College of Business students are looking forward to continuing their journey in learning in Barsema Hall, scheduled to open fall 2002.
The College of Business first began its strategic planning activities six years ago. One of the first tasks undertaken by the many groups who helped shape the plan was to share our core values. Chief among them was the learner is the beneficiary of our activities. While this core value resonated positively and remains a guiding principle in our activities, it occurred to us just how much the faculty, staff, and community benefit from the activities of our students. This issue of the Business Network has been designed to highlight a sample of student involvement in the college and community.

It is also clear that, as students become alumni, the involvement doesn't stop. Each issue of the Business Network has more newsworthy relationships with alumni to report. Involvement with the College of Business includes student organization and classroom presentations by men and women who have graduated from NIU both recently and many years ago. When students invited to attend the Executive Club's face-to-face event ask for volunteers to speak to their organizations, their requests are met in a matter of minutes. Commencement speakers are always drawn from our graduates and, even though they often have to take a deep breath, they always agree to speak when asked. Most importantly, our graduates continue to make their organizations and communities the beneficiaries of their activities.

We hope you enjoy learning more about our current students, their activities, and how you can be a part of their journey in learning. We always welcome your input, suggestions, and assistance.

Sincerely,

David Graf, Dean

College of Business Donors

The College of Business appreciates the financial support offered by our alumni and friends. Due to the overwhelming response to our annual fund, the list of contributors was too large for this publication. To view the names of individuals and corporations who have contributed to the College of Business and its five departments and graduate programs during the 2001 calendar year, visit the alumni or college information section of our home page at www.cob.niu.edu.

Your donations enable us to continue to offer a quality business education. We truly appreciate your support. Thank you!
Denise Schoenbachler Named OTA/Off The Record Research Professor of Marketing Research

OTA/Off The Record Research recognizes the importance of NIU's Department of Marketing through its growing support. As a continuation of the company's commitment to the Department of Marketing, Denise Schoenbachler has been named as the OTA/Off The Record Research Professor of Marketing Research.

Since coming to NIU in 1992, Schoenbachler has been involved with teaching and research in database and direct marketing. In recognition of her contributions to the company's success, OTA created the second named professorship in NIU's Department of Marketing. Geoff Gordon was named as the first OTA/Off The Record Research Professor of Investment Research in 1998.

This second funded chair awarded to Schoenbachler is part of a large gift from OTA to the Department of Marketing. The gift is used to support Schoenbachler's and Gordon's teaching and research activities, provide five scholarships annually for marketing students, and support the operation of the OTA/Off The Record Research Student Resource Center, which was established in 1998.

OTA/Off The Record Research, a division of OTA Limited Partnerships, was founded in 1983 and currently capitalized at more than $100 million. The company, with offices in San Francisco, New York, and Chicago, is at the forefront of qualitative and quantitative securities valuation. While many firms offer investment research, what makes OTA/Off The Record Research unique is that it employs a hybrid marketing research/journalism approach to investment decision making, striving to provide early and timely information about an industry or company's current conditions and future prospects.

While customers gain from the expertise of OTA/Off The Record Research, NIU students are also benefitting from the expertise and generosity of the company. OTA has hired several recent graduates, and through its funding of the resource center, scholarships, and professorships will be helping to train and encourage talented students to pursue careers in marketing research areas.

Dan Weilbaker Named Phillip Morris Companies Professor of Sales

Phillip Morris Companies announced that NIU professor Dan C. Weilbaker has been named as the Phillip Morris Companies Professor of Sales. In an effort to support and enhance the NIU Department of Marketing's nationally recognized sales program, a three-year commitment was made to fund the Phillip Morris Companies Professor of Sales position.

Professor Weilbaker joined NIU in 1992, and has since then continued to build and enhance the sales program. Many students have enjoyed his Business Golf 101 seminar, where they learned how to use a round of golf as a way to score business. He also initiated the first NIU/Dublin Institute of Technology exchange for the sales program, which is designed to expand the scope of sales understanding with an international perspective.

Phillip Morris Companies is very pleased with the excellent results they have experienced with recruiting and hiring students from the advanced sales class. This named professorship of sales, one of only two such professorships in the nation, will allow NIU to continue to develop and expand the sales program in order to increase its level of excellence.

The College of Business administrators are eager to get to work in the new Barsema Hall, scheduled to open fall 2002.
An Experience of a Lifetime: 
The International Business Seminar Program

The International Business Seminar (IBS) program provides an opportunity for undergraduate and graduate students to travel in Europe and learn about the international business environment, issues, and practices. In addition, the program provides opportunities to learn more about the cultural, social, and political environments of the countries and cities visited. Daniel R. Wunsch, professor and chair of the Department of Management, advises students who wish to participate in this program. He often accompanies the groups on these learning experiences as well.

Students who have participated in the International Business Seminar feel they have received a lifetime experience of knowledge and friendships. They speak so enthusiastically about the experience that their excitement is contagious. Marketing student Jodi Rathunde summarized her experience for us. I think you will enjoy it best in her own words:

A Picture is Worth a Thousand Words
By Jodi Rathunde, NIU marketing student, graduating class of 2002

They say that a picture is worth a thousand words. I am so glad that statement is true. I was presented with an opportunity to embark on a three-and-a-half-week adventure through the Study Abroad Office here at Northern. It was an international business seminar that allowed business students from several universities around the nation to learn about business practices in marketing and management in Italy, Austria, Switzerland, France, and England.

We learned about mass production from the Ford plant in London, and that hotel management for Accor is much more in depth than anyone had imagined. We learned how a family-owned business in Austria called Geisswein makes its boiled wool garments. Through all of the plant and warehouse tours we learned that throughout Europe most business practices were similar to those of the United States. We also learned about our dislikes, our likes, and most importantly ourselves.

I found out that I love the Eiffel Tower in Paris. I saw Andrew Roddock play tennis in the French Open. Along with several other students and Professor Spiers from Arizona I got to walk a real fashion show runway at Printempts in Paris. Skiing in the Alps surrounding Tirol in Austria was an exciting adventure. Another student, Aidin, had never seen snow before and I was the one who got to introduce it to her. Something that I see every winter was new to someone else. It made me think about the little things that I take for granted. I saw the Roman Colosseum, where in ancient times the gladiators would fight (it was also where the movie was filmed). I finally understood why Rome wasn’t built in a day. I saw Phantom of the Opera at Her Majesty’s Theatre in London. It was breathtaking. Most of us within the group saw a play or musical. It wouldn’t have been London without it. I also had my picture taken crossing Abbey Road, just as the Beatles had done so many years earlier.

