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Editor

Fred Ebeid

Contributors

Dave Buchanan

Connie Wheeler

School of Business & Technology
The University of Wisconsin —
Parkside

357 MOLN Hall
900 Wood Road
Kenosha, WI 53141-2000
Phone: 262.595.2243
Fax: 262.595.2680
E-mail: ebeid@uwp.edu

A Message from the Dean



Welcome to the Spring 2011 issue of the *SBT eNewsletter*. I am pleased to share with you the highlights that our students, faculty, and staff have accomplished in recent months.

One of our most significant events this past semester was the Association to Advance Collegiate Schools of Business (AACSB) International maintenance of accreditation review. A three-member peer review team, led by Dr. Mohammed Khayum, Dean of the College of Business at the University of Southern Indiana, visited the campus last November and conducted a thorough review of our undergraduate and graduate business programs. I am very pleased to share with you that in January of this year, we received confirmation that our AACSB accreditation has been extended for five years, the maximum time period allowed. AACSB International is the leading accrediting agency for business schools worldwide, and maintaining this accreditation provides assurance that our programs meet rigorous and continuous standards of high quality. Worldwide less than five percent of schools that offer business programs have achieved AACSB accreditation. This important achievement would not have been possible without the dedication and hard work of the numerous people involved in the process, including the faculty, staff, students, and advisory board members.

I am also happy to announce the addition of Dr. Derek Riley to the Computer Science faculty. Derek, who earned his Ph.D. in Computer Science from Vanderbilt University in 2009, will be joining us at the rank of assistant professor in the fall of 2011. Additionally, in response to student requests, the Business department under the direction of Professor Peter Knight recently approved a Sales Certificate Program to be offered beginning this spring. Selling of Financial Services and Advanced Professional Selling, two new undergraduate sales courses, have been added to the existing curriculum.

Lastly, at our most recent SBT Advisory Board meeting held January 25, 2011, we were privileged and honored to host Dr. Kevin Reilly, the President of University of Wisconsin System. President Reilly, in a PowerPoint presentation entitled, "Principles for Progress and Prosperity: Forging A New Compact Between Wisconsin and its Public University," described in detail the UW System Growth Agenda for Wisconsin.

Thank you for your continued support of the School and University. As always, I invite you to share your thoughts on this issue of the newsletter by e-mailing me at ebeid@uwp.edu.

Fred Ebeid, Dean

School of Business & Technology

SBT business programs maintain AACSB accreditation

The University of Wisconsin-Parkside School of Business and Technology (SBT) has maintained its business accreditation by the Association to Advance Collegiate Schools of Business International (AACSB). One of the fewer than five percent of schools with business programs worldwide to earn this hallmark of excellence in management education, and the only higher education institution in the Kenosha/Racine area to do so, UW-Parkside SBT will be honored during the AACSB International Conference and Annual Meeting to be held April 28-30, 2011, in New York City.

This is a vitally important credential for the UW-Parkside School of Business and Technology to earn and maintain," said the school's Dean Dr. Fred Ebeid. "To have a prestigious organization certify the quality of our programs and for UW-Parkside to be in the company of other AACSB universities like Harvard, UCLA, MIT, and the University of Pennsylvania, is a tremendous honor."

University of Wisconsin-Parkside Chancellor Debbie Ford said the process of maintaining AACSB accreditation is valuable not just for the campus but also for UW-Parkside students. (Continued on pg. 2)



Reilly to SBT advisory board: 'Education key to prosperity'



Kevin Reilly

When University of Wisconsin President Kevin P. Reilly addressed the UW-Parkside School of Business and Technology (SBT) advisory board recently, he brought a message of prosperity through education. Reilly said the state's network of campuses is uniquely positioned to lead Wisconsin's future economic growth.

"As I've said many times, for the state to thrive in the information economy, it needs a vibrant, productive public university system to generate talented graduates and create successful entrepreneurs. The core goals of our Growth Agenda for Wisconsin are more graduates and more jobs through a competitive UW-generated workforce," Reilly stated. He used Minnesota as an example of education's earning power. Minnesota's higher number of 4-year degree holders (32% to Wisconsin's 26%) translated to higher personal income (Minnesota \$42,037, Wisconsin \$37,767).

Reilly expressed concern about the UW System's shrinking percentage of state expenditures and the shift of costs from the state to students and parents. He said in 1973, the UW System accounted for 14.42 percent of expenditures, a figure which dropped to 8.3 percent in 2010. And from 2001 to 2010, the state's share of higher education costs fell from 64 percent to 40 percent while the share paid by students and their parents rose from 36 percent to 60 percent. To view the slides shared with the board, click [here](#).

To make Wisconsin more competitive and to keep its most talented students and graduates here, Reilly proposed the creation of what he called a "new compact between the state and its public university system." He said the UW System would work to boost its productivity to create 80,000 more graduates by 2025, create new jobs through targeted university research and faster commercialization of discoveries, and expand state students' access to education while maintaining affordable tuition.

