Ronnie Lott
NFL Hall of Fame Inductee and Co-Founder of HRJ Capital Investments Shares a Champion’s Values

Also inside:
Ethics and the BELIEF Initiative
Welcome to the 2007 issue of Business Network. I hope the following pages give you a glimpse of NIU’s College of Business today, update you on alumni, friends, and faculty, and show you some of the initiatives on which we are working.

You will notice that a good part of this magazine is devoted to the topic of honor and ethics. Over the past two years, our Board of Executive Advisors and a faculty task force have worked to make ethics education a priority in our college. The outcome of those efforts is highlighted in this issue so you can see firsthand that ethics education is a primary focus here…from the speakers we invite to classes (Ronnie Lott and Scott Mitchell), the formal BELIEF Initiative developed in NIU’s College of Business and now a prototype at other AACSB accredited schools, to the type of organizations we choose to work with as sponsors of our programs. Our Board of Executive Advisors and our student employers and recruiters asked for ethical employees and decision makers, and NIU’s College of Business delivered.

As you peruse the pages, you will see that in the recent year, the college has welcomed eight new faculty members who bring us energy, enthusiasm, and new ideas. We have asked successful alumni and prominent speakers to visit our undergraduate and graduate classes, giving students the chance to hear from and ask questions of industry leaders. We showcase our award-winning alumni and our student scholarship recipients, all of whom make us very proud. We share with you some of the events we hosted last year, and we hope you will join us this year for one or more events. Anytime NIU College of Business alumni gather, it is a good time for all!

In my first year as dean of NIU’s College of Business, I have witnessed incredible energy, commitment, and focus among students, faculty, staff, alumni, and business partners to help our college move forward as an innovative, recognized leader in business higher education. I look forward to leading the college to reach its potential in 2007 and beyond. I welcome your ideas and support to get us there.

I would love to hear from you. You can contact me at denises@niu.edu or (815) 753-6225. If we have not yet met, perhaps it is time we did.

Denise D. Schoenbachler, Dean
NIU College of Business

Where the Classroom Meets the Business World
COVER FOCUS
The Honor Code . . .
Heart & Soul: NFL Hall of Fame Inductee Ronnie Lott gives a leadership clinic in the college’s Entrepreneurship class

The Business of Aristotle:
The college’s Ethics Task Force launches the BELIEF Initiative to integrate ethics into the curriculum

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If a thing is worth doing, it's worth doing well. NFL Hall of Fame Inductee Ronnie Lott goes beyond this conventional wisdom, and he described how during his fall 2006 visit to NIU’s College of Business. As Lott sees it, not only is it important to perform well, but it is well worth going all-out. By that, Lott means putting all of yourself into delivering your best and, at the same time, creating opportunities. But Lott doesn’t stop there. He pushes others and himself to exhaust those opportunities completely...capitalizing on them and leveraging them until nothing of the original opportunity remains, *precisely because it has been transformed into a new reality.* Integrity frames this type of passion. In Ronnie Lott’s playbook, integrity is much more than a given. It is a constant requirement for entering, and participating in, any arena.

*We all have calling cards...our brands. How are you going to be the best brand? What do you represent? How will you best represent who you are, the passion you have, the purpose you have for living? – Ronnie Lott*
It’s all about relationships. – RL

Lott’s rightful place in the national consciousness isn’t obvious when he walks into the Entrepreneurship and Innovation class on September 14, 2006, to speak before NIU undergraduate business majors who pack the room. Instead of presenting a celebrity, Ronnie Lott presents the core of who he is. And he is surprising. For someone whose glare alone nearly decimated his opponents on the football field, Lott conveys a calm openness that bewilders. He moves quietly and listens actively, yet his presence speaks volumes. He smiles readily and genuinely, and yet one cannot help but sense that – even in the smile – Lott is seriously assessing his environment. At the start of the class, close friend Dennis Barsema’s introduction of Ronnie Lott includes a televised interview in which NFL coaches and players praise Lott’s character and football playing finesse. As the students watch the television, Lott never glances at the monitor. Despite the accolades, Lott gazes down in a manner that clearly communicates humility. Yet, make no mistake…Ronnie Lott is aware in the moment. When he begins his presentation and invites a dialogue with the class, Lott sees each individual. In a room spilling over with more than 150 NIU students, Lott’s gaze connects with each and every person, and lingers to take in every individual’s energy level.

Ronnie Lott arrived at NIU by the invitation of Dennis Barsema (B.S. Management 1977) and Richard Boulger, who team-teach the management department course. Even more specifically, Lott traveled to NIU out of friendship. Ronnie Lott and Dennis Barsema have a five-year relationship based on a common faith, interests, and passions in life. At Barsema’s request, Lott made a special trip from California to visit with NIU students and talk of the tool set for being a great champion. Indeed, few can speak better to this topic, both intellectually and in terms of sheer experience.

From Lott’s vantage point, a great champion utilizes a tool set of capabilities and actions:

- Being passionate in thoughts and actions: committing to something larger than yourself; daring to achieve greatness from a foundation of integrity; never resting on your accomplishments; giving back to improve situations for others.
- Exhausting opportunities in life: creating them, seizing them in the moment, and transforming them into a new reality.
- Understanding your gifts and talents: developing a great brand around your unique capabilities, and taking the time each day to refine that brand with deliberateness.
- Developing solid judgment and instincts: being in the moment; evaluating your environment; being open to possibilities.
- Building and maintaining relationships: finding people who are passionate and want to win; identifying and learning from the best role models; being respectful with others in your daily interactions; caring for others; taking the time to understand relationships in the business environment.

Moments are defining. – RL

Ronnie Lott believes “. . . it’s all about relationships.” No one is a champion alone.

“To raise the level of play, sometimes a leader has to take a back seat and allow others to lead. A great leader invites others in and allows them to be part of the team. It takes humility. It takes patience. It takes belief in others.” And, Lott adds, “Moments are defining.”

The choices we make in each moment – taking a back seat, seizing an opportunity, investing in others . . . or not – stack up to create a portrait of who we are. Choices in the moment virtually shout what we really value. To illustrate the point, Lott describes the lure of celebrity swirling around him during the heyday of his football career: being a nationally known professional athlete and having the opportunity to enjoy all the perks that go along with that stature. Instead of choosing the celebrity-entitlement route, Lott used his name
In 1989 during the height of his football career, Lott founded All Stars Helping Kids (www.allstarshelpingkids.com), a charity organization dedicated to raising funds in support of exceptional programs and services that help disadvantaged children in the San Francisco Bay area. Since its founding, All Stars Helping Kids has raised millions of dollars for programs that include, among others:

- The Eastside College Preparatory School in East Palo Alto, California, which prepares minority students for college.
- The Martin Luther King, Jr. Research Institute, based at Stanford University, whose mission is to assemble and disseminate, in both electronic and print form, the world's most comprehensive body of information regarding the use of nonviolent strategies to achieve social justice goals.
- The Shelter Network, San Mateo County's primary provider of housing and services for homeless children and adults.
- UCSF Children's Hospital All Stars Technology Room and Garden, where hundreds of sick children and their families receive comfort and escape from the often heart-wrenching reality of a serious childhood illness.
- Young Life, a national organization providing hope and assistance to adolescents and young adults in the midst of severe economic, physical, or emotional hardships.

Talk about impact.

Whether in the form of a “woo” hit or a program that fundamentally changes the direction of a person's life, making an impact is surely part of the Ronnie Lott brand. And that carries over into the business arena, as well.

You have a chance to change the world.
Inspire people to do things others wouldn’t do. – RL
Lott contends that everyone reinvents themselves every four to five years. Certainly, his pro football career bears this belief out; consider Lott’s unmitigated success in three different positions over a 14-year period. With his retirement from football came another reinvention. Ronnie Lott and former football teammates – Harris Barton and Joe Montana – continued “exhausting the opportunity” of being on the same team…but this time, in business. In 1999, they co-founded the venture capital firm Champion Ventures. Since that time, their entrepreneurial venture – now known as HRJ Capital – has grown into a multi-billion-dollar investment management company.

The constant thread running through Ronnie Lott’s reinventions is that success isn’t a passive activity. And it doesn’t come without sacrifice. Did Lott really cut off the tip of his finger to finish a football game? No, but he did lose the front of his finger as a result of a tackle at the end of the game. The tackle smashed his finger and extracted the bone. The doctors sewed it up…and Lott played the following week, not missing a game. Even for his trip to NIU, Lott went above and beyond. Two days prior to his NIU visit – and while fighting off the flu for a week – Lott traveled to Florida to visit his son, who plays football for the Tampa Bay Buccaneers. That same night, Lott flew a red-eye back to California to attend to business concerns. The next day, Lott flew another red-eye to Chicago, fulfilling his promise made in friendship to talk with NIU students. After his NIU visit, Lott flew back to California to be present in support of his wife’s speaking event.

Exhausting life’s opportunities with integrity. It is simply what Ronnie Lott does, although there is nothing simple about it. But it is, quite simply, what making an impact and what greatness require.

You have to make sacrifices in order to achieve something you believe in and are committed to. – RL
The Business of Aristotle

by Michelle De Jean

Aristotle defined moral principles in terms of the ethics of leadership; many cite his work *Nicomachean Ethics* as evidence of this. Had Aristotle been a business leader, he would have fostered an environment for growth and provided opportunity for all members to realize their potential for the good of the whole. What could be both more ethical and more business-oriented? From an ethics standpoint, promoting the common good translates into benefits to society... a concept many also believe to be the central tenant of free-market capitalism.

"Ethics has always been included in business curricula," said Denise Schoenbachler, dean of the NIU College of Business. "Three years ago, the college’s Board of Executive Advisors took it a step further. Working with the college’s Strategic Planning Council, the executives challenged the college to reframe the approach to ethics in the classroom ... from a discussion of ethics in the abstract to treating ethics as a business fundamental."

In response, the NIU College of Business formed an Ethics Task Force to do just that. Co-created in 2004 by the college’s Strategic Planning Council and its Curriculum Committee, the Ethics Task Force initiative is a cross-functional effort reporting to the college’s Curriculum Committee. Task Force members include faculty from each of the college’s business disciplines and staff. Input and feedback are provided by business executives, many of whom serve on the college’s Board of Executive Advisors or are themselves compliance experts. The creation of the college’s Ethics Task Force parallels related efforts by the Association to Advance Collegiate Schools of Business (AACSB), which mandates that “ethical understanding and reasoning abilities” be included in business curricula. How such topics are incorporated into the curriculum is up to individual schools.

“We made a deliberate choice to approach ethics from a pragmatic standpoint,” said Terry Bishop, management professor and Ethics Task Force member. “You can build a stand-alone class in ethics and make it required for all students, but such a class focuses on philosophy and not on practical day-to-day applications. The approach we opted for integrates ethics across the curriculum. This places ethics in the context of each business discipline. Students then see ethics in a very pragmatic framework, with tools they can use before and after graduation.”

