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Thank you to Financial Stakeholders

Financial Stakeholders

The NIU College of Business sincerely appreciates all investments made by alumni and friends.
The college thanks each and every one of you.
Welcome to the 50th birthday issue of our NIU Business magazine. This issue will certainly take you down memory lane… whether you are a recent graduate, or one of our first College of Business graduates from the early 1960’s, or from any decade in between. As you will see, NIU’s College of Business has a 50 year history of innovation, entrepreneurial spirit, focus on excellence, and a longstanding commitment to its core mission to educate the business leaders of tomorrow.

As I spent time studying the 50 year history of our NIU College of Business, I was struck by the consistent and strategic progress we have experienced over the five decades. Each dean before me made a significant mark on the college, and pushed us forward in our quest for excellence. Often, the decisions made were bold ones, and some required difficult changes and challenges. In hindsight, we can now see how those 50 years of strong leadership, dedicated faculty and staff, engaged alumni, and of course our amazing NIU business students made us what we are today; a highly ranked, internationally respected College of Business that you can be proud of.

The challenges we face today may seem daunting as we realize that higher education has changed, competition is increasing, and funding models are in flux. But, as we reflect on our history, we see that progress has never been easy. I am very confident that the foundation built over the past 50 years will hold fast as we continue to build on it. It has to…we owe it to the next 50 years of students, faculty, staff, and alumni!

We launched our year-long birthday party this summer at our all-college meeting with faculty and staff, and we will continue to celebrate with a Fifth Quarter party after homecoming (please join us!), a student appreciation day, and we will wrap up with a special alumni event in May. Along the way, we will celebrate the past, and the accomplishments we have had. But we will also learn from our past to help build for the future.

I hope you will enjoy this trip down memory lane, and I also hope you will take a few minutes to share your NIU College of Business story with us: cob.niu.edu/NIUBusiness50.

Happy Birthday to all of us!

Denise D. Schoenbachler, Dean
NIU College of Business
Where the Classroom Meets the Business World
Where the Classroom Meets the Business World
Celebrate the college’s first 50 years
at the 5th Quarter Event in Barsema Hall
Saturday, October 15!

Help us celebrate our outstanding graduates and our accomplishments over the past 50 years. Plan to come to campus for NIU Homecoming. Afterwards, join us for the 5th Quarter Event at Barsema Hall immediately following the game.

NIU College of Business
5th Quarter Birthday Bash
Saturday, October 15, 2011
6:00 p.m. – 8:00 p.m.
Food, Cash Bar & Brief Program
Barsema Hall, Home to the NIU College of Business
(on Garden Road)
Growing from an operation that began in a World War II barracks for 43 business students in 1951, the NIU College of Business was founded in 1961. It was the outcome of an evolutionary process which began with the establishment of the Department of Business Education. On January 22, 1951, the State Teachers College Board approved the Bachelor of Science in Education degree with a major in business education. The fall of 1951 saw the beginning of the newly formed Department of Business Education. The department was established to meet the many requests from secondary school administrators for teachers of business education.

At the commencement exercises in 1953, just two years after the department was established, three business education graduates were granted Bachelor of Science in Education degrees. Organization of the new department was entrusted to Francis R. Geigle, who also served as the first department head. In the autumn quarter, 1951, the Department of Business Education consisted of three faculty members: Francis R. Geigle, Cleo Casady, and Wayne House.

Geigle, formerly a New Jersey banker, chaired the business education program at NIU. He had completed his Doctorate of Education degree at New York University while at Montclair State College, New Jersey, where he developed a new program in business education before entering banking.

Twenty-five years later, Mrs. Geigle was asked why she and Francis chose to leave New Jersey and the banking world to come to NIU. She explained that after several years in banking, her husband did not believe that he wanted to spend the remainder of his working years in that type of work. He longed for variety, challenge, and change. According to Mrs. Geigle, the opportunity to establish a new business education department in a promising environment and the friendliness of the DeKalb community were major factors in their decision to accept NIU President Holmes’ invitation to NIU. Their decision, according to Mrs. Geigle, was to stay at least one year and get the program started. At the time of his death 25 years later, Francis Geigle was still associated with NIU and DeKalb.

An excerpt from “Yesterday – Today – Tomorrow … Business Education at Northern Illinois University” written by Floyd Crank, E. Edward Harris in June 1977

Tell Us Your Story

To help commemorate our first 50 years, we are collecting your favorite NIU Business stories and memories. Share them at: cob.niu.edu/NIUBusiness50
1960

Dynamic Business Education

1961
- The NIU College of Business is established. Robert Thistlethwaite is appointed dean.
- The college opens its doors to students in McMurry Hall and offers courses from the departments of business education, accountancy, management, and finance, and marketing.

1962
- The Ed.D. in Business Education is offered.
- The M.S. in Accounting Science is offered.

1963
- The Department of Management and Finance splits into two separate departments.

1964
- Wirtz Hall is completed at a cost of $1.75 million and becomes the college’s new home.
- Wirtz Hall is named for William W. Wirz, a professor of foreign languages (1910-1918) and former member of NIU’s governing board (1949-1953).

1965
- Students enrolled in the college exceed 1,800.
- The first Ed.D. in Business Education degree is awarded.

1967
- The first MBA degree is awarded.

1969
- The college earns AACSB accreditation for its undergraduate business programs.
- The college awards 4,000 degrees.

established
1970

Data processing courses are added to the business curriculum.

The Department of Business Systems and Analysis is formed.

NIU accountancy students’ performance on the CPA exam ranks among the best in the nation and will continue to over the next three decades.

1975

James Benson is named dean.

1978

The MBA program receives AACSBS accreditation.

The undergraduate program earns reaccreditation.

1979

Benson formalizes college relationships with the Chicago area business communities by creating the college’s Board of Executive Advisors.

The college awards its 13,600th degree.
1980

The Master of Science in Management Information Systems degree is established.

The college is the first college at the university to create computer laboratories to enrich students' educational experience and provide exposure to software applications used in industry.

1982

The Executive MBA program is offered.

1983

The first personal computers are installed in Wirtz Hall.

The accountancy undergraduate program and the Master of Accounting Science program both receive AACSB accreditation. The college is accredited at all levels.

The first International Business Seminar is offered to undergraduate and graduate business students and includes studies abroad.

1984

Richard Brown is appointed dean and places his focus on strengthening partnerships with business organizations and alumni.

1989

With the onset of the internet, the Department of Business Systems and Analysis becomes the Department of Operations Management & Information Systems.

International

high tech
1990

1990s

Academic departments form business advisory boards.

The annual College of Business Alumni Luncheon is created and the first Distinguished Alumni Award is awarded.

The Evening and Executive MBA are offered in Naperville, Hoffman Estates, and Rockford.

The college is home to the university’s first local area network.

Global business education programs are offered in Finland, Egypt, Poland, along with a five-year faculty and student exchange program with Russia’s Moscow State Institute of Technology.

1992

The first MBA International Seminar is offered to Executive MBA students.

1994

David Graf is appointed dean. He places his focus on deepening collaborations. He works with alumnus-business executive John Matson (B.S. Management) whose expertise is in strategy development at Johnson & Johnson to institutionalize a strategic planning process and fully articulated strategy for the college.

1995

The first NIU College of Business website is launched.

The B.S. in Business Administration is offered.

ideas & action
The stakeholder-wide strategic planning process is formally integrated into the college and becomes an on-going activity (now in its 15th year).

From the strategy process, core values are articulated, a new facility is on the horizon, and several new initiatives are created, including a focus on business ethics as one of several college-wide learning outcomes. The genesis of the Experiential Learning Center; the creation of a cross-functional business course at the undergraduate level, the creation of the Business Career House (a residential experience tailored for business majors); a process for all the academic advisors to share best practices; a college-wide curricular assessment process; the creation of the Staff Council, as well as countless other operational and strategic activities that include a three-year alliance between the college and Motorola.

Two alumni clubs are formed: the Executive Club and the Rockford Area Alumni Club. Since 1999, the Executive Club Scholarship, which is funded by its annual Scholarship Gala, has awarded nearly $100,000 in scholarship dollars to NIU Business students.

The Master of Science in Taxation is offered.

The Experiential Learning Center is formally created, engaging faculty-guided teams of students with businesses to solve firm-specific problems, and in 2011, reaches its 100th project milestone.

The college earns AACSB reaccreditation at all levels.
Dennis and Stacey Barsema invest $20 million for the creation of Barsema Hall, the college’s new home (occupied in 2002).

The Department of Marketing’s professional sales program creates student exchanges with the Dublin Institute of Technology in Ireland and later (2004) with the University of Applied Sciences in Austria.

The college facilitates a one-year conversation with stakeholders to articulate the college’s brand identity.

The Department of Marketing and its professional sales program are both ranked among the top 5 percent in the nation by the Professional Society for Sales and Marketing Training.

The work of the college’s Ethics Task Force is lauded by the AACSB President during the AACSB Ethics Conference; an early draft of the college’s BELIEF Handbook (Building Ethical Leaders using an Integrated Ethics Framework) is showcased on AACSB’s Ethics Education webpage. In 2004, the college formally adopts its brand identity: NIU College of Business -- Where the Classroom Meets the Business World.