In return, Reilly said the state must provide the UW System with stable funding by making higher education a higher priority and by giving the UW System greater management flexibility to implement more efficient business practices for purchasing, contracting, and pricing. The more efficient business practices would be done while preserving the UW System's accountability to the state and its residents.

UW-Parkside School of Business and Technology Dean Fred Ebeid said Reilly's message was one that business advisory board members were interested in hearing. "Keeping Wisconsin competitive requires a strong, well-funded UW System so that it can produce talented, creative business leaders," Ebeid said. "President Reilly's growth agenda initiatives give the UW System what it needs to be successful while giving an exceptional return on investment. Now our local business leaders have a better understanding of the challenges faced by the UW System and can lend their support to improving higher education in the state."

AACSB International accreditation maintained (continued from page 1)

"Maintaining accreditation gives us the opportunity to examine every facet of our business program with an eye toward ongoing improvement," Ford said. "Students are the ultimate beneficiaries of this constant focus on making our programs even better."

To maintain accreditation, UW-Parkside's business program underwent a rigorous internal and external review, the latter involving a visit by a peer review team of three business school deans with detailed knowledge of management education. During the accreditation process, the university's business programs successfully demonstrated its continued commitment to the AACSB's 21 quality standards relating to faculty qualification, strategic management of resources, interactions of faculty and students, as well as a commitment to continuous improvement and achievement of learning goals in its degree programs.

"It takes a great deal of self-evaluation and determination to earn and maintain AACSB accreditation," said Jerry Trapnell, chief accreditation officer of AACSB International. "Schools not only must meet specific standards of excellence, but their deans, faculty, and staff must make a commitment to ongoing improvement to ensure continued delivery of high-quality education to students."

Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, master's and doctoral degrees in business and accounting. As of December 2010, 607 member institutions in 38 countries hold AACSB accreditation. AACSB's mission is to advance quality management education worldwide through accreditation.

SBT students assists area businesses and non-profit organizations

The goal of the Ralph Jaeschke Solutions for Economic Growth (SEG) Center is to encourage students to become involved in real-life projects and assist the regional community. Made possible from the continuing financial support of Fran Jaeschke, Runzheimer International, and other organizations, the School of Business and Technology is able to provide our students with exceptional opportunities for hands-on consulting experiences with real-world businesses and community non-profit organizations.

These experiential learning projects challenge students to apply what they have learned in the classroom to developing solutions for current business and organizational issues. In the most recent semester, 104 students under the direction of 7 faculty have been involved in 29 projects for 27 area businesses and organizations.

Special Events

Executive-in-Residence - Modine CEO delivers survival story to UWP students



Thomas Burke

"The economic crisis of 2008-2009 hit us like a ton of bricks." When Modine Manufacturing's President and Chief Executive Officer Thomas Burke addressed University of Wisconsin-Parkside students recently, he pulled no punches. Speaking publicly for the first time about the Racine-based company's harrowing experiences during the Great Recession, Burke recounted the events that brought this global leader in heating, cooling, and energy management systems back from the edge of insolvency to its present leaner, stronger position.

Serving as the UW-Parkside School of Business and Technology's fall semester Executive-In-Residence, Burke said Modine found itself in a "very challenging situation" in 2008. New orders from many of the company's major customers dropped significantly around the globe as a result of the economic crisis. All aspects of Modine's operations were impacted. "We saw a 43 percent drop in sales in nine months," Burke said. "Cash earnings vanished...our stock price fell."

Modine Manufacturing

Prior to the recession, Burke said Modine's stock was in the mid-teens. At its lowest point, shares were trading at 73 cents and he said many investors became "concerned about the 'B-word:' bankruptcy." With Modine's future in the balance, Burke told students the company convened a "war room." Executives were charged with transforming the company by creating a plan that would allow it to emerge from the recession as a stronger, more focused market leader. It amounted, in Burke's words, to "saving our ship."

"We knew we had to make tough choices and that there would be no second chances. We were playing for the life of the company," Burke stated. After investigating and rejecting the pursuit of private equity financing, Modine made a new stock offering with the money raised going to debt reduction. Painful employment reductions were made and every cost cut possible, from the sale of the company's aircraft to having employees empty their own trash cans, was made. Greater communication was key to the plan's success.

Under questioning from students, Burke acknowledged Modine's financial crisis created fear among employees and the company's need to dispel that fear. "You fight that by being brutally honest, by being as transparent as possible.

UW-Parkside School of Business and Technology Dean Fred Ebeid said the insights students gained from Burke's presentation were the reason the Executive-In-Residence program was created. "Today, our students learned a great deal about how companies operate, and survive, in a crisis. This was great, inside information that they could not get anywhere else," Ebeid said.