Through all of the language barriers, not knowing anybody, and transportation mishaps, I survived a journey that will last forever through my photographs and memories. I keep in contact with the people I made close ties with. We all plan on meeting again.

I recommend this experience to anyone who has the opportunity. You’ll walk away with a better understanding of the world and how it works. You’ll actually see and experience what you have been taught from history class. Most importantly, even if you don’t know anyone in the group at the beginning, by the end of the trip you’ll know everyone’s name and life story, and have memories and friendships that will last a lifetime.

The International Business Seminar Program

Participants in the IBS program typically travel to five of the following countries: England, France, Czechoslovakia, Italy, Austria, Switzerland, Germany, Belgium, and the Netherlands. Several cities are visited, including London, Paris, Nice, Prague, Rome, Florence, Innsbruck, Geneva, Cologne, Brussels, and Amsterdam.

Seminars are provided by two business firms in each city, including Jaguar, Lloyds of London, the Paris Stock Exchange, DuPont, Mercedes Benz, Volkswagen, Burton Snowboards, and Heineken. Of course, participants also have sufficient free time to experience the culture of the cities by visiting historical and popular sites, museums, and restaurants.

IBS is a private organization in Scottsdale, Arizona, that coordinates all travel, accommodations, and business seminars. The IBS program is offered to NIU students by the Northern Illinois University College of Business.
Students who have participated in the International Business Seminar feel they have received a lifetime experience of knowledge and friendships.
September 11, 2001, changed our world and touched each and every one of us in some way. We learned that heroes are more than highly paid sports figures—they are our coworkers, our peers, our friends, our family, and yes, even strangers.

We have learned that each and every one of us has a responsibility to make a difference. We can share our knowledge and skills, we can teach, we can lead, we can listen, we can be a friend. Our business decisions and actions can and do make a difference in the nation’s and the world’s economy. What is most important is that we strive to make the world a better place.

Students in the College of Business are already involved in making a difference. Student organizations assist the local community through clothing and food drives, cleaning up the local highway, organizing blood drives, working at the local retirement home, serving meals-on-wheels to shut-ins, and assisting peers with learning, career experiences, and opportunities.

Through these organizations, students are embarking on their personal journeys in learning. They are preparing to be our future leaders. They will lead our communities, our nation, our world. College of Business students are making their impressions now and planning for the future. They are leaving footprints for future generations to follow.

American Marketing Association

By Bob Schaffer

Getting involved in a student organization is one of the best experiences for a student during his or her college career. It provides a person with the opportunity to learn outside the classroom, as well as put into practice the theory learned in the classroom.

The American Marketing Association was developed to provide students with opportunities for professional development through exposure to practical applications used in external environments; to prepare students for the transition from student to professional; and to develop leadership skills among the members. AMA faculty advisers professor Geoff Gordon and assistant professor Tim Aurand, together with the nine student executive board members, have worked hard to provide several opportunities and activities for the 56 members. A resume building workshop, job fair preparation, mock interview night, and a recent graduate panel all were offered during fall 2001. These seminars provided assistance to students in the process of searching for internships and jobs while in school. In addition to these activities, the AMA also compiles a resume book of its members for distribution to companies to help grow relationships within the external job market.

The business consultation integrated marketing project was a new endeavor initiated in the fall. Already students are working to develop marketing strategies for two DeKalb businesses, The House and Glidden Florists. Planning is also underway for spring fundraisers such as the 5K Charity Race, Bowl for Kids Sake, and an annual blood drive.

While the fall semester really seemed like a preparation and learning experience, this spring semester will give students a chance to shine and get involved in the many different projects and activities that are taking place. Students will compete as cross-functional teams with business professionals to solve a business problem in the Business Day 2002 Case Competition. There is also an opportunity to compete on a team in a nationally sponsored case competition to be presented at the International Collegiate AMA Conference in Orlando, Florida, in April.

In addition to getting involved in projects and competition, students also experience the business professional speaker series throughout the semester. Current topics relevant to the business world are addressed by numerous business professionals.

If there was ever a time to be involved in a student organization, it is now. With such a variety of opportunities, projects, and competitions, membership in the AMA is certain to add tremendous value to the NIU education.
Financial Management Association—Reflections from the President

By Amber Norman

Before this year, I never imagined myself as president of the Financial Management Association. Now, I can’t imagine my college years without this experience or without the friends I have made.

This year, we conducted an extremely successful blood drive. Thanks to the volunteers, donors, and Red Cross, we exceeded our goals by 10 percent. In September, we had our “Meet the Firm” night for the graduating seniors to look for full-time positions and the other students to investigate internship possibilities. Many prestigious companies attended, and it was a great way to learn about the company while they got to know us. We also did our two annual Meet the Faculty events: “Meet the Faculty” at Eduardo’s and “Bowl with the Faculty.” All the students really appreciate the faculty’s support, and especially enjoy the fact that their professors take the time to meet students on a personal level at events such as these.

Diane Docking, FMA adviser, guided us in the right direction and has provided exceptional support and encouragement throughout the year. David Becher also demonstrated exceptional dedication by participating on one of the FMA intramural soccer teams. This year the FMA started intramural soccer and volleyball teams. They had a lot of fun with these activities and were even quite successful in volleyball, placing second in the league!

I cannot say enough good things about my experience in FMA. I never would have met so many of my intelligent peers and faculty, or received the insight that I did about a future career in finance. Not only did I thoroughly enjoy my FMA experience, I also learned more about real-world finance applications, careers, and others’ experiences. Thank you Financial Management Association for providing me with guidance, career growth, and friendship during my college career.

Sigma Iota Epsilon Giving Tree for Safe Passage

As the holiday season approached, Sigma Iota Epsilon, the management honorary fraternity, sponsored for the third year a giving tree for Safe Passage. Safe Passage is a shelter for battered women and children in DeKalb.

The Giving Tree was located in the light court of Wirtz Hall, where students, faculty, and staff were able to select a tag from the tree indicating the type of individual to receive the gift. SIE helped to collect over 150 gifts for the people staying at Safe Passage during the holiday season.

