part of a relatively new chapter at SIUE, Kosteck says, "I learned a lot from other CEO chapters from around the country. I learned that I can be a successful young entrepreneur if I follow my dreams and if I am passionate, hard working, and persistent. I left the conference with advice from famous and highly successful entrepreneurs and with confidence from my peers."



CEO members top left to right: Amanda Harris, Kara Arnold-Arons, Liping Liu, Michelle Kosteck. Bottom left to right: Nina Warren, William Catalano, Angela Rybacki. Not pictured: Corey Pastoriza

### VITA Aids Taxpayers

Accounting students at the SIUE School of Business received hands-on experience in their major area of study while helping local residents. Twenty-one students offered income tax preparation through the VITA program, Volunteer Income Tax Assistance.

Students and low-income citizens were eligible to receive assistance from qualified SIUE students under the supervision of instructor James Dixon. Over the past several years, the VITA program has aided hundreds of local taxpayers. Tax returns were prepared at the SIUE Accounting Department offices as well as the Edwardsville Library. All students were volunteers within the program, participating only for experience and personal satisfaction. In order to participate, the students were required to pass a rigorous accounting exam.

### CMIS Students Publish Findings

School of Business students **Chad Predmore**, **Ben Horstman**, **Shannon Keller**, and **Matt Crawford** collaborated in writing an article entitled "Information Security Threats and Practices in Small Businesses." The students, along with Dr. Anne Powell, assistant professor of CMIS, interviewed 18 companies in order to compile the results of the paper.

### Marketing and Marketing Research Student Organizations Raise Money for Tsunami Relief

Students from the Marketing Club and the Master of Marketing Research Student Association (MMRSA) joined to sponsor a "Walk-a-thon for Tsunami Relief" this past February in response to the Tsunami disaster. The walk was held at the Korte Stadium track on campus and generated more than \$4,200 toward American Red Cross relief efforts.

### Beta Gamma Sigma Inductees

The School of Business held the 29<sup>th</sup> Annual Beta Gamma Sigma Induction Ceremony immediately preceding commencement May 7, 2005. Beta Gamma Sigma Honor Society is the highest recognition a business student anywhere in the world can receive in an accredited AACSB International business program. Thirty-four new members were inducted as family and friends proudly watched.



Left to right: Patricia Hufford, Paul Baeske, Amanda Krayniak

In addition, the St. Louis Area Alumni chapter of Beta Gamma Sigma presented a \$1,000 scholarship to senior Econ/Finance major **Amanda J. Krayniak**. **Paul Baeske** (BS '97, MBA '99) and Patricia Hufford from the chapter were on hand to present the scholarship.

### Best Elevator Pitch

**Michael C. Durell**, senior accounting major, recently defeated 75 competitors to win the "Best Elevator Pitch" competition at a meeting of the Missouri Venture Forum. Mike was the only student in the competition who came out on top among St. Louis' who's who of venture capital (working professionals in banking, business, and entrepreneurial ventures). He received \$100 for his efforts.



## School of Business Alumni Association Board

The School of Business has created an alumni constituency society as part of the SIUE Alumni Association in order to build strong relationships between the School and its alumni and to further the mission of the School of Business and the mission of the University.

The first annual meeting of the School of Business Alumni Association was held June 30 at which time officers were confirmed and bylaws presented. The board spoke about long-range planning to identify areas of interest for alumni and students of the School.

If you are interested in learning more about how you can help, please contact Judy Woodruff at 618.650.2317 or [jwoodru@siue.edu](mailto:jwoodru@siue.edu). Alumni currently involved in establishing this alumni constituency society for the School include...