In closing, Burke said despite the recession, Modine Manufacturing was able to maintain a strong research and development capacity to aid long term growth while it continues to create a culture of continuous improvement. "We're not where we want to be just yet," he said, "but we're getting there." To read the complete article, click [here](#).

Executive Speaker Series

Matthew Cornell, National Corporate Director of Accounts for Dell Computers, and Kevin Summerlee, Regional Sales Manager for W.W. Grainger spoke to Dr. Peter Knight's Personal Selling class during the fall semester. Mr. Cornell spoke about careers in IT sales, and his own career path. Mr. Summerlee gave job search and interview tips.

Jenne Meyer, Ph.D., Director of Global Strategic Marketing at GE Healthcare Education Services, made a presentation to Professor Peter Knight's Marketing Research class on February 7, 2011. She illustrated an ethnographic case study that drove a successful company campaign and reviewed goals, study methodology and techniques; summarized major findings; explained design principles used to guide product development decisions; and discussed the subsequent action plan. Ethnographics, a study of customers in their natural environment, can be particularly insightful in revealing what shapes customer behavior.

Dr. Zhen Zhu from Johnson Controls in Milwaukee visited the Computer Science department in the Fall Semester 2010. Dr. Zhu is currently working on building climate controls, energy saving, and demand response for green buildings. He gave a presentation on "Human Vital Signs Detection using Thermal Imaging and Its Applications" to Professor Ubaldo Quevedo's Computer Vision class on November 2, 2010. Dr. Zhu also collaborated with students in their final research project on detecting abnormalities in outdoor cameras used by automated computer vision systems.

Patrick Hansen, Project Manager for Marcus Hotels and Resorts, presented to Mr. Tom Determan's Business 100 (Introduction to Business) and Finance 234 (Personal Financial Planning) classes on December 8, 2010. In the business class, he explained his personal career path and how he had used the many different positions held within the hotel and hospitality business to get to his present corporate level position. In the finance class, Mr Hansen explained the importance of financial planning and how he had developed his own plan and an investment strategy to reach to his present financial position.

Innovative grant helps start-up businesses, students grow

The University of Wisconsin-Parkside Small Business Development Center (SBDC) is collaborating on an innovative grant program to provide new businesses with the talent they need to prosper. Working with the Wisconsin Department of Commerce and UW-Whitewater, the UW-Parkside SBDC will administer the Entrepreneurial Assistance Grant.

Under legislation originally drafted by State Representative Peter Barca of Kenosha, Wisconsin businesses less than 12 months from incorporation can receive grants up to \$3,000 to support paid internships for students in business, engineering, information technology, or similar fields to help their business grow. Interns will work directly with entrepreneurial businesses and gain hands-on experience in research, marketing, business plan development, or other functions related to the creation and growth of a new business.

"This grant has the potential to have a triple impact for the region's economy," said UW-Parkside SBDC Director Matt Wagner. "Start-up firms acquire accelerated growth through specialized student talent from UW-Parkside, area employers will have a pool of future employees with applied learning experiences, and, in some cases, students will become entrepreneurs and create their own businesses."

Serving as the grant's project managers, the universities' Small Business Development Centers will identify companies that meet the grant's criteria and that are in the best position to benefit from student talent. They will also work with the universities to identify students or student teams matched to the identified needs of the business.

"This is an exciting opportunity for the university and for our students to make a direct impact on the region's economy," UW-Parkside Chancellor Debbie Ford said. "This program gives our students the chance to be an integral part of the development of a business."

To participate, students must be of junior standing or higher with a minimum grade point average of 3.0, and have a recommendation from a faculty member. The internship would be preceded by the development of a "Scope of Work" agreement between the university and the interested business. UW-Parkside School of Business and Technology Dean Fred Ebeid said he expects many students to be interested in this program. "I see so many pluses for students from these internships, pluses that will have long-term positive effects for them. These are experiences that will truly change their lives for the better," Ebeid stated.



Matt Wagner
SBDC Director

Tremper students participate in Marketing debate on our campus



Mike Manion

Eighty nine Tremper High School students, along with several of their Business and Marketing teachers, observed Professor Mike Manion's Product Management class in action on November 18th. Trudy Biehn, SBT's academic advisor, observed that the high school students seemed fascinated as two teams of four SBT Marketing students debated the successes and failures of Chrysler Corporation's launch of the Dodge "Nitro." Equally enthralling were the recommendations our students advanced to improve Chrysler's approach to product planning, product development, and product management. Each team created PowerPoint presentations, asked and answered questions of each other, and responded to pointed questions from classmates. After the debate, the Tremper students posed questions to the presenters and selected a winning team. Students also asked our students questions about their career aspirations and experiences at the University of Wisconsin-Parkside.