Denise Schoenbachler is appointed dean and becomes the first woman dean of the college. She places her focus on deepening relationships with alumni, communicating the college story in the marketplace, and launching college-level academic initiatives that serve to define the character of the NIU Business graduate.

The Young Professionals Network is formed.
Realizing Dreams

AACSB Accreditation Since 1969

2006-2008

The college’s MBA program is ranked among
the top MBA offerings in Chicago for each year of the
Crain’s Chicago Business ranking.

2006-2011

Several college-wide key initiatives are generated
by the Strategic Planning Council (see following
story “Building Your Future”).

2007-2011

The college is ranked continuously in
BusinessWeek’s annual ranking (initiated in 2006) as
among the elite group of business
schools nationwide.

2009

KPMG funds the university’s first endowed
professorship within the NIU College of Business.

2010-2011

The college is ranked 2nd (in 2010) and 3rd (in
2011) nationally for integrating ethics into the
curriculum, per Bloomberg Businessweek’s
specialty rankings (created in 2010). AACSB again
showcases the college’s outstanding efforts in the
area of business ethics education.

2011

The college’s accountancy program is ranked
among the top 10 best programs, with the
undergraduate program ranked 8th best
nationally and the graduate program ranked 10th
best nationally by Public Accounting Report.

The college is invited into the SAP University
Alliances Community. SAP is a dominant player in
the Enterprise Resource Planning (ERP)
software market.

The college awards its 47,000th degree.

50 Years
1961-2011
A Critical Mass
& the Strategy of Inclusion

Whatever you do or dream, you can begin it.
Boldness has genius, power and magic in it.
Begin it now.

~ William Hutchinson Murray
During the 1960s through the 1980s, the college moved fast to reinvent itself from its initial years when it graduated business teachers. Over the three decades following its creation, the college developed a full portfolio of business degree programs, earned AACSB accreditation at all levels, created international business seminars, and established a proven track record for graduating business professionals who succeed in industry.

It is an astonishing transformation; one not arrived at by accident.

To move that consistently with such momentum more than suggests a central rallying point. Yet over those first 30 years, no college-wide strategic planning mechanism existed. Instead of a declared intent or vision for all college members to get behind, somehow an unspoken like-mindedness in purpose existed. It is almost as if the early founders and faculty behaved intuitively together in terms of the college's larger future. This, too, is an astonishing feat. Yet, their individual motivations had to have been so tightly aligned in order to permeate the college culture with the desire to elevate the organization. Always moving the college beyond its accomplishments is perhaps the college's deepest, most innate character trait. One that was brought to the forefront with deliberateness during the 1990s.

In the 1990s, then-dean David Graf worked with management alumnus John Matson — then, a senior-level executive at Johnson & Johnson where he led the company’s worldwide World Class Manufacturing strategy initiative — to create and institutionalize a strategic planning process for the college. Most if not all of those involved in the early years of the college's strategic planning activities remember the 1990s well. The vast majority of the college was involved in the effort along with a substantial number of students and alumni. Undoubtedly, when those early participants review the college's progress, they recognize the strong thread of continuity that extends from the beginning strategy sessions and achievements to the present day strategy sessions and achievements.

That fabric for growth was woven with open dialogue about things such as behaviors, trust, identity; creating new relationships between alumni, students, and faculty from the standpoint of inclusion, mentoring, and coaching; sharing academic and business explorations and discoveries both in and out of the classroom as well as between departments, colleges, students, alumni, and industry; removing outdated mental silos and ways of being that served only to limit the college's own potential. The vocabulary that gave these conversations substance centered on dreams, character, values, commitment, integrity, measures.

Over the years and into the 2000s, the conversations and the vocabulary continued to hold strong, growing even richer and deeper in clarity, and merging into the very fiber of the entire organization. This occurred not by way of mandate and certainly, not by accident. It occurred by way of all the college members, internally and externally, who embraced this new way of together deliberately envisioning and making real the future.

And did they ever.

What Graf and Matson initiated and facilitated 15 years ago under the moniker “Strategy of Inclusion” has been internalized so fully that strategic planning in the college has become almost an entity in and of itself. It has become a vitally important component of the college's character as well as its identity. And it has ushered forth a spoken and shared commitment that declares what this college experience and future should be. The college's approach to strategic planning has transformed the instinctive like-mindedness of the first three decades into fully articulated shared values, shared behaviors, shared attitudes, and a shared vision for the future. These are not simply words. These are tangible, visible outcomes that have defined the NIU College of Business in all ways. And they continue to.

In the 2000s, current dean Denise Schoenbachler honors and extends the work from the 1990s by giving it clarity and even leapfrogging into new areas of opportunities. With the college's deep commitment to inclusiveness along with Schoenbachler's leadership, not only does the college continue to design its own future … but just as importantly, the college continues to bring its future into being.

- Michelle De Jean
Throughout the process of marking the college's 50th birthday for this commemorative issue of *NIU Business*, we’ve poured over piles of decades-old records, college reports, university yearbooks, photos and clippings long since archived. That quantity reached volumes easily capable of covering two conference room tables. In spite of such a substantial historical record, we are certain we did not find every piece of important information about the college, its alumni, students, and friends. But fairly rapidly, it became clear there was no need to review everything. Not only had the shared values and the very core of the college become immediately apparent – but its heart never wavered. Elements distinctly “NIU College of Business” jumped out time and time again. Those elements reveal a deeply intrinsic character and nature – a universal truth about the college and its members … the very things that hold constant no matter the outside influences or the effects of time.

“From its beginnings,” says Denise Schoenbachler, dean of the NIU College of Business, “this is a college whose nature is to make a thoughtful and meaningful difference. Either by anticipating environmental changes, envisioning a new horizon, or since the 1990s, outright designing a new reality.” Few if any would disagree with that sentiment, particularly after exploring the college’s growth over the past five decades. Indeed, many describe the character of the college as Entrepreneurial. Others use the word Inventive. Additional descriptors include: Student-centered. Risk-taking. Inclusionary. Continuously renewed. Accomplished. A college that cares. The college is equal measures all of those things, but guiding everything is the college’s universal instinct to remain true to both its heart and its mind…its soul and its purpose.

As the NIU College of Business celebrates its impressive and young first 50 years, new initiatives already shape the future. The following list of activities is organized around three topic areas: New Degrees; New College-level Initiatives; and, New Minors and Certificates. Together, they illustrate the ways in which the college continues to make a thoughtful and meaningful difference in the world, promising a powerful destiny for all NIU College of Business members. Past, present, and future.

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New Degrees

- Fast-Trak MBA. Launched in Fall 2010, the college’s Fast-Trak MBA is not for the faint of heart. Think of it as a marathon completed in a dash. But the Fast-Trak MBA is very much for a large market niche of individuals who are enthusiastic about the challenge. They range from those who were unable previously to commit years to earning an MBA, to those who seek to develop an expanded skills set or who want to carve out a foothold in global business. “I wanted something really engaging, a program that would challenge me. I wanted the work to be deadline driven. And I wanted to be back in the workforce in a year,” says Fast-Trak student Joe Walker in the Chicago Tribune article “Fast track program can help you zoom to a double degree MBA.” Students move through the program in a cohort, taking classes five days a week and working on teams to complete projects. One day each week as part of the coursework, the students visit Chicago-area corporations to learn firsthand about various aspects of business. They also immerse themselves in a four-month capstone project that requires the students to analyze firm-specific business problems faced by participating corporations. At the completion of the capstone project, the students present their solutions to company officials. Along the way, in 12 months, the Fast-Trak students will complete 44 hours of classwork, travel to France twice to study international business, and earn a double degree from nationally regarded NIU business faculty as well as highly regarded faculty at a university in France. “The Fast-Trak is intense, yes, but it also addresses the needs of the market,” says Paul Prabhaker, associate dean of graduate business programs in the college. “The pace the students in this program experience is much more aligned with the professional world than academia. But that’s also to the students’ advantage...they’ll graduate with two degrees and a high level of confidence because they did something significant in a compressed period of time.” The double-degree – a Master in Business Administration from NIU and a Master in International Business from the Bordeaux University School of Management in France – is the only double-degree MBA program offered in the Chicago area. It is also the only double-degree master level program with the Bordeaux University School of Management. The program’s inaugural year finds 15 students in the first cohort group. Market interest is such that enrollments for next year are expected to nearly double.