### Officers

*Chair*  
**William F. Graebe, Jr.** (BS '64)  
President, G & M Industries

*Vice Chair*  
**Kyle D. Woolsey** (BS '02)  
Contract and Pricing Administrator,  
Boeing Company

*Secretary*  
**Marcia W. Renda** (BS '97, MBA '00)  
Programmer/Analyst, Olin Brass

### Members of the Board

**Paul J. Baeske** (BS '97, MBA '99)  
Financial Planner, Morgan Stanley

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

**Bernadette Irving** (BSA '91, MSA '00)  
Consultant

**Amanda Kraniak** (Senior)  
Student Representative from ELITE

**Daniel J. Lowery** (BS '73)  
Owner, Lowery Systems, Inc.

**Laura (Feldman) Metcalf** (BS '02, MBA '03)  
Operations Manager, Lifetouch NSS

**Terry L. Pruitt** (BSA '91)  
Human Resource Manager,  
PriceWaterHouse Coopers

## In Memorium

**Walter L. Blackledge**, died June 9, 2005, of heart failure at his home in Alton. He was 85. Blackledge was named business law professor and associate dean of the SIUE School of Business in 1960 at the Alton campus. He transferred to the Edwardsville campus in 1964 where he retired in 1988.

**Richard Marty Burns** died unexpectedly Tuesday, November 30 at the SIUE campus. He was 62. Burns, well-known by students, faculty, and staff in the School of Business as an outstanding GBA 300 instructor, had been teaching at SIUE since 2001. His dedication to the success of his students and his teaching style touched the lives of many students and faculty.

He is survived by his wife of 38 years, Joy Crawford Burns; daughters, Shawna Myers and Jamie Burns; and a grandson, Zachary Myers. Memorial gifts are being used to establish the R. Marty Burns Memorial Scholarship in the SIUE School of Business. Gifts can be mailed to Southern Illinois University Edwardsville, R. Marty Burns Memorial Scholarship, 3307 Founders Hall, Box 1051, Edwardsville, IL 62026-1051.

**John B. Eiserle**, (BS '03) died August 7, 2005. He was a research analyst for Griffin Personnel in O'Fallon, MO.

**David Luck**, professor emeritus of Marketing at the SIUE School of Business, died January 2 at his home in Hockessin, Del., after a long illness. He was 92. Luck taught at SIUE from 1963 - 1978 and served as chair of the Marketing Department in 1969. He consistently stressed the importance of practicality and realism in his writings and in the classroom.

**Jon M. Pyzyk**, (MBA '76) died of injuries suffered in a skiing accident. He was president of Kohner Properties, Inc. in St. Louis, MO.

### WHAT'S NEW WITH YOU?

Name	Name while attending SIUE	Degree / Grad Year	
Address	City	State	ZIP
Home Phone	Email Address		
Place of Employment	Title	Business Phone	

Have you been promoted, married, had a child, retired, received an award? Let us know!

For submissions and/or address corrections, please complete and mail to: SIUE School of Business  
3307 Founders Hall, Box 1051  
Edwardsville, Ill. 62026-1051  
or email your information to [jwoodru@siue.edu](mailto:jwoodru@siue.edu)

# Alumni Notes

## 1960s



Mary & Bob Thompson

**Bob Thompson** (BS '64) and his wife, Mary, are enjoying retirement by traveling throughout the United States. Their travels have included the hot air balloon festival in Albuquerque, N.M., mountain climbing in Zion National Park, Utah, viewing huge cacti in Saguaro National Park, Arizona, visiting old mining towns, and chasing tornadoes!

**Richard A. Jun** (BS '66) retired after 39 years at Owens - Illinois, Inc. in Toledo, Ohio. Jun was vice president and director of Purchasing.



Carl J. Conceller

**Carl J. Conceller** (BS '68) has been elected as secretary-treasurer for the St. Louis Association of Realtors. With nearly 30 years experience in the commercial real estate industry, Conceller is the leading broker in sales for Coldwell Banker Commercial.