“This is truly one of the highlights of the SIE activities,” SIE president Natalie Gacek remarked. “Through this activity we are able to reach out and make a difference in the lives of many people.”

Natalie Gacek, SIE president, and Simona Jakubauskaite, SIE secretary, pose in front of the giving tree before delivering the gifts. Luis Flores, associate professor of management, is the fraternity sponsor.
Delta Sigma Pi
Isn’t Just for Four Years, It’s for Life!

By Janet Lee, president 2001-2002, Eta Mu Chapter

Facts

- Delta Sigma Pi was founded in 1907 at the New York University School of Commerce, Accounts and Finance by Harold Valentine Jacobs, Alexander Frank Makay, Alfred Moyalio, and Henry Albert Tienken.
- Although the organization is a fraternity, its members are male and female.
- The Eta Mu Chapter of Delta Sigma Pi at Northern Illinois University was founded on April 28, 1968.
- Currently, there are more than 250 chapters and nearly 200,000 members to support the goals and ideals of the fraternity.
- Kathy Jahnke (’83 Marketing), a 1981 Northern Illinois initiate, was elected in August 2001 to lead the Delta Sigma Pi Fraternity as its 33rd and first female grand president.

“...The Eta Mu Chapter of Delta Sigma Pi remains strong at NIU partly because it keeps a good balance between social, community, and professional activities. Its membership is diverse, so there are always new ideas and new ways to look at things.”—Denise Schoenbacher, faculty adviser of the Eta Mu Chapter

Eta Mu

The Eta Mu Chapter does its best to remain consistent in the goals and ideals of the fraternity. Eta Mu focuses on the Delta Sigma Pi values of professionalism, leadership, academics, and community service, while including social activities.

- The chapter members work hard to get involved with NIU-related events and organizations. Members participate in various homecoming activities, attend leadership workshops and conferences, and get involved in other organizations’ events.
- Every member is encouraged to maintain a high grade point average. While participation in the fraternity can be time consuming, academics are still put first. Members help and support each other with classes and time management skills.
- Community service remains one of the favorite activities in which members of the chapter get involved. Chapter activities include participation in the Adopt-a-Highway program; starting up food and clothing drives; and helping out at Hope Haven homeless shelter, the DeKalb retirement home, Meals on Wheels, and Junior Achievement.
- Some of the Eta Mu Chapter’s social activities include having a tailgate tent at NIU’s homecoming football game every year and hosting their own annual formal banquet dance in April.

One of the greatest aspects of the Eta Mu Chapter is its diversity. Eta Mu remains extremely diverse in gender, age, background, and race. Members can be similar or very different in these aspects, but they all have the same goals and ideals in the business field and in Delta Sigma Pi. Because each member works hard at obtaining common goals, lifelong friendships and skills are developed in the chapter and the fraternity.

For more information about Delta Sigma Pi, check out the national website at www.dspnet.org. To find out more about the Eta Mu chapter, go to www.geocities.com/wallstreet/1907.

Society for Human Resource Management (SHRM): More Than Just a Club

By Tim Huiie

The Society for Human Resource Management is the world’s largest human resources association. It encompasses more than 165,000 professional and student members worldwide. Northern Illinois University has traditionally been home to one of the largest and most active of SHRM’s over 200 student chapters. NIU’s chapter has won multiple Superior Merit Awards (the highest chapter award) over the past decade while helping to develop future human resource professionals through speakers, workshops, events, and other programs.

The past semester has been an active and successful one for Northern’s chapter of SHRM. We hosted bi-weekly speakers throughout the entire semester, ran a very successful food drive, and prepared for an even more active spring semester. Spring is typically the busier semester for our chapter, and this year is no different. The chapter is working hard to organize our annual “Meet the Students Night” in late February. Hosted at the university, this event gives students the opportunity to meet with several companies and make important contacts that can potentially lead to internships and employment after graduation.

Our chapter also plans to host a human resource conference and several company tours for our members, and will continue to host bi-weekly speakers. The chapter is also preparing to attend the annual HR Games held March 23. This competition allows human resource students from different universities to compete against each other and test their knowledge of human resources. The HR Games are a great way to make contacts and further develop human resource knowledge. In preparation for the HR Games, NIU is planning to attend Wisconsin’s state human resource convention, which will include speakers and a mock HR Games.

The reason that SHRM is more than just another club is its continuity of membership after graduation. The organization allows for continued membership and development after graduation and throughout an HR professional’s career. Although social aspects are also present in SHRM, the networking and preparation for success help our members focus on their future.

Being a part of NIU’s chapter of SHRM has allowed me the opportunity to network with professional chapters such as the Society for Human Resource Professionals (Chicago), the Rockford Area SHRM, the DuPage SHRM, the Northwest Human Resources Council (Arlington Heights), the HR Association of Greater Oak Brook, and other locations. It has helped me grow not only as a human resource professional, but in all areas of business as well.

If you would like more information about the organization, please see our:

National website: www.shrm.org
Chapter website: www.cob.niu.edu/mgmt/shrm/shrm.html
Or contact me: Huiet@yahoo.com

Students network and meet corporation representatives at SHRM’s third annual “Meet the Students Night.”
Beta Alpha Psi Honors Brian Deets with the Establishment of the Brian Deets Memorial Endowment in Accountancy

Brian Deets, an exceptional student and dedicated classroom and community leader, was tragically killed in an automobile accident on February 16, 2001, during his daily commute to Northern Illinois University. In Brian's death, the university lost not only an aspiring young accountant, but a cherished friend—someone who dedicated much of his free time to helping his peers and serving his community.

The Gamma Pi Chapter of Beta Alpha Psi deeply felt the loss of Brian Deets and responded by establishing a scholarship to carry the memory of Brian into perpetuity, recognizing his strong commitment to education while serving as an inspiration to others. Beta Alpha Psi, the national financial services professional honor fraternity, organized two major fundraisers during spring 2001. A bowling event in conjunction with Gleeson, Sklar, Sawyers, and Cumpata raised over $2,000, and a 50/50 raffle successfully raised almost $1,000. Currently the chapter continues to work to reach the $10,000 endowment level. Once funded, the endowment will allow Beta Alpha Psi to make an annual scholarship award to a deserving accountancy student who best exemplifies the academic excellence, leadership, and community spirit so enthusiastically demonstrated by Brian Deets.