- Leadership Master in Accounting Science (LMAS). The college’s LMAS program defines leadership this way: Leadership is problem-solving, and problem-solving is a risk-taking endeavor to change how others think and act. With this definition of leadership as a backdrop, LMAS students soon realize that they take on leadership roles every day, even within a highly technical field such as accounting. They quickly begin to recognize how poor decision-making can derail a career, especially at the beginning. By the end of the program, they have a better understanding of who they are and how to make the most of their personal asset as they embark on their journey in the profession. The
LMAS program accomplishes this by melding together the fundamentals of leadership, a focus on personal insight and development, and applied learning within accounting-specific contexts. The required accountability leadership coursework focuses on five themes: 1) reorient leadership view, 2) recognize decision-making biases, 3) accept ethical complexity, 4) design accountability, and 5) embrace change. Additionally, leadership potential is further developed in students when they examine these themes through foundational workshops, extramural activities, and course enhancements in the rest of the curriculum. Some of those activities range from class trips to Second City, where students learn the techniques of improvisation with the purpose of improving their extemporaneous speaking and confidence in communication. Other activities include “Accounting in Context” trips, which are designed to provide students the experience of seeing how a non-standard business – such as Soldier Field stadium or the Shedd Aquarium – operates and to determine the risk issues. The LMAS program – in existence for two years – continues to develop and expand as the college’s Department of Accountancy integrates more leadership into all of the master level courses. Such program innovation compliments the nationally-ranked technical curriculum, placing LMAS graduates even further along the path to becoming future leaders in the profession.

New College-level Initiatives

• Career Compass. A common story of university experience is this: freshmen arrive on campus often bewildered by the number of major areas of study from which to choose, and end up selecting a degree program based more on what friends or family say instead of what the student may want. …If only they knew what they might want. Every parent, advisor, faculty member, and alumnus feels this pain. Because starting an academic career that way often sets students up to change degrees just about as frequently as they change clothes or cell phones. There should be a better way, and now for NIU business students there is. Enter the college’s Career Compass program. Career Compass is the brainchild of NIU College of Business Dean Denise Schoenbachler’s Board of Executive Advisors (BOEA), with special acknowledgement to BOEA member and management alumnus Janet Viane (B.S. Management) who first crystallized and championed the idea. All BOEA members felt so strongly about this initiative, in fact, that several companies and individuals invested dollars in the college specifically to build this program. Launched in fall 2010, Career Compass engages first-year students with an interest in business in self, major, and career exploration immediately at the onset of their university experience. “The purpose of Career Compass is to help students select a business major and a career based on information and evidence that suggests they will be both satisfied and successful,” explains Schoenbachler. “Throughout the process, our students engage in self-assessment and hear from motivational guest speakers, interact with NIU business alumni, as well as faculty and advisors all of whom focus their conversations on helping students to think critically about selecting a major and a career,” Schoenbachler adds, “I am especially heartened to see the enthusiastic response of our alumni who put a great deal of energy and time into making sure they provide students with a solid understanding of how the distinctive characteristics of each of the college’s six majors translate into actual careers. They really care about helping students understand how a degree program impacts their future professional lives.” In terms of implications for the here and now, NIU business advisor Emily Del Monaco coordinates all aspects of the Career Compass program, from program delivery to shepherding all freshmen business students through the required four-part workshop sequence: Kick-Off; Discovery - Who Am I; Decision - My Major; Destination - My Career. “When NIU business students complete Career Compass,” says Del Monaco, “they will not only be able to identify their interests, abilities and motivators, but they will also be more satisfied with their choice of major. And far more confident after graduation that they will succeed in their careers.”

• Business Passport. What does it mean to be a world traveler in the study of business within the context of an increasingly boundaryless environment, one that also happens to be impacted by exponential change? It may very well mean that the more transformative the ways of the world, the more crucial it is to navigate such a world by way of a strong character. By defining the fundamental character of the NIU business student, the college’s Business Passport initiative aims to provide students with the means to walk the talk of truly living into their learning no matter how radically the world around them may change. Still in development, Business Passport was crystallized during a meeting of NIU business dean Denise Schoenbachler’s Strategic Planning Council (SPC), which has members from alumni, business executives, students,
college faculty, staff, and the university president’s office. The challenge before the SPC members was to identify the next generation of fundamental business acumen. In other words, those experiences and attributes required to be a well-rounded professional in just about all business disciplines, industries, and cultures. Rapidly those elements centered around the ability of students to think on their feet, to handle ambiguity, to deepen their sensitivity for other ways of life and customs, to synthesize information from a variety of sources, to always behave with integrity, to understand technology’s disruption of just about every convention. What Business Passport does, then, is organize those new fundamental business skills into business continents. Within each business continent a series of courses or experiences serve as travel destinations where students gain insights into the particular focus of the continent. Some of the coursework that serves as destination spots might include: experiential projects, resolving ethical dilemmas, short-course global studies, entrepreneurial and internship endeavors, microfinance, leadership activities, social media and communication undertakings, among others. By the time the initiative is finalized, every NIU business student – no matter the degree program – will have a personalized digital or hardcopy Business Passport. They will be required to visit every continent and a certain number of destinations in order to graduate – not only with the technical expertise of their major program but with a portfolio of experiences gained through Business Passport. So how will you know the character of an NIU business student and future alumnus? By how their actions and demeanor consistently reflect a global understanding of vastly new business fundamentals.

NIU Business dean Denise Schoenbachler explains the challenge:

“To be effective in a world that changes radically within a three year period, our students must have a thorough understanding of what it means to be a good local and global citizen in an extraordinarily complex world. An educated business professional is defined now by their ability to understand different scenarios, to integrate different experiences … to comprehend an increasingly multifaceted level of interconnection.”

New Minors and Certificates
• Business Innovation and Entrepreneurship minor.
In the 1930s, economist Joseph Schumpeter posited the view that entrepreneurship employs “the gale of creative destruction.” That is, the ability to replace existing innovations with new products and even new business models (Capitalism, Socialism and Democracy (New York: Harper, 1975) [org. pub. 1942], pp 82-85). Under the project direction of entrepreneurship and management professor Lynn Neeley, the minor will focus its “creative destruction” on transforming courses that traditionally had been siloed within separate colleges into collaborative teaching and learning experiences between students and faculty from across colleges. The effort to do so received a boost in spring 2011 due to funding support from the Coleman Foundation in response to a grant proposal Neeley had written. Established in 1951, the Coleman Foundation is a private grant-making body that supports three major areas: entrepreneurship education; cancer care, treatment, and research; and services for the disabled. Neeley’s proposal won Coleman Foundation attention because of its promise to take a multidisciplinary view of entrepreneurship and provide opportunities for NIU students to learn the field through cross-college team projects. While the Coleman Fellows grant is an initiative separate from the minor in entrepreneurship, both initiatives dovetail together. As director of NIU’s Coleman Foundation Faculty Fellowship program, Neeley will coach faculty from across the university and has already named two Coleman Faculty Fellows with whom to collaborate on an inter-college entrepreneurship project: Coleman Faculty Fellows Paula Frasz in NIU’s School of Theater and Dance; and, Murali Krishnamurthi in NIU’s Department of Industrial and Systems Engineering. The minor in business innovation and entrepreneurship – developed and delivered by the college’s Department of Management – is open to all students university-wide. Because bringing great ideas to life is everyone’s business.

New Minor in Business Innovation and Entrepreneurship
In the 1930s, economist Joseph Schumpeter posited the view that entrepreneurship employs “the gale of creative destruction.” That is, the ability to replace existing innovations with new products and even new business models (Capitalism, Socialism and Democracy (New York: Harper, 1975) [org. pub. 1942], pp 82-85). Under the project direction of entrepreneurship and management professor Lynn Neeley, the minor will focus its “creative destruction” on transforming courses that traditionally had been siloed within separate colleges into collaborative teaching and learning experiences between students and faculty from across colleges. The effort to do so received a boost in spring 2011 due to funding support from the Coleman Foundation in response to a grant proposal Neeley had written. Established in 1951, the Coleman Foundation is a private grant-making body that supports three major areas: entrepreneurship education; cancer care, treatment, and research; and services for the disabled. Neeley’s proposal won Coleman Foundation attention because of its promise to take a multidisciplinary view of entrepreneurship and provide opportunities for NIU students to learn the field through cross-college team projects. While the Coleman Fellows grant is an initiative separate from the minor in entrepreneurship, both initiatives dovetail together. As director of NIU’s Coleman Foundation Faculty Fellowship program, Neeley will coach faculty from across the university and has already named two Coleman Faculty Fellows with whom to collaborate on an inter-college entrepreneurship project: Coleman Faculty Fellows Paula Frasz in NIU’s School of Theater and Dance; and, Murali Krishnamurthi in NIU’s Department of Industrial and Systems Engineering. The minor in business innovation and entrepreneurship – developed and delivered by the college’s Department of Management – is open to all students university-wide. Because bringing great ideas to life is everyone’s business.
Globalization has increased access to products around the world, sped up diffusion of innovation, and led to a fusion of cultures. At the same time, it also has increased competitiveness from new and emerging competitors. In order to remain viable, businesses require that future professionals be both globally aware and culturally sensitive. Enter the college’s new minor in international marketing. Developed by the Department of Marketing, the minor addresses the tremendous need to develop globally and culturally savvy individuals. Students enrolled in the minor obtain a solid foundation in core marketing courses that are strongly complemented by courses in international marketing. This combination of technical ability with an awareness of the larger world realities challenges students to grasp the nature of a highly complex global business setting. They come away from the studies with a deeper understanding of cultural differences among and between citizens of the world, and how organizations can enter and compete effectively in the international arena. As part of the minor, students are required to participate in an international study-abroad experience offered by the marketing department (cob.niu.edu/studyabroad/). They range from: the International Business Seminar with multi-city tours to cities like London, Paris, Rome, Amsterdam, Geneva, and Munich in Europe and Beijing and Shanghai in China; or, travel abroad opportunities via the professional sales seminar, which alternates between visits to Vienna, Austria and Dublin, Ireland. Uniting the various study-abroad trips is the opportunity for students to learn firsthand about the international business environment and to engage directly with business executives from around the world. International travel in the marketing department are coordinated by marketing professor Peter Magnusson, who specializes in international marketing strategy and international consumer behavior. He also conducts seminars on global marketing worldwide and travels with students in the program. In the spirit of taking a global view, the minor in international marketing is open to all NIU business students and indeed, all students from across the university.

