Alumnus Bob Nieman—Entrepreneurial road provides an enjoyable trip!
What a year 2000 has been! I don’t think any news magazine could adequately capture the excitement, pride, and enthusiasm generated by Dennis and Stacey Barsema’s generous gift. For this issue of Business Network, editor Sue Braffet has prepared a 50-year time-line detailing the history of the College of Business. And of this time-line, the Barsema gift—at least from a dean’s perspective—has to be the all-time high point.

The College of Business is blessed with alumni success stories created by supportive graduates. Our cover story is a prime example of individual success and support. Bob Nieman has been a joy to work with in our Executive Advisory Board and College of Business Rockford Area Alumni Club. Fortunately, Bob is but one example of the many of you who assist and support us daily. This past year has seen a record number of alumni participate in our annual fund drive. So many of you have not only given us monetary support but have also included some very positive messages along with your phone gift.

Your words, as well as events and programs we have added in the past few years, are helping us keep and build our momentum to become a nationally respected regional institution. The Executive Club Scholarship Gala, the Angel Network, the Business Mastery Certificate for Physicians program, the Geographic Information Systems (GIS) course, and our strategic plan are all driven on our end by an excellent faculty and staff.

Enough about us. Please return the enclosed update card and tell us about some of the events that shaped your 2000! We also hope that the 50-year time-line will bring back some memories and some occasion for you to connect with us again.

Sincerely,

David Graf, Dean

Cathy Adduci (‘80 Marketing), vice president with Unisys Corporation, spoke to the graduates at the College of Business commencement ceremony on December 17, 2000.

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 during the 2000 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!
NIU has recently earned a “Doctoral/Research Universities-Extensive” classification (by the Carnegie Foundation for the Advancement of Teaching) and is a member of the prestigious National Association of State Universities and Land-Grant Colleges.

The School of Choice for Learners, Business, Faculty, and Staff

At NIU’s College of Business, we believe in community. Collaboration. Integrity. A solid work ethic. Achievement. We measure ourselves against how effectively we foster and bring to bear a diverse community of participants to help our learners grow. Challenge themselves. Design their own futures.

Welcome to the College of Business community.

National Rankings: Raising the Bar


ComputerWorld. Graduate program in management information systems ranked 19th by ComputerWorld as one of the nation's top Techno-M.B.A. programs—graduate business programs that effectively combine graduate business education and information technology. This ranking puts NIU in the company of such universities as Carnegie Mellon, Purdue, Minnesota, Virginia, Pennsylvania, and Texas.

Public Accounting Report. This publication’s annual survey of accountancy programs ranked NIU’s undergraduate accountancy program in the top 20 nationally for each of the past 11 years.

CPA Exam Pass Rate. NIU’s College of Business is one of 10 schools in the nation with the highest CPA exam pass rates. For two decades, the college’s CPA Review course has ranked among those of the University of Wisconsin-Madison, the University of Pennsylvania, and the University of Michigan.

Chartered Financial Analyst (CFA) Level 1 Exam Pass Rate. With a worldwide pass rate in 2000 of 52 percent, NIU students achieved a 100 percent pass rate, while students from other universities had a 61 percent pass rate. In the NIU review course for working professionals who were not enrolled in a degree program, the participants achieved a 95 percent pass rate.

National Center of Excellence. Geographic Information Systems (GIS) graduate-level course recognized as one of only five Centers of Excellence in the United States. Co-designed and co-delivered by the college’s Department of Operations Management and Information Systems and NIU’s Department of Geography.

National Accreditation. Among the top 15 percent of schools of business accredited by the AACSB in all three ranking categories: undergraduate, graduate, and accountancy.

Creating and Sustaining the Environment for Growth

College alumna Dennis Barsema and his wife, Stacey, recently donated $20 million for Barsema Hall, a world-class College of Business facility scheduled for fall 2002 occupancy.

Learner Scholarships. Approximately 100 college and departmental scholarships were awarded to undergraduate business majors for the 1999-00 academic year, including the following college scholarships: The Barsema Scholarship, James S. Kemper Foundation Scholarship, NIU Executive Club Endowed Scholarship, CNA/Azel Carter Scholarship, David and Linda Nelson Scholarship, Randall Beck Scholarship, Herbert Eidean Scholarship, Ruth Hart Scholarship, Horvath Family Fund Scholarship, and Rockford Area Alumni Club Outstanding Student Scholarship.

Long-Term Business Relationships. The college’s strong ties to the business community are designed to provide the college and learners with executive perspectives as well as firm-specific projects and specialized technology centers to support those projects.

College Alliances. With Motorola, Wallace Computing Service, Treasury Management Association of Chicago, OTA-Off The Record Research, Boise Cascade Office Products, Petrojet-Egypt, and the NIU Executive Club, as well as accountancy’s close relationships with several firms in the public and corporate accounting industries.

Steering Boards. College venues for active business executive involvement in the college such as the college’s Board of Executive Advisers, the NIU Executive Club, the Rockford Alumni Club, the Department of Marketing’s Professional Sales Board and Direct Marketing Board, and the Department of Operations Management and Information System’s Board of Executives.

Executive Speakers. Over 100 executives from a large variety of corporations shared their expertise and experiences with business students during the 1999-00 academic year.

Specialized Technology Centers. Geographic Information Systems (GIS) Center, Sales Learning Center, Business Technology Transfer Center, and Off-The-Record Marketing Resource Center.

Transforming Learners into Working Professionals

Student Business Organizations. The college is home to more than 20 active and respected student business organizations, including nationally recognized chapters such as Pi Sigma Epsilon, the Society for Human Resources Management (ranked in the top 10 student chapters out of 360 national chapters), Beta Alpha Psi, the American Marketing Association, and many others.

Work Experience Portfolio. College advisers work with each undergraduate business student to develop a complete work experience portfolio.

Professional Opportunities. The College of Business is included on a growing number of firms’ “short list” of top schools from which to recruit graduates.

Job Fairs. Collectively, more than 400 human resource recruiters meet with College of Business graduates every year at the biggest university job fair in the country and at the COB’s own college-wide job fairs.

Combining Real-World Perspectives with Academic Rigor

Undergraduate Level: A full-time program for learners that provides a “global” picture of business, with instruction delivered by distinguished faculty and experienced business professionals.

- Areas of Study. Accountancy, finance, management, marketing, and operations management and information systems.
- Cross-Functional Business Principles Course. Designed and delivered by a cross-functional team of professors. Immerse all...

Continued on page 2
undergraduate business majors in the “big picture” of business operations. Nationally, one of few offered at the undergraduate level, and one of the most innovative cross-functional courses in the nation.

- **Treasury Management Association of Chicago (TMAC) and Investment Portfolio Management.** Undergraduate finance majors step into the role of financial analyst and manage an investment portfolio created by a $20,000 TMAC endowment and $200,000 NIU Foundation contribution.