**Kenneth R. Diel** (BS '69) is a managing member of Diel & Forguson LLC in O'Fallon, Ill.

## 1970s

**Gerald T. Maxim** (BS '71), CPA, is president and managing principal at Rice, Sullivan & Co., Ltd. in Belleville, Ill.

**James E. Reinsmidt** (BS '71) is a real estate broker with RE/MAX Connection of Ellisville, Mo.

**Casey Humpert** (BS '71, MBA '72) recently was promoted to Deputy Director at Van Wezel Performing Arts Hall in Sarasota, Fla. For more than 33 years, Van Wezel Performing Arts Hall has been a home to various entertainers in music, dance, theater, and comedy.

**Stephen P. Fraley** (BS '73) is Corporate Tax Manager at Yamaha Motor Corporation USA in Cypress, Calif.



Daniel J. Lowery

**Daniel J. Lowery** (BS '73) is president of LSI-Lowery Systems in St. Louis, which recently ranked #71 of the 100 Fast Growth IT companies in the United States. The Fast Growth 100 List was based on a survey and call for nominations conducted by CRN. LSI-Lowery Systems, founded in 1989, is located in St. Louis County, Mo.

**Robert E. McClellan, Jr.** (BS '73, MBA '76) has been named to the executive committee of the Leadership Council Southwestern Illinois, which sets the organization's agenda for its economic development initiatives. McClellan is president of Hortica.

**James M. Bright** (BS '73, MBA '76) of St. Louis is president and CEO of Scott Credit Union in Collinsville.

**James M. Allison, Jr.** (BS '74) is the chief operating officer for the new WestBridge Bank and Trust Co. in Chesterfield, Mo.

**Randall E. Ganim** (BS '75) is CPA and principal partner at Ganim, Meder, Childers, & Hoering P.C. in Swansea.

**Barbara W. Giardina** (BS '75, MBA '82) was named regional sales vice president for Hortica in Edwardsville.

**John W. North** (BS '75) is vice president and Trust Relationship manager, Private Client Group at US Bank in Clayton, Mo.

American Airlines named **Robert W. Reding** (MBA '75) its senior vice president, Technical Operations based in Fort Worth, Tex. Previously Reding was chief operations officer for American Eagle Airlines. He has 29 years of experience as a pilot, an airline operations officer, and the chief executive of two airlines. Reding and his wife, Sherrill, live in Dallas.

**Dennis M. Terry** (BS '76) was honored as the 12<sup>th</sup> Annual Cassens Award recipient presented by the Edwardsville-Glen Carbon Chamber of Commerce. The award is presented annually to an outstanding citizen who has made an impact on the community. Terry is the president and CEO of Cloverleaf Bank in Edwardsville.

First National Bank recently announced that **John L. Dorsey** (BS '77) has joined the staff as senior vice president. Dorsey brings 29 years of banking experience to the Maryville location of First National Bank.

**P. David Kuhl** (MBA '77) recently was elected vice chairman of the Illinois Bankers Association. He is chairman of the board and CEO of Busey Bank in Urbana, Ill.

**Robert E. O'Rourke** (BS '79) was promoted to vice president and auditor at TheBANK of Edwardsville.

**Kevin M. Pesko** (BS '79, MBA '88), is the founder and president of the new Bank of Belleville. In the banking industry for 25 years, Pesko formerly was executive vice president with Regions Bank. He lives in Belleville with his wife, Linda, and two daughters.

## 1980s

**Michael T. Abbene, Jr.** (MBA '81) has been named vice president and chief information officer for Arch Coal, Inc. St. Louis-based Arch Coal is the nation's second largest coal producer.

**Lanny S. Cohen** (MBA '82) was named area director for the Eastern region of Caggemini US LLC, one of the world's leaders in consulting, technology and outsourcing services. He will be based in New York.

**Marcy B. Pinnell** (BS '82) received the Edward Jones Winner's Circle Award for outstanding sales and service efforts over the past year. Pinnell was one of only 883 of the firm's more than 9,000 investment representatives to receive the award.