Sally Webber, accountancy professor and sponsor for NIU's Gamma Pi Chapter of Beta Alpha Psi, worked diligently with the chapter and continues to assist in this endeavor. If you would like to support the Brian Deets Memorial Endowment in Accountancy, please indicate this endowment in your contribution to the NIU Foundation.

First Brian Deets Endowed Scholarship Recipient

The recipient of the first Brian Deets Endowed Scholarship was carefully chosen to reflect and honor Deets' legacy of academic leadership, academic merit, and active involvement in social and civic service organizations.

Michael Brunett is such a person. He is a leader with a strong commitment to education and serving others. Brunett not only excels academically, but also serves as a leader and mentor by assisting accountancy students in comprehending the material.

Brunett transferred to NIU and became involved in numerous activities—from the honors program, accounting clubs, and the debate team to musical performances and being the university mascot. Education, however, remains his top priority. He strives to be a role model to his family and other students as he serves as an orientation leader, community adviser, tour guide, and friend.

Brunett also finds time to actively assist others through community service. As a resident assistant and community adviser, he initiated and assisted in residence hall programs that included raising money for Safe Passage, food and clothing drives, and tutoring. He volunteers time in the orientation office to assist transfer students in their transition to NIU and help with the New Student Welcome Days in the fall. Beta Alpha Psi also has provided him with additional opportunities to participate in various community service projects.

Brunett is truly a fitting individual to be named as the first recipient of the Brian Deets Memorial Scholarship. He met Brian in class, and relates, “Brian and I teamed up to conquer an accounting program that promised to be nothing shy of difficult.” Brunett continues, “Brian was an amazing individual whose attributes can only be closely mirrored but rarely matched. I am thankful I had the opportunity to be a friend of such an inspiring person.”

2001 NIU Executive Club Scholars Selected

Janice Bergeron
NIU Executive Club Endowed Scholarship Fund Recipient 2001-2002

Janice Bergeron graduated fourth in her class from Yorkville High School in June 2001. Janice excelled academically and participated in numerous extracurricular activities. She served as president of the Student Council (2000-2001) and was the 1999-2000 recipient of the “Above and Beyond Award.” She was also a member of the National Honor Society, actively participating in tutoring as well as fundraising events. She also participated on the Character Counts Committee and Future Business Leaders of America, and assisted teachers as a grade school helper and teacher’s aide. Janice played the lead in the 2001 spring play, as well as supporting roles for three years, and she received the “Above and Beyond Award” in 2000, and the “Best Actress” award in 1999. She participated on the speech team, placing fifth at the Seneca Irish Invitational for Dramatic Duet Acting and Impromptu Speaking.

In addition to school activities and work, Janice demonstrates her leadership skills through community service activities. She was a peer facilitator, a blood drive coordinator for three years, and received the Blood Drive Achievement Award two times. Janice was selected as the Hugh O’Brien Youth Leadership Representative for Yorkville High School.

Janice plans to own and/or operate her own business one day, and believes a business degree from Northern Illinois University will help her to accomplish her goal.

Eric Odelson
NIU Executive Club Endowed Scholarship Fund Recipient 2001-2002

Eric Odelson was selected as the recipient of the NIU Executive Club Endowed Scholarship Fund based upon his academic qualifications, as well as his potential as a business leader.

Eric is a 2001 graduate of Buffalo Grove High School. He was a member of the National Honor Society, the Talent Development Program, and the Chess Team. Eric was the first-place champion of the 2000 Harper College Accounting II competition. Additionally, Eric was active in sports as a member of the football team and baseball team.

Eric demonstrated leadership and community service at the Buffalo Grove Recreation Association, where he participated for four years on the Buddy Baseball league for handicapped children. He also helped children with cerebral palsy play bingo at Bingo City and the Golden Tierra. In addition to these activities, Eric worked as a sales representative and merchandise specialist for two years at Best Buy.

Eric wants to work his way up in the Chicago area stock exchange and plans to use his business degree to achieve his goal of becoming a partner in a brokerage firm.
M.B.A. Program Experience Impacted through M.B.A. Student Association

The M.B.A. Student Association, founded in 1998, is a student-based and -operated organization that serves in an advisory capacity to NIU’s M.B.A. Program, working toward the continuous improvement of the M.B.A Program and providing professional and social networking opportunities for M.B.A. students and alumni.

The M.B.A. SA hosts Get Acquainted–Networking dinners at each campus location every semester, assists with faculty evaluations and student surveys, and provides input for scheduling of electives and M.B.A. Colloquium Executive Lectures. As part of the M.B.A. SA commitment to continuous improvement, the Steering Committee is currently working on a strategic plan, establishing short- and long-term goals focusing on curricular concerns and marketing efforts, expanding social activities for students, and developing a mentoring program with NIU M.B.A. alumni.

To raise program awareness and money for activities, the M.B.A. SA is selling NIU M.B.A.-logo shirts for $15. If you would like to purchase a shirt, or are interested in participating in the mentoring program or assisting with other projects, please contact Mona Salmon, Office of M.B.A. Programs, at (815) 753-6162 or msalmon@niu.edu.

Message from the Director of College of Business Outreach

Dear fellow alumnus:

Responsible for building relationships with our stakeholders on behalf of the college, much of my time is invested in meeting with professionals such as you. We are very aware that the environment of business today is characterized by compressed budgets, shrinking workforces, implementation of performance metrics that now measure other performance metrics, and competition aggressively engaging your existing client base while feverishly protecting their own. We have access to more data to make smarter decisions, but have shorter windows of opportunity to act; and if we’re just now strategizing how to respond in our marketplace, we’re obviously already behind. To this point, risk management is the modus operandi. Less than optimal business decisions are perceived by our firms as being even more costly today than yesterday.

As a result, demand for knowledge is at an all-time high. It is in these times when many revisit business processes, opportunities, and practices to operate as skillfully and strategically as possible. In accordance with NIU’s charter as a regional public university, our College of Business is proud to provide stakeholders with affordable access to high quality, effective resources to assist you in creating or implementing the solutions you are responsible for in your professional role.

College of Business Outreach would like to bring these resources to you: Business Research (employee satisfaction surveys, customer satisfaction surveys, distribution channel surveys, skills assessments), Learning and Business Solutions (contract education, consulting, executive business decision support, practicum project identification), and Continuing Professional Education (workshops, seminars, certificate programs).