One of those tools is a 30-page handbook, *Building Ethical Leaders Using an Integrated Ethics Framework (BELIEF)*. The handbook was written by NIU Task Force members Terry Bishop, management professor, Bill Cummings, accountancy professor, and Pam Smith, KPMG accountancy professor. The accompanying bank of test questions was written by the co-authors and the full Task Force membership.

“The purpose of the BELIEF handbook is to help students understand why ethics are important, increase their awareness of ethical situations, and provide a framework from which to evaluate the situation so they can make a decision or take an action,” said Pam Smith. “BELIEF has the philosophy of ethics as its foundational core, with a focus on how ethics manifest themselves in business, irrespective of the business field. In this way, the BELIEF handbook provides a consistent framework and a common vocabulary with which to talk of ethics. The learning outcome we want to achieve as a college is to create increased awareness in all business students of the importance of ethics.”

Ethics Task Force Members

John Banko, Finance*
Terry Bishop, Management
Bill Cummings, Accountancy
Carol DeMoranville, Marketing**
Kim Judson, Marketing***
Brian Mackie, OMIS
Joan Petros, UBUS Cross-Functional Team
Denise Schoenbachler, Dean***
Pam Smith, Accountancy
William Tallon, Interim Dean**
Jay Wagle, Marketing**
Sally Wakefield, Assistant to the Dean for Assessment
Dan Wunsch, Interim Associate Dean***

*2004-06 **2004-05 ***2005-06
“The Ethics Handbook, developed by the Northern Illinois University College of Business … presents a useful guide for management educators and employers who seek to develop ethical standards and instructional materials.”

AACSB Ethics Education Resource Center web page
www.aacsb.edu/resource_centers/EthicsEdu/resources-articles.asp

“And increased awareness of the tools to evaluate ethical dilemma,” added Bill Cummings. “The BELIEF handbook outlines a decision-making guide. The guide identifies specific actions used in the ethical decision making process. We include the decision-making guide in the handbook itself and also printed it onto a card that fits in a wallet. Other tools listed in the handbook include professional codes within industry, the company codes of firms sponsoring this project, and the NIU business school Code of Ethics, which was written by and for our students.”

The BELIEF handbook and the decision-making card were distributed to all NIU business students in fall 2006. Students also have online access to the material, including the test questions component which each student is required to successfully complete.

Even before its rollout, the BELIEF handbook was enthusiastically received by both the academic and professional communities. NIU business faculty presented the BELIEF Initiative as part of a practice sharing session during the August 2006 American Accounting Association National Conference, at which time the faculty fielded multiple requests from fellow attendees who asked for copies of the handbook. The work of the NIU Ethics Task Force was favorably mentioned by John Fernandes, AACSB president and CEO, during a 2005 AACSB Ethics Conference. Afterwards, faculty from universities throughout the U.S. and around the world contacted the college seeking copies of the handbook for use in their classes. In summer 2006, AACSB requested an early draft of the BELIEF handbook for the AACSB Ethics Education web pages, where it continues to be posted (www.aacsb.edu/resource_centers/EthicsEdu/resources-articles.asp).

That the AACSB website introduces the BELIEF handbook as “…a useful guide for management educators and employers who seek to develop ethical standards and instructional materials…” comes as no surprise to those firms currently sponsoring the work: Caterpillar, Experian, KPMG, McDonald’s, and Target. These firms view the work as important and as hitting the mark, in terms of providing a framework for business students to know and keep values … to have the ability to enact those values as part of who they are now and as part of who they will be as leaders in organizations.

With corporate sponsorship, the college intends to build on the work of the NIU Ethics Task Force. Initially, corporate sponsorship ensured the printing of the handbook and the decision-making cards so that every NIU business student received the material. It also provided for special events, such as the October 18 NIU College of Business ethics awareness event, or “Ethics Day.” In the near future, corporate sponsorship dollars will allow faculty to attend workshops on how to teach ethics. And down the road, the activities, and teach classes on compliance and ethics.

The common good, in terms of both ethics and free-market capitalism, stumbled with the avalanche of corporate scandals over the last three decades: Exxon Valdez, Milken junk bonds, WorldCom, ADM price fixing, MCI, Enron, and Tyco, to name a few. With or without these corporate scandals, the conversation of ethics – begun long ago by Aristotle and other great philosophers – still stands. But the tenor of that conversation has changed. As business schools promote the common good of the free-market system and infuse ethics into the curriculum, the discussion of ethics in the abstract shifts. And the intent to make ethics everyone’s business – for the good of the whole – remains.
Principles in Practice

Caterpillar, Experian, KPMG, McDonald’s, and Target – current corporate sponsors of the NIU College of Business BELIEF Initiative – make good corporate governance and social responsibility part of business as usual. The following is a synopsis of some of the ways each firm advances its values-based culture.

Caterpillar. First printed in 1974, Caterpillar’s 32-page Worldwide Code of Conduct outlines the firm’s values of Integrity, Excellence, Teamwork, and Commitment, which serve as the framework for more than 85,000 employees, 90,000 dealer employees, and thousands of suppliers, as well as for the manufacturer’s activities in 40 countries. Also included in the Worldwide Code of Conduct are decision-making resources and tools. Described in full on the firm’s intranet, much of the resources and tools were developed by Caterpillar’s standards offices: the Office of Business Practices, which provides tools related to corporate citizenship; Corporate Environmental, Health and Safety, which presents related compliance information, as well as the Chairman’s Health & Safety Award and the Pollution Prevention Awards; Corporate Public Affairs, which describes the firm’s contributions to communities and charitable organizations worldwide; and Healthy Balance, which presents Caterpillar employees with self-help guides and other tools for making healthy lifestyle choices. In terms of assessing the impact of its values-based culture, every department enterprise-wise undergoes regularly conducted audits. Additionally, Caterpillar’s Office of Business Practices conducts annual assessments to gauge how well employees adhere to the Worldwide Code of Conduct, as well as a Values Index to measure how well Caterpillar management implements the firm’s values in action. (See Caterpillar’s governance documents at www.cat.com/cda/layout?m=37474&x=7.)

Experian. Formerly a division of GUS plc, Experian became an independent company in October 2006. Experian set out its ethical principles and standards within its Combined Code on Corporate Governance. The company applies those principles and standards via various means, among them: adherence to management and reporting standards, accounting and treasury policies, a policy on fraud, whistleblowing procedures, an Audit Committee, management assurance through confirmation of standards compliance, and independent assurance through internal audit reviews as well as through review by specialist third parties. Active in the community, Experian supports charities and local projects. “Changing Lives, Improving Futures” is the focus of Experian International’s community efforts, with “The Heart of Experian” the focus of Experian America’s community efforts. Each has their respective activities, yet a common thread through both of these programs is activities that help people to help themselves through education, skill development, and community assistance. (See Experian’s governance documents at www.experiangroup.com/corporate/responsibilities/.)
**KPMG.** KPMG articulated a Global Code of Conduct to define the values and standards by which KPMG does business through its worldwide network of member firms. With KPMG’s core value of Integrity as its foundation, the Global Code of Conduct discusses fundamental ethical principles and lists resources and tools to uphold those principles. The Global Code works in tandem with the codes of KPMG’s member firms in 144 countries. These Member Firm Codes more specifically detail compliance standards, local laws, policies, and professional standards, as well as list resources for consultation and assistance. At KPMG, good corporate citizenship also includes volunteer efforts such as “Make a Difference Day,” in which teams of KPMG employees give back to their local communities. Previous “Make a Difference Day” efforts included, among others, painting rooms in a homeless shelter, planting gardens for a children’s home, and supporting disabled persons as a running partner during a sports tournament. Additionally, after the 2004 Tsunami, KPMG funded the building of five villages in Sri Lanka, providing homes for 180 families. (See KPMG’s governance documents at www.kpmg.com/About/WeStand/.)

**McDonald’s.** McDonald’s remains grounded in founder Ray Kroc’s motto: “Whatever we are doing today, we can do better tomorrow.” Progress on the company’s goals, governance, and extensive compliance activities are reported each year through McDonald’s Worldwide Corporate Responsibility Report. The report also includes several sections outlining McDonald’s standards for ethics and quality. To strengthen its social and environmental programs, McDonald’s works with the Ceres Stakeholder Group, a coalition of investors, environmental organizations, and public interest groups. As listed in the 2006 Worldwide Corporate Responsibility Report, McDonald’s is addressing the two issues identified by Ceres: 1) current trends in obesity, and 2) the impact of packaging materials on climate change. Along with the Worldwide Corporate Responsibility Report, McDonald’s advances an “Open Door” campaign, a key component of the company’s values and transparency-based culture. Instituted in 2001, the first “Open Door Day” was an invitation for anyone who wanted to see what went on inside the company to go through any part of nearly 400 McDonald’s restaurants, the main corporate office, three major suppliers, and two advertising agencies. McDonald’s engages in a number of philanthropic and social initiatives. Perhaps the best known of these is the children’s charity Ronald McDonald House, for which McDonald’s raised $60.9 million worldwide in 2005. (See the McDonald’s Worldwide Corporate Responsibility Report at www.mcdonalds.com/corp/values/report.html.)

**Target.** Target consistently ranks as one of the most philanthropic companies in the country. In a November 2005 article, Forbes ranked Target as the highest cash-giving company in the U.S. And in fact, Target’s corporate bylaws state that the firm must give 5% of its pre-tax operating profits to charity. To date, Target has given more than $183 million to schools across the U.S. through its Take Charge of Education program, whereby a percentage of charges applied to a Target Visa is given to schools designated by the cardholder. Target’s ethical standards are captured in its Business Conduct Guide, which is distributed throughout the company. As Target has relationships with thousands of vendors, the firm created its Corporate Compliance Organization to enforce, through various activities, Target’s standards for vendors. Some of these activities include random audits of vendor and subcontractor manufacturing facilities. Target also actively engages in vendor education, and quality assurance and vendor selection practices, which require individual factories to meet all legal labor standards and conditions, among other measures. As demonstration of Target’s commitment to ensuring that the products in its stores are made in full compliance with the law, Target joined 250 other retailers as a signatory of the National Retail Federation’s “Statement of Principles on Suppliers Legal Compliance.” (See Target’s governance documents at sites. target.com/images/corporate/about/pdfs/corp_responsibility_report_0406.pdf.)
In late 2006, Google CEO Eric Schmidt talked of the Internet’s impact on transparency. Speaking before the U.K. ’s Conservative Party, Schmidt forecasted the arrival within five years of “truth predictor” software, which will allow voters to determine the probability that statements made by politicians are factually correct. As described by Schmidt, truth predictor software will automatically compare politicians’ claims with historic data. (See “Google Chief Warns Politicians,” Financial Times, October 3, 2006.)

It may be comforting to think politicians alone are affected by the Internet’s ability to make a person’s life transparent, but think again. For every search made from its site, Google records the cookie ID, your internet IP address, the time and date, your search items, and your browser configuration (per Google’s Privacy Center web pages). Overall, in the area of privacy protection, the U.S. ranks among the worst in the democratic world, according to a 2006 analysis conducted by Privacy International, a London-based privacy organization. Privacy International placed the U.S. in the “extensive surveillance society” category, particularly in the areas of workplace monitoring, communications interceptions, and transmission of data across international borders.

