The World According To…
(The college’s global strategy)

NIU Business College …
Global strategy to include China, Egypt, Serbia

Students …
Social Entrepreneurship Class in Mexico
via NIU-Opportunity International collaboration

Alumni …
From DeKalb, to Ireland, Iraq, and the United Nations
Welcome to this issue of *NIU Business*. This year, I would like you to travel with me around the world to glimpse some of the creative and exciting ways we are embracing the reality of a global business environment.

The world is such a big place, and yet such a small place. This issue of NIU Business highlights how we are teaching our NIU College of Business students that message through our global programs and initiatives. As a college, we made a commitment two years ago to focus on educating students to compete in a global business environment. We have made great progress, as you will see in this issue where we highlight a sample of our global programs. It is rewarding to see our NIU students take their first step on foreign soil, timid and tense, then return to NIU with the understanding that people have more similarities than differences. It is rewarding to see our faculty infuse global business principles throughout the curriculum as they have more opportunities to learn and experience global business practices firsthand. It is rewarding to help our students see how they can make a real difference in others’ lives as they work directly with the world’s poor. We are truly taking NIU’s College of Business global!

Despite the vastness of global, we all learned how small and close the world is when, on February 14, 2008, NIU made world news because of the tragic shooting on campus. Within hours, NIU College of Business faculty, staff, and students had received offers of condolence and offers of help…literally from around the globe. Our friends in such places as China, India, Brazil, Spain, England, Germany, Serbia, Mexico, and beyond had heard of our tragedy and reached out to us. Indeed, in the hours following these events, the world seemed very small to us. To all of you who reached out to us, thank you.

I do hope you enjoy this trip around the world with me, as well as catching up on news and events in the College of Business. As always, I invite you to visit us in Barsema Hall or at one of our College of Business alumni events.

Denise D. Schoenbachler, Dean
NIU College of Business

*Where the Classroom Meets the Business World*

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The NIU College of Business sincerely appreciates all investments made by alumni and friends. The college thanks each and every one of you.
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NIU Media Imaging
The college’s strategic direction includes a focus on globalization

by Michelle De Jean

The Far East of Asia and Europe, the Middle East, and the Heartland...there might have been a time when this combination seemed unlikely, but not anymore. In the best-selling book *The World is Flat*, author Thomas L. Friedman describes how numerous technological and social shifts have leveled economies, creating a flattened world. A flat world, according to Friedman, is characterized by “a global, web-enabled platform for multiple forms of sharing knowledge and work” that is unrestricted by time, geography, distance, and even language. He goes further to say that the flattened world has “accidentally made Beijing, Bangalore and Bethesda next-door neighbors.”

Now, a new “neighborhood” – one that is not accidental – is in development. Scouted out through the college’s strategic planning effort, this neighborhood includes the Far East of China, Eastern Europe’s Serbia, Egypt in the Middle East, and the Northern Illinois University College of Business in the Midwest.

“NIU, with its proximity to Chicago, is a logical destination for these students because it puts them on the doorstep of one of the few truly international hotspots in the U.S.,” NIU Provost Raymond Alden said, referring to Chicago’s status as a global crossroads, home to many global corporations.
NIU’s venture into Asia began in summer 2007, when a contingent of university administrators traveled to China to explore the creation of graduate-level programs at NIU for Chinese business and engineering students. The NIU delegation—Provost Raymond Alden, College of Business Dean Denise Schoenbachler, and College of Engineering Dean Promod Vohra—visited some of the country’s top universities: Shanghai Jiao Tong University, Nanjing University of Finance and Economics (in Nanjing), and Hohai University (in Chanzhou). These, and other universities across China, are committed to providing their students with international exposure and have actively recruited educational partners in America, the United Kingdom, Australia, and elsewhere.

For China, a large portfolio of international partnerships is just one aspect of a higher education system growing at an explosive rate. The other aspect involves a rapidly expanding physical infrastructure to accommodate one of the world’s largest markets. Consider Shanghai Jiao Tong University, where more than 9 million square feet of new buildings has been built since 2000. Put another way, that’s the equivalent of building MIT in seven years.

“China is a market that cannot be ignored. It would be very positive for us to have Chinese students enrolled in our programs,” College of Business Dean Denise Schoenbachler said. “Not only would they gain valuable experience and knowledge, but our students would have an opportunity to be exposed to, and learn from, a different culture and different ways of doing business.”

Schoenbachler adds that over the past decade the NIU College of Business has worked to extend its reach beyond the United States. These efforts range from discipline-specific exchange programs (with schools in Ireland and, previously, in Russia) and annually-conducted European business seminars, to the increased internationalization of the college’s student and faculty bodies. “The issue has always been one of finding the best fit between our college and the global business experience in terms of focus, resources, strengths, opportunities, and infrastructure,” said Schoenbachler.

During the 2007 China visit, a best fit materialized quickly with the Beijing Technology and Business University and resulted in a study abroad program jointly coordinated by the Beijing university and NIU’s business college. In May 2008, 14 NIU business undergraduates traveled to China with Chang Liu, associate professor in the Department of Operations Management and Information Systems (OM&IS). For the NIU students, the three-week study abroad program included visits to four companies, one of which is a global corporation with Beijing operations; additionally, an NIU alumnus was instrumental in helping to set up the visit. Inside the Beijing university classroom, the students studied information systems application and practice in China through course work that was taught by the NIU OM&IS professor.

Historically, the college’s information systems curriculum has consistently attracted interest from a large contingent of students in Asia and the Middle East. But recently, other college programs have experienced movement in the numbers of overseas students. Through the college’s strategic planning process, the school articulated a plan to create the necessary infrastructure to allow for globalizing the learning experience on a formal, college-wide basis. As currently envisioned by the college’s Strategic Planning Council, the infrastructure may take the shape of a Center for Global Business Education. The center would foster learning opportunities...
for targeted global corporations and academic institutions here and abroad. For those partnerships, center services could take one of three forms: 1) developing and delivering curricula for degree completion; 2) compressing existing courses into study abroad opportunities, complete with on-site visits of businesses operating abroad (possibly to include a short-term experiential project with a firm); and/or 3) customizing business training for working professionals and government officials in countries outside of the United States. No matter the form or function, the idea of the Center for Global Business Education is predicated upon a process to develop and sustain relationships across cultures and boundaries and among multiple participants: students, academia, governments and governmental officials, global firms, and corporate executives.

Providing significant help in that arena is newly appointed Associate Dean Paul Prabhaker. Prior to signing on with NIU in July 2007, Prabhaker had forged international partnerships with more than a dozen overseas academic institutions, as well as with high-level government officials. Take, for example, Mr. Jun Liu, chief consul of the Chinese Consulate General. As chief consul, Liu’s duties include identifying training programs in technology and business. Based in Chicago, his offices represent China in the nine-state region of the Midwest. Previously, Liu had worked with Prabhaker to establish an academic exchange program with the Illinois Institute of Technology. But in September 2007, Liu accepted an invitation to visit NIU’s College of Business. He met with Schoenbachler and Prabhaker, as well as with faculty and staff members of the Global Task Force, an action team of the college’s Strategic Planning Council. Less than a week later, Mr. Liu named NIU’s College of Business as China’s Preferred Educational Partner, a designation which promises to provide cascading opportunities for the NIU College of Business to become an important player in the education and training realms of one of the world’s largest markets.

Some examples of these opportunities: Immediately after formalizing the relationship, Mr. Liu’s offices worked with the college to arrange graduate training in management and leadership for high-ranking Chinese officials, many of whom include mayors, deans, and vice chairmen of various governmental agencies. The Chinese officials arrived at NIU in December 2007 and stayed through the spring 2008 semester. Meanwhile, the college has also entered into an exclusive relationship with the Chinese National Bureau of Statistics, representatives of which made a special trip to visit NIU’s College of Business to discuss graduate-level business degrees for bureau employees, as well as for prospective hires. The Chinese National Bureau of Statistics expressed strong interest in NIU’s M.B.A., Master of Accountancy Science, and Master of Information Systems programs. So impressed were the representatives with the college’s programs, faculty, staff, and facilities that the Chinese National Bureau of Statistics chose to enter into an exclusive partnership with the NIU College of Business, preferring NIU over all the 30 graduate-level academic programs in the Chicago market. And on another front, real potential exists for an academic alliance between the NIU College of Business and NanKai University, one of China’s top tier universities – often viewed as the Harvard of the Far East.

“Mr. Liu was very impressed with what he saw here. As the relationship with the Chinese Consulate General’s Office grows, NIU may find new opportunities to partner creatively with the Chinese government,” said Prabhaker, referring to Mr. Liu’s interest in technologies and management strategies for achieving improved environmental safety, one of China’s strategic priorities along with its booming economic development.

Pathways into Eastern Europe

Interest in the breadth and depth of NIU’s education services also comes from a newly formed university in Serbia. Slobomir P University was founded in 2003 by Serbian natives Slobodan and Mira Pavlovic, who wanted to help their homeland. Realizing that the country’s future prospects lay in the capabilities of its youth, they looked to partner with a high-caliber American university that carried a broad range of well-regarded programs.

“Very few universities have the complete portfolio of educational services that we have at our disposal,” Schoenbachler said. “The fact that NIU can address such a wide variety of needs and has such a highly respected track record provides strong appeal for institutions in many countries.”

Plans for the NIU College of Business academic alliance with Slobomir P University initially call for academic exchange programs and visiting professor programs. Down the road, the alliance activities could include jointly created curricula, the delivery of which may be technology-enabled. But most immediately,
Slobomir P University graduated its first generation of students in 2007, and NIU College of Business Dean Denise Schoenbachler served as its inaugural commencement speaker.

The Road to Cairo

Traveling to Egypt is anything but an inaugural event for the college. In years prior, Ahmed Rifai, retired professor in the Department of OM&IS, conducted annual three-week study abroad programs in the Middle East for NIU business majors. The trips provided approximately 15 NIU students per year with access to some of Egypt’s most influential petroleum businesses and government organizations. Then, in fall 2007, the college was approached — in part because of those earlier activities — to deepen its relationship by entering into an educational alliance with the National Management Institute (NMI) of Egypt.

The NMI is a relatively new organization. It supports the Egyptian government by providing management and business services to Egypt’s numerous ministries (upwards of 20) through an alliance network with academic institutions around the world. Participating academic institutions — now to include the NIU College of Business — initially will work with NMI to provide business training courses to ministry employees. However, NMI’s long-range intention is ambitious; NMI’s overall purpose for the business training is to transform ministry operations into those characterized by a high-performance private sector firm.

Moustafa Shaarawi — senior advisor to the Egyptian minister overseeing all 20 ministries — acknowledges that moving a number of organizations from a public sector mindset to one of a world-class business operation is no
small undertaking. Even if such a change were mandated from the top, the task would still be daunting. Employees at the senior management level number 9,000 professionals (classified as general managers). These 9,000 employees constitute the executive branch across all 20 ministries. To manage the project, the NMI-NIU College of Business relationship will first work to identify business training needs within one ministry and then develop pilot programs around those needs for a group of 25 general managers.

At the same time, the NIU College of Business will collaborate with NMI and its other academic partners to draw up long-term plans to reengineer ministry operations, as well as to introduce and institutionalize a culture change within the ministries. The intention is to implement these plans over the course of the next five to 10 years.

Charting the Course of a Level Playing Field

How education goes about charting a course in a flattened world varies across academic institutions. The task is made even more difficult because the world has become both much bigger and much smaller at the same time. As described in The World is Flat, author Friedman cites the disruptive economic shift caused by the three-billion-person market of three emerging economies: India, China, and the former Soviet Union. Friedman adds that because of the velocity and the vector of technological change – individuals in virtually every corner of the world can now “plug and play.”

In making the strategic decision to enter the markets of Asia, Far Eastern Europe, and the Middle East, the NIU College of Business has embraced the emergence of this three-billion-plus “neighborhood.” The key difference with NIU’s approach, however; is found within the nature of the relationships themselves. While many schools have entered into agreements with Chinese organizations, the NIU College of Business has the distinction of being one of only a few schools chosen by the Chinese government as a Preferred Educational Partner. In terms of its relationship with Serbia, NIU is an early entrant into an important market that, at this point in time, has little to no American university presence.