**Graduate Level: Programs for the Working Professional.** Designed for the part-time graduate learner with a full-time career, graduate course work in these programs is offered at NIU’s state-of-the-art regional sites in Hoffman Estates, Naperville, and Rockford. This program provides exposure to aspects of the global business environment and comprehensive areas of study, including:

- **Areas of Study.** M.B.A., Executive M.B.A., M.S. in Management Information Systems, and M.S. in Taxation.
- **European Business Seminar.** Focuses on countries and businesses in the European Union and combines both cultural experiences and the business perspectives of six to eight European-based firms.
- **Short-Term Study Abroad.** Business and Culture in Southeast Asia, China, and Korea.
- **Executive Lecture Series.** A networking venue where learners mingle with executives with global business backgrounds and distinguished political leaders as they address real-time as well as future developments in the business and global environments.

**Graduate Level: Full-Time Programs.** Designed for the full-time graduate learner, these programs are offered in the evenings at NIU-Rockford, NIU-Hoffman Estates, and NIU-Naperville, and at the DeKalb campus. A diverse learner body characterizes this program, with learners hailing from around the world as well as from the United States.

- **Areas of Study.** Master of Accounting Science (M.A.S.), Management Information Systems (M.I.S.)

**Professional Level: College of Business Outreach.** As the college’s liaison to the business community, this office provides efficient, friendly, and organized corporate relations to firms by designing and coordinating the hiring of a consulting firm that monitors NIU’s investment process. He also assists community organizations, serving as president of the Board of Directors of Community Beneficial Trust.

**Business and Culture in Southeast Asia.** Designed for the full-time graduate learner with a full-time career, this program provides exposure to aspects of the global business environment and comprehensive areas of study, including:

- **Areas of Study.** M.B.A., Executive M.B.A., M.S. in Management Information Systems, and M.S. in Taxation.
- **European Business Seminar.** Focuses on countries and businesses in the European Union and combines both cultural experiences and the business perspectives of six to eight European-based firms.
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- **Learning and Business Solutions.** Contract education, consulting, executive business coaching, and identification of practicum projects.
- **Business Research.** Employee skill assessment, organizational culture, customer satisfaction, and supply chain surveys.
- **Continuing Professional Education.** Open enrollment, non-credit learning experiences (workshops, seminars, certification preparatory programs, and certificates).

The College of Business welcomes your thoughts, suggestions, and comments. Please remember to keep us updated on your career and personal moves, and send in any information you would like to share for alumni updates.

Direct all questions and correspondence to:

Sue Braffet, College of Business alumni relations coordinator, Wirtz Hall 323, NIU, DeKalb, Illinois 60115, phone (815) 753-1433; fax (815) 753-5305; internet: braffet@niu.edu

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A Conversation about the COB Strategy Effort

Note from the editor: Michelle DeJean (B.S. Marketing 1994), College of Business director of strategic planning, continues to lead and assist the college community as we form, grow, and live the college’s strategic plan. We felt you would want to know how the college is planning for the future and what is being implemented to meet the needs of future business students. I asked Michelle to summarize accomplishments and how they were achieved. I believe you will enjoy her insightful view of the past seven years of strategic planning in the college.

From Stepping into the Abyss . . .

Whoever said “change isn’t easy” wasn’t kidding. When the college began its strategy effort in 1994, the idea of “designing a future” was a very abstract “thing”—a notion so very hard to identify, to define. What is the future? I’m supposed to have a crystal ball and be able to see something concrete? What am I—a magician? The present and the future are supposed to blend? Who am I—Einstein? I know many of us had a reaction similar to that from time to time. I’ll be honest and say that there were many instances when I certainly did. Some people say that developing strategy or creating a new future shouldn’t be “hard” because it’s not rocket science. In many ways, I think it’s harder than rocket science because you’re dealing with so many abstractions, so many unknowns—particularly in the beginning, and even again as you move forward. You always discover there are more things that you don’t know. (For example, within the college we learned along the way that we lacked a number of internal processes that needed to be in place operationally to support what we wanted to do.) Most of those unknowns revolve around the values, beliefs, behaviors, character, commitment, non-commitment, agendas, idiosyncrasies, ideas, and you-name-its of a wide variety of people. So, yes, it’s harder even than rocket science because change truly does come down to people. To people stating what they believe in. To creating it together. To owning it—being accountable and responsible for it—and to acting on it.

... to Genuinely Thinking Together . . .

Dean David Graf created the environment and the opportunity for college stakeholders to craft a new future. Working with the dean, I continue to manage and coach participants in the strategic planning effort as I have since its beginnings in 1994. John Matson, one of our alumni with extensive experience in strategy, graciously volunteered his expertise, time, and energies, and facilitated the effort from 1994 to 1996. Together, the three of us created a framework for establishing and sustaining a process that had not existed before in the college. To date, just about everyone in the college—as well as numerous students, alumni, and business executives outside of the college—continues to participate in the effort.

My job occurs at a number of levels, one of which is providing the participants with a general framework (the strategy process) and a context for building a future. In very simple terms, it works like this: you give the participants some guiding principles and a context, “blindfold” them (because that’s typically what the future looks like initially), and then ask them to paint a future together on a blank canvas. In the mayhem and non-linear conversations that may (or may not, but most likely do) follow, you then synthesize ideas from a multitude of persons. Along the way, you help to “unstick” any “stuck” action teams or conversations. My focus is to help everyone involved in crafting the college’s future to “hear” what they and others are saying and collectively “see” the same general picture of how and what and why they think the organization should be as it should be. Beyond that, my overriding goal is to help the participants take that static picture and animate it—make it real and measure it. The challenge for everyone involved is to bring his or her expertise and beliefs to the table while at the same time to truly listen to others. That means suspending agendas. That means using your expertise but not myopically believing you know everything. That means learning how to see things differently. This process in and of itself reshaped how many of us in the college think together and work together. Sounds easy, but genuinely thinking and working together (as opposed to going through the motions) are no easy tasks, and they don’t automatically occur. They require a constant discipline, a constant rigor, and constant nurturing. They are essential if members of any organization are going to create and make real a future. So from the beginning, we had to do many things differently. We had to learn how to listen to the ideas and viewpoints of others instead of listening only to our own internal thoughts. This change alone generated room for effective brainstorming and reshaped many working relationships. Prior to 1994, it was unheard of for a team of senior faculty and staff to work together. It was even more unheard of for a supportive professional staff member or operating staff member to lead an action team of senior faculty and staff. Today, few bat an eye at this. In fact, most in the college conduct much of their work through teams, and they expect our teams to have representation from all college stakeholder groups, across all professional and departmental

Continued on page 4
boundaries, and even outside of the college boundaries. By and large, most in the college encourage and expect to find leadership in all areas, from staff members, students, alumni, and senior faculty members alike.