Because of the Internet, lives are increasingly transparent, with every action played out. But ethical behavior isn’t something only for “truth predictor” software or a watching world. How one behaves when no one watches is what truly reveals the character of a person… and an organization. Ask Scott Mitchell, CEO of the Open Compliance & Ethics Group (OCEG), and he’d say that once an organization defines its character, that, in and of itself, becomes a promise . . . able to generate good will or not, depending on the presence or absence of integrity. Mitchell would also say that doing the right thing irrespective of anybody watching is both ethical and smart business. As Mitchell shared during his October 18 keynote address on the NIU College of Business Ethics Day, companies spend a staggering $1.1 trillion per year in systems costs just to comply with standards, notwithstanding the costs associated with lawsuits or judgments. And Mitchell noted even the appearance of compliance can be expensive: Enron spent $250,000 just to write its code of conduct . . . which described the “what” Enron stood for but not “how” they stood. And, in the end, Enron fell.

Co-founded by Mitchell in 2002, OCEG exists to address the “how” of ethics. OCEG is a nonprofit that helps organizations operate from a new business framework: one that integrates good corporate governance, risk management, compliance, and culture into an enterprise-wide business process. By treating ethics as a business process and building it into an organization’s strategic plan from the onset, ethics becomes more than an idea. It becomes a series of actions to drive high performance and promote sustainable integrity. And, as a series of actions, the effect of ethics then becomes measurable.

OCEG pulls together principles, standards, and legal requirements from a variety of sources, such as best business practices, Six Sigma, the U.S. Federal Sentencing Guidelines, COSO Internal Control, and ISO 9000, among others. To a large degree, OCEG is a continually updated knowledge repository. But the core of OCEG is its ability to break down various organizational constraints.
The NIU College of Business approach to integrating ethics into its curriculum is leading-edge and ahead of how most business schools across the country treat ethics.

Scott Mitchell, CEO, OCEG
Compliance and Ethics expert; named by Business Finance magazine (Jan 2006 issue) as one of 2006’s 60 Authoritative Voices.

silos – compliance, strategy, cultural, quality, legal – and create a common vocabulary, with a common focus and objectives driven by a common process.

OCEG is underwritten and funded by approximately 75 member companies, including OCEG founding members Qwest, Dell, Microsoft, Cisco, SAP, Ernst & Young, Deloitte, Littler Mendelson, Marsh, PricewaterhouseCoopers, Grant Thornton, LRN, Aon, EthicsPoint, and Global Compliance Services. The member companies and the founding organizations share best practices and benchmarking.

OCEG recommendations help companies to address their firm-specific situations and tie ethics into company performance expectations. Assessment systems are provided through the OCEG Measurement and Metrics Guide, which includes internal audits and performance-oriented metrics.

Through his work, Mitchell has found that compliance and ethics are increasingly perceived as more than “nice ideas.” Instead, they are fast becoming part of business acumen, and, in fact, a career path. Many companies have established or soon will establish senior-level “trust” positions within their organizations.

Case in point: IBM’s recently created chief compliance and trust officer.

Companies recognize compliance and ethics as a new business fundamental – and an important one at that, with professionals in these “trust” positions commanding six-figure salaries.

Bottom line, organizations expect all employees – including prospective hires from universities – to understand, at a minimum, the importance of ethics.

To that end, OCEG will launch an academic axis in January 2007, bringing to its already expansive knowledge repository a focus on the academics of ethics. Specifically, OCEG will look at how business schools treat compliance and ethics in the curriculum, and how they provide education in this area to future business professionals. From what he has already seen, Mitchell lauded the college’s Ethics Task Force activities. In particular, Mitchell characterized the college’s BELIEF Initiative and Ethics Handbook – Building Ethical Leaders Using an Integrated Ethics Framework (BELIEF) – as “leading edge.”

He went further to say that the integrated approach taken by the NIU College of Business is ahead of how he has seen most other business schools across the country treat ethics in the curriculum.

Truth predictor software, workplace monitoring, permanent internet records…welcome to an age when a technological Big Brother may very well be watching. A watching world or not, there is no closing your eyes to the convergence of forces in the realm of ethics, with for-profits formalizing ethics into their business operations, non-profits like OCEG providing a community of thought-leadership in the field, and academic institutions like NIU’s College of Business integrating ethics into the curriculum.

Visit www.oceg.org for information on OCEG and access to free publications, including “The Foundation Guidelines Redbook,” “How Do you Measure for Performance?” and “The Implementation Guide.”
2006 Distinguished Alumnus NIU College of Business

NICK P. CALAMOS (M.S. Finance 1989), CFA
Senior Executive Vice President, Head of Investments/CIO

As head of investments, Nick P. Calamos oversees research and portfolio management for Calamos Investments’ family of mutual funds, closed-end funds, and separately managed accounts, totaling more than $40 billion in assets. Leading the development of the firm’s proprietary research tools and investment processes for a team of more than 50 professionals, Calamos serves as a portfolio manager of various strategies utilizing equities, high yield bonds, convertible securities, and alternative investments. Many of the firm’s mutual funds have received accolades throughout his portfolio management tenure. For example, the Calamos Growth Fund was recently named the #1 Fund in the Forbes Honor Roll for the third consecutive year, while the Calamos Growth and Income Fund earned the Standard & Poor’s/BusinessWeek Excellence in Fund Management Award in both 2003 and 2004. He joined the firm in 1983.

A chartered financial analyst (CFA), Nick Calamos is a member of the Investment Analysts Society of Chicago. He received his undergraduate degree in economics from Southern Illinois University. In his acceptance speech during the spring 2006 Alumni Luncheon, Calamos shared that he had attended master’s-level business courses at a private school but came away unimpressed, believing that he did not receive value for the money. As a consequence, Calamos withdrew from the private institution and enrolled in NIU, where he received an M.S. in finance. So impressed is Calamos with his NIU business education that he credits his NIU finance professors with helping him to create a successful business model, which he instituted – and employees still use – at Calamos Investments. Along with being a successful business executive, Calamos is also an author. His book, Convertible Arbitrage: Insights and Techniques for Successful Hedging, was released in July 2003. He is often quoted in the press, including the Wall Street Journal, Barron’s, Fortune, BusinessWeek, and Pensions & Investments. Nick Calamos has also appeared on CNBC, Bloomberg TV, and Wall Street Week with Fortune.

Headliners continues on page 25
That’s why we offer a range of services to make your life easier. Like our Free Small Business Checking, with 500 free monthly transactions, no minimum balance and no monthly maintenance fee. And our Business Express Line of Credit, which lets you borrow up to $100,000 with no financials required at application. And with our hassle-free Business OneFee® Mortgage, you can avoid surprises at closing. For more information, visit any one of over 140 LaSalle Bank locations or call (800) 697-3300. More options. More convenience. More to help you rise above any situation.
Perspectives  ●  ●

Alumni and Friends

As a follow-up to a question originally posed to NIU faculty and students (with their answers printed in the Spring 2006 issue of Business Network), we turned the table and asked business professionals and guest speakers:

“In your opinion, what is the most essential skill, knowledge, or trait needed in order to be successful?”

Exhaust life. Seize life’s opportunities and act on them to their fullest, until there is nothing left. The ability to commit and to exhaust life allows you to step outside of yourself . . . to go beyond what you thought was even possible. One of the tools to help you exhaust opportunity is to understand what drives you. Make the effort to really understand who you are. Make it a habit to cultivate what you bring to this world. Develop your brand, and every day refine your brand. Constantly live your brand no matter where you are . . . in business or in your personal life. Understand the critical importance of relationships: know who you are; develop clear judgment so you can understand who others are and what their needs are; invite others onto your team and allow them to succeed . . . even when you’re the leader. Ronnie Lott, NFL Hall of Fame inductee; founder, All Stars Helping Kids; co-founder and managing partner, HRJ Capital
In the final analysis, you have to care more about others than you do about yourself or your own interests. In the world of business, as well as in life, those who succeed are more like missionaries than they are like mercenaries. This is important because “you can’t do it alone”...nothing great was ever accomplished without the help and support of others. This is precisely why my co-authors and I share that not only is “leadership everyone’s business” but that “leaders turn their followers into leaders.” Barry Posner, dean of the Leavey School of Business at Santa Clara University and professor of leadership; co-author of the award-winning and best-selling leadership book The Leadership Challenge: How to Keep Getting Extraordinary Things Done in Organizations

Understand what God-given gifts you have been given in your life, and use them to the maximum. My gift was a compassionate heart, and that is what I use to lead my teams. What are your gifts, and what will you do with them? Will you waste them, or put them to good use? Also, go outside your comfort zone, and do those things in life that are hard. When you face the choice of going down a difficult or an easy path, oftentimes the right answer, or decision, lies at the end of the difficult path. Dennis Barsema (B.S. Management 1977), chairman, BlueLane Technologies

If you asked 100 business people to define success, you’d likely get 100 different answers. Success is relative to each person, each business. To me, character is the foundation to success in business. Character is a representation of my values in action. Character is ingrained in everything . . . it includes my attitude, performance, ethics, and reputation. It is my internal compass for success. Kevin Himmel (B.S. Management 1996, M.S.Ed. 1998), director of performance consulting, Regis Learning Solutions

Business success is predicated on an entrepreneur developing several key abilities: vision – integrity – development of long-term relationships – strategic planning – calculated risk-taking – confidence – decisive action – determination (deciding that failure is not an option). If I was forced to pick just one ability, I would have to say “confidence.” Robert J. Adducci (B.S. Management 1980), principal, Adducci Partners, Ltd.

First, be proactive and be open to continued learning/development. Your education doesn’t end upon graduation. Also, be a good listener and be decisive. Eric Baranchik (B.A. Communications 1994), partner/co-founder, OnPoint Partners, Inc.

Being humble allows you to listen, build trust and gain respect for your views. When you listen, you learn. Then, you can influence results, which is true leadership. Janyce Fadden (M.B.A. 1984), president, Rockford Area Economic Development Council

Most essential skill: team building and the ability to recognize or develop the team building skill in your key managers and potential managers. Because only with others can we achieve maximum results. Most essential knowledge set: understanding and applying the “80/20” Principle. Most companies understand it, but few truly apply it. At ITW Corporation, applying this principle was the only option. Most essential trait: Curiosity. It took me a while but I came to recognize – both within myself and within others – that those who worked the hardest and achieved the most seemed to have well above-average curiosity.

