

SCHOOL OF BUSINESS REPORTS

UNIVERSITY OF SOUTHERN INDIANA

Revised M.B.A. program develops skills needed for career advancement

Flexible schedule allows part-time students to finish in two years

A revised Master of Business Administration program makes it possible for students to enhance their career skills with a comprehensive set of core courses. And the design of the program makes it convenient and efficient for working professionals.

The M.B.A. curriculum is a 30-hour program (10 courses at 3 credit hours each). All students take the same courses. Some course content that previously was taught in elective courses has been incorporated into the 10 core (required) courses.

Dr. Ernest H. Hall, associate dean of the School of Business and director of the M.B.A. program, said, "This ensures that all M.B.A. students are educated in all the important areas of business."

Modifications in the curriculum have come about because of input from four resources: the School of Business Board of Visitors and its committees, alumni, students, and faculty.

A part-time student can complete the program in two years by taking two courses in the fall semester, two in the spring, and one in the summer. Full-time students can finish the program

See M.B.A., page 5

Craig Ehlen recognized as Indiana's Outstanding Accounting Educator

Indiana CPA Society honors School of Business faculty member

Dr. Craig R. Ehlen, associate professor of accounting in the University of Southern Indiana School of Business, has been awarded the 2001 Outstanding Accounting Educator Award from the Indiana CPA Society.

The award is presented to an accounting professor at an Indiana college or university who excels in teaching and in motivating students. The award also recognizes the recipient's contributions to the profession.

Ehlen said his approach to teaching involves bridging the gap between the classroom and the real world.

"I try to emphasize the important concepts by presenting them in a manner different from that used in the textbook presentation," he said. "I illustrate these concepts whenever possible by describing and discussing the actual accounting and auditing

situations that I encountered during my 20 years of domestic and international business and professional experience."

Ehlen has been a leader in incorporating in his classes the recommendations of the Accounting Education Change Commission, which recognizes the need for accounting graduates with enhanced analytical, communications, team-building, and critical-thinking skills. To improve these skill sets and to keep pace with rapidly advancing technology in the field, Ehlen has introduced special projects that integrate computer processing and written communications skills into the introductory accounting course. In upper-level classes, he incorporates assignments requiring students to use library resources



Ehlen

See Ehlen, page 4



Entrepreneurship takes time, capital

Al Ritz, left, president of CMC, advised students not to underestimate the amount of time or capital needed to start a business when he spoke as Executive-in-Residence. With him are School of Business students Jennifer Galloway and Nathan Kieser. See story, page 8.

No one untouched by terrorist attacks

Despite near-term conditions, some signs encourage optimism

By Phil Fisher

Like the rest of the civilized world, we were horrified by the terrorist attacks of September 11. A television set suddenly appeared on the third floor lobby of the Orr Center, and faculty and students watched in horror as the full magnitude of the attacks unfolded.

Like many others, we had direct connections to people in the buildings. One of our instructors' father worked in the World Trade Center. She spent several anxious hours before she learned that he had been out of the office on an assignment that day and so was spared. Later we were to learn that one of our alumni, Stacey Peak of Tell City, worked in the Twin Towers and was one of those lost in the collapse of the buildings.

In October of 1998, USI faculty members, **Nancy Bizal** and **Mohammed Khayum**, led 21 USI business students on a tour of New York City that included a visit to the Port Authority

Our economy, which had already stopped growing, has been pushed into recession.

in the World Trade Center. For them, the tragic events of September 11 are vividly real.

On the surface, things have returned to normal. The television set is gone from the lobby. Classroom discussions have returned to their normal subjects, but there is a palpable feeling that things are not normal and

will not be for quite awhile.

The terrorist attacks had a direct effect on the transportation and hospitality industries; moreover, they had a powerful impact on consumer confidence. Consequently, our economy, which had already stopped growing, has been pushed into recession.

As reported elsewhere in this newsletter, in June the School of Business initiated a quarterly survey of current economic activity in Evansville. Our second survey was mailed in September so that it reached the businesses on or about September 11. As we might expect, the September survey revealed a lot less optimism about near-term business conditions than in June.

Here at the School of Business we are affected by the slowdown. State revenues are well below forecasts, and so we are conserving funds today and anticipating that we may have to make cuts tomorrow.

There are, however, grounds for optimism. The heroism of those firemen, policemen, and emergency medical technicians is an inspiration to everyone. Encouraging too is the way Americans and most of the civilized world have rallied to support our military and diplomatic efforts to assure that the people who recruited, indoctrinated, and financed the terrorists will never be able to do it again.