This high school outreach event was sponsored by Admissions and New Student Services, the Center for Community Partnership's (CCP) K-12 Education Outreach Center, and the School of Business & Technology (SBT). The debate program, moderated by Professor Manion, provided the high school students an opportunity to witness what it's like to be in a university business class setting. The Tremper students came to appreciate the higher level of analytical and creative skills that our students achieve en route to careers in Business Management and Marketing. The Tremper faculty in attendance all commented favorably on the excellent learning experience provided to their students. As a follow-up program, Admissions, CCP, and SBT are planning a series of on-site academic presentations at regional high schools this spring. Students interested in more information about the Business Management major and the Marketing concentration are invited to visit the University, to call 262.595.2449, or access: <http://www.uwp.edu/departments/business/>.

Local 5th grade students visit the CS department

Faculty, academic staff, and students from the Computer Science department participated in the UW-Parkside Ready Rangers program. Erica Eddy, Heather Miles, and Dr. Ubaldo Quevedo along with several students prepared and hosted interactive sessions for 5th graders to experience what computer science has to offer them. The department hosted more than 300 students during this event.



Faculty/Staff Highlights

David Wright receives KABA's volunteer of the year award



Dr. David Wright, professor of finance in the School of Business and Technology, received the 2010 Volunteer of the Year Award from the Kenosha Area Business Alliance (KABA). For a decade, David has served as chair of KABA's Finance Committee which oversees the organization's \$27.8 million revolving loan fund portfolio. In that role, he has led the committee in its efforts to balance the economic development objective of KABA with sound credit decisions and practices, and works to ensure that all financing proposals are thoroughly reviewed before the committee takes action. David's expertise, active participation, and strong leadership skills have been valuable additions to the KABA Finance Committee.

David Wright The award was announced in September and David was honored during a banquet held on November 4, 2010, in the University Ballroom of the Student Center.

Roby Rajan invited to participate on a panel at global conference in Sri Lanka

Dr. Roby Rajan, professor of quantitative methods, recently was invited to present a paper as part of a panel, entitled "Transformative Pathways to Fulfillment: Alternative Futures in South Asia," at the 2010 Global Conference held at the University of Kelaniya in Colombo, Sri Lanka, December 19-20, 2010.



Roby Rajan

The conference brought together eminent persons from the fields of business, government, culture, and academia from South Asia and overseas to ponder and deliberate the emerging contours of economy, culture and state in a era of rapid globalization. Roby's invitation was based on his two recent published articles on the Indian economy and culture. The conference organizers provided for Professor Rajan's travel and lodging expenses so as to encourage his participation.

Kuruville delivers guest lecture and aids community action agency



Dr. Kuruville (far right) with executives of Kohler Co.

As part of a consultancy project, Dr Abey Kuruville was invited to present a lecture on "Doing Business with India" for executives at Kohler Co., in December 2010. Dr. Kuruville's lecture focused on differences in the forms of communication between the US and India, dynamics of working in cross-cultural teams with India, and offered tips for a successful cross-continental working relationship.

Two student groups from Professor Kuruville's Operations Management class worked with the non-profit Racine/Kenosha Community Action Agency (R/KCAA) during the Fall Semester 2010. The agency provides an array of services to low-income families in Racine and Kenosha counties including energy assistance and weatherization. R/KCAA asked for assistance from UW-Parkside SBT students to provide an external perspective on operations. The agency needed help with a confidential sign-in process, a client survey, a customer flow chart, and improved inventory controls.

Two student groups worked with the agency during the semester. One group, consisting of Shamara Lockwood, Chris Baratki, Jenna Clark, and Danny D'Angelo, developed a standardized intake form for all clients to fill out when coming into the organization, thus enabling the pre-screener to see additional clients and speed up the assistance process. They also recommended a new layout for the waiting area to make the facility more secure, along with new food pantry distribution procedures to improve client confidentiality. The weatherization group consisting of Brian Pirlot, Ken Munetsi, and Jodi Kirchenwitz, recommended reengineering the material distribution process with a new priority system. Both student groups focused on making the organization as efficient as possible by implementing lean techniques to eliminate waste, particularly with regard to employee downtime. Nearly all of the recommendations of the students from both groups have been put in place and has enabled the organization to run smoother, faster, and more efficiently.

Remarking on the experience, Cheryl Montgomery, R/KCAA planning director, mentioned the objective assessment recommendations "were outstanding." Gwen Trusell, the agency's coordinator expressed a desire to continue working with student groups. The suggestions, she noted, did not involve costs and "we were able to implement them right away." Both student groups felt the project was an invaluable experience, and were particularly thrilled that the organization implemented their suggestions. Essie Allen, director of R/KCAA, said "The teams have made a difference. This effort will serve as an example of what is possible when individuals come together for a common cause."



Dr. Kuruville with executives of the Community Action Agency

Faculty/Academic Staff/Student Research

Published

Jacob, R & **A. Kuruvilla** (2010), "Can God's own country sustain itself? Eco friendly practices for sustainable tourism development and management in Kerala," *Proceedings of the 2010 Annual International Society of Travel and Tourism Educators (ISTTE) Conference*, Vol 22, pp 64-76. Conference held on board Carnival Cruise's Paradise International Society of Travel and Tourism Educators, St Clair Shores, MI, October 18-22.