In the Middle East, the NIU College of Business stands to collaborate within a global academic community for purposes of using education to institute transformational change. And while NIU’s partnering organizations around the world stand to benefit from these relationships, so, too, will students of the NIU College of Business.

“Our goal is to partner with universities that have highly respected academic programs,” said senior advisor to the Egyptian Minister Moustafa Shaarawi of NMI-Egypt’s interest in working with the NIU College of Business.

“In whatever way one might define personal or professional success, or even how one views what it means to be an educated person,” Schoenbachler said, “that definition must now include the ability to understand different cultures, different societies. This ability is a must-have in such an increasingly interconnected world.”

Indeed, gone are the days when a global perspective in a school’s educational offerings was considered a luxury. These days, a global perspective is a necessity.
The college’s efforts to provide opportunity for its students to experience the global business environment began 25 years ago. Long-standing programs are summarized below, followed by a listing of honorable mentions from the 1980s-1990s.

**International Business Seminar (Since 1983)**

In existence since 1983, the college’s International Business Seminar provides an opportunity for students to study problems, issues, trends, and practices in business within the international environment and to experience different cultures. The seminars are scheduled between the fall and spring semesters for about two and one-half weeks and between the fall semester and summer session for about three and one-half weeks. The seminar includes visits to usually five European cities. Cities visited have included London, Brussels, Paris, Geneva, Lausanne, Heidelberg, Amsterdam, Cologne, Frankfurt, Rome, Florence, Milan, Innsbruck, Prague, Munich, and Budapest. Scheduled activities include visits to foreign organizations (BMW, Lloyd’s of London, DuPont, Oracle, John Deere, Swarovski Crystal, International Red Cross, World Trade Organization, PricewaterhouseCoopers, among others); presentations by organizational managers and executives; discussions with foreign and domestic international faculty; city tours; and visits to historical sites. The program is open to undergraduate, graduate, and visiting students. Participating students earn academic credit, and their studies are guided by accompanying NIU College of Business faculty members. This year; the number of student participants since the program’s inception will surpass 500.

**M.B.A. Program – International Business Seminar (Since 1992)**

The first M.B.A. International Seminar was offered in 1992 to the Executive M.B.A. students. The purpose was to provide them the opportunity to experience another culture and enhance their understanding of global business. In 1992, the students traveled to Amsterdam and Brussels and met with officials from the European Union to hear about the formation of Europe ’92. Since that inaugural trip, the M.B.A. program has arranged international trips to all corners of the globe, including Australia, South America, China, Korea, and many European countries. The M.B.A. trip has grown from one trip per year to three planned trips in 2008 to accommodate student demand. Exposure to senior-level executives in national and multi-national corporations takes the learning experience to a greater dimension. Students have had the opportunity to meet executives from Alcatel-Lucent, BMW, Leo Burnett, McDonald’s, and Siemens, to name a few.

**Professional Sales Program – Ireland and Austria (Since 2000)**

The Department of Marketing's Professional Sales Program has led all other academic sales programs in the country in at least two ways. It is the first collegiate program ever accredited by the Professional Society for Sales and Marketing Training, putting the quality of the NIU sales curriculum and instruction on par with training provided by leading professional sales units. It is also the first academic sales program to engage in long-term exchange programs specific to the study of sales in the global environment. Since 2000, the NIU Professional Sales Program has conducted student exchanges with the Dublin Institute of Technology in Ireland and, since 2006, the University of Applied Sciences in Austria. NIU students and faculty travel overseas in the winter; with students from Austria and Ireland traveling to NIU in May of each year to join with NIU students. The program includes on-site visits to firms, such as Abbott, Hilti, AOL, and Eircom in Dublin; Murphy Brewery in Cork; and CareerBuilder, Experian, and Motorola in the U.S. To date, approximately 150 students have participated in this program, and all participating students earn academic credit. In 2008, the program was expanded to include a visiting professor from Austria who, for a week, will teach in the college’s sales program. Each year; another overseas sales faculty will participate in educating NIU sales students.

**Honorable Mentions – Global Activities from the 1980s and 1990s**

Additional NIU College of Business efforts in the global arena from the mid 1980s to the mid 1990s include, among others: logistics and management training in Finland and Egypt; a five-year, USAID-funded effort to revitalize the curriculum, teaching methods, and textbooks used within Poland’s university system; a five-year, semester-long student and faculty exchange program with an academic institution in Russia; and an annually conducted study-abroad program in the Middle East.
What happens when you combine a Nobel Prize winner’s free-market manifesto, microfinance in developing countries, a non-profit organization, a CEO and philanthropist, business students in a nationally ranked business school, a faculty mentor, an academic movement exploring the links between the world of commerce and of peace, and the global economy . . .

A Rising Tide

by Michelle De Jean

Both business and business school leaders have long debated Nobel Prize-winning economist Milton Friedman’s contention that the only social responsibility of business is to maximize profits. But since Friedman’s free-market manifesto first appeared in the New York Times magazine (September 13, 1970), a value-shift may have occurred. Consider the rise since 1974 of the microfinance field, where organizations make tiny loans to tens of millions of the world’s poor in developing countries (see inset next page). Add to this the research of strategy firm Z+ Partners on brand credibility in established markets. Z+ Partners’ study found that the fastest growing contributors to brand value are consumer perceptions of environmental, ethical, and social stewardship (see “Business 3.0 – The Oblivious Capitalist’s Days are Numbered,” FastCompany, March 2007). Then, factor in an academic climate that seeks to address within the business curriculum both profit maximization and management’s societal responsibility. Specifically, this growing academic movement calls for exploring the link between business, business schools, and world peace, and is being championed by the Association to Advance Collegiate Schools of Business through its “Peace Through Commerce” initiative.

“The NIU business students did an excellent job,” said Richard John, Opportunity International CFO and senior vice president of finance and administration. “They brought to the table new and creative ways of looking at business problems. We definitely learned a great deal from them. We intend to implement many of their recommendations.”
Microfinance – Giving the Poor a Working Chance

More than 30 years ago, an economics professor, a corporate president, and an entrepreneur separately searched for methods to help the poor in lasting ways that honor the capability of the person. Muhammad Yunus, Al Whittaker, and David Bussau abandoned the idea of handouts and embraced the desire of the poor to work to solve their own problems. In 1974, Muhammad Yunus, an economics professor, traveled to famine-riddled Bangladesh, where he made a $27 loan to a group of 42 Bangladeshi women. The loan was small enough to be repaid but large enough to empower them to engage in activities such as making and selling bamboo stools or buying a dairy cow to sell its milk. These small loans (known now as microloans or microcredit) serve as the basis for microfinance, a field in which organizations make tiny business start-up loans to the poorest of the world’s poor.* One of the first organizations in microfinance was Opportunity International. Opportunity International was initially founded in Latin America in 1971 by Al Whittaker, former president of Bristol Myers International Corporation. A similar program was founded in Indonesia that same year by David Bussau, an Australian entrepreneur.**

The combined effect of these men’s efforts has indeed been lasting. Yunus received the 2006 Nobel Peace Prize for his efforts (including founding Grameen Bank for this work), which over the years also served to attract others into the microfinance field. Whittaker and Bussau combined their two programs in 1974 and thereafter continued developing partners to the extent that Opportunity International now numbers 42 organizations in 28 developing countries.** From 1974 to the present, the microfinance industry has helped millions of the impoverished to escape absolute poverty by treating the poor like entrepreneurs, rich in both spirit and innate capability.*

Source:

T
day’s students study business within the context of a vastly different world from that of even five years ago. Change is much more rapid, much more chaotic and often with far-reaching consequences,” said Denise Schoenbachler, dean of the NIU College of Business. “To be effective professionals in this type of environment, students must possess fundamental business acumen. And they must have a more thorough understanding of what it means for business to be both a good local and global citizen in an extraordinarily complex world. At the Northern Illinois University College of Business, we strive to provide students with opportunities to explore these business realities in meaningful ways.”

Those meaningful ways often include diving in. Known as a place Where the Classroom Meets the Business World, NIU’s College of Business commits itself to bridging the gap between theory and action. One of the many ways this occurs is through in-the-field learning situations, where students – guided by faculty, some of whom are currently business executives or were before earning their Ph.D. – partner with organizations to tackle business issues head-on. The college melds together the classroom experience and the business sector even as it works to help students explore the interconnection between a world of commerce and of peace.

“We developed a relationship with Opportunity International, a highly regarded organization in the microfinance field,” Schoenbachler said. “During the spring 2007 semester, Opportunity International engaged in a project with a team of six business students. The team was charged with creating a marketing campaign to convey the impact made by one dollar in the lives of the extremely poor.”

Not only did the students create a comprehensive web-based marketing tool, but they backed it up with a financial model that demonstrated the return on investment from one loan. Opportunity International executives were impressed... both by the students’ fresh perspectives and by their ability to defend the work under scrutiny.

Along with Oak Brook-based Opportunity International CFO Richard John, who, with his team, listened to the final presentation, the students interacted with a group
of highly experienced individuals over the course of the project. Opportunity International CFO John and his management team were the students’ clients and met frequently with them. Two of NIU’s major contributors – Dennis (B.S. Management 1977) and Stacey Barsema – are active members of Opportunity International’s executive boards, with Stacey Barsema serving on the Opportunity International Board of Directors. A long-time champion of Opportunity International, Stacey’s personal philosophy of reaching out to help others transform their lives perfectly mirrors the Opportunity International mission. The Barsemas reviewed the students’ work as it progressed and also attended their final presentation. NIU College of Business Dean Denise Schoenbachler sat in as the student team made its recommendations. CEO and NIU Department of Marketing Executive-In-Residence Joe Cullinane (B.S. Marketing 1980) – whose corporate career includes executive-level positions in international marketing – guided the students as their faculty coach.

The students also interacted within a complex team. Collectively, the six students represented a mixture of traditional and older returning undergraduates, master’s-level students, American-born and foreign-born nationals. The breadth of the team’s diversity challenged each member to navigate not only different skill and knowledge levels but also different work histories and cultural experiences.

To say that working on the Opportunity International project hit home for the students would be an understatement. And it would also be ironic…at least for three now-graduated participants who, as children, either witnessed or directly experienced extreme levels of poverty in their native countries.

Cecilia Clark (M.B.A. 2007) grew up in Peru, where her family lived a good life and where she earned an undergraduate degree in engineering from the University of Lima. Throughout his childhood, Jose Miguel Pascual (B.S. Marketing 2007) visited the Philippines, where his parents were born and lived well prior to coming to the United States. But not too far from either Clark’s or Pascual’s middle-class communities in these countries were those less fortunate. Both Clark and Pascual vividly remember seeing families living in cardboard shacks or straw huts no bigger than 30 square feet.

“It’s about transformation. And it’s about dignity . . . in all aspects of a person.”

~ Stacey Barsema, member, Opportunity International Board of Directors
“The huts were in the desert, two miles away from any source of water,” Clark said. “The villagers walked miles every day – several times a day – just to get water.”

Memories of entire towns without the basic necessities, including electricity, stayed with Clark and Pascual into adulthood. So much so, those memories compelled Pascual to travel the world. He repeatedly returned to the Philippines and developing countries, where he discovered that seeing children begging for food on the street was nothing out of the ordinary. “I have seen the drastic extent of poverty in different areas of the world. To see this level of poverty, you really must leave the United States. It’s heart wrenching to see so many starving children. It’s difficult to describe,” Pascual said, then added, “It is truly unimaginable.”

Unimaginable for most, but not all. In his 21 years, Patricio Rodriguez Rucoba (B.S. Finance 2007) has already experienced a lifetime of change. Rucoba was born and raised as one of four children in a small village in Mexico. The family’s only material comfort was provided by a patch of land and a small house, just a bit more substantial than the shacks described earlier by Clark and Pascual.