Subsequently, I started to emphasize it in recruiting, both for new hires and for candidates for promotion to key positions. Terry Parker, retired vice president/general manager, ITW Corporation

After 30 plus years of owning my own businesses, I would have to say honesty and integrity are the most important factors in our success. Honesty and integrity are both important qualities I look for in the character of everyone we hire . . . especially in today’s greed-filled world of business. John R. Bonney (B.S. Business Education 1966), CEO, Imagine That/Huntington Advertising

Simply put: honesty and integrity with clients and co-workers. Reaching decisions and committing to them. Thomas Roegner (B.S. Marketing 1970), retired senior vice president, LaSalle Bank

Businesses need to focus on the marketing concept – satisfying consumer needs while earning a profit. Truly successful firms have the knowledge that the beloved consumer is “the king of the marketplace.” James A. Lentz (B.S. Accountancy 1969, M.B.A. 1971), Board of Directors, Big Apple Bagels

The most essential trait necessary to succeed in business is the ability and willingness to take a risk. Overly cautious managers never become leaders...and never achieve superior results. Russ Hagberg (B.S. Marketing 1971), retired vice president of transportation, Santa Fe Railway

The one most essential skill to be successful in business is strong communication skills – written and verbal. Nothing irritates me more than reading written correspondence with grammatical and/or spelling errors. Verbal skills develop over time in the business world. I would encourage honesty; confidence, not arrogance; and attentiveness, not patronizing, in all written and verbal communication. James G. Kelley (B.S. Accountancy 1971), executive vice president, COO, The Hedman Company

Feature | Perspectives
Business Network 2007 | 17
Business Week Ranks NIU’s College of Business Among the Best Undergraduate B-Schools in the Nation. Northern Illinois University’s College of Business ranked 65th nationally out of 93 business schools, according to BusinessWeek’s 2007 online ranking of best undergraduate business programs in the country. Of the 540 AACSB-accredited business colleges worldwide, 125 – NIU among them – were invited to participate in the BusinessWeek ranking survey. Based upon the publication’s ranking criteria – which include meeting the threshold for student response rate – NIU’s College of Business was ranked 65th on BusinessWeek’s final list of the 93 programs designated as The Best Undergrad B-Schools. NIU’s ranking puts the college in the company of nationally known schools such as the University of Iowa, Arizona State, SUNY, Purdue, and Virginia Polytechnic Institute, which were ranked within seven places (above or below) of NIU.

NIU’s M.B.A. Program Ranks in Chicago. In fall 2006, Crain’s Chicago Business ranked the college’s M.B.A. Program among the top seven best M.B.A. programs in Chicago, based on alumni and corporate recruiter feedback to Crain’s first annual survey of top M.B.A. Programs (October 16, 2006). Of all alumni respondents, NIU alumni rated their satisfaction with the overall NIU academic experience higher than other alumni did for their alma mater. Additionally, NIU alumni ranked the overall teaching effectiveness in their academic programs higher than other alumni did for their institution.

Accountancy Ranking. In its 2006 annual survey of accounting programs, Public Accounting Report – a major trade publication for the accounting industry – ranked the college’s undergraduate accountancy program 11th in the nation and its graduate accountancy program 10th nationally. The college’s undergraduate accountancy program has ranked in the top 20 nationally for each of the last 19 years by Public Accounting Report.

NIU CPA Review Program was one of only 16 CPA exam preparation programs nationwide to be recommended in The Journal of Accountancy for CPA exam preparation. Of the nationally recognized programs on that short list, NIU’s CPA Review Program is the only one that is university affiliated/offered. Based on students’ performance on the CPA exam, NIU’s CPA Review Program has ranked within the top 10 nationally for 15 years.

IBM formally announced in October 2006 that the Northern Illinois University College of Business is an SSME partner school. SSME – Services Science, Management, and Engineering – is a new initiative for IBM. IBM’s interest in NIU’s business college was prompted by its operations management and information systems (OM&IS) program, where operations and information systems pieces are combined. In response, OM&IS partnered with the college’s Department of Marketing to add a service marketing component to the SSME curriculum. As an IBM-named SSME partner school, NIU’s business college joins schools such as Arizona State, Carnegie Mellon, Ohio State, North Carolina State, Maryland, California-Berkeley, and Wharton.

The NIU College of Business enrolled in the 2006-2007 CARMA Consortium Webcast Program offered by the Center for the Advancement of Research Methods and Analysis (CARMA), a non-profit unit of the School of Business at Virginia Commonwealth University. The CARMA program provides access to education and training on methodological issues through lectures on advanced topics. The topics are delivered live by leading scholars/methodologists from organizational studies, all of whom are editorial board members or past/current editors of leading journals from management and related areas.

Department of Finance Endowed Scholarships. This past year, the finance department obtained two new endowed scholarships: the Thomas L. Mann Scholarship, for junior/senior level finance majors based on scholarship and with a preference for veterans; and the Dennis Dean Scholarship, for junior/senior level finance majors based on scholarship and with a preference for those in financial need.

NIU College of Business Scholarships. This year, the college obtained two new scholarships: the Nick and Kim Calamos Student Scholarship; and the Gaylen and Joanne Matthew Larson Scholarship.

Media Coverage – Faculty Research

Chicago Tribune, August 12, 2006

Mark Rosenbaum, marketing professor. Research findings from his study “Exploring the Social Supportive Role of Third Places in Consumers’ Lives” were published as the feature story “Hangouts Feed Souls of Lonely.” Rosenbaum’s study was published in The Journal of Service Research.

The Wall Street Journal, September 20, 2006

Jim Young, Crowe Chizek accountancy professor and accountancy chair, co-authored research findings that were reviewed in the WSJ article “A First Look at Next Year’s Taxes – Analysis Shows How Inflation Adjustments Will Affect Your 2007 Bill.” Young’s co-authors are Mr. Jones of CCH and William Massey at Thomson Tax & Accounting.


Gerald Jensen, finance professor, co-authored a research paper, “Gridlock’s Gone, Now What?”, that was reviewed in several national media outlets. Jensen’s co-authors are University of Wisconsin-Oshkosh Professor Scott Beyer and CFA Institute Managing Director Robert Johnson. The authors’ research study was published in The Financial Analysts Journal.
Speaking from Experience

More than 70 business professionals and visiting academicians per year, on average, share their expertise with Northern's business students in the classroom or through other special events. Throughout the year, the college also hosts several keynote presentations and panel discussions which are open to all NIU College of Business students, alumni, friends, and faculty. 2006 guest speaker highlights follow.

Steven Levitt, University of Chicago professor of economics and co-author of the New York Times bestseller *Freakonomics: A Rogue Economist Explores the Hidden Side of Everything*, met with NIU Executive M.B.A. students on September 24, 2005, for a student group review of his book. On April 6, 2006, Levitt made a repeat appearance and addressed more than 300 graduate-level business students, describing how his predisposition to challenge the conventional wisdom led to findings contained within *Freakonomics*. The event was held at NIU Naperville and was sponsored by the NIU M.B.A. Program Graduate Colloquium Series.

Barry Posner, dean of the Leavey School of Business at Santa Clara University and professor of leadership, guest-lectured in the college’s Entrepreneurship and Innovation undergraduate class on September 21. An internationally renowned scholar in the field of leadership, Posner provided an overview of leadership and conveyed five best practices embraced by exemplary leaders. Posner is co-author of the award-winning and best-selling leadership book *The Leadership Challenge: How to Keep Getting Extraordinary Things Done in Organizations*. Barry Posner’s speaking-teaching engagement was sponsored by the Entrepreneurship and Innovation class, which is offered out of the college’s Department of Management.

Lyle Heidemann (B.S. Marketing 1967), president and CEO of True Value Company. October 17 keynote: Sixth Decade of Business and Customer Learning. Heidemann began his career in 1967 with Sears, where he gained extensive experience in retail, merchandising, brand management, operations, and logistics. He was the executive vice president and general manager of Sears’ home and off-mall stores until 2003, and was responsible for more than $20 billion in revenue-generating business, including home appliances and electronics; tools and paint; lawn and garden; tires and batteries; and licensed businesses, among others. In 2005, Heidemann joined True Value as the president and CEO. Mr. Heidemann’s appearance was sponsored by the M.B.A. Program Graduate Colloquium Series.
John Shigley (B.S. Accountancy 1978), executive vice president and chief financial officer, MGM Grand Hotel, LLC., was executive in residence in the College of Business on November 16 and 17, 2007. He spoke in finance classes on career opportunities and career paths in the finance and accounting fields, sharing his interesting and varied path to success, as well as the excitement of working in the Las Vegas casino industry. Shigley’s keynote address – The Business of the Casino Industry – was made before more than 100 student organization representatives and the 600 students in the UBUS 310 cross-functional course.

Peter Butterfield (B.S. Psychology 1976), president and CEO for ATK North America, spent November 7-8, 2006, in the College of Business as an executive in residence. Butterfield spoke of global competitiveness before students in the college's strategic management courses. He shared insights from more than 25 years of experience in the automotive industry, which began with the Ford Motor Company after Butterfield graduated from NIU. He held executive-level positions with Ford and Volvo and was president and CEO of Kia Motors America. Butterfield serves on the College of Business Board of Executive Advisors.

Jim Rose (B.S. Management 1983), CEO for Mosaic Sales Solutions Corporation, visited classes on November 7-8, 2006, as an executive in residence. He spoke in leadership and strategic management classes on leadership. Rose has extensive global business experience, living and working overseas for a good part of his career. He shared with undergraduate business students his insights on global business as well as keys to leadership success. Rose serves on the College of Business Board of Executive Advisors.

Karen Kirwan, CIO of ATK. October 12 keynote: The Successful Hybrid: Combining Technical Competency with the Right Leadership Behaviors. Kirwan covered the characteristics of an effective leader and discussed with NIU students private-sector expectations in next generation leaders. (Co-sponsored by the OM&IS department and the M.B.A. Program Graduate Colloquium Series).

Student Achievements

Deloitte Tax Case Competition – 2006. The NIU College of Business team participating in the Deloitte Tax Case Competition received a regional honorable mention. Congratulations to team members Kari Ehlers, Jessica Johns, Dan Siebold, and Justin VanZuiden.

Financial Management Association (FMA), Department of Finance student organization. For the third year running, the NIU FMA Chapter earned the FMA Superior Chapter Award, the highest honor for an FMA student chapter or honor society. Of the more than 200 active FMA student chapters located throughout the country, less than 5% receive this honor each year. Congratulations to NIU FMA student officers Scott Pinto, Kyle Seckler, Arin Stanton, Alison Kepner, Erin Scardina, Jessica Daniels, Matthew Barden, and Jason Wedel.

Accountancy Leadership Advisory Council (ALAC). In spring 2006, ALAC members raised $1,200 in support of the American Cancer Society and the Brian Deets Endowed Scholarship Fund. The ALAC represents accountancy organizations Beta Alpha Psi, National Association of Black Accountants, and Student Accountancy Society.

Society of Human Resource Management (SHRM) student organization. In spring 2006, NIU’s SHRM student chapter was awarded a Superior Merit Award by the national organization. This award recognizes the high quality of the NIU student chapter’s professional development activities and operation. Congratulations to SHRM student leaders Nate Meyers, Terrance Tyler, Eva Mascote, Katie Maslanka, and Nicki Otero.

Experiential Learning Center (ELC) 2006 Student Team. The ELC team developed a branding strategy for Forest Park, Illinois, after a semester-long marketing study with the city. Joe Locke (B.S. Management 1968) served as a business resource and coach to the students. The ELC student team recommendations for rebranding Forest Park received coverage in the local newspaper, The Forest Park Review.