I’m most proud of the fact that college members, themselves, crafted the strategic plan and that they, themselves, make it reality. This plan is truly the creation of the college stakeholders. The fact that the vast majority of college members are actively involved in designing and implementing the future of this organization doesn’t take away from the formal leadership structure in the college. Quite the opposite. It really puts more expectation on the college leadership to listen to, consider, and support the ideas—from general concept to suggestions for execution—of its members. I think the planning process puts all college stakeholders who participate in it on the same page as that of the college’s formal leadership. I say this because the work, itself, directly engages everyone’s “thinking and doing” into those issues that are pertinent to the college’s success and future.

…to Doing…

Seven years, upwards of 350 internal and external participants, and more than 30 action teams later…

There’s a genuine reality and practicality that goes hand in hand with engaging this many people who feel strongly about the college. That genuine reality is an expectation for execution and for results. The college’s strategic plan is not meant to be just words on paper (although like everyone else we do have it on paper and on our website). It’s really meant to be executed. You should be able to see it, feel it, hear it, and experience it more so than read it. In order to bring the plan into an actual experience, we’ve worked hard to challenge ourselves to be clear and honest about what we mean by the words we put on paper. We truly have been about the business of “owning” the intent, spirit, execution, and experience of our ideas. This process is not a feel-good and is not one of glad-handing. I’ve witnessed many a heated and lively debate over concepts and ideas and implementation. That’s because people genuinely care about why they work here, why they learn here, and why they volunteer their time as guest speakers and mentors. They are committed to what they themselves hope to accomplish here. And oftentimes those commitments mean different things to different individuals. If we’re going to make the plan actionable, we must surface those issues that lay and what they mean. Then we clearly make choices about what we will do as members of this college and what we will not do, what we expect and what we do not expect—in terms of results, rewards, tools, behavior, and mode of operation.

… to Making a Difference …

It’s been a long, wild trip, but how wonderful to be directly a part of creating and doing something purposeful. We’re only talking about the purpose of the college—why it exists and why we all work here, why we come here to study, to volunteer. We’re only talking about impacting the lives and the futures of a large number of learners. I have a great deal of respect for academicians and staff because when they care, as those in the college care, they directly shape the future of individual lives and society. That’s no small task and no small responsibility.

Curriculum and Learner Career Preparation

- Cross-Functional Business Course. Designed and delivered by a cross-functional team of professors. Immerses all undergraduate business majors in the “big picture” of business operations. Nationally, one of few offered at the undergraduate level.
- Career preparation course delivered in all COB academic departments.
- Learning outcomes identified for preparing new millennium students.
- Processes that result in integrated, new, or revised curriculum (under development).
- Business Outreach. Provide numerous certification test preps and outreach services to the business community and adult learner.

Creating a Professional Physical Environment

- $20 million donation by Dennis and Stacey Barsema for Barsema Hall. Team of business representatives and college faculty and staff currently working to review the college’s suggestion for an Information Systems strategy, ultimately to recommend a bold strategy that is aligned with Dennis Barsema’s vision for uses of the world-class Barsema Hall.
- 52 percent of Wirtz Hall classrooms equipped with electronic (“smart”) podiums. (Phases one and two out of a four-phase approach completed.)
- Wirtz auditorium renovation completed.
- Light Court upgraded.
- Benches and seating installed outside of classrooms in Wirtz Hall and in Light Court.
- Advanced Application Computer Labs established.
- Two McMurry Hall classrooms carpeted and refurnished.

Creating a Learning Organization

- Faculty merit system revised.
- Motorola-COB strategic alliance resulted in $15,000 for Motorola-sponsored faculty research, as well as Motorola underwriting the Executive Club’s first fundraising gala.
- Faculty and staff professional development outcomes, formal process, and suggested resources identified. (To be implemented beginning 2001.)
- Cap Gemini all-day workshop on technology-based instruction scheduled on February 16, 2001, for COB faculty and staff.
- Feasibility study completed for COB Extranet. The report recommends an Information Systems strategy and incorporates knowledge management into its functionality.

Communications

- Spring 2001: BITTC student team to build a prototype of the COB Extranet.
- Fall 2000-Spring 2001: Testing “killer (positioning)” statements for the college with COB focus groups made up of COB stakeholders. Finalized positioning statement to be used in formalized COB public relations campaign.
College Spotlight – Honors and Awards

Richard Baker, professor of accountancy, is president of the Federated Schools of Accountancy.


Diane Docking, assistant professor of finance, fulfilled all requirements and passed the examination to be awarded the designation of certified bank auditor in June 2000.

John Engstrom, professor of accountancy, serves on the Governmental Accounting Standard Advisory Council.

Debra Hopkins, director of the NIU CPA Review Program, received the honor of an appointment to a two-year position on the Illinois CPA Society Board of Directors. She is also the representative from the Illinois CPA Society for the AICPA Council.

Gerald Jensen, professor of finance, and Jeff Mercer, associate professor of finance, were awarded a $15,000 grant from the Foundation for Managed Derivatives Research for a project entitled “Market Conditions and the Diversification Benefit of Commodity Futures.”

James Johnson, professor of finance, was elected to a three-year term on the Board of the Foundation for Leasing Education.

Kathleen McFadden, associate professor of operations management, received the Decision Sciences Institute 2000 Best Application Paper Award. Her paper, entitled “Operations Safety: A Study of the Effectiveness of a Commercial Aviation Program,” was selected from over 2,500 papers submitted to the conference.

David Sinason, assistant professor of accountancy, received the Best Paper Award at the April 2000 Midwest American Accounting Association (AAA). With Carl Pacini he coauthored the paper “An Empirical Analysis of the Role of Fraud in Client Firm Market Reaction to Auditors Lawsuits.”

Pam Smith, assistant professor of accountancy, received the Department of Accountancy Outstanding Educator Award and was nominated for the University's Excellence in Undergraduate Education award.

James Young, associate professor of accountancy, was quoted four times by writer Tom Herman in the Tax Report column of the Wall Street Journal during September and October 2000. His expertise was sought on the subject of inflation adjustments to the tax system affecting taxpayers in 2001. Additionally, Young's expertise was sought by Reuters correspondent Caren Bohan about the Bush and Gore tax plans and quoted in a column released October 15, 2000.

Faculty Provide Training for Petrojet, an Egyptian Company

David Graf, dean of the College of Business; Courtney Hunt, assistant professor of management; David Keys, Household International professor of accounting; and Ahmed Rifai, professor emeritus of operations management and information systems, led an intensive business training seminar for selected employees from Petroleum Projects and Technical Consultation Company (Petrojet) during the week of November 13, 2000.

Training focused on several different business topics, including strategic planning, managerial accounting, leadership, and negotiation. The sessions were tailored to be responsive to the needs of the participants and the company. Evaluations of the sessions indicated that there was a good deal of interaction enjoyed and insight gained during the sessions. Participants as well as the NIU professors were able to lay out many opportunities to work together in the future.