• **Certificate in Social Entrepreneurship.** NIU business students who work toward a certificate in social entrepreneurship – offered through the college’s Department of Management – focus their attention on business in the context of the Triple Bottom Line: people, profits, and planet. Through that lens, they see what it takes to develop and grow sustainable ventures that generate not only economic growth but social and environmental change, as well. In short, they learn how to use their business skills to make the world a better place. One of the most important lessons the students learn is that a small investment can yield very big results. One class in a three-course sequence has a particular focus on microfinance, a field in which organizations make tiny business start-up loans (for example a $50 loan) to the poorest of the world’s poor. In the past, the coursework included a trip to Mexico to help students experience microfinance in action. On that trip, NIU business students met a woman who used her loan to buy an oven and open a bakery. Her doing so gave her the means to lift her family out of poverty, provide a service to her community, create a handful of jobs for others, and stimulate her local economy through the purchase of flour and materials. Upon seeing this, the students were compelled to alter their world view of the role of business in society, and from the experience, they came away with a deeper understanding of the profound relationship between people, profits, and planet. But soon, they will have an even more direct understanding. In the spirit of thinking in profound ways, NIU College of Business students will team up in the future with students from the College of Engineering and Engineering Technology in a new capstone...
course. This multidisciplinary student team will collaborate to devise ways to address social issues like providing clean water or solar electricity in remote third-world villages. The most viable plan they generate will receive seed money, providing the students with the opportunity to see their ideas take shape in reality. And placing the students squarely in the center, no less, of all aspects that comprise the Triple Bottom Line.

Soul and Purpose

On a daily basis, all who care and share in the NIU College of Business consistently live into its very soul and purpose. Current dean Denise Schoenbachler’s earlier description of the college speaks to its core: this is a college of business built with hearts and minds committed to purposeful, collaborative “thinking and doing” on multiple dimensions. The current-day truth of this owes a debt of gratitude to the efforts that came before and are on hand at present, as well as to the opportunities developing on the horizon. Equally, it honors the organizing tenet expressed by a central figure involved with the college’s creation all those years ago who said:

Our philosophy of life should at all times
make it clear to ourselves and to others
what we are willing to bet our lives on.

- Francis R. Geigle, chair of NIU’s Department of Business Education (1951-1953)

Destiny in the making. Indeed.

- Michelle De Jean

50 Years of NIU Business Alumni & Counting

Alumni: 47,000
Business owners: 1,280
In the C-Suite: 4,600

Total Double Huskies (or couples, with one in business and the other spouse degreed from NIU):
• Education – 1,531
• Liberal Arts & Sciences – 1,365
• Business – 1,022
• Health & Human Sciences – 818
• Visual & Performing Arts – 234
• EET – 141
• Law – 19

Top 4 states where NIU Business alumni reside:
• Illinois – 31,600
• California – 1,385
• Florida – 1,158
• Wisconsin – 1,100

Alumni by gender:
• Female – 15,440
• Male – 31,250
One of the college’s many impressive aspects has to be the steadfastness of its nature throughout the years. Some might think of that nature as the college’s guiding principle. Others, its interpretation of the Invisible Hand. Still others, its heart and soul, the core, or even a brand. Interestingly, it wasn’t until the 1990s that the college’s brand promise was deliberately stated. Remarkably, though, that DNA indicator for identity existed from the very beginning. Consider the fact that Francis Geigle – one of the central figures who brought the dream of this college into reality – was a former banker turned faculty professor. Beyond Geigle, all the college members who followed over the years continued to personify the 2001 articulation of the formal college brand: Where the Classroom Meets the Business World. They did so with their backgrounds. They did so in their thinking and in their actions. And they continue to do so.

While the 1990s legitimized and gave substance and form both to the brand promise as well as the college’s future state, the first decade of the 2000s saw the college leverage the earlier work and realize a return on the efforts. Now, as the college advances into the second decade of the 2000s, its members continue to shape its core identity but this time by moving the college outside of itself psychologically to become part of the larger world: in terms of creating experiences across boundaries, developing a refined worldview of cultures and countries, deepening perspectives on life and learning, engaging in increasingly enriched ways of thinking and doing. Now the promise of Where the Classroom Meets the Business World adds the word “World” to its focus of thinking and doing. Not only by offering international seminars but really by ensuring that the first-hand experiences gained from immersing in other cultures and other parts of the world are so much part of what the college does that the idea of “global business education” transforms from the notion of an event into an added dimension of the fullness of what the college consistently is.

The college’s self-awareness of this important component has already begun. Indeed the promise of the NIU College of Business experience is very much alive. Not only among all who care and share in it. Not only in the classroom, the business environment, and the merging between the two. But also increasingly and with deliberateness in the world at large.

— Michelle De Jean
For over 15 years, the NIU Executive Club has partnered with the College of Business to provide an exclusive forum for highly successful NIU graduates to network, mentor the best and brightest NIU students, and give back to the NIU community.

To date, the NIU Executive Club has awarded over $100,000 in scholarships to exceptional NIU students, which is a shining example that Huskie pride is a lifelong commitment that starts in the classroom and continues long after graduation.

For more information or to join:

www.niuexecutiveclub.com
businessalumni@niu.edu
KPMG funds first endowed professorship.
The excellence of the NIU College of Business and its Department of Accountancy was recognized with the creation of the university’s first-ever endowed professorship. The college announced the creation of the KPMG Endowed Professorship in Accountancy in September 2009. It exemplifies a bond between KPMG and NIU’s College of Business that has been cultivated for more than three decades. Endowed professorships are the most prestigious faculty honor and support into perpetuity the outstanding excellence of specific university programs. Endowed professorships assist the institution in recruiting and supporting the best teacher-scholars in the country and, indeed, the world.

Alumni invest in the NIU College of Business.
NIU College of Business accountancy alumnus Dean DuCray and his wife Brenda finalized plans to give $1 million to the college’s Department of Accountancy. Their commitment will be split between two areas: $500,000 will establish the DuCray Excellence Fund Endowment in Accountancy. This endowment will support high priority department needs in perpetuity. In addition, the DuCrays have established the DuCray Accountancy Giving Challenge. The DuCrays will match, dollar for dollar, any new cash investment of new individual donors of $1,000 or more, up to $50,000.

NIU College of Business ranks among the best for the fifth consecutive year. Since its inception in 2006, Businessweek’s ranking of the best undergraduate business schools continues to place the NIU College of Business within an elite group of b-schools nationwide. In 2011, the NIU College of Business ranked 84th nationally out of a small group of 113 elite business schools that made Businessweek’s final short-list of programs designated as The Best Undergraduate B-Schools. Company recruiters ranked the college 30th in the nation of schools from which to recruit new employees. And in the specialty rankings created in 2010, Bloomberg Businessweek ranked the college 2nd best nationally in 2010 and 3rd best in 2011 for integrating ethics into the curriculum.

Accountancy program ranks in top 10 nationally.
The Department of Accountancy in the NIU College of Business ranked among the top 10 best programs — undergraduate and graduate — by Public Accounting Report, a leading industry publication in the field of accounting. In the publication’s 29th Annual Professor’s Survey of top 10 accounting programs, the college’s undergraduate accountancy program ranked 8th (up 12 spots from last year), and its graduate accountancy program ranked 10th (up 10 spots from last year) in the nation. Inclusion in the rankings places NIU in the company of other highly regarded programs including those offered by the University of Illinois, a number of other Big Ten programs and Notre Dame. The NIU College of Business accountancy program has been a fixture in the Public Accounting Report national listing of top programs almost since the inception of its annual ranking.

Professional Sales Program ranks among the best. The college’s Professional Sales Program in the Department of Marketing was named among the “Top University Sales Programs for 2011” by the Sales Education Foundation (SEF). SEF reviews existing university sales programs worldwide each year to identify and recognize the top programs.
NIU College of Business joins the SAP University Alliances Community. In Spring 2011, NIU’s College of Business applied for and was granted inclusion into the SAP University Alliances Community. SAP, Inc. is the dominant player in the Enterprise Resource Planning (ERP) software market. Academic institutions are invited into the SAP University Alliances Community only after meeting stringent criteria. Joining the SAP University Alliance Community will permit NIU business faculty to use SAP software and have access to curricular materials that will allow them to introduce NIU business students to ERP systems. The college intends to incorporate use of SAP in a number of classes over the next three years, particularly classes in: operations management & information systems, accountancy, and human resource management. For this project, the college will have an advisory committee that includes business community partners from Vistex, Siemens Industry, Willis Computing, Allstate, Nalco, Alta Via, and Eby-Brown.