NIU Internship/Co-op Student of the Year Awards – University Level. Kim Hiller (management major) received the Gold award designation for her outstanding performance as an HSBC HR Employee Equity intern. David Nyquist (OM&IS major) received the Bronze award designation for his outstanding performance interning as a process engineer with Eclipse, Inc.

American Production and Inventory Control Society (APICS) student organization. For the second year running, APICS placed in its regional case competition. In 2006, the NIU APICS chapter placed second in the 11th Annual Regional Student Case Competition. Congratulations to APICS student members and OM&IS majors Doug Buis, Kyle Glenn, Matt Kuechle, Danielle Mallizzio, and Jeff Orth.
Ed Brata, marketing instructor, was one of two College of Business teachers nominated by students university-wide to receive the 2006 NIU Student Choice Award.

Jon Briscoe, associate professor of management, was elected to a leadership position in the Careers Division in the Academy of Management in 2006. The Academy of Management is the leading professional association for scholars dedicated to creating and disseminating knowledge of management and organizations. Briscoe will serve as Professional Development Workshop chair. In 2006, Briscoe also received the 2006 Executive M.B.A. Golden Apple Award as the outstanding first-year professor in NIU's Executive M.B.A. program.

Natalie Churyk, assistant professor of accountancy, was named the Caterpillar professor of accountancy.

Norm Goldstein, finance instructor, made press in the December 2006 edition of Futures in Finance, which is published by the Association for Finance Professionals. The publication singles out Goldstein and the NIU Treasury Management course for having one of the largest Corporate Treasury Management (CTM) programs in the country. The CTM field is one of the fastest growing in terms of job availability for new graduates.

Debra Hopkins, CPA review director, was named to the university’s “Amazing Women” list in 2006. The “Amazing Women” designation recognizes women for noteworthy achievements in their careers and personal lives. The award was created by the NIU Presidential Commission on the Status of Women.

Gerald Jensen, professor of finance, co-authored a research paper entitled “Gridlock’s Gone, Now What?” with University of Wisconsin-Oshkosh Professor Scott Beyer and CFA Institute Managing Director Robert Johnson. The research paper was published in the September/October 2006 edition of The Financial Analysts Journal. Jensen’s co-authored paper received media coverage in several national media outlets.

Jim Johnson, professor of finance, received the 2006 Executive M.B.A. Golden Apple Award as the outstanding second-year professor in NIU’s Executive M.B.A. program. Johnson also was voted the Golden Apple Award recipient for excellence in teaching by the 2006 Professional M.B.A. class.

Katrina Mantzke, assistant professor of accountancy, was named the Kieso professor of accountancy.

Rick Ridnour, Enterprise Rent-A-Car Corporation professor of marketing, was one of two College of Business teachers nominated by students university-wide to receive the 2006 NIU Student Choice Award.

Robert Riggle, assistant professor of marketing, was responsible for obtaining a two-year WebSurveyor license for NIU’s Department of Marketing. WebSurveyor is a comprehensive survey creation and data collection software program that allows a researcher to more efficiently collect and analyze data. The program includes many customizable options, from questionnaire design and personalizing individual surveys for large samples to soliciting respondents via email.

Mark Rosenbaum, assistant professor of marketing, authored a research paper entitled “Exploring the Social Supportive Role of Third Places in Consumers’ Lives,” which was published in The Journal of Service Research. Rosenbaum’s research study was reported as a feature story in the Chicago Tribune.
Denise Schoenbachler, dean and professor of marketing, was one of 25 women named to the university’s “Amazing Women” list in 2006. The “Amazing Women” designation recognizes women for noteworthy achievements in their careers and personal lives. The award was created by the NIU Presidential Commission on the Status of Women.

Donald Tidrick, professor of accountancy, was named the Deloitte professor of accountancy.

Dan Weilbaker, professor of marketing, was named the McKesson Pharmaceutical Group professor of sales. In January 2006, Weilbaker organized NIU’s Sales Exchange Program short course in Dublin, Ireland, where he took 10 students from NIU, Iowa, and Illinois State to study in Ireland for two weeks. He also taught a Sales Exchange short course at Northern Illinois University in May 2006.

**Promotions**

Tanuja Singh, Chair of the Department of Marketing

Tanuja Singh, a marketing department faculty member since 1996, moved into the college’s administrative ranks in July 2006 when she became the new chair of marketing. Singh replaces Denise Schoenbachler, who stepped down as marketing chair to become dean of the NIU College of Business. Singh – a 2002 recipient of the NIU International Educator of the Year award – plans to work with the NIU marketing faculty to create a new area of emphasis in worldwide marketing. Her credentials include years of experience teaching global marketing strategy at the graduate and undergraduate levels, extensive research in global and cross-cultural marketing and consumer decision-making, and active participation in the World Marketing Congress.

**On the Move**

New Faculty and Staff

**Department of Accountancy**

**Bradrick M. Cripe, Assistant Professor**

Cripe, a certified public accountant, worked as a senior tax specialist at KPMG Peat Marwick LLP. He received bachelor’s degrees in both economics and criminal justice, as well as a Ph.D. in accountancy, from New Mexico State University. Cripe’s research production includes an article in the *ATA Journal of Legal Tax Research*. His dissertation is entitled “The Motivation Behind Separation of the Tax and Audit Function: A Voluntary Adherence to a Higher Standard or Increased Taxpayer Aggressiveness?”

**Linda J. Matuszewski, Assistant Professor**

Matuszewski became a certified accountant in 1988 and is currently working on her Ph.D. from the University of Cincinnati. She received her bachelor’s degree from Alma College and, in 2002, her M.B.A. from the University of Cincinnati. Before coming to NIU in 2006, Matuszewski was the CFO for the Jewish Community Center and a senior manager in the audit and tax department with Ernst & Young, LLP. Her dissertation is entitled “Honesty Preferences: Are They Affected by Perceptions of Distributive Justice?”

*New Faculty and Staff continued on page 23*
Department of Finance

Ted C. Moorman, Assistant Professor
Moorman received his bachelor’s degree from Wheaton College in business economics. In 2005, Moorman earned his Ph.D. in finance from Texas A&M University. Prior to joining NIU, Moorman was an instructor at Texas A&M and a visiting assistant professor at the University of New Hampshire. Moorman has written two journal articles to date and is currently working on his research paper, entitled “Charitable CEOs? An Analysis of Stock Returns and Surrounding Gifts of Stock.”

Gina K. Nicolosi, Assistant Professor
Nicolosi earned a bachelor’s degree in foreign language from the University of Dayton in 1999 before earning a master’s in finance from Wright State University in 2001. Prior to signing on with NIU, Nicolosi was a finance instructor at the University of Cincinnati. Along with her research production, Nicolosi has presented at the Financial Management Association in Chicago and New Orleans.

Department of Marketing

Joe Cullinane (B.S. Marketing 1980), CEO of Joe Cullinane Enterprises, Inc.

Executive in Residence
Joe Cullinane graduated from NIU in 1980 with a degree in marketing. He earned a master of science degree in communications from Northwestern University and an M.B.A. from Dominican University. Since 1980, Cullinane has held sales and executive positions at Xerox Corporation, NCR Corporation, and Diversified Software Systems, Inc. After a successful corporate career that included executive-level positions in international marketing, Cullinane’s entrepreneurial spirit took the form of Telum Group, Inc., which he founded. Subsequently, he founded Joe Cullinane Enterprises, Inc., a business-development and sales advisory firm, and now currently co-hosts, with Roger Green, The Cullinane & Green Report. In this hour-long podcast (cullinane-green.podomatic.com/), Cullinane, Green and their guests dispense no-nonsense information on the “hows” of business development in light of the latest technologies – such as blogs, podcasts, social networking; previous guests include marketing guru Guy Kawasaki and Google’s Internet Evangelist Vint Cerf. Cullinane is a board member of the NIU Executive Club and a sponsor of a Department of Marketing scholarship. He has coached numerous student teams working on real-world business projects as part of their semester course work. For the past several years, he has served as a frequent guest speaker in NIU business classes. In 2005, he was awarded the Marketing Alumni of the Year designation. In fall 2006, Cullinane was named the NIU College of Business Department of Marketing executive in residence, teaching the upper-level business class Global Marketing.

John D. Hansen, Assistant Professor
Hansen earned both his bachelor’s degree and Ph.D. from Troy University in business administration. Prior to joining NIU, Hansen was a visiting instructor at the Samford University School of Business. His dissertation is entitled “Understanding Consumers’ Preferences for Economic Resource, and Social Relationship Content across the Relationship Lifecycle.”

Robert J. Riggle, Assistant Professor
Riggle received his bachelor’s degree in public administration from Henderson State University, where he also earned his Master of Business Administration. Before coming to NIU, he was an instructor of marketing at Henderson State University in 2001. From 2002 to 2006, Riggle was a research and teaching assistant at the University of South Florida. Riggle’s dissertation is entitled “The Impact of Multi-Source Performance Feedback of Salespeople on the Performance Appraisal Process.”

Mark S. Rosenbaum, Assistant Professor
Rosenbaum earned his bachelor’s degree in finance from Indiana University before receiving a master’s degree with an emphasis in marketing from the University of Illinois at Chicago. Rosenbaum also attended Arizona State University and received his Ph.D. in marketing in 2003. Before becoming an assistant professor at NIU, Rosenbaum was an instructor at both Arizona State University and the University of Hawaii. In addition to his academic experience, Rosenbaum has written numerous journal articles, many of which have generated media interest. Rosenbaum has also presented his research findings in a variety of forums across the nation.
Retirements

Marvin Hill, J.D., Ph.D., retired from NIU's Department of Management in May 2006 after 29 years of service to NIU. Over his career, he taught in the areas of business law and human resources. He also taught courses in NIU's College of Law. His ability to engage students in the classroom was recognized with Excellence in Teaching awards in the Department of Management and College of Business. Hill's expertise in arbitration resulted in numerous scholarly articles and books used by lawyers, judges, and human resource management practitioners. In addition, he was a permanent panel arbitrator with appointments at large companies, such as American Airlines, United Airlines, as well as city governments. Hill has many other interests besides the law, as well. He is passionate about painting and cooking and often shares his talents in the kitchen with colleagues and friends.

Thomas Galvin, associate professor of operations management, retired in May 2006. He received his Ph.D. from the Illinois Institute of Technology in 1978, after a 15-year career in industry which included positions at Western Electric and Motorola. He began teaching for the Department of Management Sciences (now OM&IS) in 1979. He often spent his summers consulting for area firms including Zenith and United Stationers. Galvin developed a number of simulation and inventory management and control systems, including the FOR/G Scheduling System, which he also used in his teaching. He was selected by students to receive the department's outstanding teaching award many times, including during his final semester. In recognition of Tom Galvin's excellent teaching and mentorship, alumnus Paul Ernst (B.S. OM&IS 1985) created the Outstanding Operations Student Scholarship in Honor of Thomas Galvin, awarded for the first time in April 2006 at the Department of OM&IS Spring Banquet.