Knight, Peter, Ina Freeman, & Irfan Butt (2010), "A Tri-Continental Global Collegiate Marketing Project-Reflections and Recommendations," *Proceedings of the Marketing Management Association Educators Conference*, Indianapolis, IN, September 30.

Krueger, Tom, **Robert C. W. Fok**, & Kien Cao (2010), "Existence and Persistence of the Week-of-the-Month Effect in Asian Stock Markets," *The Journal of International Business Research and Practice*, Vol. 4, 87-108.

Kuruvilla, Abey, Dirk Baldwin, & Jordania Leon-Jordan (2010), "The Online Education Journey: Experiences of UW-Parkside's Business Department," *Asian Forum for Business Education Journal*, 3 (2), 275-282.

Kuruvilla, A., X. Li, & A. Kellogg (2010), "Critical Issues on the Selection of Offshoring Managers," in *Proceedings of the Decision Sciences Institute Annual Meeting*, San Diego, CA, November 20-24.

Kuruvilla, Abey & Jordania Leon-Jordan (2010), "DIY Industry - New and Emerging Trends," *Research Abstract, Proceedings of the Decision Sciences Institute Annual Meeting*, San Diego, CA, November 20-24.

Leon-Jordan, Jordania, Abey Kuruvilla, & Robinet Jacob (2010), "Healthcare in Foreign Hands: Trends, Issues and Directions," *Review of Business Research Journal*, Vol. 10 (5), 54-68.

Wang, Z., Z. Lin, & **Y.S. Li** (2010), "Taxation in the Poland, Romania, and Germany," the *International Business and Economics Research Conference Proceedings* (abstract), Las Vegas, NV, October.

Conference Presentations

Fok, Robert C. W., Yu-Jane Liu, & Jin-Ying Wang (2010), "Out of Sight, Not Out of Mind: The Evidence from Taiwan Mutual Funds," presented at the *Annual Meeting of Financial Management Association International*, New York, NY, U.S.A., October.

Gee, Michele V. (2010), "Managing Global Workforces: Cross-Cultural Issues and Strategic Approaches," presentation made at the Beijing Information Science and Technology University, Beijing, China, November 4.

Gee, Michele V. (2010), "Strategic Management of Corporate Social Responsibility and Workforce Issues in the Global Arena," presented at the *Association for Employment Practices and Principles 18th Annual Meeting*, University of San Francisco, San Francisco, CA, October 1.

Leon-Jordan, Jordania, Abey Kuruvilla, & Robinet Jacob (2010), "Healthcare in Foreign Hands: Trends, Issues and Directions," at the *International Academy of Business and Economics 2010 Annual Conference*, Las Vegas, NV, October.

Knight, Peter, Carrie Trimble, & Mandeep Singh (2010), "Virtual Learning and Gaming in the Classroom" (Facilitated discussion - Knight as Chair), *Marketing Management Association Educators Conference*, Indianapolis, IN, September 30.

Kuruvilla, A. (2010), "911 Call and other real time data applications in EMS diversion," panelist for the *International Society for Disease Surveillance Web Conference*, Miami, FL. May.

Li, Y.S., Z. Lin, **Z. Wang**, & Feida Zhang (2010), "Credibility of 'Cheap Talk,'" presented at the *American Accounting Association Annual Meeting*, San Francisco, CA, August.

Lincke, Susan J. (2011), Poster: "Information Security: Audit, Case Study, and Service Learning," *NSF CCLI-TUES PI Conference*, January 27.

Lincke Susan J. (2010), Tutorial: "A Top-Down Approach to Security Planning," *WORLDCOMP'10*, July 14, 6-9:30 PM.

Wagner, Matthew & Cathy Folker (2011), "Impact of SBDC's Business Planning Course on Entrepreneurial Intentions," paper presentation at the *United States Association for Small Business and Entrepreneurship*, Hilton Head, S.C. January.

Wang, Z., Z. Lin, & **Y.S. Li** (2010), "Taxation in Poland, Romania, and Germany," presented at the *International Business and Economics Research Conference*, Las Vegas, NV, October.

Wang, Z., Z. Lin, **Y.S. Li**, & M. Liu (2010), "Taxation in the European Union," presented at the *American Accounting Association Annual Meeting*, San Francisco, CA, August.

Students Excel

Business students stand out at national competition



Kyle Hagemann, Professor Peter Knight, and Mike Rosales (l-r)

University of Wisconsin-Parkside Marketing Professor Peter Knight compares the success of the university's student sales team at the Russ Berrie Institute (RBI) National Sales Competition to that of a small university reaching the NCAA's Final Four. "This competition is a marquee national event and we're the only school to finish in the top three the last two years in a row," Knight said with obvious pride. "That's very satisfying."