“I was one of those starving kids,” Rucoba shared. “We were very poor, but we were more fortunate than others. Most poor people only had a hut without land. But our family had two trees near our house. I grew up eating oranges and lemons. More often than not, they were the only things we ate.”

“Changing the World One Person at a Time . . .

Throughout the semester project, faculty coach Joe Cullinane encouraged story sharing among all of the students, including American students Anne Edwards (M.A.S. major), Lindsey Savoie (marketing major), and Katie Shanahan (B.S. Marketing 2007). Cullinane leveraged the convergence of life experiences – from impoverished, middle-class, to prosperous – realizing that these varied perspectives would cast the project into a fuller context for all of the students. That some among them directly lived in or around extreme poverty made the Opportunity International project that much more tangible. Transformation really was possible even if not easily obtained. Rucoba’s life provided the most dramatic proof. And yet, Rucoba would be the first to admit that even he finds himself dismayed by his journey: from that of a starving boy in Mexico with seemingly no way out of a cycle of despair, to a well-educated U.S. citizen, now a multilingual college graduate from a nationally ranked business school. Rucoba credits his parents with achieving
this transformation. “They sacrificed everything and endured great personal hardship for their children,” Rucoba said. “Above all, they instilled in us an almost religious belief that education provides the way out. That opportunity really does come from being educated and using your capabilities... a belief that happens to mirror the philosophy held by both Opportunity International and NIU.

All of which, at the semester’s conclusion, begged the question: as business majors studying commerce, did they find that the Opportunity International project altered their world view of the role of business in society?

To a person, they said it did.

“This project gives perspective,” said M.A.S. major Anne Edwards. “Not only do I see how fortunate I have been, but I've learned the distinction between a handout and what others might call a ‘charitable’ investment. Microfinance is far more than giving out money and walking away. Opportunity International literally invests in others...with money and education and the expectation that the loan will be repaid with interest.”

Anne’s answer is filled with passion, as are the stories from all the students. When asked how she might act upon what she has just experienced, Anne said (with no small amount of determination), “One of my goals as I progress in my career is to encourage the company I work for to become involved in the microfinance field. I’m quite serious about this.”

Pascual agreed. “In 2001, World Bank estimates found 2.7 billion people worldwide live on less than $2 a day. From a business standpoint, you can say that represents a huge untapped market. Personally, I feel the ultimate goal of this project is to increase awareness of the poverty crisis happening around the world. I’ve been telling my friends about microfinance and Opportunity International. This isn’t a passing focus for me. As I begin my career, I’m interested in companies with a proven track record of being socially responsible. I want to know that the company I work for has made a commitment, on some level, to giving back.”

If giving back is one of the expectations, then Pascual and fellow team members would be pleased to learn of the long-term relationship between NIU and Opportunity International. The students would be satisfied on multiple levels: 1) that the quality of their work proved to be a tipping point for future endeavors between the two organizations; 2) that the impoverished would continue to receive help from an outstanding organization in Opportunity International, now bolstered by the academic prowess of NIU; and 3) that the Opportunity International–NIU partnership will provide more NIU students with a powerful demonstration of how businesses can serve the greater good.
“The Opportunity International–NIU relationship completes the circle of transformation.”

~ Dennis Barsema, member of Opportunidad Microfinanzas, the Board of Opportunity International Mexico

Because of the success of the first project with Opportunity International, the college put into place a full course in microfinance in the fall 2007 semester,” Schoenbachler said. “BlueLane Technologies Chairman Dennis Barsema taught the course.”

Dennis Barsema (B.S. Management 1977) is no stranger to transformation, having successfully led a number of organizations into new strategic directions. And he and his wife, Stacey, are no strangers to giving back, as evidenced by their $25 million investment in NIU’s business college for its world-class academic facility, Barsema Hall. Clearly, the Barsemas embrace commitment.

With typical Barsema passion, then, Dennis’s plans for the microfinance course called for getting to the heart of the matter. That meant bringing his students into the day-to-day lives of those who are facing down extreme poverty. In fall 2007, Opportunity International executives, NIU business faculty, and 10 students traveled with Dennis and Stacey Barsema to Mexico to visit the women-owned enterprises benefiting from Opportunity International microloans. While there, the cadre joined in the effort to provide direct business training for the women entrepreneurs.

As an outcome from this visit, transformation may very well be the result, especially for the women in Mexico as they continue to work their way out of the cycle of poverty. But true to expectations, Barsema witnessed a mirror effect: the NIU students – benefiting from firsthand exposure to business’s broader role in society – came away with a deeper understanding of what it means to be a business professional in a highly complex global environment. (See student comments in “The World According To…” on page 18.)

More likely than not, this will continue to be the case as the NIU College of Business furthers its commitment to strengthening its students’ understanding of all aspects – profit maximization and societal responsibility – that comprise the world of commerce … upholding the potential to lift all boats on the rising tide caused by a flattened world.

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it’s the only thing that ever has.”

~ Margaret Mead, pioneering and influential anthropologist
Headliners

NIU College of Business
2007 Distinguished Alumnus Award

Dennis Dean (B.S. Finance 1973, M.B.A. 1974)
Executive Vice President, Business Continuity Planning, Harris N.A.

As executive vice president of business continuity planning, Dennis Dean is responsible for coordinating business continuity efforts for all Bank of Montreal Financial Group’s U.S. lines of business, including Harris N.A. In 2006, Dean assumed additional responsibilities as Chicago branch manager - BMO Capital Markets. The Chicago branch focuses on sophisticated financial services for BMO Financial Group’s growing corporate and financial institution client segments.

Dean joined the Harris Bank in 1974 as a corporate credit analyst. Dean’s prior responsibilities with Harris include the areas of commercial banking, systems development, and operations. In 1997, Dean was named senior vice president of cash management services, Bank of Montreal. In 2001, he was appointed senior vice president of corporate electronic services, investment, and corporate banking. In 2003, Dean was renamed executive managing director and co-head of cash management services, investment, and corporate banking.

Dennis Dean has served on a variety of industry committees relating to the U.S. Payment System. In addition, he has been a frequent speaker at industry conferences in the U.S. and Canada.

In the education arena, Dennis Dean remains highly active with his alma mater on multiple levels. He is a member of the NIU Executive Club, the first alumni club for the NIU College of Business. He serves as co-chair of the college’s Board of Executive Advisors, an advisory group made up of senior-level executives who bring their real-world business expertise into the college. Additionally, Dennis Dean is an instructor in the Department of Finance at Northern Illinois University College of Business.
NIU College of Business 2007 Honorary Alumnus Award

Robert M. Pfohl
Business Support Manager, Caterpillar Inc.

Robert Pfohl's responsibilities at Caterpillar include the financial management of the 1,600 employee, $300-million central information technology organization. Prior to his current position, Pfohl was IT manager for Cat Ag Products Inc., where he was responsible for the implementation of an ERP system, their Class A program, and the startup of two joint ventures. During his 25-year career with Caterpillar, he has held positions in accounting, manufacturing, and information technology at facilities throughout Illinois.

Before beginning work at Caterpillar in 1981, Bob graduated cum laude from Purdue University with a B.S. in industrial engineering. In 1986, he earned his M.S. in business management from Aurora University. He also is a certified consultant for The Pacific Institute's Investment in Excellence program.

Since 1996, Pfohl has served as Caterpillar's Northern Illinois University campus coordinator. Pfohl is the lead recruiter for Caterpillar's IT division. But Pfohl's deep respect for the quality of NIU College of Business programs, faculty, and students caused him to go above and beyond routine interaction. Over the years, Pfohl has been instrumental in establishing long-term relationships between Caterpillar and various academic departments of the NIU College of Business. He has championed various Caterpillar Foundation grant awards, including the $150,000 funding of a tiered classroom in the NIU College of Business.

Bob, his wife, Lisa, and two teenage daughters currently reside in Peoria, Illinois.

NIU College of Business 2007 Rockford Area Distinguished Alumnus Award

Senior Vice President and Private Banking Manager, AMCORE Bank N.A.

Jim Hansberry, senior vice president and private banking manager, received the 2007 Distinguished Alumnus Award from the Northern Illinois University College of Business Rockford Alumni Club. The annual award is given to NIU alumni who have achieved outstanding success in the business community, contribute to the success of the college, and have a record of outstanding community service.

As a proud alumnus of the NIU College of Business, Hansberry remains actively involved with his alma mater. He is currently president of the board of directors for the NIU College of Business Rockford Alumni Club, which serves the many business alumni who live and work in the Rockford area. Previously, Hansberry was treasurer and vice president of the Rockford Alumni Club. In his current role as president, Hansberry was instrumental in establishing and raising funds for the David and Diane Graf Rockford Endowed Scholarship. In addition to his active participation in the Rockford Alumni Club, Hansberry is a member of the NIU Executive Club, which serves all NIU business alumni irrespective of region. Hansberry is also an active member of the NIU College of Business Board of Executive Advisors, a group of senior-level executives who bring their business perspectives into the college. As a member of the college’s Global Task Force (an action team of the school’s Strategic Planning Council), Hansberry has provided invaluable insights for engaging in global outreach activities.

As the private banking manager at AMCORE, Hansberry oversees the private banking team in all AMCORE regions. His team advises high net-worth clients and specifically tailors all of AMCORE’s products and services to the client’s individual financial needs. “Jim is a valued member of the AMCORE team, and we’re proud of his accomplishments in the community,” says Kenneth Edge, AMCORE chairman, president and CEO.
Near the end of the fall 2007 semester, 10 business students – undergraduates and graduates – traveled with their professor to Guadalajara, Mexico, and visited the primarily women-owned enterprises benefiting from Opportunity International microloans (tiny business start-up loans made to the poorest of the world’s poor). Student reflections on the experience follow.
“We went to visit the family of Simona Rentería Morales, a 70-year-old baker and mother of two. Simona is on her ninth loan cycle with Opportunidad Microfinanzas, with her current loan totaling 8,000 pesos, or approximately $800. Simona, her family, and her business were impacted greatly by a recent landslide. The home was filled with almost five feet of mud, and the family had to climb out of the oven's chimney… the oven in which she and her family bake the bread. Although it took them 22 days to dig out and Opportunidad Microfinanzas offered to assist her, Simona refused any help and did not miss a loan payment. My classmate Ben put it best when he said ‘resilient’ was the best word to describe Simona.”

~ Megan Gruhn (B.S. Management 2007)

“They did not complain about their circumstances. They never ask for pity or a handout. To see the situation – the homes the size of my bedroom where 12 people sleep and the limited amounts of possessions – you begin to wonder where their joy comes from. The contentment I found in them comes not with possessions…it comes in people. In America, we take many things for granted. Great wealth is expected and rightly so, in a sense. We are given awesome opportunities to perform well. A person can survive by not really working that hard. This is one of the greatest differences between the U.S. and the rest of the world. In almost every other country, you must work hard to survive. So what does this mean to me? As Bob Buford would say in his book Halftime, it means moving my life-view from success to significance.” ~ Ben Dixon (marketing major)

“This trip has affected me in many different ways. I feel more open now to the idea of going somewhere internationally, and I look forward now to the chance to work outside the U.S. for a short while if given the opportunity. The biggest thing I took from this trip is the importance of being humble. Each one of these clients wakes up each day and goes to work to give their children the opportunity to have better lives. Each one of them is the perfect example of hard work and dedication.” ~ Robert Bailey (finance major)

“All of the clients’ stories made me think about the value of hard work. I used to think that I was an overachiever and a hard worker. But after seeing their power and strength, I do not even deserve to be called hard working. I could never imagine living the life of Margarito Perez Mora and his wife, for example. At age 78, they pick chayoteria vegetables at his farm, and every day, they carry the vegetables for miles back to his home. This couple was so welcoming and wonderful to us. This trip made me rethink the way I treat the people I interact with on a daily basis. This class and experience has caused me to make a huge change in my future plans. I hope to go to Africa in the summer to help in an orphanage. Afterwards, I hope to work with a non-profit in Chicago to do my part for my own community.”