Retirement

David P. Artabasy, business manager for the College of Business, retired January 31, 2001. He received his B.A. in accounting from Loras College and M.B.A. from NIU in 1972. Artabasy joined NIU in 1965 in the internal audit office and became the college business manager in 1975. Assisting the college and university through many years of growth and change, he served for eight years as the operating staff representative of the Joint University Advisory Committee to the Board of Regents. The college wishes Dave a happy retirement!

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Meet Bob Nieman

If you looked up “work ethic” in the dictionary, Bob Nieman’s picture would be there. Nieman’s personal work ethic is certainly one of the major factors contributing to his success. He is a dynamic individual with a down-to-earth attitude who immediately makes a person feel at ease and comfortable in his presence and confident in his ability. As you get to know Nieman, you find that his sense of compassion and concern for others, together with his integrity and commitment, truly make him one of the models of success for the work ethic that he portrays so well.

His Story

Bob Nieman grew up and lived almost all of his life in the Rockford, Illinois, area, working on a farm during high school. After he received his undergraduate degree in marketing from the University of Illinois in 1962, he went directly into the Air Force. In the spring of 1965, Nieman ended his tour of duty and returned to the Rockford area to work at J.L. Clark Manufacturing (now CLARCOR) in the sales support area. In 1967, he joined Johnson & Johnson Company in the hospital supply sales area. He wanted to move ahead and distinguish himself from others, so he completed his M.B.A. at NIU in 1971. Though Johnson & Johnson encouraged him to move into the Chicagoland market to service the larger hospitals, after two years on the road covering a huge sales territory Nieman was convinced that this wasn’t the life he wanted. “My undergraduate degree focused more on corporate life in a large company,” he explained. “However, after working in two large companies, I knew that wasn’t for me. My M.B.A. experience gave me the confidence I needed to know I could run my own business.”

The Entrepreneur

In 1969, Nieman made the decision to get his real estate license and plunge full-time into a real estate career. Bob Nieman Realtors was established in Rockford in 1971. The business grew and flourished, and another office was opened in Belvidere in 1993. “It’s fun meeting and helping people from all over the world,” Nieman commented. “I have lived here all my life, so people trust me and I am able to get to know them and deliver what they need.”

Bob Nieman Realtors merged with Dickerson Real Estate in 1998. This merger allows Nieman to list and sell real estate and enjoy the everyday activities of the business while relieving him of its daily management responsibilities. Is he planning to retire soon? “I’m having too much fun for that!” he quickly replies.

Nieman’s driving attitude doesn’t end with real estate, however. He also owns and operates two other businesses, which are stories in themselves. One of these businesses deals in concrete construction, with Nieman’s son doing the skilled work and Nieman helping out on the marketing and management side. Nieman’s inquisitiveness led him into the reverse vending aluminum recycling machine business in 1987. He came across such a machine while attending homecoming at the U of I. Having never seen such a thing, Nieman quickly learned about the business and pursued it until he was able to purchase two machines. He now has six machines bringing in about 300,000 pounds of aluminum per year. His business sense proved right—as his original investment was quickly recovered within 14 months.

The Rewards

It seems that Nieman’s business sense never takes a rest. Even while on vacation, he is always looking at land. He and his wife, Deb, enjoy the climate and atmosphere of the Caribbean. So, instead of just visiting there, they purchased their own paradise on the island of Bequia. Bequia is a small, seven-square-mile island straight west of Barbados where the Niemans purchased a lot providing stunning views of the Atlantic Ocean, the Caribbean Sea, and the Grenadine Islands. It took about a year to get

“My M.B.A. experience gave me the confidence I needed to know I could run my own business.”
legalities cleared through the government before they could begin building their Caribbean-design home. The government was not the only obstacle to completing their home. Since there are no stores on the island that sell furniture, dishes, or other housewares, all of these items had to be purchased in and shipped over from the United States. The effort has resulted in a wonderful escape to another world. As the natives remark, “Just another day in paradise!”

Giving Back
Nieman doesn’t just sit back when he is on Bequia. He continues to see things that need help and he gets involved. As he got to know some of the kids that play cricket on the beach before going to school, he realized they did not go to school past the eighth grade. Nieman also realized the poverty-stricken lives they had and befriended one of the boys to help him out. The Niemans are now sending this boy to high school on the island of St. Vincent with the understanding that he will be able to come back and help his family achieve a better standard of living.

Locally, Nieman is a member and past chair of the board of the Rockford Area Council of 100, as well as past president of the Rockford Area Association of Realtors. He is a member of the Illinois Association of Realtors and the National Association of Realtors, and cofounder of the Rockford Apartment Association. He continues to give back to NIU as well, serving on the College of Business Dean’s Board of Executive Advisers and on the board of the NIU College of Business Rockford Area Alumni Club.

What it Takes
Nieman credits his M.B.A. experience for providing him with the confidence and knowledge he needed to run his own business. He also claims that his father’s advice (“If you’ve got your health, you don’t need anything else”), his background as an Eagle Scout, and his Air Force training are what have gotten him through day-to-day challenges and brought him to be able to enjoy the rewards of his business. Nieman goes to bed at 9 p.m. and is up by 5 a.m. every day. He exercises 45 minutes to 1-1/2 hours a day as well. “I want a good quality of life to be able to enjoy the rewards resulting from the type of work I do,” he comments. Three years ago, the Niemans built their home overlooking a pond on 10 wooded acres of their 350-acre farm. Along with flying (he and his wife are both pilots) and golfing, Nieman lists the farm among hobbies he enjoys in addition to his real estate business.

Nieman has had a lot going for him, with parents who believed in the value of education and a good work ethic, a large group of friends in his fraternity at the U of I who are supportive and have also become extremely successful, Eagle Scout and military discipline, and his M.B.A. experience. He is extremely dedicated and committed in everything he does. “The harder I work, the luckier I get,” Nieman claims. “It’s been a very enjoyable and rewarding trip!”

“I want a good quality of life to be able to enjoy the rewards resulting from the type of work I do.”
1951 - Department of Business Education founded
   Francis Geigle appointed chair
   Three faculty and 43 students, housed in WWII barracks building

1958 - Department of Business Education moved to McMurry Hall

1961 - College of Business formed
   Robert Thistlethwaite appointed dean
   Four departments—business education, accounting, management and finance, marketing

1962 - Master of Accounting Science degree established

1963 - Department of Management and Finance divided into two separate departments

1964 - College of Business moved into the new Wirtz Hall

1967 - First M.B.A. degree awarded

1969 - Department of Management and Finance divided into two separate departments

1969 - AACSB accreditation earned for undergraduate programs

1974 - College awarded 10,000th degree

1974 - Name of Department of Business Education changed to Department of Business Education and Administrative Services

1975 - James D. Benson named dean, College of Business

1978 - Earned AACSB graduate accreditation, undergraduate reaccreditation

1979 - Department of Business Systems and Analysis added to college

1980 - Master of Information Systems program initiated

1982 - Executive M.B.A. program initiated
   - Harris minicomputer and terminals installed in Wirtz Business Lab (WBL) in Wirtz Hall 103

1983 - Department of Accountancy earned undergraduate and graduate AACSB accreditation

1984 - Richard D. Brown named dean, College of Business

1989 - Department of Business Systems and Analysis became the Department of Operations Management and Information Systems

1991 - Hewlett Packard Lab opened with minicomputer and HP286 computers

1994 - David K. Graf appointed dean, College of Business

1995 - B.S. in business administration degree offered

1997 - Master of Science in Taxation degree initiated

2000 - Gift to establish (Dennis and Stacey) Barsema Hall announced

2001 - Dean David Graf leads the College of Business into the new millennium with 87 full-time and 16 part-time faculty members in five departments—accountancy, finance, management, marketing, and OMIS. Student enrollment: 3,968 undergraduate, 735 graduate

**Barsema Hall**

**Plans Progress for the New College of Business Building**

The excitement and fanfare of the announcement of a $20 million gift to the NIU College of Business have turned into solid plans for a state-of-the-art business building and anticipation of actually occupying the new building next year.