There are encouraging signs in the economy as well. The economic retraction in the third quarter of this year was less than most economists expected. Even more encouraging, figures for



Fisher

the quarter indicate that the nation continued to make gains in productivity. While there is disagreement, most economic experts are predicting a short and mild recession.

In September, the University welcomed a record 9,362 students; construction of the new science and education building is under way; and at the School of Business, we launched new programs in computer science and e-business to better prepare our students for the digital economy.

Anyone who is an educator must be an optimist. We live our lives in the belief that what we do today will benefit our students and the communities in which they live for years to come. We also believe that knowledge and goodness will prevail over ignorance and evil.

What challenges lie ahead for economy?

Tri-State business leaders responding to the quarterly Business Conditions and Outlook Survey, completed shortly after the terrorist attacks of September 11, indicated that the most serious challenges confronting businesses were these (cited in order of importance):

- uncertainty of future economic performance
- availability of employees
- health-care expenses for employees
- competition from other businesses
- cost of labor

For more information, see the story on page 9 or check the results of the year-end survey on the Web at <http://business.usi.edu>.

Six new faculty members named

The School of Business welcomes the following new faculty members:

■ **Dr. Kevin Celuch**, professor of marketing, has been named to the Blair Chair of Business Science, the first academic endowed chair at the University of Southern Indiana. He earned a B.A. in psychology from State University of New York; an M.A. in clinical/community psychology from Marist College; and a Ph.D. in marketing and minors in research methodology and organizational behavior from Syracuse University. He comes to USI from Illinois State University. Celuch is teaching promotional strategy and marketing research.

■ **Dr. Bruce Mabis**, assistant professor of computer science, earned a B.S. in physics from Capital University, an M.S. in electrical engineering from University of Evansville, and a Ph.D. in computer science from Vanderbilt University. He comes to USI from Kentucky Wesleyan College. He teaches upper-division computer sciences courses.

■ **Dr. Sudesh Mujumdar**, assistant professor of economics, holds an M.A. in economics from University of Bombay, India, and an M.A. in economics from the University of Cincinnati, where he also earned a Ph.D. in economics. He teaches international trade and global economic issues.

■ **Jim Odom**, instructor of information systems and business, holds a B.S.E.E. from University of Evansville, an M.S.E.E. from the University of Kentucky, and an M.B.A. from USI. He previously worked as assistant professor of electrical engineering technology at Henderson Community College and as an electrical engineer at

ALCOA, Siemens Energy and Automation, and Flanders Electric. He teaches lower-division computer science, including JAVA, html, and Visual Basic.

■ **Holly Payne**, assistant professor of business communications, holds a B.S. in marketing and an M.A. in communications from Western Kentucky University and is a doctoral candidate in communication at University of Kentucky. She most recently was a teaching assistant/assistant course director in the University of Kentucky's



Celuch



Mabis



Mujumdar



Odom



Payne



Sronce

Department of Communications. She has been a corporate trainer for Sumitomo Electric Wiring Systems, Inc. and has worked for Western Kentucky University and Reserves Network, Staffing, and HR Management Services.

■ **Robin K. Sronce**, visiting instructor in management, holds a B.A. from Drury College and an M.B.A. from Southern Illinois University-Carbondale, where she is a doctoral candidate. Her dissertation is in the area of corporate downsizing from the manager's perspective. She teaches policy formulation and administration.

Khayum named to chair Economics and Finance; promotions announced

■ **Dr. Mohammed F. Khayum** has been promoted to professor of economics and named chair of the Economics and Finance Department for the School of Business. He joined the faculty in 1991.



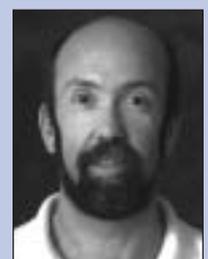
Khayum

■ **Dr. Brian L. McGuire** has been promoted to associate professor of accounting and granted tenure. He is a certified public accountant and a certified management accountant. On the national level of the Institute of Management Accountants, he is a member of the board of directors and program chair of the 2002 Annual Conference and Exposition in San Diego.



McGuire

■ **Dr. Timothy J. Schibik** has been promoted to professor of economics. He also serves USI as director of the Center for Teaching and Learning Excellence and as coordinator of the Lilly Retention Grant. He is a consultant evaluator for the Higher Learning Commission of the North Central Association of Colleges and Schools, one of six regional accrediting associations.



Schibik

Ehlen

Continued from page 1

and the Internet to research and analyze accounting-related topics, such as international accounting standards.

Ehlen has been an active member of the Indiana CPA Society for several years. He has demonstrated a continuing commitment to the success of the CPA profession in Indiana by serving on the organization's Promotion of Accounting Education Committee and as a trustee for the Indiana CPA Educational Foundation.