~ Margaret Kollker (marketing major, Spanish minor)

“Through the class materials, speakers, clients, and the trip itself, I have learned what social entrepreneurship and microfinance can do for others. It has inspired me to give back and encourage others to give back as well. This class has given me the knowledge and experience to reinforce what I say as it pertains to giving back, making me a credible source to help others understand the significance one person can have on the world. This past Christmas instead of gifts, I asked my family and extended family to donate to Opportunity International in my name. It all starts with one person to change a family, to change the world.” ~ Kelsey Lohman (marketing major, communication studies minor)
“The real pressing solution must be an even-level playing field where the rich and the poor are not classified by what they wear, eat, and live in. Instead, a global world must stand united with small and big economies becoming interdependent to each other. I know there is much to be done to achieve a poverty-free world. Nothing is impossible though. I have dreamed far enough to become an agent of economic change and helper to society. I am hoping that by the dawn of summer 2008, I will get the prized unpaid internship at the United Nations Headquarters in New York.”

~ Francis Gallardo Enrique (M.B.A. student)

Editor’s Note: Francis did, indeed, land the U.N. internship position in New York.

~ Photos provided by Megan Gruhn (B.S. Management 2007)
The World According To . . .

An Alumnus – from Illinois to West Africa, Iraq, and the Netherlands

It's common to hear business professionals talk of meetings in a “war room,” otherwise known as a large conference room used to hash-out major business concerns. What's not as common is to learn of a business professional whose “war room” was located in the middle of an actual war zone. For Kendra Schoenholz (M.S. Accountancy 1998), the path from Illinois to Iraq (and beyond) was circuitous at best, as is the case with most major life events.

Kendra may hail from the small town of Mendota, Illinois, but she always knew she would travel the world. As a high school student, Schoenholz spent two months in Australia as an exchange student. As a Boston University undergraduate student, Schoenholz completed course work in Niger, West Africa, living there for a year and a half. A year after returning to the U.S., she enrolled in NIU and earned a Master of Accounting Science degree. She then completed NIU's C.P.A. Review program, sat for the comprehensive exam, and earned the C.P.A. credential. Immediately thereafter, she landed employment with Deloitte and Touche, working in the firm's Chicago offices. But Schoenholz – who set a goal since high school to visit all seven continents – still itched to travel the world. She left Deloitte and Touche after a year and a half to join USAID, the United States Agency for International Development.

Schoenholz's first four years with USAID brought her to Dakar, Senegal, West Africa. There, she audited USAID-sponsored programs to ensure that funds were properly managed. Then, in August 2005, Schoenholz was transferred to Iraq, where she became a member of a team that was charged with auditing USAID-funded reconstruction projects. The team's detailed findings and report ultimately were submitted to the USAID Mission in Iraq.

For two years (August 2005 through May 2007), Schoenholz lived and worked within the Baghdad International Zone (formerly known as the Green Zone). The International Zone is a heavily guarded diplomatic/government area of closed-off streets in central Baghdad. While difficult to determine, the precise boundaries of the Green Zone are believed to include the main palaces of former Iraq President Saddam Hussein. The media has often referred to the Green Zone as

Global Business and NIU Business Students

“Today, we are competing with people and businesses from around the world. Our peers in other countries have the same university degrees as we do and speak three to five languages fluently. We need to think of what we can offer to a business that is unique.”

~ Kendra Schoenholz
the “Ultimate Gated Community.” This moniker no doubt reflects the area’s numerous surrounding armed checkpoints, coils of razor wire, chain link fences, and concrete “t-walls” (heavily reinforced and blast-proof concrete slabs).

When asked of her most powerful memory in Iraq, Schoenholz said, “Of course there were some scary moments during my tenure in Iraq, but what I remember the most are the people. The intense work and living environment fostered such camaraderie that you developed a sense of family with your coworkers, who were from all over the world. What continually amazed me were the Iraqis with whom I worked. Every day, they risked their lives; if others found out they were working for Americans, they or their families were killed. You were always worried when someone didn’t show up for work.”

Working in a war zone is not usually at the top of a business professional’s wish-list. For Schoenholz, her career aspirations always centered on working with organizations whose missions included making a meaningful difference in the world at large. In this, Schoenholz remained undeterred, even after the rather extraordinary conditions in Iraq. Upon completing her assignment in Iraq, Schoenholz ended her tenure with USAID to begin new employment. In May 2007, she was hired by the United Nations, where Schoenholz is one of only a few American women to be employed.

Today, Schoenholz finds herself in a completely different world than the one she experienced in the Middle East. She traded in the razor coils and “t-walls” of Iraq for the windmills and dikes of the Netherlands. Traveling remains the constant thread, with Schoenholz visiting various parts of the world in her role as U.N. auditor. But where those travels may take Schoenholz beyond the U.N. is yet to be seen.

One thing, though, has already come to pass. Schoenholz has, indeed, achieved her high school goal of setting foot on all seven continents.

~ Michelle De Jean

On Traveling and Lessons Learned

“You learn so much about the place and the people, but you also learn a lot about yourself.

A smile is universal. Showing respect toward the people and the culture as well as an openess to learn is always well received.

Every experience is what you make of it...you can see the good or the bad in anything. Some of the poorest people in the world are the most giving.”

~ Kendra Schoenholz

~ Michelle De Jean
“I have always been interested in Irish culture,” says Joan Dufelmeier, a senior marketing major at Northern Illinois University. Dufelmeier, who is of Irish descent, grew up in a household where the Irish culture was strongly encouraged, from listening to popular Irish music and reading classic Irish novels, to eating traditional dishes. For as long as she can remember, Dufelmeier has aspired to reconnect with her heritage by visiting Ireland.

In her senior year, she finally had the chance to fulfill her lifelong passion by studying abroad in Ireland. She and a group of fellow marketing students traveled to Dublin with Dan Weilbaker, McKesson Pharmaceutical Group professor of sales in the Department of Marketing. Weilbaker is also the recipient of the university’s 2007 Outstanding International Educator designation. The two-week study abroad course – Selling Strategies in Ireland – provided an opportunity for Dufelmeier to compare and contrast how business transactions occur within and outside of the United States. Dufelmeier and her peers shadowed Irish sales executives, toured famous landmarks, and took classes at the Dublin Institute of Technology.

Dufelmeier was attracted to the study abroad program because it provided a great opportunity to learn more about the sales industry within a global context. And it was her chance to “finally meet Irish people and observe their way of life.” From this experience, she hopes to become more adept at understanding the different perspectives that different cultures create. Dufelmeier hopes her career will include traveling, and she feels that because of this experience she will be better able to begin to understand what people in other cultures consider to be important.

Since returning from Ireland and graduating in May 2008, Dufelmeier has continued to explore career opportunities. She seeks a position that draws upon the skills she learned with her marketing degree and English minor; additionally, she aspires to work for a company with “a positive corporate culture.” Dufelmeier is currently president of both the Marketing Student Advisory Board and the Student Alumni Association. She is also a member of the NIU College of Business Dean’s Steering Committee.

~ Jennifer Kincaid, B.S. Marketing ’08
Barsema Hall Five-Year Anniversary Celebration. In fall 2007, the NIU College of Business celebrated the five-year anniversary of Barsema Hall. College of Business Dean Denise Schoenbachler and student, faculty, and staff representatives made individual presentations on behalf of all NIU College of Business stakeholders. Their presentations honored the tremendous generosity of Dennis (B.S. Management 1977) and Stacey Barsema, and also acknowledged the profound depth of the Barsemas’ belief in the NIU College of Business, which prompted the original $25 million investment. The evening’s celebration included a speech by Dennis Barsema, a jazz ensemble performance, food and festivities for students, alumni, and friends. A fantastic fireworks display capped off the celebration.

Investing in the Global Initiative. The NIU College of Business received a $25,000 investment from the Abbott Fund in support of the college’s global initiative. This $25,000 investment adds to the $40,000 fund made by an anonymous investor to support study abroad initiatives.

Investing in Endowed Scholarships. The college has been named in an estate for approximately $500,000 for endowed scholarships in the Department of Marketing, the Department of Operations Management and Information Systems, and the college overall. Additionally, David and Diane Graf announced a challenge gift for the NIU College of Business David and Diane Graf Rockford Endowed Scholarship. The Grafs have committed to giving $50,000 over five years to partially fund scholarships for a freshman business student who enrolls at NIU’s main campus in DeKalb, and to a transfer student who enrolls in the business administration program at NIU Rockford.

Grants for Student Projects. The McKesson Foundation donated a grant to provide funding to the NIU College of Business Experiential Learning Center (ELC) for market research and assistance to the We Care Pregnancy Center in DeKalb, Illinois. The ELC consultants – junior, senior and graduate-level business students – will be coached by a Department of Marketing faculty member and are charged with developing a marketing plan and strategy to be presented to the We Care Pregnancy Center.

Northern Illinois University College of Business Ranks among the Best Undergraduate B-Schools in the Nation for the Second Consecutive Year. BusinessWeek’s 2008 ranking of best undergraduate business schools continues to place the NIU business college within an elite group of b-schools nationwide. In 2008, the NIU College of Business ranked 81st nationally out of a very small group of 96 elite business schools from across the country. Of the 540 AACSB-accredited business colleges worldwide, 127 – NIU among them – were invited to participate in the BusinessWeek ranking survey. Based upon the publication’s ranking criteria, NIU’s College of Business ranked 81st on BusinessWeek’s final short-list of 96 programs designated as “The Best Undergrad
B-Schools in the country. This year, NIU is one of only three Illinois schools to be included in BusinessWeek’s short list, and NIU’s ranking beats out other nationally known schools such as the University of Iowa (#84), Loyola (#91), and Fox Temple (#94).

NIU’s M.B.A. Program Ranks in Chicago. In fall 2007, Crain’s Chicago Business ranked the college’s Professional M.B.A program among the top five best programs in Chicago and the Executive M.B.A program among the top six best programs in Chicago. This ranking represents the second year Crain’s has ranked the top M.B.A. programs. This is also the second consecutive year NIU’s M.B.A program was listed among the best, out of 30 total M.B.A. programs in the Chicago market.

Accountancy Ranking. The NIU accountancy program was ranked 23rd best in the country by U.S.News & World Report in its ranking of best undergraduate business specializations (2008).

NIU College of Business Named China’s “Preferred Educational Partner.” The NIU College of Business was named a “Preferred Educational Partner” for the country of China by the chief consul of the Chinese Consulate General. The Chinese Consulate General’s office in Chicago represents China in the nine-state region of the Midwest. The “Preferred Educational Partner” designation promises to provide cascading opportunities for the NIU College of Business to become an important player in the education and training realms of one of the world’s largest markets.

Solheim Cup and the NIU Department of Marketing. Solheim Cup representatives selected NIU to partner on a semester-long, faculty-guided student team project. The project involved developing a comprehensive marketing plan for the 2009 tournament. LPGA representatives worked with students in the Department of Marketing’s Sports Marketing class. The 2009 Solheim Cup will be held at Rich Harvest Farms, which is owned by NIU alumni Jerry Rich (B.S. General Mathematics/Physics 1961) and his wife, Betty Ann Rich (B.S. Education 1961).

Media Coverage. Several NIU College of Business faculty made press this past year. Gerald Jensen, Tim Moorman, Rick Ridnour, Mark Rosenbaum, and Jim Young had either their teaching or research highlighted in numerous national media outlets, such as: The Wall Street Journal, BusinessWeek, Washington Times, Financial Times, Forbes.com, InvestmentNews, CNBC, CBS MarketWatch, and National Public Radio, among others (for details on the publicity, see “Faculty Achievements” on page 30-32).

Public Broadcasting Service (PBS) “Nightly Business Report.” The NIU College of Business was featured on Public Broadcasting Service’s “Nightly Business Report” on April 6, 2007. For the program, PBS filmed footage within Barsema Hall, which was extensively featured in the story segment “Sarbanes-Oxley 5 Years Later.” PBS reporters interviewed Jim Young, Crowe Chizek professor of accountancy and chair of the Department of Accountancy, and NIU College of Business students for their views on how the Sarbanes-Oxley legislation may have impacted the appeal of pursuing a degree, and a subsequent career, in accounting. Televised out of more than 250 PBS media outlets, “Nightly Business Report” has a national audience of 2.6 million unduplicated viewers weekly.