HKM Architects + Planners are working closely with several representatives from the university and the college to meet all the needs for business classes well into the future. The 130,000-square-foot building includes 22 standard classrooms, two 100-seat tiered classrooms, a 1,375-seat auditorium, and four computer labs (140 workstations). The entire building will be wired for technology access with over 1,000 data connections available throughout. The focal point of the building will be the three-story atrium with access to the terrace overlooking a pond. The atrium will include lounges, meeting spaces, Internet kiosks, and a café.

Excitement continues as the vision becomes a reality. Groundbreaking begins as this newsletter is being written. The construction schedule is:

- **Groundbreaking** - March 23, 2001
- **Substantial Completion** - March 2002
- **College Occupancy** - May 2002
- **Grand Opening** - Fall 2002

While Dennis and Stacey Barsema have made an extraordinarily generous gift to provide a state-of-the-art facility for the NIU College of Business, it is their strong desire that their gift will inspire other large gifts to the college. To that end, they have graciously agreed to permit the naming of interior spaces by other donors. The challenge and opportunity is to build a college endowment to help ensure that the people and programs of the college are supported in a manner suitable to the facility and the quality of the people working and learning in it. For information on naming opportunities in Barsema Hall, please contact John Bass, director of gift and estate planning, at (815) 753-1859.
Lloyd Shin ’72 M.B.A.

Spotting future business opportunities, managing changes in technology, and managing human resources are some of the challenges faced by Lloyd Shin, president and CEO of Hinz Lithographing Company in Mount Prospect, Illinois. Shin has been with Hinz Lithographing since 1972, and served as president and CEO for over 20 years. He became a member of the Dean’s Board of Executive Advisers in 1997, bringing a manufacturing perspective and offering input that will assist the business curriculum to provide our students with the tools necessary to lead a business firm successfully.

Shin clearly believes hard work and conviction are necessary for success in his career, and has received more than his share of rewards from his hard work. He also believes that his education broadened his understanding and views. “It provided me with the ability to think logically and thereby solve problems,” he said. “I will always feel grateful to NIU for the scholarship it provided to me. Without the scholarship my pursuit of education was either hampered or very difficult to achieve.” Shin feels it is his “duty” to now help NIU in any way he can. Serving as a member of the board is one of the ways he can give back.

Shin advises today’s students and future business leaders to dream big: “Always start with dreams. Dreams often do magic to the human spirit. And, if you have dreams, you might as well start with big dreams. The funny thing about dreams is that a big dream usually takes care of small dreams. So have a big dream!”

Jean Stone ’81 Phys. Ed./’93 M.B.A.

From a position in farm management, to PE teacher, to CEO is not the normal road taken by most business majors. However, Jean Stone, CEO, president, and COO of Dukane Corporation in St. Charles, Illinois, discovered that aspects of teaching are very related and viable to running a business organization.

Dukane Corporation was founded by Stone’s grandfather in 1922. She became involved with the company after realizing that due to education funding shortages the market for PE teachers was very tight. With the coaching of her father, she discovered that what she loved about teaching was also characteristic of business management. So at her father’s insistence, she taught herself to type well enough to get a job as a secretary at a small manufacturing company. During that time she was able to confirm that she did like the field of business and could envision a future for herself in business. Dukane then hired her as a management trainee in 1983.

Today, Stone and her father face the challenge of managing change as she takes over the responsibility for daily operations of Dukane. Establishing boundaries and areas of responsibility are vitally important to managing the company through a smooth transition. As with all organizations, policies, procedures, and culture need to adapt and change to remain viable into the future, and that always offers a challenge.

Stone believes that NIU’s program prepared her to meet these challenges. “I’m well aware that, as a member of a family that owns a business, I had an advantage when it came to getting hired,” she admits. “But I will say that, once hired, I have always been expected to perform better than what would normally be acceptable. What my M.B.A. did was give me background information that enabled me to understand why businesses operate the way they do, as well as provide me with appropriate research skills.” Stone continues, “I think much of my current success has come from having the right opportunities and being able to recognize and take advantage of them. I will say I find myself referring back to textbooks more frequently now, just to refresh my memory on subjects like finance, accounting, and business law!”

Stone’s advice to future business leaders reflects her leadership style and values. “It’s more important to learn and be able to apply knowledge than it is to work toward getting all A’s,” she notes. Stone also suggests not neglecting some of the softer skills that are so critical to a successful business career—verbal and written communication skills, effective listening skills, good self-management, and the ability to work with others in a team setting. “All the content knowledge in the world will be of little value if the individual cannot work with others, manage him- or herself, or express ideas clearly.” Finally, she continues, “learning how to balance work with other areas of life is imperative for most of us. Most of us need time to rebuild and rejuvenate, and developing a rhythm to life that lets stress ebb and flow is essential.”

Serving on the Board of Executive Advisers and giving back to NIU are very important to Stone. “There aren’t very many role models for females who want to be business leaders. I feel it is important to have role models that are close to reality, and I think I can fit that bill,” she said. “I also believe in NIU’s approach to business education, and I am convinced that the school is truly attentive to the needs of the business community.”

The college faces many challenges in preparing future business leaders. In order to gather insight into real-world problems and needs, the dean refers to the Board of Executive Advisers. The board consists of 50 members whose positions reflect the diversity of business activity, firm size, and executive responsibility of organizations throughout the area, nation, and world. To provide the college with assistance in all degree and specialized areas, members are selected for their areas of expertise.
Creative Solutions to Common Business Problems—using Microsoft® MapPoint 2001™

Case Studies Published: October 2000

For the latest product information, please see www.microsoft.com/office/mappoint/

Where is the best location to launch a high-end golf shop in Houston, Texas? What is the optimal delivery route for an appliance dealer with several stops in different parts of the city? Where in DeKalb, Illinois, should a local clothing store distribute anniversary sale flyers to get the highest response? These typical business problems are the focus of a business geographics course at Northern Illinois University, where Associate Professor Rich Born recently introduced students to an easy solution—Microsoft® MapPoint® business mapping software. Their methods are mapped out in the following studies and can be applied to analyze and solve similar business problems in any organization.