Held at William Patterson University outside New York City, the competition brought together the top business students from more than two dozen sales programs from around the country. UW-Parkside was represented by students Kyle Hagemann and Mike Rosales.

UW-Parkside's third place finish in the final university rankings was topped only by Hagemann's second place finish in both the overall competition and in role play. This 15-minute true-to-life sales presentation made to a business executive is the competition's marquee event. Team members also took part in speed selling, a two minute "elevator pitch" during which competitors are given 120 seconds to sell themselves to potential employers one after the other in rapid succession. Rosales earned 5th place in this phase of the contest and Hagemann 7th to secure the university's top three finish.

Calling RBI "an unbelievable opportunity" to showcase his abilities to national companies, Hagemann said the trip to New York definitely helped his career. "I was approached by multiple employers at the competition asking me when I could interview. It's unbelievable in this kind of economy to have companies track me down to request interviews," Hagemann stated. Admitting his heart was "pounding" before the competition began, Rosales said RBI allowed him to demonstrate his skills to and network with the people who make career decisions.

"You're talking face-to-face with industry professionals, district managers, regional managers, vice presidents. These are the people you're coming in direct contact with," Rosales said in stating the value of RBI to the business students involved. And while Hagemann, Rosales, and the other students gained valuable experience at this competition, Knight said he, too, has taken home important information from this and past New York trips. "Through the sales competitions, I've been able to interact with other educators who have successful sales education programs. That's been the biggest benefit for us: learning how to do all the administrative things you have to take care of to be a nationally recognized education program," Knight said.

The success of students like Hagemann and Rosales reinforced Knight's belief that UW-Parkside is well situated to develop sales as a university specialty, a specialty the university can use to build a national reputation among employers. The location of the campus, at the center of the Chicago/Milwaukee corridor, also benefits students who are interested in sales careers.

To help these students, Knight said UW-Parkside recently received approval for a sales certificate program. This five-course program would give business majors and students from majors outside the School of Business and Technology sales knowledge and credentials. The certificate program has already gained national accreditation through the University Sales Education Foundation. UW-Parkside is one of only 55 schools in the U.S. that have this certification. The certificate program is available for UW-Parkside students beginning with the Spring Semester 2011. Associate lecturers Jim McPhaul and Bob Stoebe also will be assisting with the program.

MBA student presents and publishes research

Jordania Leon-Jordan joined the Department of Business at UW-Parkside as a graduate student in 2008. Throughout her studies, Jordania developed several research papers through independent studies and class projects, and ultimately succeeding in presenting her work at several distinguished academic conferences. She presented a paper, entitled "Healthcare in Foreign Hands: Trends, Issues and Directions," at the *International Academy of Business and Economics 2010 Annual Conference*, held in Las Vegas, Nevada, in October 2010. This paper was subsequently published in the *Review of Business Research Journal* in November 2010.

Ms. Leon-Jordan also co-authored a paper, entitled "DIY Industry – New and Emerging Trends," which was presented at the *Decision Sciences Institute 2010 Annual Meeting*, San Diego, California, in November 2010. Then in December 2010, she co-authored a paper, "The Online Education Journey: Experiences of UW-Parkside's Business Department," that was published in the *Asian Forum for Business Education Journal*. Her current work, titled "Home-made vs. Factory-made - Emerging Implications on the Supply Chain of the DIY Industry," has been accepted for presentation in May 2011 at the Production and Operations Management Conference in Reno, Nevada. Jordania's successful research journey has been guided by her mentor, Professor Abey Kuruvilla.

CS department hosts students from Ostfalia University in Germany



Tobias Sell, Hendrik Gülz and Jonathan Bergen (l-r)

During the Fall Semester 2010, the Department of Computer Science as part of an international exchange agreement hosted three students from our sister institution, Ostfalia University of Applied Sciences in Wolfenbüttel, Germany. Tobias Sell, Hendrik Gülz, and Jonathan Bergen spent the semester studying computer science and enjoying campus life at UW-Parkside. They lived in the International House, a special wing of the new residence hall, where international students room with American students who have interests in learning about different cultures.

During Christmas break the students headed in different directions, with one visiting Disney World in Florida, and the other two enjoying the sights of Las Vegas, Nevada. As far as we know, they still had adequate savings to return to Germany after their interesting and enjoyable excursions.

Computer Science department hosts ACM programming contest

On Saturday, November 6, 2010, the Computer Science department hosted a site for the regional Association for Computing Machinery (ACM) programming contest. The region is made up of seven states and two Canadian provinces, and as such there are multiple sites that host the contest concurrently. UW-Parkside's site had a total of 12 teams from UW-Madison, Marquette University, Milwaukee School of Engineering, and UW-Parkside. A total of 225 teams participated across all sites in the region.