~ Summarized by Michelle De Jean and Jennifer Kincaid
Daniel Parmenter was born on October 15, 1987. An NIU finance major from Westchester, Illinois, Daniel was one of the five students who lost their lives in the NIU campus tragedy that occurred on February 14, 2008.

In His Family’s Words

Dan was a skiing enthusiast and became an advanced skier over the years, skiing over Christmas and New Year’s holidays in Wisconsin and Michigan during middle and high school and then enjoying the black diamond runs in Colorado the last four years at Beaver Creek, Breckenridge, Vail, Copper Mountain, and Steamboat.

On a recent Saturday, Dan’s co-workers and managers at Pottery Barn in Oak Brook exchanged stories and memories with Dan’s mom, dad, and sister during a day-long tribute to Dan with a luncheon for all employees. Many of them said Dan was like a brother or a son to them, always pitching in to do anything they needed and going the extra mile. They said it was a joy to work with Dan, and that they always looked forward to when he returned to work a weekend shift or during school break. The store, district, and regional managers acknowledged Dan’s many contributions to improving stock room and inventory operations.

When the shooting started on February 14, Dan and the girl he was sitting with dropped to the floor between the rows of seats for cover. Afterwards, while still in intensive care in critical condition, she told her parents that Dan had held her hand and had begun praying for them before he was shot.

Dan’s father noted that his son had a keen perception for comprehending how to go about doing things and handling situations in very practical ways, for which Dan would say with a smile, “That’s just common sense.” Dan’s parents were extremely proud of his initiative to apply himself through hard work and dedication to be the best at everything he did and to do it with honesty and integrity.

Besides being social chairman for Pi Kappa Alpha, Dan ran for office on the NIU InterFraternity Council board during elections last semester.

Dan is survived by his parents, a sister, grandparents, aunts and uncles, cousins, and nephews.
Persons, Places
Views from the Top – Executives in the Classroom

Dennis Barsema (B.S. Management 1977), chairman of BlueLane Technologies; Jerry Rich (B.S. General Mathematics/Physics 1961), president and CEO of Rich Incorporated; and Jeff Yordon (B.S. Political Science 1970), president and CEO of Sagent Pharmaceuticals.

October 9 presentation: “The Long and Winding Road to Success.” These three successful NIU alumni discussed their career journeys, challenges, tough decisions, risks, sacrifices, and professional attributes that proved, in many ways, to be transformative and to lead to their career successes. The presenters spoke before a standing-room-only crowd of well over 200 students, faculty, and NIU Executive Club members. The event was held at Rich Harvest Farms, which is ranked #51 in Golf Digest’s Top 100 Courses in America and which is the venue for the 2009 Solheim Cup. This fall 2007 Face-to-Face event was sponsored by the NIU College of Business and the NIU Executive Club.

Cherilyn G. Murer, J.D., C.R.A., president and CEO of the Murer Group, newly appointed chair of the NIU Board of Trustees. September 25 keynote: “Conversation with a CEO.” Cherilyn Murer has long been an active voice in the advancement of quality, cost-effective healthcare. Murer spoke to more than 350 students, alumni, and faculty of both the NIU College of Business and NIU College of Engineering and Engineering Technology on her leadership experiences within the healthcare field. Along with her many professional achievements, Murer received a Juris Doctor degree with honors from Northern Illinois University and coupled her background in law with her previous operational experience as the director of Rehabilitation Medicine at Northwestern Memorial Hospital in Chicago. She has also co-authored four books on cost-effective healthcare. Murer was appointed to the NIU Board of Trustees in May 2005 and was elected chair of the board in 2007. Cherilyn Murer’s speaking event was co-sponsored by the NIU College of Business and the NIU College of Engineering and Engineering Technology.

The Honorable Sven Erik Holmes, executive vice-chair, legal and compliance, KPMG LLP. October 24 keynote for the NIU College of Business Ethics Day Event. During his keynote presentation, Judge Holmes discussed the processes instituted in KPMG to instill a sense of personal responsibility for the ethical environment of the organization. He also discussed the distinction between rogue individual conduct and organizational conduct. The Honorable Judge Holmes possesses extensive experience in ethics and compliance. At KPMG LLP, Judge Holmes directs the office of general counsel, government affairs, security, communications, and the firm’s ethics and compliance programs. He is also counsel to the Board of Directors and a member of the Management Committee. Prior to his KPMG tenure, Judge Holmes was appointed by President William J. Clinton as United States district judge for the Northern District of Oklahoma, where he served from 1995-2005, and as chief judge from 2003-2005.

Janet Viane (B.S. Management 1980, M.B.A. 1983), senior vice president of solution delivery and operations for InnerWorkings. March 4, 2008, Women’s History Month keynote: “Today’s Challenges for Women in Leadership.” Janet Viane is the senior vice president of solution delivery and operations for InnerWorkings, a managed print solutions firm trading on the NASDAQ and the only firm to go public in Chicago in 2006. Viane leads the implementation and operations of all accounts and directs the process of integrating all corporate acquisitions. Viane has been an active member of the NIU College of Business Board of Executive Advisors since 1997.
Executives in Residence.
Each semester, high profile executives come into NIU’s classrooms to share their vast expertise on global business issues, relationships, giving back, and life. These executives possess a wealth of business and world experiences, are highly respected within industry, and are typically CEOs, company founders/owners, or senior level executives. The 2007 and 2008 roster of executives in the classroom follows.

Fall 2007
Ty Ballou (B.A. Communication Studies 1978), president and CEO of PLB Sports Inc., October 10 presentation

James Marino (B.S. Marketing 1972), president and CEO of Alberto Culver, November 2 presentation

Lawrence Stuenkel (B.S. Management 1965, M.S. Management 1967), founder and senior partner of Lawrence and Allen, a leading executive out-placement firm, October 15 presentation

Spring 2008
Lyle Heidemann (B.S. Marketing 1967), president, CEO, True Value Company, March 18 presentation

Tim Jerzyk (B.S. Finance 1974, M.B.A. 1977), senior vice president, investor relations/treasurer, YUM! Brands Inc., April 1 presentation

Mike McGrath (B.S. Management 1970), senior owner, McGrath Lexus, February 7 presentation

Jim Palumbo (B.S. Education and B.S. Marketing 1972), president, Plasma Display Coalition; Tom Harvey (B.S. Education 1971, M.S.

Education 1972), CEO, Blue Chip Sports; and Tony Piazza (B.S. Marketing), sales and marketing consultant, March 25 joint presentation

More than 100 Business Execs.
The college is also grateful to the more than 100 guest speakers last year who shared their insights with business students, faculty, and alumni, including:

Bill Hillsman, president, CEO and chief creative officer, North Woods Advertising. October 30 M.B.A. Colloquium presentation: “Integrated Marketing Communications: Shopping Mall to Political Strategy.” Bill Hillsman discussed the work his firm has done within the realm of political advertising. Over the last two decades, Hillsman has helped generate some of the most successful marketing campaigns, including Paul Wellstone’s 1990 U.S. Senate campaign and Jesse Ventura’s 1998 gubernatorial campaign. Hillsman’s speaking engagement was sponsored by the NIU College of Business M.B.A. Colloquium Executive Lecture Series.

Nicole D’Ambrosio (B.S. Marketing 2003), president and CEO of D’Ambrosio Inc. On April 17, Nicole D’Ambrosio shared lessons learned from her experience on Season 6 of Donald Trump’s television show, “The Apprentice.” D’Ambrosio – who made it to the show’s finale as one of four finalists – described how she praised NIU’s business programs to Mr. Trump. Her speaking engagement was sponsored by the NIU College of Business and the college’s Young Professionals Network.
Doug Clinton, Alta Via Consulting professor of accountancy in the Department of Accountancy, has been selected as the first Burge Family Faculty Fellow. Gary Burge (B.S. Accountancy 1976) and his wife, Mary, generously partnered with the Department of Accountancy to sponsor this fellowship, which provides research support. The two-year fellowship supports Clinton’s work toward a statement on management accounting that he is completing for the Institute of Management Accountants, the world’s leading organization for management accounting and finance professionals.

Charles Downing, Wal-Mart professor in enterprise technology innovation in the Department of Operations Management and Information Systems (OM&IS), was selected for the Wal-Mart professorship. Wal-Mart partnered with OM&IS because of its strong academic program, which combines information systems with the operations management function, unusual in an undergraduate program. As a scholar-teacher, Downing teaches, researches, and consults in topics such as information technology as a business process integrator (supply chain and portals), business intelligence, and measuring the effectiveness of information systems.

Luis Flores, associate professor in the Department of Management, was appointed the DSI Global M&A global consultant in strategic planning and strategic management mergers. DSI Global M&A is a private advisory firm that serves strategic investment banking transnational needs of business internationally.

Charles Gowen, professor in management, Kathleen McFadden, professor in OM&IS, and Greg Stock, professor in OM&IS, won the “Best Application Paper Award” at the November 2007 National Meeting of the Decision Sciences Institute. Entitled “Effects of Six Sigma and Knowledge Management on Healthcare Organizational Results and Competitive Advantage,” their paper was selected for presentation.

Faculty and Staff Achievements

APICS – The Association for Operations Management, NIU Chapter

For the third consecutive year, the NIU APICS chapter placed in its regional case competition, coming in third at the 12th Annual Regional Student Case Competition. Congratulations to APICS student members and OM&IS majors Kevin Franckowiak, Ryan Jones, Philip Raatz, and Katie Sojer.

Society for Human Resource Management (SHRM). For two consecutive years (2006-2007, 2007-2008), the NIU SHRM student chapter received a Superior Merit Award from the National SHRM organization. In April of last year, the NIU SHRM student chapter hosted the 2007 Human Resources Regional Games during which student teams from 16 business schools throughout the Midwest competed to demonstrate their knowledge of human resource management principles and practices. This year, one of two NIU student teams placed in the top six out of 20 teams that participated in the 2008 HR Games and Student Conference for the North Central Region of SHRM.

The Dean’s Student Advisory Board hosted the first CEO Roundtable event on April 4, 2007. NIU alumni met with students to discuss the importance of global business. The panel included Terry Horan (B.S. Marketing 1986), president and CEO, Bosch Power Tools; Robert Rothkopf (B.S. Management 1967, M.B.A 1973), president and CEO, Semblex Corporation; Terry McCarthy (B.S. Sociology 1979), president and CEO, Allant Group; and Joe Cullinane (B.S. Marketing 1980), president and CEO, Cullinane Enterprises.
as the best out of 484 referred papers submitted nationally to the conference.

John Hansen and Bobby Riggle, both assistant professors in the Department of Marketing, won the Best Paper Award at the 2008 National Conference in Sales Management. Their co-authored paper is entitled “The Role of Ethical Salesperson Behavior in Relationship Selling.”

Debra Hopkins, director of the NIU CPA Review program, received one of the four NIU 2007 Supportive Professional Staff Presidential Awards for Excellence.

Gerald Jensen, professor in the Department of Finance, co-authored a research paper, “The Presidential Term: Is the Third Year the Charm?”, which received national media coverage in media outlets that include Reuters, InvestmentNews, and Forbes.com, among others (co-authors: Robert Johnson, managing director of the CFA Institute education department and Scott Beyer, University of Wisconsin-Oshkosh). In addition, Jensen co-authored another research paper, “Sector Rotation and Monetary Conditions,” which also received national media coverage from CNBC, InvestmentNews, Financial Times, and BusinessWeek, among others (co-authors: Robert Johnson, managing director of the CFA Institute education department, C. Mitchell Conover, University of Richmond, and Jeffrey Mercer, Texas Tech University).

Chih-Chen Lee, the Michael and Patricia Strachan professor of accountancy in the Department of Accountancy, was named the recipient of the Michael and Patricia Strachan professorship.