Situation 1: Selecting the right location for a retail store

A Chicago-based retailer of high-end golf clubs and accessories wants to open a shop in Houston, Texas. Where are the best sales opportunities in this city? Based on existing sales data for Chicago, they know their target customer is 45 to 54 years old, has an average household income of $100,000 to $150,000, and lives within 10 miles of a private or semi-private golf course where green fees exceed $99.

Solution: We matched the customer profile to built-in demographic data in MapPoint 2001, overlaying Census Tracts for the target income level and age on a shaded area map of Houston. We then plotted golf course addresses as pushpins and drew a 10-mile radius around each pin.

Situation 2: Optimizing delivery routes

A television appliance store at 323 Sundown Road, South Elgin, Illinois, wants to optimize the delivery schedule of televisions to its customers. Each morning the driver starts his or her route at 9 a.m. Each delivery requires a 15-minute stop to unload, unpack, set up, and check the appliance. Delivery addresses are captured in a Microsoft Excel spreadsheet.

Solution: With the help of the Data Mapping Wizard in MapPoint 2001, we imported addresses directly from the spreadsheet, displaying them as pushpins on the map. We then entered the appliance store address, selected this location as both the start and end point for the route, and scheduled each stop for 15 minutes.

Situation 3: Targeting prospects for a direct mail promotion

Clothes for All has produced an anniversary sale flyer for insertion into a local newspaper, which is delivered free to all residents of DeKalb, Illinois. Since the newspaper’s charge for this service is based on the number of flyers inserted, general distribution is cost prohibitive for this small retail store. Instead, they want to selectively target neighborhoods where the highest concentration of prospective buyers are likely to reside, based on existing customer data.

A random sample of this data, including customer addresses and total sales purchases for the past 12 months, is provided in a Microsoft Excel spreadsheet. To pinpoint sales opportunities further, they have divided their sample customer base into two groups: customers who have purchased less than $90, and those who have purchased $90 or more in the past year.

Solution: Using built-in Census Tracts in Microsoft MapPoint 2001, we displayed the city population demographically by income level, then imported sales data for each group of customers, displaying them as pushpins in contrasting colors.

Key features in MapPoint

- High-quality maps
- Extensive demographic data
- Data mapping wizard
- Data source support

Benefits

- Ease of use
- Cost effective
- Improved communication

Pinpointing Prime Sales Opportunities

Microsoft MapPoint displays the best areas to target our direct mail promotion and reveals another valuable marketing insight about our customer base—the biggest spenders are not from high-income households.
**RX for Doctors Seeking Business Skills**

*By Joe King, NIU Office of Public Affairs*

While NIU doesn’t have a medical school, it will soon be helping physicians learn how to provide better service to patients and run a more profitable practice.

Created with extensive input from doctors, NIU’s Business Mastery Certificate for Physicians guides doctors through the process of analyzing their practice and creating a comprehensive business plan to help it thrive, but with a much smaller investment of time and money than that of a typical M.B.A. program.

“As practicing physicians, we are small business owners. Yet, many of us have abdicated our leadership role within our business to consultants, administrators, or business managers,” said Dr. Richard Jorgensen, chair of the DuPage County Medical Society Board of Trustees. “While we don’t need an M.B.A. to lead the business side of our medical practice, we do need enough business knowledge to make reasonable, informed decisions.”

Stepping in to provide that information is the NIU College of Business Outreach Office. That office, along with professors from the college, worked closely with a group of DuPage County physicians to design the curriculum for the course. The doctors helped select topics and provided input on how much depth was required in each area. The result was a hybrid program that falls somewhere between the general business certificate courses that many schools offer to business professionals and the M.B.A. programs for physicians that some universities offer.

“This was designed by doctors, for doctors, so topics are approached from the perspective of challenges that are specific to running a medical practice,” said Brian Vollmert, director of business outreach. “The focus is much more on practice than theory, which differs from the typical physician M.B.A.”

“I think this is an excellent exchange between the community and the academic area where we can help each other create a more solid business climate,” said David Graf, dean of the College of Business. “It is a way for us to provide a specific population with some specific skills to aid them in their professional lives.”

The NIU Business Mastery Certificate for Physicians course meets for four hours twice a month and takes nine months to complete. At the end of the program, doctors (and in many instance their business managers, who can enroll at half-cost) leave with a detailed business plan that can serve as a blueprint for their future. The plan is created with the input and assistance of the NIU business professors who instruct on topics ranging from marketing and purchasing to process improvement and human resource management.

The need for doctors to arm themselves with such skills is growing quickly, says Vince Keenan, executive vice president for the Illinois Academy of Family Physicians, pointing out that due to changes underway in the health care industry more and more doctors are finding themselves managing their own practices.

The program has been endorsed by the DuPage County Medical Society and approved for continuing education hours by the American Academy of Family Physicians, the Illinois State Medical Society, the Professional Association of Health Care Office Managers, and the American College of Medical Practice Executives.

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**NIU Executive Club Offers Angel Network for Alumni**

It’s the classified ad that every entrepreneur hopes to find in his or her morning newspaper—“Wanted: Great business ideas in search of financial backing.”

This offer comes with a catch, however: Only Northern Illinois University students and alumni need apply. That is the concept behind the new NIU Executive Club Angel Network, which seeks to act as an informal go-between that matches entrepreneurs and qualified investors. It is based upon similar groups around the country that have met with great success.

“An organization like this helps separate great universities from good ones,” said Bart Carlson, president and CEO of Napersoft, who is also chair of the Angel Investor forum for the NIU Executive Club. “The Angel Network will provide older, successful alumni an opportunity to invest some of their money in the next generation or two of NIU graduates,” said Carlson, who graduated from NIU in 1969. “Hopefully, those companies selected will go on to be very successful, and those alumni also will invest in future generations.”

The group is looking for companies in the earliest start-up phases that are in need of seed money to help develop prototypes or find potential customers, Carlson said.

To be eligible for consideration, companies must have an NIU student or alumni as part of their senior management team. Qualifying companies interested in applying for Angel Network funding will be required to submit a business plan to the Office of Business Outreach in the NIU College of Business, which will coordinate the activities of the organization.

The business plans will be distributed to members of an Executive Club Committee for review, and one or two companies will be invited periodically to address a group of qualified investors drawn from the ranks of the Executive Club and others specifically invited by the club.

The ultimate goal for the entrepreneurs would be to receive the seed money they need to help their companies off of the ground. Even if that eludes them, Carlson noted, the contacts provided by the Executive Club might help to secure other things needed for success, including advice on how to write a better business plan, recommendations for accountants or other support staff, and referrals to lawyers. “To be able to provide funding or useful advice for fellow NIU alumni would be very satisfying,” said Carlson.

For its role in helping bring together investors and entrepreneurs, the NIU College of Business will receive an equity share of 1 to 4 percent in any company supported by the network.