As is common with these contests, the larger schools dominated. This year the contest was won by a team from the University of Minnesota that solved eight out of nine problems. Second place was taken by a team from UW-Madison, which solved seven problems. UW-Parkside had three teams entered. The "Radioactive Flying Bananas" was made up of Chris Elliott, Joe Bauer and Scott Walter. They solved four problems in the allowed time, leaving them tied for 30th. The "Null Pointers," made up of Todd Wierzchowski, Justin Helgesen and Jake Zalokar, solved one problem, as did team "Whatever," made up of Adam Nelson, Tony Dare and Enzo Yuen. This left both teams tied for 130th.



ACM programming participants

Computer Science student passes the CISM exam

The Certified Information Security Management (CISM) exam is a professional level exam leading to ISACA certification for information security managers. Certificates are important in the information security world because they demonstrate core competency. Recent graduate Todd Burri took and passed the exam last May after taking the first offering of the CS 490 Information Systems Security course. Because the certificate requires work experience, Todd is still waiting to hear if his security guard management experience will count. Todd graduated in December and is currently interviewing for a full-time position.

The CS 490 course specifically covers material for the CISM and ISACA's Certified Information Systems Auditor (CISA) exam. Students work with community partners in security planning and/or audit. The class also uses a case study based upon the HIPAA security regulation. The course is currently ongoing, and will also be offered again in one year.

Business student named Great Lakes Valley Conference Top Scholar-Athlete



UW-Parkside student athletes perform at a high level in the classroom as well as in athletic competition. Recently, an SBT student-athlete was awarded a special honor. Shannon Becker (Women's Soccer) was named the Great Lakes Valley Conference top scholar-athlete in her sport.

Shannon is a business major who, while excelling on the field, also sported a 3.501 semester GPA. She has maintained a 3.487 cumulative GPA while at UW-Parkside and was named to the 2010 National Soccer Coaches Association of America Women's College Scholar All-America Second Team.

Shannon Becker, a junior forward for the UW-Parkside women's soccer team, was named the GLVC Offensive Player of the Year and the Daktronics Midwest Region Player of the Year after guiding the Rangers to the GLVC Championship and to the championship match of the NCAA Midwest Regional Tournament. Her efforts helped the Rangers post a 16-3-2 overall record and 12-1-1 mark in the GLVC. She was also named a Daktronics Second Team All-American and was tabbed as a Third Team All-American by the NSCAA.

PAMA exceeds membership goals and offers networking opportunities



Peter Peralta, Vi Malakauskas, Nicole Pierson, Dr. Michael Manion, Joe Nehls, David Adrian and Dr. Peter Knight (l-r)

During the fall semester, the Parkside American Marketing Association (PAMA) Collegiate Chapter continued to achieve in what faculty advisor Dr. Peter Knight termed as their “most active and engaged semester yet since the organization was chartered in spring 2008.” Under the flawless leadership of President Elesha Hoffmann and her capable executive team, PAMA was not only able to exceed its membership goals, but also to successfully plan and execute a number of events that offered great networking and learning experiences as well as helping to forge lifelong friendships and school spirit.

The semester’s first event was a “best ball” golf outing held on October 22nd at Maplecrest Country Club in Kenosha. The planners couldn’t have chosen a better day to golf given the perfect weather. It was a great way to start the semester.

On November 5, eleven “PAMAITES” attended the University of Wisconsin-Whitewater’s 3rd Annual AMA Regional Conference. This was an opportunity for PAMA to network with other American Marketing Association (AMA) chapters as well as local companies. Key-note speakers representing Diversey, PepsiCo, and GMR Marketing spoke on a common theme of “green business and sustainability.”

Just a week later, November 12th, with the assistance from incoming president, Sierra West, PAMA was afforded the very special opportunity to meet with corporate marketing executives of the Milwaukee Brewers. Thirteen PAMA members spent three wonderful and informative hours graciously hosted by Tom Hecht, Vice-President of Corporate Marketing. The event included an extensive behind the scenes look at the operations of Miller Park, and an hour-long question and answer session with three senior marketing executives.

On November 20th, 15 PAMA members traveled to the CMP Entertainment Center in South Milwaukee to attend a laser tag event. This activity allowed for great team-building exercises on strategy, communication, and working under pressure. Finally, on December 4th, PAMA assisted UW-Parkside in setting up craft fair booths and unloading goods to help raise money for future events.

At the end of the semester PAMA worked to plan a ski event that took place Saturday, January 29th, at Wilmot Mountain in Wilmot, Wisconsin. They also made plans for its second annual CAPSIM® tournament, which is scheduled for February 25-27th.



PAMA students at the UW-Whitewater’s 3rd Annual AMA Regional Conference. From left to right are: Bernadette Jankowski, David Adrian, Ana Garcia, Alex Galitskiy, Jason Wolfe, Jeremy Schreier, Kim Hagner, Peter Peralta, Elesha Hoffman, and Jessica Pawlowski.