Chang Liu, associate professor in the Department of Operations Management and Information Systems, was ranked among the top 20 most productive researchers worldwide in Information & Management, a publication that is regarded as one of the leading information systems journals.

Linda Matuszewski, assistant professor of accountancy, and Pam Smith, KPMG professor of accountancy, co-authored a paper that was awarded the Teaching and Curriculum Section Best Manuscript Award at the 2008 Midwest Regional Meeting of the American Accounting Association. Their paper describes how the NIU business college is integrating ethics into the business curriculum.

Ted Moorman, assistant professor in the Department of Finance, co-authored a research paper, “A Reexamination of Corporate Governance and Equity Prices,” which explored the relationship between how a firm governs itself and shares performance. The results of Moorman’s co-conducted research were referenced in the July 2, 2007, Wall Street Journal article “Finding the Best Measure of ‘Corporate Citizenship.’” Moorman’s co-authors are Shane Johnson, Texas A&M University, and Sorin Sorescu, Texas A&M University.

Rick Ridnour, Enterprise Rent-A-Car Corporation professor of sales in the Department of Marketing, was named the favorite business professor for NIU students in BusinessWeek’s 2007 evaluation of best undergraduate business schools in the nation; a component of the BusinessWeek ranking included a student survey that asked who they considered to be the best professors and why. Ridnour topped the list for students because of his “interactive and hands-on teaching style,” which includes putting students through several role-play assignments that challenge them to execute each step in the sales process.

Mark Rosenbaum, assistant professor in the Department of Marketing, received the David W. Raymond Grant. Created by, and named after, one of the first members of the NIU Board of Trustees, the grant offsets costs associated with introducing new technologies into the classroom. Additionally, Rosenbaum’s scholarly work on the role of third places in consumers’ lives continued to receive national media coverage, including stories in The Washington Times (May 27, 2007), CNBC (March 21, 2007), and National Public Radio-Chicago (March 21, 2007). In spring 2008, Rosenbaum was selected to be a Fulbright Scholar in Cambodia where, during summer 2009, he will teach principles
of marketing and services marketing at Cambodia’s National University of Management. The Fulbright Scholar Program is highly prestigious and is the U.S. Government’s flagship program in the international education arena.

Nancy L. Russo, Department of Operations Management and Information Systems, was named the Pavlovic professor of information systems. The Pavlovic professorship is sponsored by Mike and Mira Pavlovic.

Rebecca Shortridge, the Gaylen and Joanne Larson professor of accountancy in the Department of Accountancy, received the Gaylen and Joanne Larson professorship.

David Sinason, PricewaterhouseCoopers professor of accountancy in the Department of Accountancy, was appointed to the Board of Advisors for Internal Auditing Magazine. Sinason also received the PricewaterhouseCoopers professorship.

Pam Smith, KPMG professor of accountancy, was named the Illinois C.P.A. Society’s 2008 Educator of the Year. The Illinois C.P.A. Society (ICPAS) is a statewide, professional membership organization that serves students, educators, and related finance professionals.

Greg Stock, professor in the Department of Operations Management and Information Systems, had an article entitled “Hospital Operations and Length of Stay Performance” featured in the August 2007 “Monthly Highlights” on the Emerald website. Stock’s research study was one of only 10 selected by Emerald each month, out of an average of 450 new research articles and case studies. Stock’s research was published in the International Journal of Operations and Production Management.

Don Tidrick, Deloitte professor of accountancy in the Department of Accountancy, received the 2007-2008 National Author Award from the Association of Government Accountants (AGA). Tidrick was selected to receive the award based upon his article “An Interview with Elmer Staats, Former Comptroller General of the United States: The First in a Three-Part Series,” which appeared in the Journal of Government Financial Management in summer 2006.

Sally Webber, HSBC professor of accountancy, was one of three women from the faculty and staff ranks to be honored by the NIU Presidential Commission on the Status of Women. The commission gave Webber the 2008 NIU Outstanding Mentor designation for her tireless commitment over the years to mentoring students and fellow faculty members.

Dan Weilbaker, McKesson Pharmaceutical Group professor of sales in the Department of Marketing, received NIU’s Outstanding International Educator Award for 2007. Weilbaker has worked to infuse global business experiences into the professional sales program by engaging in ongoing international alliances with universities in Ireland and Austria, respectively. These alliances – which were formed nearly five years ago – have facilitated exchange programs between the international students and American students and faculty.

Jim Young, Crowe Chizek professor of accountancy and chair of the Department of Accountancy, received the NIU Presidential Teaching Professorship for 2007-2011. In the research arena, Young’s co-conducted research findings were reviewed in the Wall Street Journal and AOL Money & Finance. The media story – “An Early Look at Tax Brackets for Next Year” – ran on September 26, 2007. Young’s co-authors are George Jones of CCH and William Massey, RIA tax analyst at Thomson Tax & Accounting.

Shaokun Carol Yu, assistant professor of accountancy, co-authored a study which received Best Paper Award at the 2008 Midwest Regional Meeting of the American Accounting Association. Yu’s co-authors are Dana Hollie, University of Colorado at Boulder, and Robin Tarpley, George Washington University.
New Faculty

Office of the Dean
Paul Prabhaker, Associate Dean

Paul Prabhaker earned an M.S. in econometrics (1984) and his Ph.D. in marketing from the University of Rochester. An accomplished teacher-scholar in the area of technology-enabled marketing strategy, Prabhaker has published more than 50 articles in leading journals such as the Journal of Marketing Research, the Journal of Advertising Research, the Journal of Psychology and Marketing, the Journal of Business & Industrial Marketing, the International Journal of Technology Management, and the Journal of Consumer Marketing, among others. As a teacher, Prabhaker has received outstanding teacher awards from three different universities. Over the last seven years, Prabhaker has worked as dean/associate dean with the University of North Carolina and the Illinois Institute of Technology. He has employed his extensive familiarity with AACSB standards to lead these two schools to successful AACSB accreditation. On the global front, Prabhaker has utilized his relationship-building skills to forge international academic partnerships with over a dozen overseas academic institutions. Professionally, Prabhaker has worked with the business community in the areas of strategy and technology/marketing interface. Prabhaker has been nominated and listed in Who’s Who in the East (1987), Who’s Who in Advertising (1990), and Who’s Who in the World (1991).

Department of Accountancy
Mark Riley, Assistant Professor

Mark Riley earned a B.S. in accountancy from the University of Illinois at Urbana-Champaign (1987), an M.S. in accountancy from New Mexico State University (2004), and his Ph.D. at Texas Tech University (2007). Riley is a certified public accountant and has worked in both public accounting and industry. Mark’s most recent position in industry was as controller of a mid-sized, publicly traded company.

Carol Yu, Assistant Professor

Shaokun Carol Yu has a bachelor’s degree from Jilin University in China as well as an M.S. and Ph.D. in accountancy from the University of Houston. Yu is also a certified public accountant.

Department of Finance

Leonard Lundstrum (B.S. Finance 1989), Associate Professor

Leonard Lundstrum earned a B.S. in finance and accountancy from NIU, an M.S. in finance from the University of Illinois, and a Ph.D. in finance from Indiana University. Lundstrum’s research focuses on asset pricing and corporate finance, and has been published in the Journal of Financial Intermediation, the Journal of Corporate Finance, Financial Review, and the Journal of Portfolio Management. Prior to earning his doctoral degree, Lundstrum worked in merchant banking in Chicago. He also served as a consultant in the financial industry and moderated symposia panels of financial executives and portfolio managers.
Department of Management
James Burton, Assistant Professor

James Burton earned his Ph.D. from the University of Washington (2002). Burton’s research interests center on the interaction of personality and perceptions of fairness in a person’s decision to engage in a variety of workplace behaviors. Burton’s research has been published in a variety of journals, including the *Academy of Management Journal*, *Academy of Management Learning and Education*, *Journal of Business and Psychology*, and the *Journal of Managerial Issues*. Burton has also served as a consultant or seminar leader to a variety of organizations including Boeing and Verizon.

Christine Mooney, Assistant Professor

Christine H. Mooney earned a Ph.D. from Indiana University (2005). Her research interests include strategic leadership, executive succession, and top executive decision-making. Mooney’s research has been published in *Academy of Management Learning and Education* and *Organization Dynamics*.

Wendy Marcinkus Murphy, Assistant Professor

Wendy Marcinkus Murphy earned a Ph.D. from Boston College (2007). Her research interests focus on the intersection of careers, motivation, and relationships, particularly in terms of gender differences and the dynamics of developmental networks. Murphy’s research has been published in *Women in Management Review*.

Department of Marketing
Peter Magnusson, Assistant Professor

Peter Magnusson has a B.S. in marketing and an M.B.A. from Indiana State University, and earned his Ph.D. from Saint Louis University (2007). Magnusson’s research focuses on global marketing, and has been published in the *International Marketing Review*, *Multinational Business Review*, the *Journal of International Consumer Marketing*, and the *Journal of International Management*. Some of his scholarly work has been recognized for research excellence by the American Marketing Association.

Department of OM&IS
Daniel Wunsch, Professor, New Faculty Assignment as Interim Chair of the Department of OM&IS

In summer 2008, Wunsch took on a new faculty role as interim chair of the Department of OM&IS, replacing Nancy Russo. Previously, Wunsch served as interim associate dean (2005-2007), interim chair of the Department of Finance and chair of the Department of Management (1989-2005). Wunsch received his B.S. and M.S. in business administration from the University of Wisconsin; he completed his Ph.D. in education/management from the University of California. Wunsch has been a faculty member with the NIU College of Business since 1980.
Bill Cummings, a 23-year veteran of the Department of Accountancy faculty, retired in June 2007. After completing his Ph.D. at the University of Missouri in 1984, Cummings joined NIU, where he played a significant role in the development of the Department of Accountancy. The impact of his efforts can be measured in many ways, but Cummings' primary motivation has always been his dedication to students and their learning. As a champion of ethics education, Cummings played a significant role on the college’s Ethics Task Force and its development of the BELIEF Initiative and handbook, activities heralded as “leading edge” by nationally known experts in the field of ethics. His impact in the academy also includes his contribution of more than 40 publications and presentations during his academic career. Additionally, he served on a variety of department, college, and university committees, and served the broader academy as a journal editor.

Cummings is known for his genuine kindness and a caring heart for all. Although he has officially retired, we are pleased that he continues to be involved (albeit on a much smaller scale) with the department and college, including his role as the college Ethics Champion for the next two academic years. Thank you, Bill, for all you have done for our students and the academy.

Richard J. Dowen, professor and former chair of the Department of Finance, retired in June 2007. Dowen came to NIU in August 1983 as an assistant professor in finance. Immediately prior to coming to NIU, he was a lecturer at State University of New York at Binghamton, where he completed his Ph.D. degree. Before that, he worked for the Internal Revenue Service. During his 24 years at NIU, Dowen contributed in a variety of roles to meet the objectives of the Department of Finance, the College of Business, and the university. He taught at all levels, published regularly, and served on committees at all levels. He was also active professionally, serving in several administrative positions with the Midwest Finance Association. Early in his career, he developed, and was a regular contributor to, “A$K NIU,” a personal financial advice column published in local and regional newspapers. Dowen finished his career at NIU as chair of the Department of Finance for the last seven years. Dowen and his wife, Sharon, are outdoor enthusiasts who especially enjoy hiking. They have and will continue to travel around the world looking for the perfect trail.

Sally Wakefield (B.S. Management 1983, M.S. Industrial Relations 1989), assistant to the dean, retired in December 2007. Wakefield – whose involvement with NIU began more than 25 years ago – has encountered nearly every aspect of the NIU College of Business experience. In 1983, Wakefield graduated magna cum laude with a B.S. in management. In 1984, she was hired as an academic counselor in the college’s Undergraduate Studies Office. In 1989, she earned an M.S. in personnel industrial relations and also began employment in the college’s graduate program. Wakefield was named assistant director of the college’s M.B.A. program in 1990 and became director of the program in 1992. In 1995, Wakefield transferred to the Dean’s Office as a project manager, and in 2000, she took on the role of assistant to the dean. Wakefield has been a valued contributor to the college’s Curriculum Committee, Strategic Planning Council, Ethics Task Force, and reaccreditation team. She also took on the dean’s challenge of developing an assessment framework for measuring progress on desired learning outcomes as identified by the college’s Strategic Planning Council.