“The prospect of owning a piece of a company that may hit it big someday is nice, but I am much more excited at the opportunities this network will create to help our students and alumni realize their dreams,” said David Graf, dean of the NIU College of Business. “There is a crying need for this kind of activity—especially at the seed money level—so I am delighted to see this alumni organization step to the fore to help future generations of NIU graduates.”
NIU Executive Club Executive Lecture Series

“Spinoffs and Startups—The Entrepreneurship Revival”

September 27, 2000

Robert Reed led an interesting discussion, offering insight into the successes and pitfalls of startup and spinoff companies. The panel presented experts coming from a variety of backgrounds, which provided very useful information for interested entrepreneurs.

The panel discussion “Spinoffs and Startups—The Entrepreneurship Revival” was moderated by Robert Reed (’76 Journalism), executive editor, Crain’s Chicago Business. The panel of experts included:

Steven M. Ehrlich (’86 M.B.A.), senior vice president of operations, Aprimo
J. B. Pritzker, managing director and founder, New World Ventures
Cary Nourie, vice president, The Illinois Coalition
Lynn Neeley, NIU associate professor of management

NIU College of Business Rockford Area Alumni Club

Workshops and Lecture Series

“e-Business: Moving from Bricks to Clicks”

October 10, 2000

Workshops offered a focused insight for those wanting to know more about “Getting Started in e-Business” or “Marketing in the New Economy.” These hot topics drew capacity crowds eager to learn more about e-business.

“Marketing in the New Economy” workshop was led by David Bowers, president, D.C. Bowers & Associates, and Brian Hampton, president and CEO, DFI Communications.

“Getting Started in e-Business—A Success Story” was presented by Peter Provenzano, president and CEO, SupplyCore.com.

Following the workshops and reception, a very informative panel discussion, moderated by David Graf, College of Business dean, provided participants with valuable information about e-business. A variety of viewpoints were offered from the panel of experts:

Steven M. Ehrlich (’86 M.B.A.), vice president of operations, Aprimo
Janyce Fadden (’86 M.B.A.), vice president marketing, Pacific Scientific
Robert J. Meuleman, chair of the board and CEO, AMCORE Financial
Peter Provenzano, president and CEO, SupplyCore.com

Alexandria Ross

NIU Executive Club Endowed Scholarship Recipient

2000-2001

Alexandria Ross is a 2000 graduate of Rich East High School in Park Forest, Illinois. Alexandria excelled academically and participated in numerous extracurricular activities. She was a member of the Spanish National Honor Society (president), the Spanish Honor Society (president), Peer Mediation, Marching Band, Symphonic Band (first chair), and Student Council, and was a class officer (vice president) and Mathlete (member of conference champion team). She was selected as an Outstanding Spanish Student and won first-place (verbal and written) in a poetry contest.

Community service is important for Alexandria as well. She serves as a tutor for the National Honor Society, describing her job as “helping any student who deserves to succeed.” She also plays in a musical ensemble for holiday mall shoppers and recently organized a food, clothing, and supply drive for the hurricane victims in Honduras.

Alexandria expressed that, as a recipient of the NIU Executive Club Scholarship, she will use the opportunity given to her to enhance the education of others.
NIU Executive Club Endowed Scholarship Fund Dinner Dance
November 3, 2000, Hotel Sofitel

And what an evening it was. . . . The air was alive with music and the room sparkled with candlelight as NIU alumni and friends enjoyed a scrumptious dinner in the French ambience of the Hotel Sofitel. The evening was energized as a wide variety of interesting silent auction items were discussed and debated for purchase. From paintings to vacations, from a Walter Payton-signed football to jewelry, there was something for everyone. It was indeed an elegant, fun-filled, and wildly successful fund-raising event for the NIU Executive Club Endowed Scholarship.

Alexandria Ross was introduced as the 2000 NIU Executive Club Scholar. “I will use this opportunity provided by the Executive Club to enhance my knowledge and skills to become a leader in business,” Alexandria explained. “With a business degree from NIU, I will be able to assist many young adults in finding direction on this difficult road of life. The most prestigious gift an individual can pass on to others is the gift of knowledge.” Alexandria is a 2000 graduate of Rich East High School in Park Forest, Illinois. She plans to major in finance.

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. The volunteer participation and financial support of some outstanding individuals is what made it all possible. It was the leadership of alumni volunteers Joseph Locke (’68 Management), who chaired and planned the event, and Kevin Berg (’82 Computer Science), who was the Gold Sponsor and led the silent auction, that made the evening such a huge success. The college wishes to express a special “Thank you” to Joe and Kevin. NIU business students also played a part in the evening by assisting with the silent auction. A special thanks to Brett Kinsfater, Olivia Pisano, Debbie Kolkebeck, Julie Kolkebeck, Jason Krstich, and Stacie Neeter.

Dinner Dance Co-Chairs
Joseph Locke (’68 Management)
James Bickler (’80 B.S. Ed.)

Silent Auction Chair
Kevin Berg (’82 Computer Science)

Gold Sponsor
Intuitive Technologies
Kevin Berg (’82 Computer Science)

Silver Sponsors
Alberts-Cuver
William Curmiage (’64 Accountancy)
Burns International Services Corporation
Frederick Kohnke (’73 Accountancy)
Department of Accountancy
CPA Review Program
Greg Carnes, Chair
Debra Hopkins, Director
Crowe Chizek
Craig Funkhouser (’79 Accountancy)
Department of Finance
Richard Dosem, Chair
Edelman Public Relations Worldwide
Robert Kornecki (’72 Journalism)
Executive M.B.A. Program
Harold Wright, Director
Financial Consultants Group
A. I. Adducci (’75 Marketing)
Greenbrier & Russel
Eric Wassowicz (’80 Computer Science)
Griffin, Kubik, Stephens & Thompson
James Kubik (’70 Marketing)
James A. Bickler & Associates
James Bickler (’80 B.S. Ed.)
Joseph J. Locke & Co.
Joseph Locke (’68 Management)
Kinetic Systems Co.
William Bostrom (’70 Marketing/’71 M.B.A.)
Motorola
Dennis Sester (’72 Management)

Napco
Barb Carlson (’69 Management)
NCOGR
Kathy Halloran (’79 M.B.A.)
NIU College of Business
David Graf, Dean
NIU College of Business Alumni Relations
Sue Braffet, Director

Prime Realty Services
David R. Wilson (’80 Marketing)
Resource Information Management Systems
Terry Kirch (’76 Marketing/’71 M.B.A.)
ROC Corporate Partners
Robert J. Adducci (’80 Management)
T. J. Adams & Associates
Kent Nelson (’68 Marketing/’71 M.B.A.)