During his tenure with major accounting firms, Ehlen became experienced in the area of fraud audits and has maintained a special interest in this area of accounting. In addition to being a certified public accountant, he is a Certified Fraud Examiner (CFE).

Ehlen's experience in public accounting and senior financial management includes positions with Touche Ross & Co. (now Deloitte & Touche), Esmark, Inc. (now Beatrice Companies), and Estech, Inc. (a subsidiary of Esmark, Inc.), all in Chicago; HealthMate, Inc. (now Hologic, Inc.) of Northbrook, Illinois; and American General Finance, Inc., in Evansville.

His work has been published in a number of academic and professional journals, including *The White Paper*, *The CPA Journal*, *Journal of Occupational & Organizational Psychology*, *Journal of Accounting, Ethics and Public Policy*, and *Auditing: A Journal of Practice and Theory*.

The Outstanding Accounting Educator Award was presented September 21 during CPA Celebration '01 at the Indiana Roof Ballroom in Indianapolis. Established in 1915, the Indiana CPA Society represents more than 7,000 CPAs statewide.

Ehlen earned a bachelor's degree in accountancy and a master's in accounting science from the University of Illinois-Champaign and a D.B.A. at Southern Illinois University. Ehlen joined USI as an instructor in 1989, was named assistant professor of accounting in 1991, and has held his present position as associate professor of accounting since 1998.

Craig Ehlen

What graduates say about him

"Dr. Ehlen has continued to be one of my post-graduate mentors. He stays very interested in my career."

Polly Reynolds, CPA
Class of 1998
Kemper CPA Group LLC
Evansville

"He was able not only to teach the concepts but also to promote an understanding of why they were important."

James E. Parker, CPA
Class of 1981
1996 Post-Baccalaureate
Certificate of Accountancy
Ernst and Young, LLP
Indianapolis

"Dr. Ehlen organized and facilitated the Southwestern Indiana Accounting Career Conference... now the model for regional Indiana CPA Society meetings throughout the state."

Cynthia Beier Greeson, CPA
Class of 1992, 1993 M.B.A.
Accounting Program Chair
Ivy Tech State College
Evansville

Jermakowicz completes faculty accounting internship at Mead Johnson

Dr. Eva K. Jermakowicz, associate professor of accounting, completed a faculty internship during the summer at Mead Johnson Nutritionals in Evansville. She worked full time for seven weeks in the global financial reporting and analysis department.

Her objective was to learn more about the company's international business units. She participated in a number of projects and in the Latin America/Canada Region Financial Forum, which provided an opportunity to interact with finance directors from 20 countries.

During the internship she also became familiar with various software tools used by the company and participated in developing position profiles for the accounting staff. Jermakowicz



Eva Jermakowicz worked with David Bates, director of the global financial reporting and analysis department of Mead Johnson.

said the internship will be valuable in bridging the gap between theory and

practice in the classroom and will help her to become a better teacher and advisor to students. Drawing on her summer experience, she developed for her fall semester advanced accounting class an instructional case about a foreign subsidiary. The case stresses international and consolidation issues.

"Not only do faculty learn more about business practices to be shared with students," Jermakowicz said, "but our networking when interning produces classroom speakers who share knowledge."

The faculty internship is an ongoing program of the Accounting Circle, an advisory board to the accounting programs. Jermakowicz is the third member of the accounting faculty to complete an internship.

M.B.A.

Continued from page 1

in one year. Most students who earned an undergraduate degree in business will meet the prerequisites; students who need to take prerequisite courses may need a longer time to complete the graduate degree.

Hall said, "The great thing about our program is that it offers the student the maximum level of flexibility."

Some prerequisite and M.B.A. courses are offered online, giving

students the flexibility to take more classes since they can study in their own time and place rather than come to campus for class. Classes offered through the Internet require only a minimum number of campus visits for exams and presentations.

Courses currently delivered on the Internet are the prerequisite survey courses in economics and marketing and the marketing strategies course at the M.B.A. level. Faculty members are developing other courses for Internet delivery.

Revised curriculum

Accounting program to offer three tracks

The accounting program in the School of Business will have a new look in the fall. The goal of the curriculum redesign is to broaden the overall educational experience and to prepare graduates for the specific area of accounting in which they plan to practice.

For a number of years, professional organizations and educators have called for reform in accounting education as the changing requirements of business demand that accountants have new and different skills in communications and in using information.

The new curriculum offers a set of core business and accounting courses and then provides three tracks — finance, information systems, and management accounting — from which accounting majors may choose.

According to research by **Dr. Brett J. Long**, associate professor of accounting and business law, and **Dr. Brian L. McGuire**, associate professor of accounting, the advantage of this new model is that "it provides students with a fundamental base of accounting knowledge but allows flexibility to 'specialize' in areas of interest.

