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LSB Newsletter Fall 2011

School of Business

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THE LUMPKIN LETTER

FALL 2011

A LOOK BACK AT 2010-2011



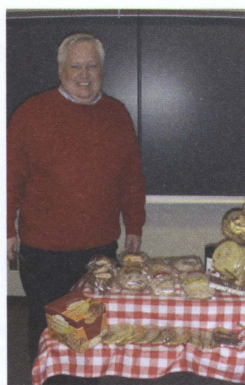
Dr. Cheryl L. Noll
 Chair, School of Business

The 2010-2011 year found the School of Business busy and productive, as usual! Several of our ongoing programs continue to provide the integrative learning experiences that so greatly benefit our students. Our Executive-in-Residence Program is still going strong, as Mr. Steve Gosselin, Vice President of Customer Services Support for Caterpillar, Inc., and Ms. Judy Ethell, Operating Partner at Thompson Street Capital Partners, served as EIRs this past year.

We are proud to announce that the Eastern Illinois University School of Business has maintained prestigious AACSB International Business and Accounting Accreditation. Only 633 schools of business, or less than 5 percent worldwide, have earned this distinguished hallmark of excellence in management education. To maintain accreditation, a business program must undergo a rigorous internal review every five years, at which the program must demonstrate its continued commitment to the 21 quality standards relating to faculty qualification, strategic management of resources, interactions of faculty and students, as well as a commitment to continuous improvement and achievement of learning goals in degree programs. Thank you to the staff, students, and faculty who are committed to this important initiative and to our continued delivery of high-quality business programs.

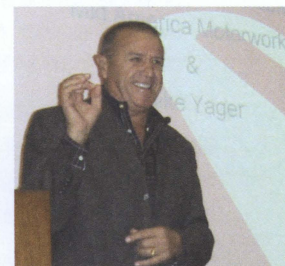
We are also excited about several new initiatives that were begun this year:

- The School of Business was proud to sponsor events in celebration of Global Entrepreneurship Week. Mr. Bill Skeens,



Global Entrepreneurship Week Speaker Bill Skeens

Founder and President of Prairie City Bakery presented, "From Dorm Room Start-up to the Official Cookie of the Chicago Cubs and Beyond," and Mr. Mike Yager, CEO and founder of Mid-America Motorworks talked about his success in his presentation entitled, "From Local Entrepreneur to Global Enterprise." Both events were standing room only, as our students were excited to hear from successful entrepreneurs. We partnered with the Business Solutions Center to offer these and other events to spark more interest in entrepreneurship, which leads us to our next item to brag about!



Global Entrepreneurship Week Speaker Mike Yager

- The School of Business is the home of the new Entrepreneurship Minor. Beginning in the Fall 2010 semester, students began enrolling in and taking classes toward completion of the minor. The minor is designed so that it appeals to a broad range of students who have an interest in starting a business venture, not just business students. At the conclusion of the spring semester, twenty students had declared Entrepreneurship as a minor.
- As part of the Bertrand P. Holley Business Ethics & Social Responsibility Series, author and speaker Mr. Justin Paperny visited campus and held two presentations that were open to the public: "Lessons from Prison" and "Ethics in Motion." Additionally, Mr. Paperny visited several School of Business classes while on campus, in order to discuss topics related to business ethics. The video of his open session is consistently one of the top downloads on EIU's iTunesU site; to view portions of the



Ethics Speaker Justin Paperny

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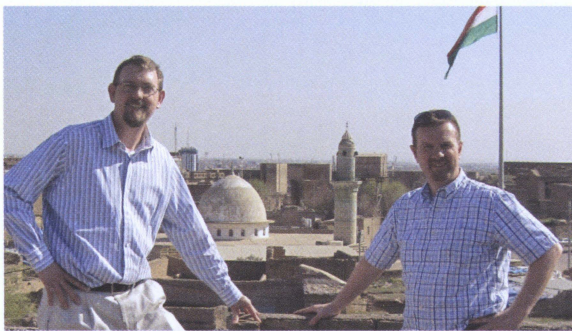
A LOOK BACK AT 2010-2011

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session, click on the "iTunesU" link available on the School of Business homepage: www.eiu.edu/business.