**Joseph R. Chinnici** (MBA '83), senior vice president and chief financial officer at CIENA Corporation in Linthicum Heights, Md., was named to the growing assurance company's Board of Directors. Chinnici joined the company in 1994.

**Thomas G. Cornwell** (MBA '84) was named president of Systems and Electronics with Engineered Support Systems, Inc. in St. Louis.

**Frank M. Padak** (BS '84) was named president and CEO of Scott Credit Union. Padak lives in Highland with his wife, Robin, and their four daughters.

**Keith A. Burton** (BS '85) is executive vice president of GCS Federal Credit Union in Granite City.

**Tony Cord** (MBA '86), of Gaithersburg, Md., was elected to the Board of Directors of Potomac Ridge Behavioral Health System. This is a unit of Maryland-based Adventist Health. Potomac Ridge provides health services for adolescents and their families.

**Kenneth G. Lanter** (BS '86) was appointed senior account executive for CIGNA Health Care in St. Louis.

**Mike Lunde** (BS '87) is executive director of Southwestern Illinois Development Authority.

**Paul M. Abert** (BS '88, MBA '93) was promoted to vice president of commercial loans at TheBANK of Edwardsville.

**Richard M. Boyer Jr.** (BS '88) is vice president of Ahern Fire Protection in Belleville.

**Virginia Kay (Dunne) Price** (MBA '88) of Mineral Point, Mo., recently started her own home-based business with her husband, Don. Price Capital Connection buys private real estate mortgages and other future income streams.

**Rita (Heldorfer) Smith** (BS '88) is business manager at the Illinois Fraternal Order of Police Labor Council in Springfield, Ill.

**Edward A. Hoering, III** (BSA '89) is one of 10 new directors for the new Bank of Belleville.

**Allen K. Schmale** (MBA '89) is president of Old National Bank in O'Fallon, Ill.

## 1990s

**Michael D. Bauersachs** (MBA '90) was promoted to vice president of planning with Massey Energy Company. He will focus on growth opportunities including traditional coal acquisitions. Massey Energy, in Richmond, Va., is the fourth largest coal company in the United States.

**Gerard DeZern** (MBA '90) has been named vice president at HOK Construction Services, a division of the Hellmuth, Obata & Kassabaum architectural firm in St. Louis, Mo. He oversees division activities including the firm's design-build and construction-management services.

**Larry W. Anderson** (BS '91, MBA '94) is manager of indirect materials and services for John Deere's Construction and Forestry Division at the Davenport Works in Davenport, Ia.

**Stephen H. Cooper** (BS '92) was promoted to vice president of commercial loans at TheBANK of Edwardsville.

**Teresa L. Fournie** (BS '92) is a secretary with Thouvenot, Wade & Moerchen, Inc. in Swansea.

**Kimberly A. (Gain) Gray** (BS '92) is business manager for the Sales and Marketing Department of the Aimbridge Group, Indirect Lending's Missouri Market.

**Coral J. Stiles** (BS '92) was named assistant vice president and Troy Center manager for TheBANK of Edwardsville.

**Donetta M. (Kendall) Kowalski** (BS '93) was named chief financial officer for J.A. Glynn and JAG Advisors in St. Louis.

**Robert E. Bowman** (MBA '94) serves as mayor of Highland, Ill., and is president of Terra Properties, Inc. in Highland.

**Bradley S. Joiner** (BS '94, MBA '96) recently won the Edward Jones Century Award for outstanding performance in 2004. Joiner is one of only a few of the firm's more than 9,000 brokers to receive the award.

**Jan-Patrick W. Schmitz** (MBA '94) is the president and chief executive officer of Montblanc North America. Schmitz, who joined Montblanc in 1994, was director of its International Executive Committee and head of global supply chain management at Montblanc's international headquarters in Hamburg, Germany. He previously was president and CEO of Montblanc Japan.