Linda Schaller, highly valued head secretary for the Department of Marketing, retired in December 2006. Schaller began her NIU career in 1983, when she worked with the university’s catalog copy editor. Schaller’s NIU experience also included working in the university’s Provost’s Office and with the Graduate School’s curriculum committees. In 1991, Linda joined the College of Business, where she worked in the college’s alumni relations area before transferring to the college’s Department of Marketing. Linda helped several department chairs, many faculty, and countless students during her years with NIU. Not only will her expertise and capabilities be missed by many, but so will Linda’s engaging personality. We wish her much happiness in her new adventures.

Jay Wagle began teaching in the Department of Marketing in 1981 and retired in 2006. He earned his Ph.D. at the University of Nebraska-Lincoln. Wagle’s teaching interests were in marketing strategy and promotion management. In 1993, Jay Wagle and Denise Schoenbachler worked with representatives from the Chicago Association of Direct Marketing Education Foundation (CADMEF) to develop a direct marketing program. This program is now an area of study in interactive marketing. As founder of the Marketing Honor Society (MHS), Wagle raised more than $12,000 for MHS scholarships. Wagle also served as the NIU Honors Program director for three years, was a member of the College of Business Strategic Planning Council from 1999 to 2005, and served on the 2004-2005 Ethics Task Force. Over the course of his tenure, Wagle received numerous honors, including Excellence in Teaching nominations at both graduate and undergraduate levels. Wagle is a self-admitted history buff. He is currently working on a collection of short stories.
NIU Executive Club 2006 Scholarship Recipient
Danielle Kahn

A recent graduate of Morris Community High School, Danielle Kahn was an active member of the school volleyball team for four years. Her love for sports also drove her to play travel and school softball for two years, along with participating in the Athletics Club. Off the court, Danielle was involved in Spanish Club, M-Club, the National Honor Society, and the National Honor Roll, qualifying her to be an Illinois State Scholar.

Along with sports, giving back is of great importance to Danielle. In her hometown, she rang bells for the Salvation Army, helped local church food drives, led her junior youth church group, and organized Morris’ Public Policy Project. Danielle also rang Salvation Army Bells in surrounding cities, and recently, she traveled to Kentucky to repair old houses for the Appalachian Service Project... an experience she describes as life-changing.

Danielle gained practical business experience during high school, when she held two jobs, one as a salesperson/cashier at a small retail store and the other as a cashier at a candy shop. Learning the responsibilities of tending cash created in Danielle a desire to pursue accounting. Danielle feels "...the contacts and opportunities presented to me through this scholarship will be tremendous assets in helping me through Northern and eventually helping me to land a CPA position." Ask Danielle how she envisions her future business endeavors, and she enthusiastically includes in the description her intention to use her NIU accounting degree to help a charity or other non-profit organization.

For additional information on the NIU College of Business alumni clubs, please visit the following web pages.

**NIU Executive Club**
www.cob.niu.edu/executiveclub/president.asp
Dan Feeley (B.S. OM&IS 1985), president

**Rockford Area Alumni Club**
www.cob.niu.edu/rockfordclub/
Jeff Wallem (B.S. Management 1979), president

**Young Professionals Network* (newly created in 2006)**
www.cob.niu.edu/ypn/
Brian Gillet (B.S. Marketing 2001, M.I.S 2002), president

*See next year's Business Network (2008) for news on this exciting club.

by Kelly Slattery (M.B.A. major)
The Eighth Annual NIU Executive Club Endowed Scholarship Gala continued in the tradition of providing an event filled with fun and camaraderie – and all for a worthy cause. Celebrating the significance of the NIU educational experience, attendees focused both on the festivities and on generating additional scholarship funds for exceptional students who aspire to stand out in business.

During the Live Auction, Gala attendees bid on a wide range of items – from a diamond necklace, a ski weekend in Colorado, and an authentic five-course Italian meal cooked and served by four NIU business alumni, to the chance to earn a Professional M.B.A. degree from NIU at half the tuition rate.

In her speech, 2006 scholarship recipient Danielle Kahn shared her interests, work, and community activities since high school, and her personal commitment to giving back. Danielle was also excited and grateful for the opportunity to attend NIU’s College of Business and interact with the college’s NIU Executive Club members. Monica Wallace, the 1999 scholarship recipient, also spoke and shared how being the very first Executive Club scholar helped her through not only her undergraduate experience but also law school, where she recently earned her J.D.

Few attendees could resist the festivities and the appeal of the scholarship recipients’ stories. As a consequence, the NIU Executive Club raised nearly $95,000 in support of exceptional NIU business students.
NIU’s College of Business sincerely appreciates
the generous commitment demonstrated by
alumni and corporations, all of whom make
this important scholarship possible.
Roy Schultz (B.S. Finance ’00), the dinner
dance committee chair, and the committee
members dedicated many hours to
achieve a wonderfully successful event.

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Garell Wong & Associates
Jim Wong
Gary Baumgartner CFP
Gary Baumgartner
Greenbrier & Russel, Inc.,
A Fujitsu Company
Eric Wassowicz
Howard Biletz
Joe Cullinane Enterprises
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Joe Locke
NICOR Gas
Kevin Kirby
Promontory Point Partners
Jeff Vogelsang
Sayers Finance Corporation
James Locke
The McHenry Group
Dan Grant
Venturi Staffing Partners
Fred Kohnke

NIU’s College of Business
Office of the Dean
Denise Schoenbachler

Department of Accountancy
James Young
Department of Finance
Richard Dowen
Department of Management
Sarah Marsh
Department of Marketing
Tanuja Singh
Department of OM&IS
Nancy Russo
Evening M.B.A. Program
Harry Wright
Professional Sales Program
Dan Weilbaker
Alumni Relations
Sue Braffet
NIU Athletics
Jim Phillips
NIU Development
Jon Salvani
NIU Foundation
Mallory Simpson

2006 Gala Committee members:
Alan Adducci
Sue Braffet
Jim Dennison
Candy Hintzsche
Kevin Kirby
Jim Locke
Joe Locke
Mark Staunton
Harry Wright

Thank you to the NIU Executive Club
scholars and their guests for their
assistance with the silent auction.
Anthony Quercia grossa, 2003 Scholar
Alvin Smith, 2004 Scholar
Brian Lundeen, 2004 Connection
Scholar
Esther Chen, 2004 Connection Scholar
Ryan Lotich, 2005 Scholar
Linda Tatro, Alumni and Corporate
Relations Financial Manager
Kelly Slattery, Dean’s Graduate Assistant
Jane Mall, Director of Corporate
Relations
Amy Buhrow, Outreach Specialist

Help Outstanding NIU Business Students Become
Future Business Professionals Who Make an Impact.
Plan to participate in the 2007 Endowed Scholarship Dinner Dance by saving the date now:
Saturday, November 3, 2007. To reserve your participation or for detailed information,
please contact Sue Braffet at (815) 753-1433; email braffet@niu.edu.
2006 Recipients of the David & Diane Graf Rockford Endowed Scholarship

Jamie Terhark

During his high school years, Jamie Terhark excelled in the classroom and in multiple extracurricular activities. In addition to three years on the Guilford High School football team, Jamie also participated in Student Council, the Honors English Society, the Renaissance Club, and Carpe Diem. Along with these activities, Jamie still found time to work seasonal self employed jobs, such as mowing lawns, shoveling snow, and other various tasks which taught Jamie the value of hard work. More recently, he served as a host at Habaneros Mexican Grill and Salsa Bar, where he familiarized himself with the restaurant industry. Perhaps one day Jamie will own and operate a Rockford restaurant establishment. Jamie plans to use his scholarship to earn a degree in business management. After completing a bachelor's degree, Jamie intends to earn a Master of Business Administration “to give me the management skills necessary to start and run a business.” Jamie is thankful for the opportunity to learn and grow from the NIU educational experience. With his firm foundation of past successes and sights set high for the future, we’re certain Jamie will achieve great things, both in school and beyond.

Jennifer Timm

Jennifer is a recent 2006 graduate of Hononegah High School (Rockton, Illinois), where she excelled in several activities. A member of the Wind Ensemble II, Jennifer showcased her musical abilities as a talented flutist. Her repertoire extends beyond music in the form of community service activities, which include participation in both the Global Economic Summit Group as a group leader and in the Hononegah High School Key Club. As a Key Club member, Jennifer worked in Winnebago, Illinois, separating recyclable items, directing traffic, and managing a metal drive. In addition to these services, Jennifer rang bells during the winter holidays for the Salvation Army during its charitable contributions drive. Jennifer’s work experience includes babysitting for three years while enrolled in school. She also worked at PetsMart, where she gained valuable experience in customer service, money management, and business operations. Jennifer aspires to one day start her own business. She appreciates the support provided by the NIU David & Diane Graf Rockford Endowed scholarship. With this opportunity, Jennifer intends to continue to help the community around her, which now includes the NIU family.

by Kelly Slattery (M.B.A. major)

The NIU College of Business genuinely appreciates the generous commitment and investments made by the organizations that sponsored the David & Diane Graf Rockford Endowed Scholarship Luncheon:

Alumni Newsmakers

Crain’s Chicago Business

Daniel Arnold (B.S. Marketing 1983), president of the Rockford-based Road Ranger gas stations, was featured in the article “Gas Seller Pursues Truck and Auto Niche Market” (October 9, 2006). The article describes Road Ranger’s plans to grow at a rapid pace over the year, as evidenced by the company’s latest expansion in the Midwest and Mid-South states.

Russell Ivinjack (B.S. Finance 1991), advisor for institutional investors at Ennis Knupp & Associates, was quoted in the article entitled “Frontenac Falls on Hard Times” (January 2, 2006). The article reviews the more than $300 billion poured into buyouts over the past five years.

Peter Principe (B.S. Management 1980), merchandising manager for paint at Ace Hardware Corp., was featured in the article “Ace has high-end line of paint up its sleeve” (September 14, 2006). The article details the hardware chain’s addition of Benjamin Moore paints to its product line.

Michael Reschke (B.S. Accountancy 1977) was featured in the article “Reschke Reboots as Hotel Developer” (May 8, 2006). The article describes the plans of Reschke and partner E. Barry Mansur to convert a half-vacant 1914 vintage LaSalle Street Tower into a high-end hotel, which they plan to name the Reserve.

Crain’s “On the Move”

Alfred L. Berbaum (B.S. Finance 1989, M.B.A. 1990) was promoted from assistant controller to controller at Golub & Co. (April 17, 2006).


Larry S. Brigman (B.S. Management 1972) moved from vice president of human resources at Revcor Cos. to vice president of human resources at Icon Identity Solutions (June 26, 2006).

Kevin Krueger (B.S. Accountancy 1994), previously controller at EN Engineering, was promoted to chief financial officer. He also continues to serve as the company’s vice president (March 6, 2006).

John McCallion (B.S. Marketing 1983) moved from senior vice president at Morgan Stanley to senior vice president and wealth advisor at Smith Barney (September 4, 2006).

Steven Oppasser (B.S. Marketing 1985) was promoted from general manager to president and CEO of Continental Packaging, Inc. (May 29, 2006).

Steven Warner (B.S. Finance 1992) moved from vice president at General Electric Capital Corp. to vice president of the Chicago business services team at Baird Capital Partners (July 10, 2006).