The Student Organizations in the School continue to be extremely active and involved in a variety of activities that support their professional development. Several of the organizations have once again been recognized for their excellence:

- The Student Financial Planning Association co-hosted the 2nd annual Financial Planning Day at the University of Illinois, as the event rotates from EIU to the U of I every other year. Additionally, an event was held on EIU's campus to allow Finance alumni to interact with current students.
- Students from EIU's chapter of the Society for Human Resource Management placed first in the HR Games at the Illinois HR Games and Conference, hosted by Northern Illinois University.
- The Association of Information Technology Professionals (AITP) was named the winner of the "Region 5 Outstanding Student Chapter Award." This award is a testament to the dedication and efforts of the members of AITP. Additionally, two AITP students took home 2nd place honors in the COBOL competition that was held at the National Collegiate Conference in Orlando, FL; the chapter also co-hosted this event.
- At the 50th Annual American Marketing Association (AMA) Conference held in St. Louis, EIU's AMA chapter was awarded the Dik Twedt AMA Student Chapter Award, for the second consecutive year. This is the top award at the conference and recognizes the EIU AMA student chapter as outstanding in all areas. In addition, the chapter received these recognitions: Outstanding Chapter Planning, Outstanding Membership Activities, and Outstanding Fundraising Activities.
- Members of the International Business Club attended the International Business Conference at St. Louis University. Members also took field trips to Toyota in Princeton,



School of Business Faculty: Economic Development in Iraq
To learn more, visit www.eiu.edu/business and click on "International Initiatives"

IN, and to FedEx. In addition, the club hosted their annual international lunch, where members and invited guests bring their favorite international dish to share. The international luncheon also features guest speakers who talk about their experiences with other cultures.

- The School of Business was once again able to support finance students' attendance at the R.I.S.E. Conference at the University of Dayton where members of the Student Investment Society took first place in the Core Investment Style category of the competition.



Members of the Student Investment Society win Core Investment Style competition at the national R.I.S.E. conference in Dayton, Ohio.

- Beta Alpha Psi students attended the Midwest Regional meeting in Indianapolis, IN, and officers attended the national meeting in San Jose, CA. BAP hosts guest speakers frequently, including speakers from BKD; ING; KPMG; ADM; Becker CPA Review; Kaplan Test Prep & Admissions; Gilbert, Metzger & Madigan; The Sargent Consulting Group; Kemper CPA Group; Sikich; Reznick Group; and State Farm. The students also took a tour of the Federal Reserve and the Illinois CPA Society Office.



Beta Alpha Psi students attend the regional meeting at Indianapolis

Attendance at these conferences is made possible for our students through the generous gifts of our alumni and friends.

As we look back at the past year, we are thrilled to see the successes of our students, our alumni, our faculty, and our programs. We can't wait to see what 2011-2012 has in store for us!

DONOR IMPACT

If you have ever wondered what happens to the gift money that our generous donors give to the School of Business, keep reading! The following highlights are just a few of the ways that our alumni and friends are truly making a positive impact on the future of our students.

Technology Enhancements



State Farm

Through the generosity of State Farm, the School of Business was able to enhance

the technology that directly supports quality instruction. We purchased a laptop cart equipped with 30 laptops, which serves as a mobile lab that instructors can bring to the classroom to turn it into a computer lab where students can access software or electronic

resources. We reconfigured one of our traditional classrooms into a laptop-ready environment, installing additional outlets and wireless access points. In addition, we were able to purchase an additional server to house data and information to support our ongoing accreditation activities. These generous gifts from State Farm are critical to continuing to provide a quality educational experience for our students.

College to Career: From Business Student to Business Professional



School of Business students will soon have even more professional development opportunities, thanks to the generosity of Country Financial to support the "College to

Career" initiative. College is a transformative experience when students learn about themselves, the world around them, and their role in that world. Within the School of Business, an important part of this experience is developing from a business student to a business professional. As students struggle to balance the demands

of academic work, social activities, and personal responsibilities, however, they often neglect this crucial aspect of their education. As graduation approaches, students sometimes find that they need more professional development to begin their career.