Please contact me directly if I or another member of the college could be of service to you. Minimally I ask that you invest just a few minutes of your busy schedule to visit our website at www.cob.niu.edu/outreach and download a one-page overview of our Outreach Office.

Best wishes for continued success.

Brian Vollmert (’90, ’94)
Director
(815) 753-5791 bvollmert@niu.edu

OMIS Student Association

The OMIS Student Association (formerly OMIS.org) hosted a tent for NIU Homecoming in October. Nick Barth, front, OMIS.org officer, prepares to draw the winning ticket for the fundraising raffle. Also in the photo (from left to right) are alumnus Jim Tran, assistant professor Charles Petersen, department chair Nancy Russo, alumni Greg Urban, Heidi Westphal, and Tom Williams, and associate professor Kathy McFadden.

Alumni and Student Advice and Assistance Enhance the Learning Experience in the College of Business

Student Advisory Steering Board

Students representing the governing committees in each of the five departments meet with the dean on a regular basis, providing advice and assistance with projects to improve the quality of the College of Business. The Student Advisory Steering Board also conducts faculty evaluations, monitors student group web pages, and assists with the NIU Executive Club Endowed Scholarship dinner dance and silent auction fundraiser. Though Dean Graf chairs the group, his main role is to listen while the students do most of the talking and planning!

Members of the 2000-2001 Student Advisory Steering Board pictured above include: Joe Janssen, Nan Gacek, Hasmita Patel, Bob Schaffer, Dawn Davidson, David Wentzel, and Chris Deasy.
College of Business Dean’s Board of Executive Advisers

Message from the Chair

Today the NIU College of Business is an exciting place. My excitement does not rest on just the Barsema building phenomenon. It goes far deeper and broader than that.

The college has assembled 45 distinguished business executives for the Board of Executive Advisers. The board has impacted the progress of the College of Business in tangible ways for the last several years. Their involvement and contributions have grown by leaps and bounds, particularly in recent years, helping the college in the following ways.

First, the board members have participated in exciting opportunities to evaluate and review the college’s vision, goals, and achievements. Often the board has made valuable recommendations to the college.

Second, the board has provided the college with real-world experience and insights by working together with the dean, departmental chairs, faculty members, and students on important College of Business matters. They connect the college to the real world and reflect the real needs of business communities in the operation of the college.

Third, the board members have also generously contributed financial resources to the Dean’s Discretionary Fund, endowment and scholarship funds, and special projects. Their generosity made a big difference to the college.

I am excited about the real impact our board members make on the college, and look forward to working together to make the NIU College of Business always an exciting place.

Lloyd Shin, Chair
College of Business Board of Executive Advisers
(‘72 M.B.A.)

Board of Executive Advisers

John Corley
Standard Register
(‘81 Finance)

Michael Corrao
Gingiss Formalwear
(‘64 Management/’66 M.S. Management)

Michael Cullen
The National Bank and Trust Company of Sycamore
(‘84 Finance/’87 Accountancy)

Dennis Dean
Harris Bank
(‘73 Finance/’74 M.B.A.)

Don Dempsey
Caribou Coffee
(‘69 Marketing)

Jim Drumm
Softbite Solutions
(‘89 M.S. Finance)

Patty Egan
Phillip Morris U.S.A.

Janyce Fadden
Danaher MOTION
(‘84 M.B.A.)

Janis Felver
(‘69 Mathematical Sciences/’70 M.S.Ed./’88 M.B.A.)

Michael Giese
Ernst and Young
(‘78 M.S. Accountancy)

Nancy Hannafin
BDO Siedman
(‘77 Accountancy)

Russell Hansen
Cap Gemini Ernst and Young U.S.
(‘84 Computer Science)

James Hersma
(‘70 Marketing)

Paul Hills
SAGE Products
(‘69 Social Sciences)

Glenn Hollister
Ideal Industries
(‘73 Economics)

Steven Johnson
Waste Group, William
Charles
(‘94 M.B.A.)

Gary Longman
(‘70 Accountancy)

Keith Martin
Gleeson, Sklar, Sawyer’s, and Cumpata
(‘91 Economics)

John McCallion
Morgan Stanley Dean
Witter
(‘85 Accountancy)

Charles McDonough
Kraft Foods
(‘79 Marketing)

Kenneth Petrie
General Binding Corporation
(‘79 Marketing)

Frank Porrevecchio
EMC Corporation
(‘69 Finance)

Margi Schiemann
NICO Gas

Richard Severns
Motorola
(‘68 Accountancy)

Moustafa Shaarawi
Petrojet

Kathryn Shaw
Siemens Business Communication Systems
(‘78 Marketing/’80 M.B.A.)

Lloyd Shin
Hinz Lithographing
(‘72 M.A.)

Christie Smit
Bank One
(‘83 Health and Human Sciences)

Jane Snorek
U.S. Bancorp Piper Jaffray Asset Management
(‘86 M.B.A.)

Audrey Southard
Follett Higher Education Group
(‘85 Management)

Dean Stieber
KPMG
(‘79 Accountancy)

Jean Stone
DuKane Corporation
(‘81 Phys. Ed./’93 M.B.A.)

Maria Sullivan
CDW Computer Centers
(‘67 English)

Janet Viane
TechForce
(‘80 Management/’83 M.B.A.)

Jeffrey Wallen
Wallow Associates
(‘79 Management)

Eric Wasowicz
Greenbrier and Ruessel
(‘80 Computer Science)

Ronald White
Oak Consulting

Joseph Wisniewski
Deloitte and Touche
(‘82 Accountancy)

Karleen Zuzich
Allstate Insurance

James Austgen
Underwriters Laboratories

Ronald Balischmiede
Arthur Andersen
(‘77 Accountancy)

Dennis Barsema
Onetta
(‘77 Management)

Christopher Begley
Abbott Laboratories
(‘77 M.B.A.)

William Boston
KineticSystems
(‘70 Marketing/’71 M.B.A.)

Michael Brown
Baxter Healthcare Corporation
(‘83 Accountancy/’96 M.B.A.)

Donna Comerford
Deloitte Consulting
(‘84 Management)
NIU College of Business Rockford Area Alumni Club Elects New Officers

The Rockford Area Alumni Club began 2002 with a new set of officers. Gerald Kenney served as the club president 1998-2001, and will continue to serve as a member of the board. The club works to offer members opportunities for learning through programs and seminars sponsored by the club; opportunities to network and develop business through other alumni, faculty, and students of the college; as well as opportunities to give.