Summarized by Ashley LePard (marketing major) and Elizabeth Dombek (B.S.B.A. major)
Event Highlights for 2006

Steven Levitt, University of Chicago professor of economics and bestselling author
April 6, 2006 – NIU Naperville

Steven Levitt, co-author of the New York Times bestseller *Freakonomics: A Rogue Economist Explores the Hidden Side of Everything*, met with NIU Executive M.B.A. students on September 24, 2005, for a student group review of his book. On April 6, 2006, Levitt made a repeat appearance and addressed more than 300 graduate-level business students, describing how his predisposition to challenge the conventional wisdom led to findings contained within *Freakonomics*. The event was sponsored by the NIU M.B.A. Program Graduate Colloquium Series.

College of Business 16th Annual Alumni Luncheon
May 5, 2006 – Hilton Lisle/Naperville

With many alumni in attendance, the College of Business hosted its 16th annual alumni luncheon. During the luncheon, Nick Calamos (B.S. Finance 1989), senior executive vice president of Calamos Investments, received the 2006 Distinguished Alumni Award designation.

Baseball Outing – Schaumburg Flyers vs Gary Southshore Railcats
June 27, 2006 – Alexian Field

The Schaumburg Flyers baseball game provided a great way to bring alumni together for a fun-filled day at the ballpark, including an all-you-can-eat picnic. The event was sponsored by the college’s M.B.A. Program.

David and Diane Graf Endowed Scholarship Luncheon
August 9, 2006 – NIU Rockford

Featured speakers David and Diane Graf described their adventures in the United Arab Emirates, where David currently serves as dean of a UAE business school following his retirement as NIU dean. Attendees had an opportunity to contribute to the scholarship fund and to meet the new dean of the College of Business, Denise Schoenbachler. The David and Diane Graf Endowed Scholarship helps qualified Rockford-area students to attend the NIU College of Business.

College of Business and College of Engineering Technology Panel
September 27, 2006 – NIU Rockford

This panel discussion explored how NIU can help the manufacturing community prepare for the new age of global competitiveness, while expanding business and manufacturing opportunities in Rockford. Panel members included manufacturing executives and academicians: John Oller, executive director of Manufacturer’s Alliance of Rock River Valley; Andrew Mealey, director of strategies, Electric Systems, Hamilton Sundstrand Corporation; Denise Schoenbachler, dean, NIU College of Business; Promod Vohra, dean, NIU College of Engineering and Engineering Technology; and Richard Johnson, director of research and development for NIU’s College of Engineering and Engineering Technology. The event was co-sponsored by NIU’s College of Business and College of Engineering and Engineering Technology.

Scott Mitchell, chairman and CEO, Open Compliance & Ethics Group (OCEG) — Keynote Address during the NIU Ethics Day Event
October 18, 2006 – Barsema Hall

Scott Mitchell’s keynote address on ethics as a business process was made as part of the NIU College of Business Ethics Task Force initiative and Ethics Day event, during which the Student Code of Ethics – written for and by NIU business students – was dedicated. Mr. Mitchell spoke before an audience of more than 400 NIU College of Business students, faculty, alumni, and friends.

2006 NIU Homecoming
October 21, 2006

For the 100th NIU Homecoming, alumni renewed friendships and reconnected with favorite professors. Prior to the Huskies-Temple University matchup, alumni enjoyed pre-game tailgating festivities, which included a live performance by the band Mike and Joe, along with plenty of food and drink at the NIU College of Business tent.

Annual Business Forecast Luncheon
December 5, 2006 – NIU Naperville

Nick Calamos (B.S. Finance 1989), senior executive vice president and head of investments/CIO, Calamos Investments; Russell Hagberg (B.S. Marketing 1971), board member, DM&E Railroad Company; and Gerald Jensen, NIU finance professor, discussed their rationale behind various investment forecasts for year 2007. Attendees engaged in a lively Q & A session with the panel members, and afterwards enjoyed lunch with fellow NIU alumni and current M.B.A. students. This annual event is sponsored by the college’s M.B.A. Program Office.

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1960

Paul E. Luckett (B.A. Marketing 1964) and Judy (B.S.Ed. 1964) are living in Winter Park, Florida. Paul is retired as an independent agent/owner of an insurance company. He enjoys reading about the growth in the NIU College of Business. Since leaving NIU, Paul obtained his M.S. from Rollins College, and his wife earned her Ed.D. from the University of Central Florida.

Swaran L. Saxena (M.S. Marketing 1966) currently lives in Des Peres, Missouri, just outside of St. Louis. Swaran is self-employed; he and his wife celebrated their 50th wedding anniversary in July.

Jack Joyce (M.S. Finance 1967), a long-time AMCORE employee, passed away on October 25, 2006. Jack worked in Rockford-7th Street branch for 16 years. He had 40 years of commercial banking experience. Prior to joining AMCORE, Jack was president, chairman and CEO of City National Bank/First of America Bank in Rockford. Jack was honored with the 2003 Distinguished Alumni Award from Northern Illinois University. As one of the founding members of the NIU College of Business Rockford Alumni Club, Jack was instrumental in helping bring awareness to the new NIU educational center in Rockford through a series of lectures presented by the alumni club. Jack was extremely involved in the Rockford community, including previous board memberships as president of OSF St. Anthony Medical Center, chairman of the American Cancer Society, president of the Rockford Rotary Club, president of the University Club of Rockford, and president of American Business Club. He also served as Capital Campaign chairman for the American Red Cross, advisor and teacher for Junior Achievement, and he had been a member of the Rockford Board of Realtors, the Rockford Home Builders Association, and the Greater Rockford Alliance for Strategic Priorities. He also dedicated his time to the Notre Dame Club of Rockford and the St. Peter’s Cathedral Finance Council. Jack touched the hearts of many people in the Rockford community and will be deeply missed.

Robert H. Rothkopf (B.S. Management 1967, M.S. Management 1973) spent 41 years in the auto and fastener industry. He served as president of several businesses, including Elco Textron and Rothkopf and Associates Consulting, respectively. He is currently president of Semblex Corporation, which was recently listed on Crain’s list of Chicago’s largest privately held companies. Robert and his wife reside in Rockford.

1970

Sylvan Raymond Wildman (M.S. Finance 1967) of Rock Island, Illinois, passed away on May 22, 2006. He is survived by his wife of 59 years, Dorothy Wildman, and their four daughters. He was extremely proud of his degree from NIU. Sylvan will be deeply missed.

Ralph C. Wallis (B.S. Management 1972) retired as the business manager of the College of Engineering and Engineering Technology at Northern Illinois University. Ralph resides in Sycamore, Illinois, with his wife, Peg.

Fred Kohnke, (B.S. Accountancy 1973), CEO of CBS Personnel Holdings, Inc., took the mound on June 17 at Cinergy Field to throw out the ceremonial first pitch during the Cincinnati Reds versus Chicago White Sox game. Fred’s firm, CBS Personnel Holdings, Inc., entered into a multi-year partnership with the Reds. Their goal is to become a dominant player in the commercial staffing market while seeking to invest in the local community and quality organizations. One component of the multi-year partnership afforded CBS the opportunity to host a special baseball game. The Big Brothers and Big Sisters of Greater Cincinnati attended as guests of CBS Personnel. The event provided a perfect opportunity for both organizations to deepen their business relationship and to include the community in all the fun. Fred is a former NIU College of Business Executive Club president.
Bruce Alan Hupfer (M.A. Sociology 1972, M.B.A. 1974) passed away at his home in Crystal Lake, Illinois, on February 10, 2006. Bruce owned Hupfer Consulting and held various positions throughout his career. He worked for Fifth Third Bank in McHenry, was vice president of the Business Development Group, and vice president of marketing for N.B.D. Illinois Bank and Liberty Bank. Bruce served on the advisory board of Pioneer Center, helped found Monarch Hospice, and participated in generating design plans for the Elgin/O’Hare Expressway in 1977. He served as a Nunda Township precinct committeeman. Mr. Hupfer co-authored reports to the U.S Congress identifying savings through deregulation, restructuring, and improved management of key agencies, including FDIC, SEC, OCC, and CFTC. He authored the book Marketing Your Medical Practice. Bruce is survived by his wife, Ann; a daughter, Michelle (B.S. OM&IS 2001, M.B.A. 2006), of Crystal Lake; his parents; a sister; and two nieces, Amy and Kelly. Bruce was preceded in death by daughter Marilee.

James J. Sullivan (B.S. Management 1977). Jim’s recruiting and placement business, Ethical Search Professionals, Ltd., celebrated its 10-year anniversary of providing talent acquisition for clients across the USA in the fields of engineering and production/plant management. Jim’s wife and two of his three sons work for the business as well, so it really is a family affair! Jim has been working in the talent search and placement business since his graduation from NIU.

Bruce A. Flowers (B.S. Management 1979) was recently named regional director of decision support and performance improvement for the Northern Indiana Region of Sisters of St. Francis Health Services, Inc. He has been in health care finance/decision support for 20 years, working for major health care systems such as Advocate Health Care and the University of Chicago Hospitals. Bruce and his wife, Janet, reside in Flossmoor, Illinois.

James A. Hatch (B.S. Finance 1979, M.B.A. 1980) retired in September 2006, as a partner with PricewaterhouseCoopers after a long career in industry and consulting. He looks forward to teaching or working for the federal government, and is appreciative of the great education he received at NIU that prepared him so well for his successful career. He and his wife divide their time between their homes in New York City, the Hamptons, and Palm Beach.

Howard M. Hohnsen (B.S. Accountancy 1982) and his wife live in Downers Grove, Illinois. Howard is chief financial officer for Emerging Solutions in Chicago, Illinois.


Jeffrey D. Bronswick (B.S. Accountancy 1988, M.B.A. 2000) and his wife, Karin (Thornbloom) (B.S.Ed. 1988), currently reside in Green Oaks, Illinois. Jeffrey was recently named president of Reicin Pollack & Co., Ltd. Reicin is a CPA firm in Buffalo Grove, Illinois, which serves the audit, accounting, and tax needs of many privately held businesses.


Carolyn Vicini (B.S. Finance 1992, M.B.A. 2002) and her husband, Scott (B.S. Finance 1992), live in Algonquin, Illinois, and recently celebrated their 10th wedding anniversary. Scott works as controller for Oce Imaging Supplies, and Carolyn has spent the past 10 years traveling for Whirlpool/Maytag to conduct computer consulting services with international accounts in such countries as the United Kingdom, China, and Australia. In November 2006, Carolyn left the firm due to a corporate buyout and consolidation.
Virginia E. Kliebhan Canavan (B.S. Marketing 1995) was promoted to business development executive at Diamond Marketing Solutions, a direct marketing company. Virginia has been with Diamond Marketing since her graduation from the NIU College of Business in 1995. Virginia and her husband, Jeremy, reside in Sugar Grove, Illinois.

Amy K. Adams (B.S. Accountancy 1996) currently works for Gap, Inc. in San Francisco as a manager in finance. She and her husband, Jeffrey, live in Concord, California.