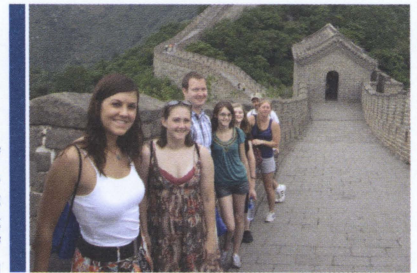
The "College to Career" program provides a framework to guide School of Business students in their professional development. The program encourages students to consciously enhance their professional competencies as they progress through each year of college. By graduation, students have the confidence and skills to make a successful transition to a career. The skills and competencies that they developed as students serve as the foundation for continued career growth and professional development after graduation.

International Initiatives

The School of Business is fortunate to have donors who see the value in helping to provide our students with opportunities to learn about business from a global perspective.

Stephen ('79) and Bonnie Gosselin and **Mike ('62) and Judi Finkle** have joined forces to create the International Business Fund Endowment. In addition, an International Study Fund, focused on the international initiatives in the Asia/Pacific Rim Region, was created by **Gary and Tess Melvin**. The Gosselin's, the Finkle's, and the Melvin's understand the importance of having international experience as part of an academic program and want to encourage students to take advantage of study abroad learning opportunities. Many times, however, limited financial resources may keep a student from participating, which is why these generous donors created the endowments. Already this year, both of these funds have provided some financial support to 29 students traveling to Europe and to China. With the tremendous generosity of these donors, students can take advantage of an international learning experience without having to worry as much about how they are going to pay for it.

School of Business students at the Great Wall of China



Business students tour and learn about Caterpillar's operations in Belgium



donor stories continued on page 4

For more information on how to make a gift to the School of Business, please contact Jacqueline Joines, CFRE, Director of Philanthropy by phone at 217-581-5181 or by email at jsjoines@eiu.edu. Contact us today to help create an opportunity for our students that can change their lives!

To learn more about how our donors' gifts benefit our students, visit www.eiu.edu/business/spotlight_activities.php

YOUNG PROFESSIONALS

Through the Young Professionals event held each spring, young alumni return to campus to share their experiences with current students.



The Spring 2011 Young Professionals event featured the following young alumni:

Jenna Anderson, PMT Advertising/ Dealer HD

Jennifer Clement, State Farm

Caleb Freeman, Freeman-Richards Consulting

Marina Goldshteyn, Crate & Barrel Corporate Headquarters

Alex Guttosch, Lakeshore Sport & Fitness Club

Barbara Moore, State Farm

Elias Sahyouni, Country Financial

Ryan Zarlengo, Sports Services, Chicago White Sox

Tony Zipparro, The Local Lister

DONOR IMPACT: STUDENT LEADER INTERNSHIP

This year, the Daryll and Janice Fletcher Student Leader Internship was created. Beginning in the Fall 2011 semester, a student intern will provide leadership to the Student Ambassador group and will coordinate an annual service learning event that involves all student organizations in the School of Business. The intern will practice organizational, communication, and leadership skills by working with a variety of people in the School of Business and across the University, and will have an opportunity to network with alumni, advisory board members, prospective students and their families, and other guests of the School. As a result, the intern will gain confidence while developing professional skills, all in a comfortable learning environment. Daryll and Janice Fletcher have generously made this internship possible, in what is truly a win-win situation. The student will gain valuable experience that will serve him/her well personally and professionally, and the School of Business will reap the reward of having further cultivated the strong student leadership within its student organizations.

STUDENT EXCELLENCE

Each year, the School of Business selects the winner of its top student award: the Dean Giffin Award. This award was established by the first Dean of the College of Business, Dr. James Giffin, and his wife, June, who saw the importance of recognizing excellence.