NIU College of Business garners media coverage.

The NIU College of Business programs and faculty members made press this year in numerous media outlets including: Wall Street Journal, Washington Post, Management Today magazine, FOXBusiness, Chicago Tribune, CBS News, Smart Business magazine, among others. The media coverage ranged from showcasing: the Fast-Trak MBA; finance professors’ studies on gridlock and stock market performance, along with separate studies on the relationship between Fed interest rates and commodities, as well as the impact of unethical executives; to the costs and impact of workplace bullies.

NIU College of Business hosts conferences.

The college hosted or co-sponsored conferences throughout the year, most notably among them:

- The 7th Chicago Microfinance Conference, a conference on social entrepreneurship held at the University of Chicago and co-sponsored by five schools of business including Booth, Kellogg, and NIU Business.

NIU business faculty earn professorships & outstanding educator designations.

Granted to faculty who excel at teaching, mentoring, researching, contributing to the body of knowledge and to the college, the following outstanding NIU College of Business scholar-teachers were awarded professorships: Professor of Finance Gerald Jensen received the 2011 Board of Trustees Professorship designation, an honor that recognizes international prominence in research as well as excellence in all facets of teaching; KPMG Endowed Professor of Accountancy Pam Smith was named the first KPMG Endowed Professor, and Smith was also the first NIU College of Business faculty member to receive the 2010 Board of Trustees Professorship; OM&IS Professor Charles Downing won the 2010 Presidential Teaching Professor Award; and, Deloitte Professor of Accountancy Don Tidrick was awarded the Illinois CPA Society’s 2010 Outstanding Educator designation.

Gerald Jensen, 2011 Board of Trustees Professor

- The Illinois State Student Conference and HR Games, organized by students in the Department of Management student organization the Society for Human Resource Management (SHRM). This first-ever Illinois State Student Conference and HR Games took place in Barsema Hall, with participation from students at seven different Illinois universities, HR professionals, and alumni.

- The World Collegiate Sales Open, an event that attracted students from across the country and as far away as Scotland who participated in a series of tests to challenge their sales skills. Twenty students from eight business schools along with several business executives participated in the two-day competition to help prepare the students for careers in business—to—business sales.

NIU Business students attend Microfinance Conference
More than 100 Business Executives. The NIU College of Business expresses appreciation to the more than 100 guest speakers who so generously gave their time and energy to share their insights with NIU College of Business students, alumni, and faculty. A small sampling of these accomplished business executives include:

- Terry Horan (B.S. Marketing 1986), President of Bosch Tool Corporation
- Cary Chessick, President and CEO of Restaurant.com
- Chris Cole (B.S. Accountancy 1975), Senior Vice President and CFO of McDonalds USA
- IRS agents in a roleplay with NIU business accountancy students on forensics accounting
- Michael Gaspar, Founder of Brand-Conscious Social Marketing
- Jay Beaton (MBA), Founder of On the Beaten Path
- Rebecca Kruse, Social Media Communications Specialist
- Lance Smith (B.S. Accountancy 1984), Ernst & Young

Ralph de la Vega (MBA 1989), President & CEO AT&T Mobility, was the featured speaker at the NIU College of Business Executive Lecture Series and MBA Colloquium on August 5, 2010. During his presentation, de la Vega shared details of the extraordinary conditions surrounding his immigration from Cuba. He described how at the very last minute the Cuban government refused to allow his parents to accompany him to the United States. Wanting a better life for their son and with no other alternative, his parents watched as their 10-year-old son traveled without any family to the United States. De la Vega’s journey took him from a penniless 10-year-old Cuban immigrant to one of the most powerful telecommunications executives in the world. He spoke with passion about the value of education and about how to turn adversity to advantage, as outlined in his memoirs *Obstacles Welcome. Turn Adversity to Advantage in Business and Life*. His journey and impassioned belief in possibilities truly inspired the nearly 200 alumni and students in attendance.

Celebrate Women Entrepreneurs

March 24, 2011: A panel of nine women business owners provided insight on themselves, their business, as well as challenges and successes they experienced along the way. Panelist members included Sheila Talton (B.S. Marketing 1980), Cisco; Carol Abrahamson, Executive Authors; Kimberly Farah, Moves Dance Studio; Liane O’Keefe, Century 21 Elsner Realty; Monica O’Leary, Monica’s Auto Repair; Jea Nae Remala, Illinois-Eastern Iowa District, Kiwanis International; Jill M. Tritt, Attorney, Certified Public Accountant; Wendy West, Wendy West Financial Consulting. The Celebrate Women Entrepreneurs panel session was open to all NIU College of Business students, and was sponsored by Women in Business Professions, NIU Collegiate Entrepreneurs Organization, NIU College of Business, and Self-employment in the Arts.

Alpaslan Korkmaz, ISPAT President, from the Republic of Turkey

November 19, 2009: Alpaslan Korkmaz, President, Investment Support and Promotion Agency of Turkey (ISPAT), served as the keynote presenter during the NIU College of Business International Week. Korkmaz’s presentation was entitled...
“Investment Climate in Turkey with Discussions on Cross-Cultural Negotiation and Dispute Resolution.”

Sam Antar, former CFO of Crazy Eddie’s
November 4, 2009: Sam Antar, former CFO of Crazy Eddie’s, gave a presentation entitled, “Mind, motivations, manipulations, and techniques of a fraudster.” Antar’s speaking engagement was part of the college's annual Ethics Awareness event, which is open to all NIU College of Business students, alumni, faculty, and staff.

Dennis Barsema (B.S. Management 1977), The Road to Success
November 2, 2009: Dennis Barsema addressed the Professional Sales Program’s Collegiate Sales Advisory Board. During his presentation, Barsema shared his journey in business and the critically important lessons learned.

Are We on the Road to Global Economic Recovery?
October 27, 2009: A panel of C-level executives discussed the global economic situation. The panel discussion entitled “Are We on the Road to Global Economic Recovery?” was held at the NIU Hoffman Estates facility.

Steve Houchin, Owner and Managing Partner of International Leadership Associates
November 10, 2009: Steve Houchin – owner and managing partner of International Leadership Associates – gave a talk about the skills necessary to create collaborative environments that have the potential to unleash employees’ best efforts toward completing an organization’s mission. Houchin’s speaking engagement was entitled “Leadership in Action: Take the Initiative, Seize the Opportunities, and Make a Difference” and was open to all NIU College of Business students, alumni, faculty, and staff. Houchin’s speaking engagement was co-sponsored by Target Corporation and the NIU College of Business Department of Management.

Jessica Jackley, co-Founder of Kiva.org
October 5, 2009: Jessica Jackley – co-Founder and Director of Kiva.org, as well as a nationally-acclaimed social entrepreneur – gave a presentation about founding her own company and the field of microfinance. Jackley’s talk was titled, “Lifting Up the World’s Poor Through the Power of Connection.”

Peter McDermott, AIESEC VP of Talent Management
October 1, 2009: As Vice President of Talent Management of AIESEC United States, Peter McDermott’s presentation to NIU business students was entitled “Career Development through International Experiences.” During his talk, he shared with NIU business students how they can launch and expand their career opportunities significantly through international experiences. McDermott manages the human resources of a 1,600 member organization. In this role, his experience includes running training conferences in Australia, the Czech Republic, Poland, and Hungary, as well as running leadership development conferences.
2010 – The Distinguished

Distinguished Alumnus Award

V. James Marino (B.S. Marketing 1972)

President and Chief Executive Officer, Alberto-Culver

In 2006, Jim Marino was elected to the Alberto-Culver Company Board of Directors. Since that time, he has served as the President and Chief Executive Officer of the 1.5 billion dollar plus NYSE global manufacturer and marketer of consumer beauty products. Prior to this, he was named President of Consumer Products Worldwide in 2004, and President of Alberto Personal Care Worldwide in 2002. In 1997, Marino was named Alberto-Culver’s Vice President of New Business Development. Before his tenure with Alberto-Culver, he spent most of his career with Helene Curtis in a variety of marketing and management positions; he last served as president of the company’s professional division and as a member of its executive committee. Marino is a Director of the Philips-Van Heusen Corporation, one of the world’s largest apparel companies listed on the NYSE. He also is: Director to the Personal Care Products Council; on the board of the Executives Club of Chicago; a member of the Economic Club of Chicago; Director of the Off-The-Street Club (Chicago’s oldest Boys & Girls Club); a member of the Board of Trustees of Fenwick High School; and, a guest lecturer in the NIU College of Business Executive in Residence program. Most recently, Marino was appointed to serve on the Board of Ambassadors for the American Cancer Society. Marino earned his bachelor of science in marketing from the NIU College of Business and his MBA from DePaul University.