Not only is Wakefield known for her outstanding work ethic and integrity, her dry wit is also highly prized. A professional staff employee, Wakefield has nonetheless been adopted by many college faculty as one of their own. Equally, she has endeared herself to fellow staff members, as well as many students and alumni. The effect of Wakefield’s engaging personality and numerous contributions will live on well past her retirement. We wish her much happiness in her new adventures.
The Ninth Annual NIU Executive Club Endowed Scholarship Gala continued the tradition of celebrating the significance of the NIU experience. From the mingling and auctions to the dancing and live orchestra, the event was filled with camaraderie and fun. But the focus and conversation for the evening centered on the attendees’ desire to generate additional scholarship funds for exceptional students who aspire to stand out in business.

Investment advisor Joseph Locke (B.S. Management 1968) received the Executive Club’s first Founders’ Award for his work to establish this endowed scholarship fund more than nine years ago. NIU Executive Club co-founders Robert Adducci (B.S. Management 1980) and David Wilson (B.S. Marketing 1980) presented the Founders’ Award to Locke.

During the live auction, gala attendees bid on a wide range of items, including: a golf experience at Rich Harvest Farms, complete with Solheim Cup passes and lunch with Dennis Barsema; a double pave diamond bracelet, along with a private breakfast and shopping experience at David Yurman; a two-hour service brunch cooked and served by NIU business alumni; a three-night vacation at Keystone Colorado Resort; and, an opportunity to jump into the fray as NIU’s assistant basketball coach for a day.

In his speech, 2007 scholarship recipient Erik Calmeyer shared his interests, work, and community activities since high school. With excitement and passion, Erik spoke of his admiration for NIU’s College of Business, which he has always known to be a school of great repute. He described how – as a freshman in high school – he wanted to be part of the NIU experience and set his sights on graduating from NIU’s business college. Having achieved his goal of enrolling in NIU, Erik intends to major in management. One of his new goals for the future includes earning an M.B.A. degree from the NIU College of Business. For the present, Erik is energized by the opportunity as a college freshman to rub shoulders with some influential and successful business executives who are also NIU alumni. He expressed his gratitude for the opportunity to interact with the NIU College of Business Executive Club members.

As a consequence of the festivities and because of the appeal of Erik’s presentation, the NIU Executive Club raised nearly $64,000 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. The NIU Executive Club Dinner Dance Committee co-chairs Kevin Kirby (M.B.A. 2003) and Jim Locke (B.S. Accountancy 1974), and all the committee members, dedicated many hours to achieve a wonderfully successful event.
NIU Executive Club 2007 Scholarship Recipient

Erik Calmeyer

Erik Calmeyer graduated from Johnsburg High School in June 2007. As a high school student, Erik’s academic performance, extracurricular activities, community service, and work experience provided glimpses into his potential to one day become an outstanding business leader.

Academically, Erik was a member of the National Honor Society, Toastmasters International, and Link-Crew. Erik was also an Illinois State Scholar. His extracurricular involvement included competing in the Big Northern Math Contest and serving as a student tutor and teacher assistant. Despite his rigorous schedule, Erik found time to play soccer during high school and to take college-level classes and college-preparatory courses.

Erik has always been an active community member. For three years, he assisted the Make-A-Wish Foundation at the Winthrop Harbor Yacht Club. He worked on fundraisers to support U.S. Troops overseas as a member of the Skokie Valley Power Squadron, and he also helped to teach computer classes for adults. Erik is an officially certified referee and has refereed Johnsburg White Lightening soccer games for seven years. He was also an assistant coach and mentored young referees on game rules and professionalism. Mentoring is an activity to which Erik remains committed. Currently, he spends one day each week mentoring a young student from another school within the district. As a member of the Skokie Valley Power Squadron, Erik completed course work to obtain a boater’s and personal watercraft license.

Erik currently works at the Great Lakes Yacht Sales 100 Club as a seasonal employee. He also is employed as a stockroom team member at Target and previously worked at Menards.

When he began high school, Erik set the goal of obtaining a degree in business from Northern Illinois University. Now that he is enrolled in what has always been his business college of first choice, Erik plans to major in management. And he has already set a goal of obtaining an M.B.A. degree after he earns a bachelor’s degree. With his strong work ethic, great communication and people skills, and a dedication to continual learning, there is no doubt Erik possesses the winning combination required to achieve any goal he may set for himself.
2007 David and Diane Graf
Rockford Endowed Scholarship

Robert Anderson
Robert graduated from Freeport High School in June 2007. He served as president of the Business Professionals of America Club. He assisted as a student worker at Freeport Junior High School and was a volunteer tutor for first graders at Lincoln-Douglas Elementary School. Robert worked through high school at a screen printing business, A&B Designs. Robert's passion for the past few years has been drag racing. Finishing in the top 10 in points for the past two years is proof of his skill and passion to succeed in this sport. Robert envisions success in his college and business career as well. He plans to obtain an accountancy degree to be able to work with a large motorsports company or eventually own his own CPA firm.

David Loehr
David graduated first in his class from Stockton High School in May 2003. During his high school career, he was a member of the Academic Team and National Honor Society. He was an Illinois State Scholar, and received the Prairie State Achievement Award in Social Science and the Stockton High School Science and Spanish Awards. David works full-time during the summer and weekends during the school year on the maintenance crew at Apple Canyon Lake. After attending community college, David is now entering the B.S. in business administration program in Rockford. He plans to pursue a career in law enforcement, and with his business degree wants to advance into the administration area.

Ian Mills
With a dream to someday be a top executive at a major company, Ian loves learning about businesses. He is pursuing a degree in finance with plans to become an investment banker. While attending Sterling High School, Ian was a three-time member of the NCIC All Conference Academic 1st Team. He also was an Illinois State Scholar, a member of the National Honor Society, and Student Council. Tutoring fourth graders and shoveling snow for a local YWCA are activities Ian performs to serve his community. He has also worked at Menards for over a year, where he is responsible for guest services. With his NIU business degree, Ian hopes to make the business world more profitable and a better place for everyone.

~Alumni Relations
Alumni Newsmakers

Feature News

Nicole D’Ambrosio (B.S. Marketing 2003) was a contestant on Season 6 of Donald Trump’s “The Apprentice” television program (NBC). During a college event sponsored by the Young Professionals Network, D’Ambrosio discussed her experiences on the show as well as her experience with starting her own business before finishing college. D’Ambrosio Inc. is an Illinois real estate corporation that specializes in large acquisitions of petroleum properties.

Joshua Dean (B.S. Management 2002) was featured in the Daily Herald as one of 10 top entrepreneurs under 30 in the Chicago suburbs. The article – “Suburban Entrepreneurs Pave Their Own Path” – highlights Dean’s Naperville-based real estate company and describes how Joshua Dean Real Estate creates videos of sellers’ properties and also utilizes YouTube to introduce prospective buyers to whole neighborhoods. For example, he produces videos about Naperville, Aurora, and Oswego with the aim of generating interest in people to live in those communities. The Daily Herald article ran on November 1, 2007.

Fred High (B.S. Management 1971, M.S.Ed. 1972) was pictured in the April 2, 2007, issue of Chicago Tribune Magazine showing his support for the first Earth Day on April 22, 1970.

Crain’s Chicago Business

Scott Kluth (B.S. OM&IS 1999) started CouponCabin Inc. in 2003 as an online repository of coupons for Internet purchases. In 2005, the company was featured in a segment of “Good Morning America” where their coupon expert explained how to use CouponCabin as a way to save money at Christmas. The high traffic on the site was overwhelming in the beginning and the company restructured the website in order to serve the high level of customers. Since its inception, the company has earned revenues of over $4 million and is continuing to grow at a rate of over 100% per year.

Robin VanCastle (B.S. Accountancy 1978), chief financial officer at Taylor Capital Group Inc. as of May 1, 2007, was the lead feature in Crain’s “People Spotlight” section (June 18, 2007). VanCastle helped form the Rosemont-based parent company of Cole Taylor Bank and launched the initial public offering. Her strength in managing complex transactions has led to approval for stock buyback and the first increase in Taylor Capital’s dividend since 1994.
Crain’s Lists

Chicago’s Largest Accounting firms
Craig Funkhouser (B.S. Accountancy 1979), partner at Crowe Chizek & Co. LLC (November 20, 2006).

Chicago Area Web Developers
Todd Perlman (B.S. Accountancy 1988), principal at Business Technology Partners LLC (February 26, 2007).
Patricia Vanderford (B.S. OM&IS 1989), Netsource Communication Inc. (February 26, 2007).

Chicago’s Largest Privately Held Companies

Chicago’s Largest Small Business Lenders

Crain’s “On the Move”

John Boschelli (B.S. Accountancy 1990) was promoted to vice president, and continues as treasurer at Unitrin Inc. (June 11, 2007).
Devin Cygnar (B.S. Marketing 2002) moved from database and direct marketing manager to vice president of marketing at Fifth Third Bank of Chicago (April 16, 2007).
Tim Hannahs (M.B.A. 2000), previously vice president at Fifth Third Bank of Chicago, was promoted to senior vice president of the private client group and continues as the managing director (April 30, 2007).
Kevin Hovorka (B.S. Accountancy 1988) moved from transaction services partner to executive in charge of private-equity services at Crowe Chizek & Co. LLC in Oak Brook (June 11, 2007).
Donald Roubitchek (B.S. Accountancy 1971), previously CFO at First Hospitality Group Inc., was promoted to chief financial officer at New Century Bank of Chicago (March 26, 2007).

~Summarized by Jennifer Kincaid
Almost immediately after graduating, five newly minted NIU College of Business alumni sought to create a way to stay connected with NIU. Not only did the five share the same alma mater, but they also shared a deep friendship, much of which was formed during their college years. To be sure, Brian Gillet (B.S. Marketing 2001, M.I.S. 2002), Matthew Kirch (B.S. OM&IS 2000), Brian Wodarski (B.S. Marketing 2001, M.I.S. 2002), Chris Barnes (B.S. Marketing 2001), and Brett Kinsfather (B.S. Marketing 2001) savored the social aspect of their academic years. Equally, they held – and still hold – in high esteem the college’s challenging learning environment. They also value the engaged faculty they came to know along the way. As these young alumni began their professional careers, they wanted to create a way to take their academic experience forward with them. Namely, they wanted to continue to combine the importance of relationships with the importance of learning. And they wanted other new NIU College of Business graduates to have the same opportunity.

In August 2006, they created a way to do just that. Collaborating with the Dean’s Office and with the college’s NIU Executive Club, they founded the Young Professionals Network (YPN). The YPN is a new College of Business alumni club for NIU business graduates in the early stages of their professional careers. The focus of the YPN is both social and professional. For example, the YPN fosters interaction between current business students and alumni, in the hopes that opportunities such as internships, mentoring relationships, and job placements will emerge. Through its affiliation with the NIU Executive Club, the YPN also strives to prepare its members to participate in more sophisticated professional networking events with senior-level executives.

In 2007 during its first year of formation, the YPN held monthly events that included a Schaumburg Flyers baseball outing, hosting guest speaker Nicole D’Ambrosio (B.S. Marketing 2003) from Donald Trump’s “The Apprentice” television program, and organizing a Bacardi Rum tasting event at CARNIVALE in Chicago. Be sure to check out 2008 YPN events at www.cob.niu.edu/ypn/eventcalendar.asp.

~ Jennifer Kincaid

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

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

~ Jennifer Kincaid
On May 5, 2007, President John G. Peters unveiled True North – the first major fundraising campaign in Northern Illinois University’s history – and announced a goal of $150 million. The event launched the latest, and final, phase of a campaign that has been in the works for nearly seven years, raising $119 million.

“True North reflects everything NIU has stood for since our founding: access, opportunity and academic excellence. Alumni tell me on a regular basis how their NIU education has served them far beyond their expectations when they were students,” said College of Business Dean Denise Schoenbachler.