The Dean Giffin Award candidates are those students who are chosen as the outstanding students from each discipline which gives an "Excellence" award to one senior in each major. Below is the listing of the 2010-2011 recipients:



Courtney Anderson,
Dean Giffin Award
Winner, 2011

Courtney Anderson
Accountancy Excellence Award

Matthew Bielema
Management Information Systems
Excellence Award

Aimee Dihle
Finance Excellence Award

Rachel Dihle
Management Excellence Award

Patrick Higelmire
Marketing Excellence Award

The award winner is selected on the basis of grade point average, service to the School of Business and University, and potential for distinguished service and leadership by reason of scholarship, occupational experience, character, sense of purpose, growth and service to the University. This year's recipient of the Dean Giffin Award was Ms. Courtney Anderson, an accounting major from Ottawa, Illinois.

In addition to undergraduate students, we also recognize the MBA students who set the standard for excellence. This year, Mr. Greg Poznic was recognized as the MBA Program's Outstanding Scholar for the on-campus program; Mr. Luel Tekle was recognized as MBA's Outstanding International Scholar; and Mr. Collin Anderson received the MBA Outstanding Scholar for the off-campus program.

Our sincere congratulations go out to all of these students and the numerous other students who are recognized each year at the School of Business Student Awards Ceremony. A huge "thank you" goes to the donors who make these awards and scholarships possible. You truly make a difference in the lives of our students!



Greg Poznic,
Outstanding MBA
Student,
On-Campus, 2011



Luel Tekle, Outstanding
MBA Student,
International, 2011

FACULTY RESEARCH MENTORING



Dr. Denise Smith
Associate Professor
and Assistant Chair of
Management

Dr. Denise Smith, Associate Professor and Assistant Chair of Management, is one of the many School of Business faculty members who devote a great deal of time to mentoring the research of both undergraduate and graduate students. Research is an integral part of the learning experience that we provide to our students, and without the dedication of faculty members like Dr. Smith, this critical integrative learning experience would not be possible.

During the 2009-2010 academic year, Dr. Smith collaborated with MBA student James Thompson in the research and writing of an article about the changing environment of copyright law. The article was entitled, "I Get By With a Little Help From My Friends: Solutions for the Recorded Music Industry," and was co-presented at the annual Midwest Academy of Legal Studies in Business in Chicago by Dr. Smith and Thompson. An expanded version of this co-authored article was accepted for presentation and was published in the proceedings of the 2010 Annual Meeting of the Academy of Legal Studies in Business. Thompson praised the



James Thompson

experience of working on the research project with Dr. Smith, saying that she "assisted and encouraged me to combine my studies in business with my experience and passion for music."

During the Spring 2010 semester, Dr. Smith also supervised an independent research study for L. Ross Gaddis, who has since completed a double major in Management and Accounting. Gaddis' completed project resulted in a research paper entitled "The Transition from a Substantive to Self-Regulated CSR Legal and Corporate Environment," and was submitted to the Student Paper Competition sponsored by the Academy of Legal Studies in Business (ALSB). Gaddis' paper was one of only seven student papers to be selected for presentation at the 2010 Annual Meeting of the ALSB in August. Ross counts this research project as an extremely valuable part of his undergraduate learning experience. Working with Dr. Smith as a research mentor provided experience that opened avenues leading to his current job and his recent success on passing the separate sections of the CPA exam.



Dr. Denise Smith and L. Ross Gaddis

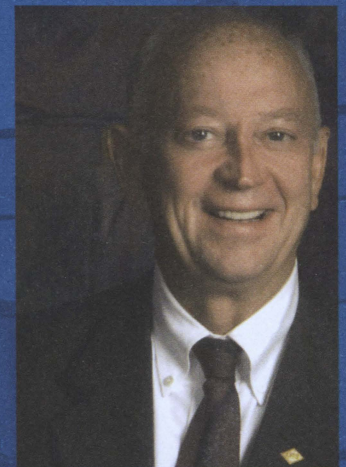
SCHOOL OF BUSINESS DISTINGUISHED ALUMNUS: RICHARD H. LEVI

During the Fall 2010 semester, Richard H. Levi was named the School of Business Distinguished Alumnus. In 1979, Levi joined Roger Ray and Bob Shoup to form Levi, Ray & Shoup, Inc. (LRS). Ray and Shoup later sold their interests in the company to Levi, so he has since become the sole owner of the company. LRS began with three employees and operated from a 900-square-foot rented office. Today, LRS has over 600 employees, a Springfield office complex of eight buildings comprising well over 100,000 square feet, seven offices in other U.S. locations, five offices in Europe, two in Asia, and one in Australia.