Rockford Area Distinguished Alumnus

Robert Jonas (MBA)

President of Giraffe LLC and Strategy International Inc.

Robert Jonas is an experienced business owner, entrepreneur, corporate executive, strategic thinker, management consultant and executive coach. His MBA from the NIU College of Business provided him with the skills set and drive to pursue business ownership and consulting. Jonas is President of Giraffe LLC and Strategy International, Inc., a distributor for Giraffe’s Strategy in a Box, which provides a facilitator’s toolkit for growth planning. During the past 30 years, he has founded and operated several manufacturing and business service companies. He focuses on helping executives manage change and plan growth to achieve goals and objectives, and has helped clients develop and execute strategies that succeed in competitive markets. He provides time-proven methodologies that transition the management orientation to profits, causes management to focus on its customers and prospects, creates a sense of urgency, builds teams to handle complexity of growth and provides the communication tools to share the long view of the firm’s direction. Jonas possesses extensive experience working with middle market and small firms. His management consulting involved buy-sell transitions including marketing, due diligence, start-up companies, corporate buy-side transactions, international strategic alliances and business transfers. As an experienced strategist for over 30 years, he recognizes that knowledge is power and is the essential component in today’s increasingly global marketplace. Jonas is the immediate past president of the NIU Rockford Club, active in the NIU College of Business alumni community, and participates in programs for student development.
Christopher M. Millington serves as the CTO and Vice President of McDonald’s IT Solutions and Executive Sponsor for the Global Infrastructure Management Team for McDonald’s Corporation. Millington’s responsibilities include Global Infrastructure and McDonald’s IT Financial Business Application Solutions. He joined McDonald’s in January of 1999. Prior to McDonald’s, he was Vice President/Chief Technology Officer for Kemper Insurance. Millington has a broad and extensive background of more than 40 years in information technology management. His experience includes operations, architecture, engineering, network, data, systems development, security, customer service and large-scale outsourcing. Over the span of his career, Millington has maintained a passion for people and organizational development. He has worked in financial services, insurance, computer services, manufacturing, wholesale distribution, and telecommunications industries. Millington’s former companies include American Express, Ameritech, Amex Life Assurance, Avnet Computer, Informatics, Inc., and Kemper Insurance. He has owned and operated a structural moving company and spent six years in the United States Marine Corps Reserves. Millington is a member of the Infrastructure Executive Council, the ACS Customer Advisory Council, and the NIU Experiential Learning Center Advisory Board.

Kelly Gjurkovic graduated from NIU’s College of Business in 2001 with a bachelor of science in human resource management. Following graduation, Gjurkovic joined Target Corporation as an Executive Team Leader. Since that time, she has been promoted within Target to District Administrative Assistant, Group Recruiting Specialist, and Executive Recruiter. She became Group Campus Recruiter in 2007 and is responsible for planning and executing a campus recruiting and diversity strategy for six college campuses in Illinois and Wisconsin. Gjurkovic is an active member of the Midwest Association of Colleges and Employers. She serves on the Employer Advisory Board for Marquette University and the University of Wisconsin-Oshkosh. Gjurkovic is also a volunteer at Kishwaukee Community Hospital.
David L. Holman (B.S. Accountancy 1969)

Ernst & Young’s National Director of Accounting Standards

Following his graduation with a bachelor of science in accounting from the NIU College of Business, David Holman joined Ernst & Young in Chicago as a staff accountant and progressed to senior manager on the audit staff, where he specialized in the insurance industry. In 1980, he transferred to the national office in Cleveland where he served for five years as a technical resource on insurance accounting and auditing matters. Holman made partner in 1982 and in 1985 transferred to the Northeast, where for the next eight years he served as an audit partner on numerous insurance industry clients of the firm’s Hartford, Stamford and New York City offices. In 1983, he transferred back to the national office in New York where he held a number of technical accounting leadership positions that culminated with his appointment in 2001 to his current position as Ernst & Young’s National Director of Accounting Standards. In his current role, Holman’s responsibilities include: providing clients and staff with analyses of current developments on accounting and regulatory matters; developing Ernst & Young’s responses to FASB, AICPA, SEC and NAIC initiatives; consulting with clients and staff on unique accounting, reporting and regulatory challenges; and, representing Ernst & Young on the FASB’s Emerging Issues Task Force. He also consults on international accounting issues for Ernst & Young’s practices in the Americas, which include North and South America, the Caribbean and Israel. Additionally, he represents these areas on the firm’s International Accounting Policy Committee; the committee develops firm guidance on IAS implementation, responds to IASB exposure drafts, and is ultimately responsible for consultation on high profile issues. Holman is a member of the American Institute of Certified Public Accountants and is a frequent speaker on current and emerging accounting issues.

Honorary Alumnus Award

Eric L. Wasowicz (B.S. CSCI 1980)

CEO and co-Founder, RJE Group Inc

Eric Wasowicz is currently the CEO and co-founder of RJE Group Inc. based in River Grove, Illinois. RJE Group is an electronic retailer of overstock goods that are sold through the website www.uwantsavings.com. The company was founded in July 2008. Prior to RJE Group, Wasowicz was a Regional Vice President at Fujitsu Consulting, the North American consulting and services arm for Fujitsu Ltd. a $40.6-billion company headquartered in Tokyo, Japan. He had responsibility for overseeing the central region of the United States and was a member of the US leadership team. From 1984 to 2006 Wasowicz was the co-CEO and co-founder of Greenbrier & Russel, Inc., a $55 million information technology services company with over 400 employees, 9 offices and 17 training centers based in Schaumburg, Illinois. He successfully sold Greenbrier & Russel to Fujitsu in February 2006. Wasowicz is a 1980 graduate of Northern Illinois University. He is on the board of Cole Taylor Bank, the Board of Executive Advisors at the NIU College of Business, the board of directors for the Illinois Technology Association, the Special Leisure Services Foundation, and serves as the Past Chair of The Windy City Chapter of the Young Presidents Organization. Wasowicz received Northern Illinois University’s Distinguished Young Alumnus award in 1999, the Illinois High Technology Award in 2000 and is a 2001 inductee into the University of Illinois at Chicago’s Entrepreneurship Hall of Fame.
Student Scholarships
Executive Club & YPN

Two NIU College of Business alumni clubs — The NIU Executive Club & Young Professional Network (YPN) — are pleased to introduce the 2010 and 2009 scholarship recipients.

2010
Christine Cortina

Christine Cortina was selected as the 2010 NIU Executive Club & YPN Scholar based on her outstanding academic and extra-curricular achievements. Christine, a May 2010 graduate from Westmont High School, was a member of the National Honors Society, Spanish Honors Society, and an Illinois State Scholar. She was varsity and junior varsity volleyball captain, in addition to playing varsity softball, basketball, and in track & field. Christine received All-Academic Honors in athletics and was All-Conference in track & field. Christine found her experiences and strength in athletics provided her with valuable lessons in work ethic and leadership. Outside of athletics, Christine was selected to participate in the DuPage County Leadership Academy and was a member of her school’s Geography Club. The Leadership Academy gave Christine the opportunity to communicate with and learn from business professionals, while the Geography Club helped her experience various cultures. Christine has provided service to her community through organizations and programs including Ronald McDonald House, Feed My Starving Children, Oak Street Beach Clean-Up, and Christ Church of Oakbrook Spirit Village. Christine’s employment experience includes serving as both a referee and scorekeeper at Westmont Park District and employment at Scapa Italian Kitchen as their hostess and cashier. Christine plans to receive a bachelor’s degree in marketing and maximize her time at NIU by utilizing every opportunity to grow and better her future.

Outstanding Young Alumnus

Roy C. Schultz III (B.S. Finance 2000)
First Vice President, American Chartered Bank

A native Chicagoan, Roy Schultz joined the United States Army in 1993 in order to earn money for college. After being honorably discharged in 1996, he returned home and enrolled in Northern Illinois University where he earned a bachelor of science in finance. Schultz joined LaSalle Bank as a credit analyst in 2000. He was promoted to Assistant Vice President in 2002, and Vice President in 2005. In 2007, he was named First Vice President and Division Manager and was responsible for the management of a lending division with an $80 million dollar loan portfolio. In 2008, Schultz purchased a small equity position in American Chartered Bank, a privately-owned boutique commercial bank that is headquartered in Schaumburg, Illinois. He is currently a First Vice President and serves as a commercial loan officer in the South Barrington office. In addition to his banking career, Schultz co-owns Newgate Properties, a small real estate investment company.