NIU College of Business Rockford Area Alumni Club 2002 Board of Directors

Charles Blomgren
McGladrey & Pullen
('74 Finance)

Janyce Fadden
Pacific Scientific
('84 M.B.A.)

Paul Green
First Union Securities
('81 B.S.A.)

Jim Hansberry
AMCORE Bank
('84 Management, '88 M.B.A.)

Steve Johnson
Waste Group
('94 M.B.A.)

Gerald Kenney
Country Companies
('78 Marketing)

Rod Leezer
First Union Securities
('72 Marketing)

Robert Nieman
Dickerson & Nieman Realtors
('71 M.B.A.)

Rex Parker
Parker Enterprises
('63 M.B.A.)

Jeff Wallem
Wallem Associates
('79 Management)

2002 club officers Jeff Wallem, president; Paul Green, vice president; Jim Hansberry, treasurer

One priority of the Rockford Area Alumni Club is the establishment of an endowed scholarship fund to provide assistance to students from the greater Rockford area who are pursuing a degree in business. This is an example of one way the club supports the programs and interests of NIU and the College of Business. If you are interested in supporting the scholarship fund, or would like further information, contact Sue Braffet at businessalumni@niu.edu or call (815) 753-1433.

NIU College of Business Rockford Area Alumni Club Names 2001 Distinguished Alumnus

Robert Rothkopf
B.S. Management 1967, M.S. Management
1973

The NIU College of Business Rockford Area Alumni Club honored business leader Robert Rothkopf with its Distinguished Alumnus Award for 2001. Rothkopf is currently president of Rothkopf Associates and previously served as president of both the Elco Textron Industrial Group and Camcar Textron.

He is very active in the Rockford civic community, having served on various community organizations including MELD, as a board member and executive adviser, and as an account executive for United Way, and has received the Gold Apple Fund Raiser Award from the Golden Apple Foundation.

Rothkopf currently serves as a member of the College of Business Board of Executive Advisers and is a past recipient of the university’s Excellence in Corporate Achievement award. He delivered the NIU College of Business commencement address in 1988.

“Robert Rothkopf has been a leader in the Rockford business community for many years and has always been a great friend to the NIU College of Business. His selection for this award by the Rockford alumni group is laudable,” said David Graf, dean of the college. “He is a wonderful role model for our students, always upbeat and with a gift for working well with others. He is a great contributor to the community and to the university.”
NIU Executive Club Proves to be an Invaluable Resource for College of Business Students

By Monica Wallace

The NIU Executive Club Face-to-Face meeting this past fall proved to be a success not only in the eyes of the alumni and fellow professionals who attended, but in the eyes of the students who were present as well. Three students, including myself, attended the event not only to network and listen to speakers Cary Groth and Rob Judson, but also to invite alumni to come speak to various student organizations within the college. Our efforts were successful, and we were extremely pleased with the number of individuals who enthusiastically signed up to give presentations. Members of the NIU Executive Club who gave their time to speak with business students, either through the sign up at the fall Face-to-Face or through their own accord, include:

Howard Blietz
Alan Adducci
John McCallion
Len Monson
William Boston
Michael Joseph
Gary Baumgartner

Norman Goldstein
Bob Adducci
Terry Creamer
Michael Trattner
Nicholas Gialamas
David LaCerra
Joe Palumbo

The willingness of NIU alumni to return to the university has proven to be extremely beneficial for both students and their organizations. Real-world experience, words of advice, and suggestions for entering the job market provide students an outlook beyond the classroom. These speaker presentations also provide an effective networking opportunity as well. College of Business students are very fortunate to have a great number of alumni who are dedicated to giving back to the university and contributing to the quality of the NIU education.

If you are interested in being a speaker for one of the College of Business student organizations, please contact Monica Wallace at mwallace531@yahoo.com or Sue Braffet at businessalumni@niu.edu. Topics range from industry specific (accountancy, finance, management, marketing, operations management and information systems) to general business and personal experiences.

Thank you to all the alumni who have given their time and shared their experiences!
—Monica Wallace

Rockford Area Alumni Club

Message from the President

Preparing NIU students for a lifelong “journey in learning” is a key element of the mission of NIU and the College of Business. The Rockford Area Alumni Club is focused on supporting the college in achieving this vital task. The club assists lifetime learning through several ongoing initiatives:

1. A growing scholarship fund supporting an annual award to students from the greater Rockford area. Through the generosity of local alumni, direct assistance is being provided to promising students.

2. An annual fall M.B.A. Colloquium Executive Lecture Series at NIU-Rockford, which exposes students and alumni to the knowledge of experienced local leaders addressing important issues. Past programs have covered topics including career management in difficult times, e-business, and the globalization of local businesses.

3. Networking opportunities and social events, which strengthen the local alumni community and help to encourage graduates to get involved in numerous ways. The Rockford Area Alumni Club also presents an annual “Distinguished Alumni Award” to honor outstanding men and women from the region.

4. As members of the local business community, our club is active in connecting the university to our local community. We are working to raise the profile of the College of Business and of NIU as the regional university serving the Rockford area.

The Rockford area recognizes the need for more lifetime learning opportunities in this time of uncertainty and accelerating change in the regional, national, and global economies. The university has made a major commitment by building the outstanding facilities at NIU-Rockford. The Rockford Area Alumni Club is dedicated to helping realize the potential of the College of Business to provide a lifetime “journey of learning” to 21st century business leaders.

Jeffery P. Wallem (‘79 Management)
President, Rockford Area Alumni Club
**NIU Executive Club**

**Message from the President**

In business, the ‘journey’ and the ‘learning’ never stop. Our competitive marketplace impels us to keep moving forward or watch the market move without us. This is especially true now, in light of the recent economic and political events that have made many people anxious and fearful about their futures. This fear can cause people to move into themselves and make them feel isolated.

The NIU Executive Club provides you with a track that leads in the opposite direction!

The NIU Executive Club is in the relationship business. We build relationships between NIU students, NIU faculty, and NIU alumni to help all reach their personal and professional goals. By building positive relationships, we transform potential into achievement.

The NIU Executive Club’s mission is twofold:

**Give Back To NIU**
- **Speak to student groups on campus:** In the past few years, a large number of our business veterans have shared their experiences and knowledge with those starting out in their careers.
- **Provide internships.**
- **Mentor students.**
- **Provide scholarships to help NIU attract the best students.**
- **Provide early stage investments for new business ideas:** The NIU Executive Club AngelNet helps NIU entrepreneurs get the financing they need.