**David K. Holland** (MBA '95) has relocated to St. Louis to work as senior manager for quality for Busch Agricultural Resources, Inc. Holland previously worked in key managerial positions in the West Fargo, N.D. and Woodland, Calif. facilities.

**Frank R. Nation** (BS '95, MSA '01) recently passed the certification exam to hold the designation of Certified Fraud Examiner. Certified Fraud Examiners apply accounting knowledge to corporate fraud in the areas of investigations and court proceedings. Nation is vice president / controller of Community Educational Federal Credit Union in Wood River.

**Angela H. Niebruegge** (BS '96) has joined the human resources and accounting staffs at Arcturus.

**Joseph S. Stock** (BS '98) is a loan officer with Rural Missouri, Inc. (RMI) in St. Louis.

**Douglas R. Weber** (BS '98) was promoted to project manager with The Korte Co.

**Mert L. Yelkencioglic** (BS '98, MS '01) was named an international trade finance specialist for the St. Louis Market of Regions Bank.

**Daniel W. Kohl** (BS '99) is in financial planning at Boeing Capital Corporation in Seattle, Wash.

**MaryAnn Morelli** (MS '99, MBA '01) of Campobello, S.C., is working at MetLife as a business analyst.

## 2000s

**Scott M. Niehaus** (BSA '00) was promoted to supervisor at BKD LLP in St. Louis.

**Kathryn Szedlar** (MBA '00) was announced as one of the St. Louis Business Journal's "40 Under 40" honoring professionals who have made an impact in their companies and in their communities before the age of 40. Kathryn currently is executive vice president and chief operating officer at Partners Bank in Glen Carbon.

**Shelene M. Scarborough** (BS '01) is an account executive with The Hauser Group, Inc., a public relations firm in Edwardsville.

**Matthew A. Smith** (BS '01) is a member of the Chicago White Sox AAA Charlotte Knights baseball team. He was honored as the White Sox Minor League Player of the Year at the annual Pitch and Hit Club awards dinner in January.

**Stephen J. Wehling** (BS '01) was promoted to business development officer, Bank Data Services with TheBANK of Edwardsville.

**James A. Goodman** (BS '02, MMR '04) is a project coordinator for Maritz Research in Chicago, Ill.

**Jana G. (Warren) Wentzel** (BSA '02), associate syndicator at Aon Risk Services of Missouri, Inc., attended the Life and Health Insurance Institute presented by the National Alliance for Insurance Education and Research. This is the third of five institutes pursuant to the professional designation of Certified Insurance Counselor.

**Jamie K. (Dover) Barnes** (BS '03) is a human resources generalist at the headquarters of Shoe Carnival in Evansville, Ind.

**Krystle L. Behrman** (BSA '03, MSA '04) has joined BKD LLP of St. Louis as a staff accountant.

**Stephanie M. Garvey** (BS '03, MBA '05) recently accepted the position of special events coordinator with the Herbert Hoover Boys & Girls Club in St. Louis.

**Camie L. Jansen** (BSA '03, MSA '04) has joined BKD LLP of St. Louis as a staff accountant.

**Joseph P. Buchanan** (MMR '04) is a research manager with Rockbridge Associates Inc., a custom marketing research firm in the Washington D.C. area.

**Sara C. Green** (MMR '04) is a panel manager with U30 Group, Inc. in Knoxville, Tenn.

**Lisa M. Griebel** (MMR '04) is an associate analyst with ACNielsen in Chicago, Ill., and working as an on-site representative with Nestle-Purina PetCare Company in St. Louis.

**Pelin M. Guven** (MMR '04) is a research analyst with A.G. Edwards in St. Louis.

**Derek J. Lilley** (MMR '04) is a research analyst with IRI in Chicago, Ill.

**Jim Mullen** (BS '04) was named project engineer for Tarlton Corp. in St. Louis.

**Erin E. Murphy** (BS '02, MMR '04) is a project director with Maritz Research in St. Louis.

**Robert J. Pezzani** (MMR '04) is a project director with Maritz Research in St. Louis.

**Brea L. Roubal** (MMR '04) is a project director with Maritz Research in St. Louis.

**Lanoir A. Washington** (MMR '04) is an associate analyst with IRI in Chicago, Ill., and working as an on-site representative with Anheuser-Busch Companies in St. Louis.