For additional information on the NIU College of Business alumni clubs and additional club-sponsored student scholarship recipients, please visit the following web pages.
Rockford Club: cob.niu.edu/rockfordclub
Executive Club: cob.niu.edu/executiveclub
Young Professionals Network: cob.niu.edu/ypn
Michael Cahill
Michael Cahill was selected as the 2009 NIU Executive Club & YPN Scholar based on his proven commitment to success in academics, leadership, and community involvement. Michael graduated in May 2009 from Downers Grove South High School where he was an honor roll student for all four years. As a graduating senior he received the Illinois State Scholars Award and the Presidential Scholars Award. He was also named to the high school’s All-Academic Team, which is given to students in the top ten percent of the class. While achieving in academics, Michael was also a three sport athlete and starter his freshman and sophomore years. Michael also served as captain of both his baseball and junior varsity basketball teams. His senior year, Michael was a starter and a varsity letter recipient on the basketball team. In addition, as a senior Michael was nominated in basketball as All-Conference, All-Academic and All-State, All-Academic. Michael held the treasurer position in a student business club called DECA. He was an active club member, qualifying for the state DECA competition in the sports and entertainment marketing event. Michael was also a member of the Athletes Committed to Excellence Club (ACE), serving on two committees. The ACE Club plans events in order to reach out to the community and deliver a positive message to future high school students. Outside of school activities, Michael was involved in community service through his church’s food pantry and the local YMCA. His employment experience includes working as a cashier at Sylvia’s Bakery, a groundskeeper for the Downers Grove Park District, a baseball umpire for the Darien Youth Club, and a certified caddy at Ruth Lake Country Club. By members request and recommendation, Michael received honors and caddy rewards. Michael believes in commitment and a well-rounded lifestyle; and although he has enjoyed success in sports and his community involvement, he has always made academics his highest priority. Michael has been accepted into the NIU Honors Program and believes that a degree in accountancy from the NIU College of Business will prepare him to work for a top accounting firm and provide him with a competitive advantage.

David & Diane Graf Rockford Endowed Scholarships
The Rockford Alumni Club is pleased to introduce five outstanding students who received a David and Diane Graf Rockford Endowed Scholarship. Three students received the scholarship in 2010 and two students received the scholarship in 2009. The scholarships were awarded to students entering the NIU College of Business either as an incoming freshman or as a transfer student.

2010

Smiljka Gavranovic
Smiljka Gavranovic was selected as a 2010 David & Diane Graf Rockford Endowed Scholarship recipient based on her strong work ethic and her commitment to education. Smiljka is a transfer student from Rock Valley Community College and is pursuing a degree in accounting at NIU. A mom of two teenage girls, full-time student, and an employee at JC Penny, Smiljka still finds time to help out at her church, volunteer at her daughters’ school and serve as a Croatian translator for others. Smiljka plans to become a CPA and wants to work for a company in which she can continue learning and growing professionally.
Daniel Hannan

Daniel Hannan, a Boylan Central Catholic High School graduate, was selected as a 2010 David & Diane Graf Rockford Endowed Scholarship recipient to attend NIU’s College of Business. Daniel was active in a large number of extra-curricular and leadership activities throughout high school. A musician, Daniel was in concert band, jazz band, and pit orchestra. He was also co-founder of the Boylan Pep Band “Dream Team.” Daniel was involved in Scholastic Bowl, serving as their captain all four years; math team; pro-life club; natural helpers; Ultimate Frisbee club; and Boy Scouts. To accompany his roster of extra-curricular activities, Daniel received numerous awards and recognition, most significantly on the math team and in Scholastic Bowl. Daniel was also a member of the National Honors Society. Daniel gained experience in accounting while working at his mom’s practice and attained high marks in his accounting course at school. As a result, Daniel has chosen to pursue a degree in accounting at NIU. Daniel hopes to get a true education, one which consists of academics, as well as a deep understanding of the society in which we live. He feels NIU will help him to achieve this goal because of the diversity on campus and the high qualifications of faculty.

Danika Tillis

Danika Tillis, senior at Belvidere High School, was selected as a 2010 David & Diane Graf Rockford Endowed Scholarship recipient to attend NIU’s College of Business. Danika is an active member of DECA, an association of marketing students, where she serves as Chapter President and State Vice President. She has a number of awards and honors, including first place for her Written Community Service Project at a State Career Development Conference, Outstanding Marketing, Management, and Entrepreneurship Series Award, and Honor Roll achievement since 2006. Danika’s long-term career goal is to be a CFO at a Fortune 500 company. Driven from her enjoyment in her accounting and statistics courses, as well as her student leadership experience, Danika has chosen to pursue a degree in accounting and looks forward to getting involved in leadership roles on campus.

2009

Emiley Engle

Emiley Engle was selected as a 2009 David & Diane Graf Rockford Endowed Scholarship recipient based on her academic achievement and her demonstrated work ethic. Emiley is a 2006 graduate from Freeport High School where she was in 4H and a program coordinator on the school’s Pride Committee. Emiley is transferring from Highland Community College into the College of Business at NIU on the DeKalb campus. Emiley’s professional work experience includes assisting brokers at a title escrow company, administrative support at Mechanical, Inc., and a teller at Fifth Third Bank. Emily plans to obtain internship experience and work hard to get a degree from the NIU College of Business to help her achieve a successful professional career.

Danielle Wilken

Danielle Wilken was selected as a 2009 David & Diane Graf Rockford Endowed Scholarship recipient based on her proven commitment to academics and her drive to someday be a small business owner. Danielle is a 2007 graduate from Forreston High School where she was involved in Future Farmers of America (FFA), 4-H, Scholastic Bowl and Servant Leadership. Proudly, her Scholastic Bowl team won the conference championship. Danielle is transferring from Highland Community College into the NIU Business Administration program, (B.S.B.A.) in Rockford. Danielle’s professional work experience includes financial responsibilities at Professional Hearing and Audiology in Freeport and performing operations support at Highland Community College Library. Danielle plans to get a Business Administration degree from NIU to help her achieve a long-term goal of owning a massage therapy business.
As was the case in 2009, the 2010 NIU Executive Club Scholarship Gala was an elegant evening of dinner, dancing, networking and camaraderie which provided the means to raise scholarship funds for outstanding NIU College of Business students. In 2010, more than $55,000 was raised in support of exceptional and qualifying NIU business students who aspire to stand out in their careers.

In 2010, Christina Cortina received the NIU Executive Club & YPN scholarship, with Michael Cahill receiving the honor in 2009. Cortina and Cahill were selected (in 2010 and 2009, respectively) based on their outstanding academic, extracurricular, and service qualifications.

Bob Adducci (B.S. Management 1980) was awarded the 2010 NIU Executive Club Founders Award. Along with David Wilson (B.S. Marketing 1980), Adducci was the original grass roots organizer of the NIU Executive Club. Adducci has continued to support the Executive Club and the NIU College of Business in numerous ways since the club’s formation in 1996.

The NIU Executive Club Annual Scholarship Gala is made possible by the generous support of event sponsors. The NIU College of Business and the NIU Executive Club sincerely appreciate the generous commitment demonstrated by alumni, corporations, and friends, all of whom make this important scholarship possible.
Building Futures for Outstanding NIU Business Students

Plan to participate in the 2011 Scholarship Gala. Save the date now and join us on Saturday, November 5, 2011. For more information about getting involved as an attendee, a sponsor, auction donor, or as a member of the gala committee, please contact Sue Braffet at 815-753-1433.
1960

Ronald L. Merriman (B.S. Accounting 1967) founded Merriman Partners in 2003 and has been its Managing Partner ever since. Ronald also serves as a Director of The Preferred Hotel Group and Targus Corporation, as well as, on the Boards of Cardio Dynamics International Corporation and Indecorp. In addition, Ronald has been an Independent Director of Haemonetics Corp. since July 27, 2005, a Director of Seacastle Inc. since January 2008, Realty Income Corp. since July 13, 2005, Pentair Inc. since May 4, 2004 and Aircastle Ltd. since August 2, 2006. Right after graduation in 1967 Ronald was gained employment at KPMG which lasted 30 years. He served at KPMG as a Vice Chair and a Senior Partner for its global healthcare and life sciences practice and Chief Operating Officer of its Health Care and Life Sciences Business Segment.

Charles D. Williams, Jr. (B.S. 1965, M.S. Business Management 1968) retired from the U.S. Postal Service with credit for 29 years and 6 months of Federal Service for Retirement. Charles had been employed as an Industrial Engineer, at all levels, for the last 45 years with his first Industrial Engineering job starting in July 1964. He has previously worked for Baxter Laboratories on the corporate staff for six years as a Corporate Senior Industrial Engineer and at Price Waterhouse & Co. in Chicago as a management consultant for two years. Charles was also a Vice President for the “Institute of Industrial Enigneers” and a member of the Board of Directors (1980-1982) in Atlanta, Georgia and a past President of Chapter #180 (1979), North Suburban Illinois Chapter.

1970

Dave Nyhlen (B.S. Management 1975) – whose last position with Poclain Hydraulics Inc. was as North American Aftermarket Sales Manager – accepted an early retirement program after 21 years of service with the firm. In the near future, Dave and his wife plan to relocate to France to open a bed & breakfast. Bon appétit!

Richard Stump (MBA 1971) is Principal for Consultants in Quality Inc. In April, Dick accompanied the Iowa City Chamber of Commerce to India (Delhi-Agra-Jaipur).