**Help Each Other in Business**
- **B2B Groups:** These small groups (8-12 businesses in each group) meet monthly at their businesses and share specific ideas to help each other meet goals.
- **Golf Outing:** Annual event in DeKalb of over 100 individuals builds relationships.
- **Face-to-Face Events:** Gain insight direct from today’s business and community leaders.
- **Website:** Check out the Executive Club website with all our members and their businesses. Designed to increase communication and business between members.

This is an exciting time for our organization. I invite you to join us. Call Sue Braffet at (815) 753-1433 for more information.

Sincerely,

Alan F. Adducci, C.F.P.
President, NIU Executive Club

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**NIU Executive Club Names New Officers for 2002**

The NIU Executive Club recently announced the new officers to lead the club forward beginning 2002. Fred Kohnke served as the club president 2000-2001.

**2002 NIU Executive Club Officers**

- **Alan Adducci**, president
- **Craig Funkhouser**, vice president finance
- **John Bonney**, vice president marketing
- **Eric Wasowicz**, vice president programs

**2002 NIU Executive Club Board of Directors**

- **Alan Adducci**
  Financial Consultants Group
  ('75 Marketing)
- **Catherine M. Adduci**
  Unisys Corporation
  ('80 Marketing)
- **Robert J. Adducci**
  ROC Corporate Partners
  ('80 Management)
- **Kevin Berg**
  Intuitive Technologies
  ('82 Computer Science)
- **John Bonney**
  ImagineThat
  ('66 BEAS)
- **William A. Boston**
  KineticSystems Company
  ('70 Marketing/’71 M.B.A.)
- **Bartley Carlson**
  Napersoft, Inc.
  ('69 BEAS)
- **Craig Funkhouser**
  Crowe Chizek
  ('79 Accountancy)
- **Kathleen Halloran**
  NICOR Gas
  ('79 M.B.A.)
- **Terry L. Kirch**
  The TriZetto Group
  ('70 Marketing/’71 M.B.A.)
- **Frederick L. Kohnke**
  CBS Personnel Services
  ('73 Accountancy)
- **Joseph Locke**
  Joseph J. Locke & Company
  ('68 Management)
- **John McCallion**
  Morgan Stanley Dean Witter
  ('85 Accountancy)
- **Kent A. Nelson**
  T.J. Adams Group
  ('68 Marketing/’71 M.B.A.)
- **Jill-Ann Palumbo**
  A Personnel Commitment
  ('76 Education)
- **Thomas Roegner**
  LaSalle Bank
  ('70 Marketing)
- **Janet Viane**
  TechForce
  ('80 Management/’81 M.B.A.)
- **Eric Wasowicz**
  Greenbrier & Russel
  ('80 Computer Science)
- **David R. Wilson**
  Prime Reality Services
  ('80 Marketing)
NIU Executive Club Endowed Scholarship Fund Dinner Dance
November 2, 2001 – Hotel Sofitel

A hush fell over the crowd as all listened intently to dean David Graf conveying the words of NIU alumnus and U.S. Speaker of the House J. Dennis Hastert. He was addressing Janice Bergeron, one of the new 2001 Executive Club scholars. It is a great honor to congratulate you on being selected to receive the NIU Executive Scholarship Fund Award. It is with great pride that I am able to recognize a student from my hometown of Yorkville, Illinois.

As a former teacher at Yorkville High School, I can attest to the fine students who attend your school, but I am especially impressed with the high level of service you have dedicated to your school and community. In these times of uncertainty in our nation, it is comforting to know we have such talented students representing this great country.

Once again, congratulations on your award and I wish you the best of luck in your academic endeavors at Northern Illinois University.

The letter from Dennis Hastert added to the excitement of the evening as NIU Executive Club members and friends enjoyed an evening alive with music, the anticipation of prized purchases from the silent auction, and of course a scrumptious dinner. Strolling violinists provided the perfect setting as everyone discussed and debated a large number of silent auction items for purchase. Following dinner, NIU jazz director Ron Carter’s band, Infiniti, energized the crowd.

Two new scholars were introduced this year as the 2001 NIU Executive Club Scholars: Janice Bergeron and Eric Odelson. The scholarship committee was so impressed with these two young scholars that its members want to provide them both with financial assistance, internship opportunities, and mentoring throughout their college careers. The committee believes that Janice and Eric are two individuals who are destined to become leaders in business and the community. Janice Bergeron is a graduate of Yorkville High School. Eric Odelson is a graduate of Yorkville High School.

The College of Business sincerely appreciates the commitment and efforts of the NIU Executive Club and everyone who contributed to the success of the dinner dance and silent auction. The success of the evening was ensured through the generous support by two gold sponsors: Alberto-Culver Company (William Cernugel, ’64 Accountancy) and LaSalle Bank (Thomas Roeagner, ’70 Marketing).

The volunteer participation and financial support of a few outstanding individuals made the event possible. The dinner dance committee deserves a special “thank you” for their tremendous efforts. The entire event was coordinated through the leadership of Joseph Locke (’68 Management), who chaired and planned the event. The silent auction was offered through the efforts and commitment of James Locke (’74 Accountancy) and John McCallion (’85 Accountancy). The college wishes to express its gratitude to these three individuals and the entire dinner dance committee for all they did to make this fundraising event so successful.

Students also played a part in the evening by assisting with the silent auction. A special thanks to Hasmita Patel, Joe Janssen, Amber Norman, and Doug Stalker.
Mark Your Calendar Now for November 1, 2002

November 1, 2002, is the date for the next NIU Executive Club Annual Endowed Scholarship Fund Dinner Dance. Be sure to schedule it on your calendar now to be a part of the 2002 festivities. The committee is already exploring some new and exciting changes for 2002. Plan now to be a part of this exciting event!

Clifford Danielson Auditorium Dedication and Distinguished Lecture

October 1, 2001

The name of newly renovated Wirtz Auditorium was changed to the Clifford Danielson Auditorium and dedicated in memory of Clifford in recognition of his many contributions to the community, the College of Business, and to Northern Illinois University.