Linda Catalano (B.S. OM&IS 1996) lives in Chicago and works as a project manager for the Chicago Mercantile Exchange.

Michael Schweizer (B.S. Management 1999) lives in Livermore, California, and recently completed an M.B.A. program at California State University, East Bay, in marketing management. He was promoted to category analyst at Safeway.

Troy Tillis (B.S. Management 2004) recently completed an M.S. in international trade and development at Oklahoma State University. He is now stationed in Macedonia with the Peace Corps, completing a two-year economic development assignment and working on his thesis. Visit www.troytillis.com to follow Troy’s travels to Macedonia and across the globe.

Kristin (Lilly) Tortoriello (B.S. Marketing 2004) and her husband, Dr. Paul Totoriello, married in January 2006 in Chicago. In fall 2006, they opened a medical spa, where Kristin serves as marketing director.

Christopher Render (B.S. Marketing 2005) is a community consultant for Pulte Homes, Inc., and lives in Hampshire, Illinois.

Ryan Goyal (B.S. Accountancy 2006) is an auditor/associate with Reznick Group in Skokie and resides in Morton Grove, Illinois.

John Hebert (B.S. OM&IS 2002), Eric White (B.S. OM&IS 2002), Brian Eng (B.S. OM&IS 2003), Jole Frickenstein (B.S. OM&IS 2003), and Jed Steele (B.S. OM&IS 2003) currently work for TELUS in Vancouver, where they perform systems analysis/project management work on a new state-of-the-art billing system. This IT project also happens to be one of the largest in North America. Not only did these NIU grads reconnect professionally, but they also (with their wives and girlfriends) enjoy getting together for Huskies football games. Go Huskies!

Hailey I. Venters (M.B.A. 2002) lives in Shorewood, Illinois, with her husband, Allan. Hailey is currently employed as a category development manager for Wyeth in Oak Brook, Illinois.

Jenny R. King (B.S. Business Administration 2003) enjoys her job as an associate national bank examiner working for the U.S. Treasury, Comptroller of Currency. Jenny regulates national banks and appreciates how well the NIU College of Business prepared her for the working world. Jenny makes her home in Carmel, Indiana.
Upcoming 2007 Events

Unless otherwise indicated, all events are open to NIU College of Business alumni. Please note, some events have limited seating and require your RSVP.

College Events
May 4
NIU College of Business Alumni Luncheon
Hilton Lisle/Naperville, 11:30 a.m.

August 31 – September 1
(Event details to be announced)
NIU College of Business Alumni Soldier Field Football Weekend with NIU taking on Iowa at Soldier Field on September 1
Chicago

October
NIU College of Business Ethics Day
(Event details to be announced)
October
NIU Homecoming Game
(Event details to be announced)

Alumni Club-Sponsored Events

February 14
Executive Club B2B Networking Breakfast
NIU Naperville, 7:30 a.m.

March 6
Executive Club Spring “Face to Face”
Hilton Lisle/Naperville, 6 p.m.

April
Rockford Social
(Event details to be announced)
April 12
Executive Club Members Event
(Event details to be announced)
May 9
Executive Club B2B Networking Breakfast
NIU Naperville, 7:30 a.m.

May 24
Rockford Area Alumni Club Golf Outing
Aldeen Golf Course, Rockford, 3 p.m.

September 10
Executive Club 12th Annual Golf Outing
Kishwaukee Country Club, DeKalb, 11 a.m.

October 9
Executive Club Fall Face to Face
Hilton Lisle/Naperville, 6 p.m.

October
Rockford Lecture at NIU Rockford
(Event details to be announced)

November 3
Endowed Scholarship Dinner Dance Gala and Silent Auction
(Event details to be announced)

November 14
Executive Club B2B Networking Breakfast
NIU Naperville, 7:30 a.m.

M.B.A. Events
February 3
M.B.A. Workshop: Reality IT 101 – The Power of Business Spreadsheet Modeling
(open to M.B.A. students and alumni)
NIU DeKalb, 8:30 a.m.

February M.B.A. Get Acquainted Dinners
February 5 NIU Hoffman Estates, 5:30 p.m.
February 7 NIU Naperville, 5:30 p.m.
February 8 NIU Rockford, 5: p.m.

February 10
M.B.A. Workshop: Reality 103 – Business Web Page Design
(open to M.B.A. students and alumni)
NIU DeKalb, 8:30 a.m.

February 24
M.B.A. Open House – Information Session
NIU Naperville, 9:30 a.m.

March 28
M.B.A. Colloquium with Conor Cunneen, author of Why Ireland Never Invaded America.
NIU Naperville, 6:30-8 p.m., with a reception following the presentation. Limited seating.
Please RSVP by March 21 to msalmon@niu.edu.

October
M.B.A. Colloquium Executive Lecture Series
NIU Hoffman Estates (Event details to be announced)

December 4
Annual Business Forecast – 2008
Tuesday, December 4, 2007
NIU Naperville, 11 a.m. to 1:30 p.m., including luncheon
My wife, Donna, and I have donated a professorship to NIU’s Department of Accountancy for at least three reasons. First, the department has several outstanding teachers and researchers who other universities are attempting to attract away from NIU. We wanted to prevent that in the case of professor Kate Mantzke, a superb teacher and writer. Secondly, in 1985, ten of my former students – all of whom were admitted to the partner level at KPMG Peat Marwick within a two-year period – decided to reward me by funding annually a professorship that “handcuffed” me to NIU. It was NIU’s first professorship with a stipend. I always wanted to repay that generous gift from my former students. And lastly, Donna always reminded me that it was NIU that paid my salary for 30 years and gave us both many great students, friends, and memories.

— Donald E. Kieso
KPMG Peat Marwick emeritus professor of accountancy

When I attended NIU’s College of Business, I experienced firsthand alumni mentoring students, which reinforced why I chose NIU. A Hewlett-Packard professional – also an NIU business alumnus – took me under his wing for a day-in-the-life of a sales representative. After that day, I gained greater understanding of the importance of setting expectations and building relationships. As an American Marketing Association member, I worked with a dedicated group of NIU Executive Club members who helped me and fellow students solve real-world business problems. Those alumni and their companies co-sponsored our case competition and provided awards. The experience allowed us to form authentic relationships with these successful individuals, and we saw the variety of ways alumni give back to the College of Business. Now that I’m an alumnus, I can donate money or help students see how their education will translate into real-world value. As a business professional, I also have the chance to see NIU alumni helping NIU alumni, which illustrates the full circle of giving happening at NIU’s College of Business.

president, NIU Young Professionals Network
OTA*Off the Record Research, LLC - Institutional Sales
20 Ways to Make an Impact In NIU’s College of Business

1. Invest in the college on an annual basis. The percentage of graduates who donate plays a large role in influencing our national ranking.

2. When you make news in the media, tell the reporter of your degree(s) from NIU’s College of Business.


4. Recommend to us potential individual or corporate donors who want to make a genuine difference in our students’ lives by investing in scholarships, endowments, or naming opportunities.

5. Contact a favorite professor who made a positive difference in your life and share how you benefited from their teachings.

6. Underwrite a national keynote speaker event for the college’s student and alumni audiences.

7. Help recruit top quality undergraduate and graduate students by encouraging them to visit our campuses (DeKalb, Naperville, Rockford, Hoffman Estates).

8. For our current students, provide mentorships, job-shadowing, and internship opportunities. Or have a student team from the college’s Experiential Learning Center tackle your organization’s non-mission critical business issue.

9. Partner with us to host an M.B.A. recruiting event on your company premises. If your employees seek a master’s degree, we want them to strongly consider our outstanding graduate program offerings.

10. Anytime your contact information changes – residential, business, email, or phone – call our alumni offices at (815) 753-1433. Or update your contact information online at www.cob.niu.edu/alumni/alumniform.asp.

11. Encourage your friends who are also NIU alumni to stay in touch with us and to also send us their current contact information.

12. Create a legacy of difference by including the college in your will or estate plan.

13. For the latest in college happenings, visit the college webpages at www.cob.niu.edu/aboutcob/.

14. Read Business Network, our annual magazine, and send us your news: from promotions, awards, retirements, to marriages, babies, relocations.

15. Visit Barsema Hall in DeKalb, Illinois. If you haven’t been here yet, you will be amazed. We always enjoy welcoming our graduates back to their academic home.

16. Send us the names of graduates you believe should be nominated for the college’s Distinguished Alumni Awards.

17. Participate in upcoming alumni events, including international trips, football receptions, Cubs games, and more at: http://easy.niu.edu/eas/caldirect.aspx?cal=25,64.

18. Help raise endowment funds for student scholarships by attending the NIU Executive Club Gala, held every fall. Or donate an item for the silent auction (for details email braffet@niu.edu).

19. Join the NIU Executive Club or Young Professionals Network to reconnect and network with other fellow alumni (www.cob.niu.edu/alumni/).

20. Be an ambassador for the NIU College of Business in these 20 ways and more, including encouraging fellow alumni to contribute to the college’s annual fund drive or to an area that interests them.
The Northern Illinois University College of Business has named Anthony A. D’Andrea director of development and senior gift and estate planning officer for the college.

D’Andrea brings to the job 16 years of experience in higher education development and promotion, including positions at the University of Chicago and Benedictine University. Most recently he served as vice president for institutional advancement at the Illinois College of Optometry, where he quadrupled income from private giving and grants.

The first full-time development officer in the college for three years, D’Andrea is working to create a comprehensive advancement program that will establish strong ties with the business school’s 38,000 alumni and strengthen relationships with business and industrial leaders throughout the region. His long-term goal is to build the college’s endowment for student scholarships, faculty support, and centers of excellence.

“At just over 40 years old, the college has reached a certain level of maturity where an effort like this is not only appropriate and necessary, it can also be successful,” says D’Andrea. “Our graduates can be found in leadership positions throughout the country,” he says. “I am anxious to meet them, to learn about their successes and help them reconnect with the college.”

Getting to know those alumni will be a priority for D’Andrea in the months ahead. Another facet of his efforts will be strengthening the ties that the NIU College of Business has built with the business community over the years. “We have long-standing relationships with some of the top businesses in Chicago. They tell us again and again how much they value the talented, hard-working graduates from NIU, and I look forward to expanding partnerships with additional companies to ensure we can continue to produce such students.”

The college’s highly regarded programs make developing such a partnership mutually beneficial, says D’Andrea. Plans are underway to expand programs in areas such as entrepreneurship and international business.

“The NIU College of Business has many excellent programs and an outstanding reputation. We have quietly graduated thousands of alumni who are making significant contributions in the workforce and in their communities. I look forward to meeting them and hearing about their NIU experience,” D’Andrea says.

D’Andrea is a native of Glen Ellyn and currently lives in Chicago with his wife and two children.

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**Financial Stakeholders**

The NIU College of Business sincerely appreciates all investments made by alumni and friends. The college thanks each and every one of you.
Why is this M.B.A. alum smiling?

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Seventeenth Annual Alumni Luncheon
Friday, May 4, 2007
11:30 a.m.-1:30 p.m.

Hilton Lisle/Naperville
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