1980

Alan E. Ellstrand (MBA 1989) is the Director of MBA Programs at Walton College. Before his current position Alan spent five years as an assistant professor at California State University in Long Beach. His research has appeared in the Academy of Management Journal, the Strategic Management Journal, the Journal of Management and the Journal of International Management.
Mohd Ezani Mat Hassan (B.S. Operations Management and Computer Science 1982, M.S. Industrial Management 1984): “Studying at NIU has been the sweetest moments in my life. There, I got my B.S. and M.S. degrees, met my wife and was exposed to diverse nationalities of various countries from the Far East and the West. NIU’s rich experience (that it provides students) is a great influence and contributed a lot to the way I perceive and handle things in life.” Mohd Ezani Mat Hassan is currently an associate professor in the Graduate School of Business at Universiti Kebangsaan in Malaysia, where he and his wife live.

Carol Jungman (B.S. Marketing 1987, B.A. Journalism 1987) recently accepted the position of director of organization development for the Matrix Leadership Institute, a training and consulting firm that teaches essential skills and practices to shift fundamental assumptions of communication, relationship, and models of leadership to ones that enhance and sustain interconnection. Jungman is responsible for business development and organization application. Visit matrixleadership.org for more information.

Timothy Patterson (B.S. Finance 1985) is the Vice President of Finance and Administration of CTI Industries Corporation. Mr. Patterson has been employed by the Company as Vice President of Finance and Administration since September, 2003. Mr. Patterson has previously worked as the Manager of Controllers for the Thermoforming Group at Solo Cup Company and as the Manager of Corporate Accounting for Transilwrap Company.

DeHaven “Todd” Woodcock (B.S. Marketing 1978, MBA 1980) returned to school to earn an M.A. in teaching from Aurora University after a career in the financial services industry and mobilization of 29 months for the Army Reserves. In 2008, Woodcock became certified to teach, retired from the Army Reserves as a Colonel, and relocated to Spring, Texas (a suburb of Houston) from Naperville, Illinois. Woodcock is currently teaching fifth grade language arts and social studies in a high needs school for Klein ISD.

1990

John Domagalski (B.S. Marketing 1992, MBA 1999) is pleased to announce the publication of his first book, “Lost at Guadalcanal: The Final Battles of the Astoria and Chicago as Described by Survivors and in Official Reports.” “Lost at Guadalcanal” is based on eyewitness accounts and tells the World War II story of two American warships sunk in the South Pacific. John has a lifelong interest in military history, with an emphasis on the Pacific side of World War II. His articles have appeared in World War II History and World War II Quarterly magazines. John works as a business coach for Ace Hardware Corporation.

Brian R. Graham (B.S. Marketing 1996, M.I.S. 1998) is senior development director with Electronic Arts – EA Sports. He landed what he considers to be his dream job as a development manager at EA Sports – Tiburon, after eight years as a developer/project manager at Motorola. When he began his employment with EA Sports – Tiburon, Brian became one of the managers of the Madden NFL 06 Title for Playstation 2 and XBOX. Since then, he has worked his way up and for the last four years has been running the operations of the Madden Franchise as a senior development director. In this capacity, he has managed and shipped Madden NFL 06, 07, 08, and 09. Within the past year, Brian was also placed in charge of the Project Management Office, overseeing development for all of the titles in Tiburon (Madden NFL, NCAA, Tiger Woods PGA Tour, MMA, and various other titles). Brian shares, “NIU built the foundation for a successful career and I am grateful.”

2000

Chris Manderfield (B.S. Accountancy 2004, M.A.S. 2005) was promoted in July 2009 to assurance manager at Clifton Gunderson LLP, one of the nation’s largest certified public accounting and consulting firms. Congratulations, Chris!

Theresa Rauch (B.S. Management 2003) has recently accepted a position at Berner Food and Beverage, a leading private label food manufacturer, as Marketing Analyst. Theresa has worked previously in the store brands industry for Sears Holding Corporation as an Associate Buyer and as Marketing Manager for the Handi-foil Corporation.

Share Your News!

We invite you to share your biographical info, photos, and/or news. To share what’s happening in your life, visit: cob.niu.edu/alumni/alumniform and complete the online update form. Or email your news and address information to braffet@niu.edu. Your news will be published in next year’s NIU Business.
Since its inception in 2006, Businessweek’s ranking of the best undergraduate business schools continues to place the NIU College of Business within an elite group of b-schools nationwide.

NIU’s ranking on Bloomberg Businessweek’s 2011 listing of Best Undergraduate Business Schools – 84!

- Number of AACSB accredited B-schools worldwide – 607
- Number of AACSB schools invited to participate in the Businessweek rankings – 139
- Number of schools that made the final list of Best Business Schools – 113

High Marks from NIU Business Students
Student feedback accounts for nearly 1/3 of the total ranking score

NIU’s College of Business truly understands that there is more than academics in the real world, and they do an excellent job at incorporating that into all of their programs. As their motto says, NIU’s College of Business is “where the classroom meets the business world.” As an NIU COB grad, we leave knowing that we are prepared to work in teams, apply technology to real-world examples, and we are capable of both leading and following in order to solve problems.

The 9-credit-hour core business class every business major must take to get into the business program is unique. Not that many schools combine the four business majors (finance, management, marketing, and operations management).

My school is a state school that I feel is well equipped to compete with any Ivy league school out there. The quality of teaching as well as the lessons we have learned are effective as well as practical for making a shift into the workforce. It is unique because many of the professors that teach at our university have had quite a bit of corporate experience that is brought to the classroom. We are constantly being taught about ethics and the proper decision to make. During my schooling here, I have felt that many of the big presentations that are completed in class really help a student fully understand how to create a presentation in the workplace. It was a reality check that I feel most business students need to have.
**Placement Data**
- 89% of NIU business graduates secured a job within 9 months of graduation
- $41,443 average starting salary for business graduates

**Student Satisfaction**
- 90% of NIU business graduates feel positive toward NIU
- 89% of NIU business graduates feel positive toward their NIU degree
- 97% of NIU business graduates would recommend NIU to friends and family

**Scholarships**
- $498,310 in scholarships awarded to 330 business undergraduates during 2009-2010

**Rankings & Accreditation**
- **Best Undergrad B School**: ranked among nation’s best for each year of the Bloomberg Businessweek annual ranking
  - In 2011, ranked 84th best overall, 64th best in teaching, 30th best by company recruiters, third in ethics
- **Best MBA Program**: ranked among Chicago's best for each year of the Crain's Chicago Business annual ranking
- **Best Accounting Program**: ranked among the top 10 best programs nationally – undergraduate (ranked 8th) and graduate (ranked 10th) – by Public Accounting Report, a leading industry publication in the field of accounting
- **CPA Exam**: NIU's students' performance on the CPA exam has ranked among the best in the nation for three decades. In 2010, NIU placed among the top 20 out of more than 900 institutions.
- **AACSB Accreditation**: Continuously accredited by the AACSB International since 1969, eight years after the college's founding in 1961. Among 5% of business schools worldwide to hold AACSB accreditation at all levels.

**NIU College of Business Overview**
- Diverse student population of more than 3,100 undergraduate and 600 master’s students
- Bachelor of Science degree in 6 majors
- MBA in four formats
- Master of Science in three concentrations
- Alumni: 47,000 NIU business alumni worldwide; 28,000 NIU business alumni work in the Chicago area
- 100 business executives guest lecture each semester
- NIU Business Faculty:
  - Include those who are world renowned in the fields of accounting and finance
  - Include many who are nationally recognized in marketing, management, and operations
  - Include a KPMG endowed professor, Fulbright Scholar, 16 named professors, research and teaching award recipients
  - Serve as media experts and student mentors
  - Teach in both undergraduate and master’s programs
  - Include a majority who worked as business professionals prior to earning their PhD
- A large number of student professional organizations with at least one in every major
- Short-term study abroad opportunities in countries such as France, China, Ireland, and Austria
- Certificate programs in leadership and social entrepreneurship; minor in entrepreneurship
- Meet the Firm events hosted for every major
- Full-time and nationally recognized advisors who assist students
- Business Careers House: a series of residence floors devoted to NIU business students
- Ethics integrated into the curriculum
- Active partnerships between the college and Fortune companies, mid-size, and small businesses
- Faculty-guided student teams consult with Chicago area firms

**About the Northern Illinois University College of Business**
*Where the Classroom Meets the Business World*

NIU’s College of Business is nationally recognized in academic and industry circles for its teaching, research, and public service. We are distinguished by our ability to narrow the gap between thinking and achieving. Among the ways we demonstrate this is by providing students with broad academic excellence combined with hands-on learning situations in actual organizations. We are recognized for our active engagement in the Chicago business community as well as for our nationally and world-renowned faculty, the majority of whom served as business professionals before earning their PhDs. Our prominent alumni include those who hold leadership positions in Fortune and global companies, as well numerous successful entrepreneurs in a multitude of industries. Fully accredited by AACSB International since 1969, we have ranked continuously among the best undergraduate business schools in the nation, with our graduate program continuously ranked among the top MBA programs in Chicago. We serve the Midwest, nation, and global business community by fostering intellectual and character development in students, as well as addressing business and societal issues through the transfer and application of knowledge.
CONGRATULATIONS...to all graduates of the NIU College of Business!