As Clifford Danielson was the past chairman of the National Bank and Trust Company of Sycamore, it was fitting that this special occasion also recognized the leadership of NIU Department of Finance alumni in the DeKalb/Sycamore banking community.

Department of Finance Outstanding Achievement Awards were presented to:
- Michael Cullen ('84 Finance, '87 Accountancy), president and chief executive officer, National Bank and Trust Company of Sycamore
- Richard Katz ('74 Finance, '75 M.B.A.), president and chief executive officer, Resource Bank
- Robert Schroeder ('80 Finance), president, Illinois Community Credit Union
- Timothy Struthers ('84 Finance, '88 M.B.A.), regional president, Castle Bank
- Curt Hunter, senior vice president and director of research at the Federal Reserve Bank of Chicago, was the featured speaker at this special dedication. The future economic outlook was of high interest to all in attendance.

NIU College of Business Rockford Area Alumni Club Executive Lecture Series

October 17, 2001—NIU-Rockford

“Career Transitions: Managing Your Career in Times of Change” was the topic of much interest presented to a large crowd of NIU alumni, friends, and M.B.A. students. Moderated by Terry Bishop, NIU professor of management, the panel included:
- Chris Beck ('87 Management, '93 M.B.A.), senior vice president of human resources, Alpine Bank of Illinois and Belvidere National Bank and Trust Company
- Tom Furst, president, Furst Group
- Jim Hailey, human resources manager, Pacific Scientific
- John Lutz, former CEO and president, Elco Industries

The NIU College of Business Rockford Area Distinguished Alumni Award was also presented to Robert Rothkopf ('67 Management, '73 M.S. Management), president, Rothkopf Associates.

NIU Homecoming 2001

Saturday, October 20

The NIU Huskies came through with a wonderful fall day of football, and alumni enjoyed the pre-game tailgating as well. The College of Business joined in the activities by offering pre-game food and beverages as well as the chance for many alumni to renew friendships and participate in the homecoming celebration.

NIU Executive Club Fall Face-to-Face

October 16, 2001—Hyatt Regency, Oak Brook

About 60 members and guests of the NIU Executive Club enjoyed an evening of networking and the opportunity to learn about plans for NIU athletics. As one of the few women athletic directors in the nation, NIU athletic director Cary Groth offered her perspective of the challenges of her position. NIU men’s basketball head coach Rob Judson, who has a different set of challenges ahead, provided insight into the 2001-2002 men’s basketball season.
Alumni Updates- not available online
Alumni Updates- not available online
We read with interest announcements and articles about fellow College of Business alumni. Here are a few updates that made the news.

**Alumni in the News**

The July 22, 2001, Chicago Tribune featured Julie Sassano (B.S. Accountancy 1993), the Midwest director of campus recruiting for KPMG Peat Marwick, and Debra Hopkins (M.S. Accountancy 1987), director of NIU’s CPA Review program, in an article titled Finance grads see open options: Despite shaky economy, demand remains strong for accountants. "There is a lot more courting going on by public accounting firms," said Hopkins. "Many now offer signing bonuses, which was unheard of in the past."

Three College of Business alumni earned the distinct honor of a place in Crain’s Chicago Business’ September 3, 2001, list of “Who’s Who in Chicago Business”:

- Daniel DalleMolle (B.S. Management 1972), president and CEO of Enesco Group
- Michael W. Reschke (B.S. Accountancy 1977), chairman and CEO of Prime Group
- Anthony V. Sisto (B.S. Finance 1977), division president and CEO of Charter One Bank, Chicago

Bartley Carlson (B.S. BEAS 1969) was featured in various Chicago area newspapers including the January 17, 2002 Chicago Tribune. The Business Ledger on August 6, 2001, and the Rockford Register Star in February 2001. Carlson is chair of the NIU Executive Club AngelNet, which matches NIU alumni and students who want to start a business with accredited investors.

Catherine Adduci (B.S. Marketing 1980) was sworn in as the newest member of the NIU Board of Trustees at its December 2001 meeting. Adduci has served as vice president and client relationship executive for Unisys Corporation in Chicago since receiving her degree in 1980. She also holds a bachelor’s degree in economics and international studies from the University of Copenhagen in Denmark and a master’s degree in finance from Loyola University in Chicago. Adduci will serve as a member of the academic affairs, student affairs and personnel committee, and as a member of the legislation, audit and external affairs committee.

Mike Nikolich (B.S. Marketing 1979) was featured in the October 8, 2001, issue of Crain’s Chicago Business. As CEO of Tech Image, Nikolich offered his experience with meeting the needs of a diverse workforce through employee benefits.

Plan now to attend these 2002 College of Business alumni events, and watch for dates as additional activities are planned and finalized.

**February 20**
Rockford Alumni Club “Huskie Network Night” Burpee Museum, Rockford

**March 12**
NIU Executive Club Spring Face-to-Face Hyatt Regency, Oak Brook
Speaker: Barry Rozner of the Daily Herald

**April 11**
NIU-Naperville M.B.A. Colloquium Lecture Series

**May 3**
12th Annual College of Business Alumni Luncheon
Palmer House, Chicago

**May 23**
Rockford Area Alumni Club Golf Outing
Aldeen Country Club, Rockford

**June 3**
Accountancy Alumni Golf Outing
Kishwaukee Country Club, DeKalb

**June 15**
NIU Alumni Association Reception and Cubs/Sox Game at Wrigley Field

**September 9**
NIU Executive Club Golf Outing
Kishwaukee Country Club, DeKalb

**October TBA**
NIU Executive Club Fall Face-to-Face

**October TBA**
NIU-Hoffman Estates M.B.A. Colloquium Lecture Series

**November 1**
NIU Executive Club 4th Annual Endowed Scholarship Dinner Dance
Hotel Sofitel, Rosemont

For information on any of the above events, please contact Sue Braffet at businessalumni@niu.edu or call (815) 753-1433.
Create a scholarship . . . Make more than a ripple in the ocean of life.

Establish a legacy of learning for deserving NIU students through an endowed scholarship. You can create a scholarship in your name, or in honor of a special person, that will be awarded to students for generations to come.

With a contribution of $10,000, which may be paid over a two-year period, you can fund an endowed scholarship. Your vision and generosity will provide much-needed financial support to students as they prepare for the challenges of life.

YOU can make a difference! Please contact John Bass at (815) 753-1386 (e-mail: jbass@niu.edu) for further information and assistance in establishing your endowed scholarship.