**Scott J. Weiner** (MBA '04) was elected to the board of directors of Sheppard Morgan and Schwaab, Inc. in Alton.

## Faculty/Staff

**Gregory Gomez III**, director of recruitment for the SIUE School of Business, was part of a missionary team that went to Chile for 13 days in March 2005.

**Carol A. Manning** (BS '95, MA '04), former secretary to School of Business Associate Dean Mary Sumner, left SIUE to become a coordinator for secondary education at the new Abraham Lincoln Presidential Library and Museum in Springfield, Ill.

**Irene M. Pendleton** (BS '73 MSED '95), academic advisor for the School of Business retired May 31, 2005. Irene now works part time in the Kinesiology and Health Education Department as an advisor.

**Dr. John M. Virgo**, professor of management and marketing retired August 31, 2005, after 30 years at SIUE. He will remain active in the Atlantic Economic Society he founded more than 30 years ago. After some travel and R & R, John plans to teach at SIUE part time.

## Alumna Receives Prestigious "40 Under 40 Award"

**Kathryn Szedlar** (MBA '00), executive vice president and chief operating officer at Partners Bank in Glen Carbon, was named one of the



Kathryn Szedlar '00

*St. Louis Business Journal's* "40 Under 40 Outstanding Business People" for 2005. Not believing her ears, Szedlar states, "I replayed the message twice because I thought I had surely misunderstood." She was honored to learn that one of her former professors, Dr. Tim

Schoenecker, associate dean for Academic Affairs at the SIUE School of Business, had nominated her. Schoenecker remembers Szedlar as someone who displayed great potential for success, and was especially impressed with a presentation she had made to a strategic management class he had taught. "She was clearly someone who was able to communicate a business philosophy and who had her act together," states Schoenecker.

As executive vice president and chief operating officer at Partners Bank, Szedlar is responsible for the bank's daily operations, supervising the accounting functions of the bank and its holding company, and managing the organization's investment portfolio. Her career at Partner's Bank has been very rewarding. Szedlar says, "It has been exciting to be part of a startup bank, especially one that's less like a traditional bank. There's a more entrepreneurial atmosphere here."

Szedlar's ties to SIUE are still close. She says, "The Information Systems specialization is an area where SIUE offers a value-added focus for today's business managers." Partner's Bank currently employs five SIUE graduates, has an intern program for SIUE students, and hires SIUE students part-time during breaks. Her advice to current business students is to "find a career that energizes you and motivates you to excel each day."

## Alumni Reunion

Members of the Class of 1979 came to campus last October for their 25<sup>th</sup> Reunion. They visited with classmates and former faculty and reminisced about their days at SIUE. It was a great trip down memory lane as well as a good networking opportunity.

Join us this year for Alumni Reunion 2005 when the School of Business will honor the 10-year Class of 1995 and the 25-year Class of 1980. A reception is being planned Saturday, October 22 in Founders Hall at 5:15 p.m., and will be followed by dinner in the Vadalabene Center in conjunction with the first Athletics Hall of Fame.

For more information contact Judy Woodruff at 618.650.2317 or [jwoodru@siue.edu](mailto:jwoodru@siue.edu) or visit our website at [www.siue.edu/BUSINESS/alumni\\_reunion](http://www.siue.edu/BUSINESS/alumni_reunion).



*Class of 1979 and former faculty left to right: Dr. Stanford Levin, Dean Gary A. Giamartino, Jeffrey Dale, Dr. Robert Kohn, Kimberly Bast, Dr. Norman Lefton, Robert Timmer, and Dr. Michael Costigan.*

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