SBDC releases return on investment statistics from 2010

A total of 390 existing businesses and nascent entrepreneurs in Kenosha and Racine counties received counseling and/or business training delivered by the UW-Parkside School of Business and Technology’s Small Business Development Center (SBDC), according to Dr. Matt Wagner, the director. These services resulted in a dramatic return on investment (ROI) based on State of Wisconsin funding support.

The ROI chart shown on the right outlines the return as measured in new business starts (17), new jobs created (34), jobs retained (44), and overall capital infusion (\$8.25 million) into the economy. It also provides an estimate of the added state tax revenue (\$201,824) provided by the investment.

Return on Investment (ROI)

17 New Business Starts

\$3,400,000 in new business revenues
 New Business Revenues for Every State Dollar Invested in UW-Parkside SBDC: \$37.61
 \$170,000 in new state sales tax receipts

34 Jobs Created; 44 Jobs Retained

\$530,400 in new wages
 New Wages for Every State Dollar Invested in UW-Parkside SBDC: \$5.87
 \$31,824 in new state income taxes

\$8,249,450 Client Capital Infusion (Equity Contributions, Loans, and SBIR Funding)

Capital Infusion for Every State Dollar Invested in UW-Parkside SBDC: \$91.26

Assumptions

For New Business ROI, assume each new business generates \$200K/year in revenues and pays five percent in state sales tax. For New Jobs ROI, assume each new job is 2,080 hours/year, paid at least \$7.50/hr. and generates six percent state income tax.

UW-Parkside students awarded internship by Chicago's TMAC



Scott Menke (Business Services Director), Craig Leszczynski, Laura Tolstyga, and Ben Johnson (l-r)

University of Wisconsin-Parkside students Ben Johnson, Laura Tolstyga, and Craig Leszczynski are the university's most recent recipients of Treasury Management Association of Chicago (TMAC) scholarships. The \$3,000 scholarship funds a one semester internship for each student to work in the university's Business Services Department. Johnson received the scholarship for Spring Semester 2010, Tolstyga completed her internship during Fall Semester 2010, while Leszczynski received the TMAC scholarship for Spring Semester 2011 and begins his internship in January.

SBT Marketing Professor Michael T. Manion, who worked in Chicago's La-Salle St. financial district for more than two decades, said the TMAC Scholarships demonstrate the strength of the university's business programs.

"It's impressive that our students are recognized by top financial professionals in the Chicago area with these scholarships," Manion stated. "This is an acknowledgement of the excellence of our business students."

While interning with Business Services Director Scott Menke, students assist with the financial management of the university including projects involving cash management, financial reporting, and budgeting. Each intern works approximately 16 hours per week during the semester. The interns also attend monthly TMAC meetings and educational seminars in the Chicago area.

To be eligible for their internships, the UW-Parkside students were required to have senior class status and major in business with concentrations in accounting and/or finance. Other internship requirements included a cumulative grade point average of 3.25 or higher and demonstrated strong analytical skills.

"The School of Business and Technology is very appreciative of TMAC's scholarship support for our students," said Fred Ebeid, Dean of UW-Parkside School of Business & Technology. "These internships provide our students with real-life work experiences that will help launch their business careers."

Manion said Leszczynski and Tolstyga will represent the university during TMAC's Windy City Summit in Chicago, and will be honored before an audience of over 1,000 financial professionals at the awards luncheon on May 19, 2011.

Become a part of the School of Business and Technology

Become a part of the School of Business and Technology (SBT) by taking a class that enhances your career, pursuing your MBA or MSCIS degree, hiring our students, or giving back through a charitable gift to support student scholarships, academic programs, or faculty initiatives.

For information about our graduate programs, contact Dr. Dirk Baldwin, Associate Dean and Director of Graduate Programs at (262) 595-2046, or email him at baldwin@uwp.edu. To hire our students, contact Susan Hawkins-Wilding, the Director of the Career Center, at (262) 595-2515, or see <http://www.uwp.edu/departments/advising.career/employer.cfm>.

If you wish to make a gift to the SBT, kindly make your check payable to the UW-Parkside Benevolent Foundation and send to UW-Parkside, University Advancement, 900 Wood Road Box 2000, Kenosha, WI 53141-2000. Alternatively, you can make a gift online directly at <https://www.uwp.edu/departments/university.relations/giving/>. Many alumni & friends of UW-Parkside work for companies that encourage their employees to contribute to institutions of higher education by matching their gifts. Check your company to see if they have this plan.

If you would like your gift to go to a specific scholarship, the School of Business & Technology, the Department of Business, the Department of Computer Science, or for another specific use, select "Other" near the bottom of the page and so designate your intention. Within a few days, the Foundation will acknowledge your gift in writing, which is tax deductible as provided by law. Your support is important to the continued success of the School and will be used to enhance the high quality programs that we offer. No contribution is considered too small and every gift is deeply appreciated.



School of Business and Technology