“True North is also about shaping the future. I envision a College of Business which will be ranked among the top 25 in the nation. Philanthropy is the cornerstone on which we will achieve this goal.”

Some of the gifts that comprise the total to date have transformed the landscape of campus, making possible buildings such as Barsema Hall, the Jeffrey and Kimberly Yordon Academic and Athletic Performance Center, and the Barsema Alumni and Visitors Center.

“The final phase of the campaign is focusing on academic excellence, student support and growing endowments,” said Dennis Barsema, co-chair for the True North campaign. “I encourage you to be engaged with us and learn more about opportunities where you can have an impact. Please join me in shaping NIU’s legacy for future generations.”

A sample of funding priorities in the College of Business include:

- Student Scholarships
- Professorships
- Entrepreneurship Programs
- Global Business Programs

There are still several room-naming opportunities available in Barsema Hall. Since Dennis and Stacey Barsema funded 100% of the building’s construction, all funds for room sponsorships are directed toward the College of Business Endowment.

If you’d like to learn more about the True North campaign, contact Anthony D’Andrea at (815) 753-1736.
IN MEMORIAM

Wilma D. Stricklin
(1926-2007)

In 1995, the Northern Illinois University Presidential Commission on the Status of Women renamed its Award for Enhancing the Climate on Campus for Women in honor of Wilma Stricklin, a retired administrator and professor of management. Her accomplishments were so great and contributions so many that the vote was unanimous. The only person who seemed to question the wisdom of creating the Wilma D. Stricklin Award was Stricklin. Such modesty was typical, friends and colleagues said as they recalled Stricklin, who died Tuesday, August 7, 2007, at her home in Whiteville, North Carolina. She was 81.

Those who knew her, however, were happy to reminisce about how she was instrumental in getting the university into compliance with Title IX; they recalled how she was the first woman to serve as an associate provost and provost at the university; and they spoke admiringly about how she helped establish what today is the NIU Women’s Resource Center. They also told stories of how Stricklin repeatedly reached out to mentor and encourage other talented women in academe.

Much of that work was done quietly, behind the scenes.

“Wilma was certainly a trailblazer, but I don’t think you could call her a crusader,” said NIU Vice President for Administration and University Outreach Anne Kaplan, who counts herself as one of those lucky enough to have been a protégé of Stricklin, working as her assistant in the provost’s office for three years. “To be a crusader you have to be comfortable in the spotlight, and Wilma most definitely was not.”

While that may have been the case, Stricklin’s career choices made her stand out from the crowd throughout her professional life. She earned her degree in accountancy from San Jose State College in 1955 and attained her C.P.A. in 1958, during a time when few women considered such a career path. Even more unheard of was a woman pursuing a career as a professor of management, but that didn’t dissuade her from earning her master’s in business education from San Jose State College in 1960 and her Ph.D. in management from the University of Southern California in 1966. Ten years later—when she arrived at NIU, joining the College of Business as a member of the faculty and chair of the Department of Management—business schools were still largely the domain of men. In 1978, only two years into her NIU tenure, Stricklin was appointed associate provost for academic affairs, becoming the first woman in university history, and one of the first women from a pool of 300 schools nationwide, to hold such a lofty post.

Stricklin briefly rose to the position of acting provost during the summer of 1979, when she helped guide the incorporation of the recently acquired law school into the university. Shortly thereafter she returned to the faculty of the College of Business, where she taught until 1986 when she became associate dean of the college, a position she held until her retirement in 1989. During the 1988-89 academic year, she also served as the acting chair of the Department of Management.

Throughout her time on campus, Stricklin built a reputation as a friend to women’s causes. In the late 1970s, she was one of the first to recognize that women, many of them non-traditional students, were returning to campus in large numbers to earn degrees or enhance their academic credentials. She chaired a task force that investigated the needs unique to that population and ultimately brought about the creation of the Office of University Resources for Women (which today is the NIU Women’s Resource Center).

Less formally, she always made time for those who sought her out for professional advice. Management Professor Lynn Neeley was one of those who benefited both from Stricklin’s encouragement and friendship.

“I came here as a brand new professor; and she helped me overcome some real challenges,” said Neeley, who recalled Stricklin as a generous soul who always stood ready to help those in need, even occasionally putting a grad student up for the night.

Like all she did, Stricklin considered such generosity simply the right thing to do, ducking credit and sharing praise. However, those she touched will never forget her.

“I believe she helped more people than she knew and deserved more thanks than she got,” said Kaplan. “She will be fondly remembered by far more people than she would ever have imagined.”

Stricklin is survived by many nieces, nephews, and friends. Past winners of the Stricklin Award have suggested that gifts to the Mothers Memorial Scholarship Fund would be a fitting tribute. There is also a scholarship fund in Stricklin’s name (established by alumni) at Northern Arizona University, where she taught from 1967 until 1976 and received the Outstanding Faculty Award in 1975. She also taught at the University of Southern California (1966-67) and San Jose State College (1958-1965).


**Alumni Updates**

### 1960

**John J. Prochaska (B.S. Finance 1966, M.B.A. 1970)** has retired as administrator and CFO of the Hektoren Institute of Medicine and previously served as director of internal audit at the University of Illinois at Chicago. John is involved in veteran and civic activities through the American Legion. During his career in auditing and financial management, John earned six professional certifications: C.P.A., C.I.A., C.F.E., C.G.F.M., C.F.S.A., and C.B.A. He was also an adjunct faculty member at Roosevelt University, Northeastern Illinois University, and National-Louis University. He frequently spoke at professional meetings and conferences of the Institute of Internal Auditors and the Association of Certified Fraud Examiners on internal audit planning and conducting investigative audits. John has been recovering from some serious health issues. He and his wife, Cindy, live in Park Ridge, Illinois. They have three grown children and three grandchildren.

**Robert E. Kleeman, Jr. (B.S. Accountancy 1969)** has started his own firm, OnPointe Financial Valuation Group, after 30 years in the business valuation community. OnPointe provides financial valuation and financial litigation expertise to the legal community and corporate clients. Robert has authored articles and books on business valuation and has served on the American Institute of Certified Public Accountants business valuation committee. He and his wife, Carol (B.S. Nursing 1971), live in Castle Rock, Colorado.

### 1970

**Paul H. Davis (M.B.A. 1972)** has earned three professional certifications: C.F.P., E.A., and C.P.C.U. Paul established Davis Financial Services in 1984. In addition to managing his tax and financial planning firm, Paul has been director of his Chamber of Commerce as well as Rotary Club. He and his wife, Rosella, live in Encinitas, California.

**Stephen Goehl (B.S. Marketing 1972)** earned membership into Million Dollar Round Table’s (MDRT) prestigious *Top of the Table*. Membership is given to those who have demonstrated exceptional professional knowledge, client service, and ethical conduct. MDRT is recognized internationally as the standard of sales excellence in life insurance and financial service. *Top of the Table* represents four percent of the total MDRT membership. Stephen is president of Goehl Financial Services Inc. He and his wife, Carol, reside in Geneva, Illinois.

**Tony Ganze (B.S. Accountancy 1979)** and his firm, Ganze & Company, were featured in a story on the CPA Technology Advisory website (December 3, 2007). Founded in 1983, Ganze & Company – which is located in Napa Valley – has grown from a staff of four to a staff of 18 along with interns from Pacific Union College and a client-base with revenues ranging from $1 million to $100 million. Ganze & Company was featured in the story because the organization is widely known in the area for being an early adopter of accounting and workflow technologies, including “going completely paperless on its 1040 clients and using document management software and saving documents into PDF.” Tony loves the ocean and snow skiing and enjoys watching hot air balloons drifting through Napa Valley, California, where he and his wife, Teresa, reside.

### 1980


### 1990

**Kamil M. Gamal El-Din (B.S. Marketing 1995)** was named the director of global deployment with IPSOS-North America, a global research marketing firm headquartered in Paris. He will work in Chicago and oversee software and project deployments to all IPSOS worldwide offices. Kamil and his wife, Kimberly, reside in Chicago with their two children, Kinzie and Kameron.

**David Lipien (B.S. OM&IS 1998),** senior managing consultant with IBM, was named the 2007 Distinguished Alumnus from NIU’s Department of Operations Management and Information Systems. David and his wife, Jill, welcomed a son, Matthew James Lipien, on March 17, 2007.


### 2000


**Shante Lubemba (B.S. Finance 2006)** is enjoying her work as an accountant statistician within Northern Illinois University’s Division of Finance and Facilities.

**Andrew Mikal (B.S. Management 2006)** is working as an assistant manager for a Kohl’s department store. He is finding it fast-paced and a good place to practice his management skills.

**Eric Lindholm (B.S. Management 2007)** is working on his co-founded company, SoundWorks Production Inc. The company manages both live sound and lighting production for events like festivals and concerts. Eric started the company after being in a band and seeing the opportunity to have venues use the public address (“PA”) system. He sold his “PA” system to a bar, and with the help of not only his business partner but a loan from his grandmother, he was able to start up the company while finishing up his undergraduate degree. The company has worked with both local and popular acts like American English and Everclear. Since graduating, Eric has been able to repay his grandmother and invest more money into the company.

~ Summarized by Jennifer Kincaid and Mary Thomas

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Huskie-bred For Success

Jeffrey Yordon’s 37 years of pharmaceutical experience includes senior level positions with a number of major pharmaceutical companies, as well as his being a founding member of Gensia Laboratories, Faulding Pharmaceuticals, LyphoMed, and American Pharmaceutical Partners.

Sagent Pharmaceuticals, his most recent entrepreneurial success, is a forward-thinking specialty injectables company located in Schaumburg, IL.

Owing much of his success to the solid foundation he built while at NIU, Jeff’s loyalty is evident by his continuing philanthropy to the university as well as his membership on the Foundation Board, the Board of Directors of the Northern Illinois Executive Club, and his being an Alumni Advisor to NIU’s Athletic Department.

Jeffrey Yordon
Founder, Chairman and CEO
SAGENT Pharmaceuticals, Inc.
BA, ’70

Share Your News!

What’s happening in your life? Have you switched jobs, been promoted, relocated, or received an award? What about other life-changing events, such as marriage, new babies, adoptions, retirements? Share the news with your fellow alumni and your alma mater.

Visit www.cob.niu.edu/alumni and fill out the online form. Or email your news and address information to braffet@niu.edu. We will publish the news you share in next year’s issue of NIU Business.
UPCOMING 2008 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

**October 18**
Homecoming

**Alumni Club Events**

**June 26**
YPN Networking: Chicago Cubs Baseball Game
Chicago – 7:05 p.m.

**August 21**
YPN Skill Development: Effective Networking –
Building Your Personal Brand
Schaumburg – 6:30 p.m.

**September 8**
Executive Club 13th Annual Golf Outing
Kishwaukee Country Club, DeKalb – 11 a.m.

**September 17**
Executive Club B2B Networking Breakfast

**September 24**
Rockford Alumni Club – Business Over Easy Series
NIU Rockford – 7:30-9:30 a.m.

**October 7**
Executive Club/YPN Fall “Face to Face”
Hilton Lisle/Naperville – 6 p.m.

**November 1**
Endowed Scholarship Dinner Dance
Gala and Silent Auction

**November 13**
YPN Wine Tasting
Tasting deVine, Naperville

We share a vision. We share a commitment. We’re happy to announce... We’ll soon share a name.

We are pleased to announce that LaSalle Bank Corporation is now part of Bank of America. Together we’ll create opportunities that no single bank can offer – enabling our customers, clients and communities to realize their dreams through world class retail, small business, commercial banking, investment and wealth management products and services, all with the focus and commitment of a local bank. We’ll continue to support the communities in which we live and work through our outreach, philanthropic giving and environmental efforts. Last year, Bank of America alone was the second-largest charitable donor among U.S. corporations. There’s no doubt that together we’re not just a stronger bank, we’re a better company.

bankofamerica.com/laSalle

Congratulations to all 2007-08 Graduates of the NIU College of Business!