Levi serves as Vice President of the State Farm Classic (LPGA Event) Board, and as a member of the following boards: Illinois National Bank, Memorial Health System, and Camp Care-A-Lot (an organization that helps 6-10 year olds from low income families).

He enjoys spending time with his family which includes his wife Aggie, their children Rob, Marc, Lindsay, and Ryan, and their grandchildren Olivia, Nick, Max, Quinn, and Ella. In his spare time, his hobbies include motorcycles, cars, boating, and racquetball.

Levi is a long-time champion of the School of Business, and we are proud to recognize his success and his dedication to the School.



Richard H. Levi

NEW FACULTY

Dr. Stu (Menghistu) Sallehu

Assistant Professor of Accountancy



Dr. Sallehu received his Ph.D. in Accounting from Drexel University in 2011 and his MBA from the University of Akron in 2004. He has taught introductory and upper level financial accounting

courses at different institutions including Drexel University, City University of Seattle, and Addis Ababa University College of Commerce. Dr. Sallehu also has experience as an accountant in the hospitality industry.

Dr. Sallehu's research focuses on the role of financial reporting on contracting and the impact of financial reporting quality on the dynamics of the contracting process. His current research agenda includes investigating the effect of financial reporting quality on earnings persistence, pricing of earnings components, and comparability of financial statements.

While pursuing his Ph.D. at Drexel University, Dr. Sallehu was the recipient of the KPMG Foundation Minority Accounting Doctoral Scholarship (2009-2011). He was also a Fulbright Fellow (2002-2004) while completing his MBA at the University of Akron. Since 2004, he has been a member of Beta Gamma Sigma and the National Honor Society of the Financial Management Association.

As for why he chose to join EIU's School of Business, Dr. Sallehu says, "The key factor for my decision to join EIU is the academic atmosphere that supports excellence in both teaching and research. Collegiality among faculty members and the dedication of students are also main factors that led to my decision to join the faculty at EIU."

Mr. Jeff Oetting

Instructor of Finance



Mr. Oetting received both his MBA and his B.S. in Accounting from Eastern Illinois University. He has several professional licensures and certifications including C.I.C. (Charter Insurance Counselor), Certified Risk

Manager, Series 6 Securities License, and an Illinois State Insurance License.

Mr. Oetting is the owner of Practice Solutions which is a physician billing service that processes approximately \$8.5 million a year in claims. The company employs 19 people. He also works for Bob Oetting and Associates, where he is responsible for sales growth of new clients and the retention of current clients. He implemented an employee incentive system and oversees health claim processing for both groups and individuals. He also assists with initial phases of new product introduction.

Mr. Oetting also has extensive experience in the real estate market. He is the president of Goo Rental, LLC, and is CEO and president of Goo Enterprises, Inc. Additionally, he serves as CEO and president of New Age Recovery, which is a collections company that serves central Illinois.

OUR MISSION:

To strengthen a culture focused on student learning, critical thinking, and personal discovery;

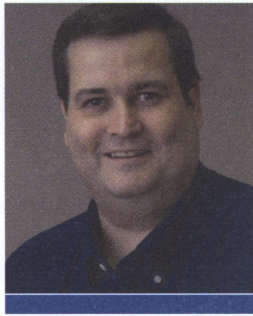
To provide collaborative learning experiences that connect students with faculty, business, alumni, and community partners;

To pursue business research and service activities for faculty that enhance professional development and student learning.

OUR VISION:

Where students are inspired and engaged to become successful business professionals.