UNIDY’s Corporation
Cathy Adducci (’80 Marketing)

Bronze Sponsors
Norman Goldstein
(’67 Finance) Gold International
Russ Hagberg
(’71 Marketing) NU Department of Management
Robert Jonas
(’68 Marketing/’75 M.B.A.) Strategy International
Ji-Arn and Joe Palumbo
(’76 Education/’78 Education) A Personnel Commitment
James Planey
(’68 Marketing) Colliers, Bennett & Kahnweiler
Richard Rapacki
(’75 Multi Aims Consulting Group
Robert Scoville
(’74 Marketing) SOR International
Mark Tompkins
(’89 Accountancy) GE Capital Corp. Commercial Finance

Silent Auction Donors
A Personnel Commitment—Ji-Arn and Joe Palumbo (’76 Education/’78 Education) Chicago Marriott Downtown
College of Business Alumni Relations
Crain’s Chicago Business
Edelman Public Relations Worldwide—Bob Kornecki (’72 Journalism)
Glenwood Golf Course
Greenbrier & Russel—Eric Wassowicz (’80 Computer Science)
Griffin, Kubik, Stephens & Thompson—James Kubik (’70 Marketing)
Hotel Sofitel
Intuitive Technologies—Kevin Berg (’82 Computer Science)
Joseph J. Locke (’68 Management)
NIU Executive Club
Pines Clothing for Men
Ron of Japan
Schaumburg Golf Club
Travel & Transport
Travel Brokers—Bill Frank

Mark Your Calendar Now!

November 2, 2001, 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 festivities in 2001. Watch for further details and sponsorship opportunities, or contact Sue Braffet at (815) 753-1433; e-mail braffet@niu.edu.
Spring Events You Won’t Want to Miss!

**NIU Executive Club Spring Face-to-Face**

*March 13, 2001—6-9 p.m., Hyatt Regency, Oak Brook*

Barry Rozner, *Daily Herald* sportswriter, Score Radio expert, and NIU alumnus, will be the featured speaker. Enjoy an insightful commentary and discuss your favorite teams and players with Barry Rozner and fellow NIU alumni. Advance registration - Call (815) 753-1755 or e-mail businessalumni@niu.edu, for further details.

**NIU College of Business Rockford Area Alumni Club**

*March 27, 2001—NIU-Rockford*

You’re invited to join the College of Business Rockford Area Alumni Club for a discussion on “The Economic Development of Rockford” presented by mayoral candidates: Dennis Johnson, Larry Morrissey, Doug Scott, and Guy Spinello. The panel discussion will be moderated by Mike Robinson of WREX-TV.

**Tuesday, March 27**

NIU-Rockford
Registration 6 p.m.
Lecture 6:30 p.m.
Reception 8-9 p.m.

For information call (815) 753-1433 or e-mail businessalumni@niu.edu

**Executive Lecture Series, April 5, 2001—NIU-Naperville**

A panel discussion focusing on career management is being planned for the evening of Thursday, April 5. An advisory board composed of students in the M.B.A. program is working to put together a panel of experts to address issues every business executive needs to know to successfully manage his or her career. For further details and information call (800) 323-8714 or e-mail businessalumni@niu.edu.

**College of Business 11th Annual Alumni Luncheon**

*May 4, 2001—11:30 a.m.-1:30 p.m.*

The Palmer House Empire Room, 17 E. Monroe St., Chicago
Tickets: $35/person or $500/corporate-sponsored table of eight

All alumni are invited to attend the luncheon, which will feature the College of Business 2001 Distinguished Alumni and 2001 Honorary Alumni awardees. Corporate tables are encouraged, so gather your NIU co-workers and plan your company table now!

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In Memory ~ James D. Benson, Second Dean of College of Business, Passes Away

James D. Benson, 75, passed away November 23, 2000. Benson served as dean of the College of Business at Northern Illinois University from 1975 to 1986 before becoming NIU’s vice president of business affairs.

He was born June 23, 1925, in Fairbury, Nebraska. He is survived by his wife of 52 years, Maran of Henderson, Nevada; four children—sons David and Stephen and daughters Barbara Gnatovich and Mary Falvo; two brothers; four grandchildren; and two great-grandchildren.

An Air Force veteran, Benson held a doctorate in marketing and was director of graduate studies at the University of Iowa, dean of the College of Business at Northern Arizona University, and dean of the College of Business and vice president of business affairs at Northern Illinois University. He also was corporate director of marketing for Motorola for two years and a member of the Boards of Directors for Bee Line Motor and Digital Electronic Corporation for a number of years. Additionally, he was very active in the American Association of Collegiate Schools of Business (AACSB), serving as a regional officer and member of a number of committees.

As an educator, Benson loved to help others. This passion extended into his battle with cancer. He assisted in the founding of a mesothelioma support group and, in doing so, was able to help others. He researched treatment alternatives, invested in research companies, wrote articles, advised with litigation options, prayed, and, most importantly, extended himself to others by taking the time to talk to people who were going through the same things.

During his tenure as dean at NIU, Benson was responsible for achieving AACSB accreditation for the programs in the College of Business. He also introduced the M.S. and M.I.S. degree programs, and implemented the respected executive M.B.A. program.

For registration information, contact Sue Braffet, College of Business alumni relations coordinator, at (815) 753-1433 or e-mail businessalumni@niu.edu.

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**Fore!**

Mark your calendar so you can join the fun at the alumni golf outings planned this year. The Rockford Area Alumni Club will hit the links at Silver Ridge in Oregon, Illinois, on June 21. The NIU Executive Club is planning a date in the fall, September 10, at Kishwaukee Country Club in DeKalb. For further information contact Sue Braffet at (815) 753-1433 or e-mail businessalumni@niu.edu.
Alumni Updates - not available online
Alumni Updates- not available online
Alumni Updates - not available online
## COLLEGE OF BUSINESS
## CALENDAR OF EVENTS
### 2001

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Executive Club</td>
<td>Spring Face-to-Face</td>
</tr>
<tr>
<td>27</td>
<td>Rockford</td>
<td>Alumni Club</td>
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</tbody>
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### APRIL | MAY | JUNE
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<tr>
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<tbody>
<tr>
<td>5</td>
<td>Naperville Lecture Series</td>
<td>3</td>
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<tr>
<td>4</td>
<td>Annual Alumni Luncheon at the Palmer House, Chicago</td>
<td>4</td>
</tr>
<tr>
<td>12</td>
<td>Spring Commencement</td>
<td>11</td>
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</tbody>
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### JULY | AUGUST | SEPTEMBER
<table>
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<tbody>
<tr>
<td>10</td>
<td>Executive Club</td>
<td>Golf Outing at Kishwaukee Country Club</td>
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### OCTOBER | NOVEMBER | DECEMBER
<table>
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<tr>
<td>16</td>
<td>Executive Club</td>
<td>Fall Face-to-Face</td>
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<td>17</td>
<td>Rockford Lecture Series</td>
<td>TBA NIU Homecoming COB Tailgating</td>
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<tr>
<td>TBA Hoffman Estates Lecture Series</td>
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</tbody>
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For information and details on any of the events, contact Sue Braffet at (815) 753-1433; e-mail braffet@niu.edu

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