SPOTLIGHT ON TEACHING



Dr. Michael Dobbs
Assistant Professor of
Management

The School of Business prides itself on its relationship-driven learning and its ability to provide integrative learning experiences to students both inside and outside of the classroom. Dr. Michael Dobbs, Assistant Professor of Management, is just one example of the excellence in teaching that our faculty regularly provide to our students. Dr. Dobbs was recognized as the winner of the 2010 Outstanding Teaching Award at this year's School of Business Faculty Awards Ceremony. Here are just a few ways in which Dr. Dobbs' teaching reflects the excellence that is a cornerstone of the School of Business.

Taking concepts out of the classroom and into the reality of the business world is an eye-opening experience for students and an important component of the concept of integrative learning that characterizes the teaching philosophy at EIU's School of Business.

MBA students in Dr. Michael Dobbs' Strategic Management class (MBA 5000) regularly serve as strategic management consultants for area organizations. Students conduct comprehensive analyses of the organizations themselves and the political, economic, cultural, technological, and competitive environments in which they operate. Students then generate several new strategic initiatives and evaluate them to see which ones best leverage the strengths and opportunities of the organizations while addressing their most pressing weaknesses and external threats. Students then make recommendations to the organizations for new strategic directions and provide general frameworks for implementation.

Nathaniel West, owner of West Photography in Mattoon, IL, and the beneficiary of students' consultant work in the spring semester of 2011 said of the project, "It was a tremendous help, and I think it will have a tremendous effect on both the future of my business and my family."

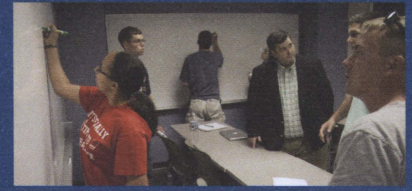
Students have also had very positive reactions to the projects. Tristan Pisarczyk commented, "I found the project very valuable. My entire goal in pursuing an MBA was to gain practical skills that would help me to do my job better. The project gave me the opportunity to put into practice what I learned in class." Another student, Ryan Siegel, echoed those thoughts: "The strategic consulting project was extremely valuable to me, giving me a deeper understanding of how companies really operate and how companies can grow more efficiently starting with a vision, using a strategic plan, and finally implementing the plan and measuring its results."

Undergraduate students in the capstone course for all business majors (BUS 4360, Strategy and Business Policy) benefit from this real-world perspective as well. Dr. Dobbs uses hundreds of examples from the business world in case studies, videos, and interactive lectures to illustrate the principles and concepts of strategy. A student recently posted on a blog that, "Dr. Dobbs will ensure that upon completion of this course, each student will truly understand the subject matter. The exercises in the course are designed to be applicable to real world problems and not just busy work. He is readily available to listen and help and is genuinely interested in his students' well-being! Highly recommended!"

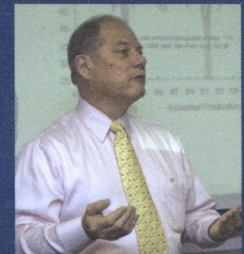
The quality of instruction in the School of Business is not just benefiting students, but is having a positive impact on the local community, both now and in years to come, through applied projects like those described above, and as well-trained graduates take positions with local employers or start their own businesses, providing valued products and services to the community.

INTEGRATIVE LEARNING:

Challenging students to integrate academic & experiential learning by connecting and reflecting on what they learn.



Students complete an interactive project in Dr. Dobbs' class



Guest speaker Don Gher shares expertise with Finance students in the Securities Analysis Center

Students work on a project in the Lumpkin Hall collaborative lab



FOCUSED ON:

- Applied learning experiences
- Student organizations
- Independent study
- Study abroad
- Projects/research/creative activity



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We are always interested in learning about the success of our alumni. To share your latest accomplishments, please visit:

www.eiu.edu/business/alumni_profiles_new.php

to complete the Alumni Profile Form online, or print it out and mail it to:

School of Business
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600 Lincoln Ave
Charleston, IL 61920

You can also always e-mail us at business@eiu.edu to let us know how you're doing.

We appreciate your responses and are excited to hear from you!