"For example, a student who eventually wants to sit for the CMA examination could take the management accounting track. Another student who eventually wants to sit for the CFM examination could take the finance track."

The research by Long and McGuire was published in the Summer 2001 issue of *Management Accounting Quarterly*.

In the interest of continuous improvement, USI faculty, alumni, and the Accounting Circle have been involved in revising the curriculum to meet changing demands. The Accounting Circle includes senior accounting professionals from the Evansville area who serve as advisors to the USI accounting program.

For more information, see the summer 2001 issue of *School of Business Reports*.

Master of Business Administration

Course	Prerequisites	Hours		Hours
Survey of Accounting		3	Financial Management and Markets	3
Survey of Economics		3	Information Systems and Technology	3
Survey of Finance		3	Legal and Social Environment of Business	3
Survey of Marketing		3	Marketing Strategies	3
Survey of Statistics		3	Operations Research and Management Resources	3
Survey of Operations Research		3	Organizational Behavior/ Human Resources	3
Total hours of survey courses		18	International and Strategic Management	3
			Total hours of core classes	30
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			For more information	
			www.usi.edu/gradstud/business.htm	
			Online application:	
			http://www.usi.edu/gradstud/forms/app.pdf	

Faculty members study online course design

Dr. Carl Saxby, assistant professor of marketing, and **Dr. Abbas Fouroughi**, professor of computer information systems, attended the Summer Institute for Online Teaching and Learning offered by the University of Southern Indiana's Office of Instructional Technology Services and supported by the Lilly Retention Grant. Following the institute, Saxby developed the graduate-level marketing strategies course for delivery on the Internet; Fouroughi also is designing a course for Internet delivery.

Professor Emeritus Arp named 'Teacher of Year'

Dr. Larry Arp, professor emeritus of business education, has received the North Central Business Education Association Teacher of the Year Award for Outstanding Contributions to Business Education by a Senior College or University Teacher. The award was presented October 5 at the Minnesota Business Teachers Association/North Central Business Education Association Convention in Red Wing, Minnesota.

Arp retired in 2000 after 28 years of distinguished service to the University of Southern Indiana and to his profession.



Arp

Employer to employee: 'I'm watching you'

E-mail and Internet use subject to monitoring in today's workplace

By **Dr. Leslie E. Nunn**,
Dr. Dane Partridge, and
Dr. Brian McGuire

Editor's note: The following article is an abbreviated version of research into the complex issues involving the monitoring of an employee's electronic communication. Sections regarding the Fourth Amendment, the distinction between searches and inspections, warrants, expectation of privacy, and other critical factors have been omitted. The full text is available from the authors.

Over the last several years an emerging issue has challenged employers: the monitoring of employee electronic communication, in particular employees' e-mail and Internet usage. Employers have undertaken such monitoring in an effort to reduce productivity lost to non-work activities and to guard against employees accessing inappropriate Web sites or sending inappropriate e-mails.

Employer concern with potential sexual or racial harassment has motivated many employers to take action.

The American Management Association (AMA) reports that over 80 percent of surveyed companies engage in electronic monitoring and/or surveillance (including Internet, e-mail, computer files, video recording of employee performance, and review of telephone conversations and voice mail messages). Furthermore, nearly 10 percent of U.S. companies have been subpoenaed for employee e-mail in pending cases. There have also been cases where the employer has obtained a court order allowing a search of employees' home computer hard drives.

One consequence of employers' actions in this area has been concern regarding employee rights. To what extent, if any, are there limits on the employers' right to monitor their employees' use of e-mail and the Internet? Most companies have policies concerning e-mail and Internet use; a somewhat smaller percentage provide notification to employees of

the monitoring, and relatively few provide training regarding such policies.

Following the Electronic Trail

Unlike many other forms of communication, it is difficult if not impossible to totally erase from a computer hard drive the communications sent out from that computer.

An employer may, from time-to-time, review e-mails from one employee to another or otherwise see what an employee has done on the company-owned computer in the ordinary course of business. While this action might not be prohibited by federal law, some state laws may nevertheless still consider this as offensive and illegal. For instance, if an employee is not at work due to illness, it may be necessary for the employer to review what messages were sent by that employee (in order to ensure the continuity of workflow until the worker is able to return to the job). Part of the issue may be the manner in which the employer views employee's thoughts and actions. Viewing what went out electronically in e-mail or hearing voice-mail messages left for the employee can sometimes be treated differently from monitoring a telephonic (or actual) conversation between workers.

Harassment, Discrimination, and other "No-Nos"

Employees' use of the Internet or company intranet to send harassing, sexually suggestive, or racially-motivated messages can be very costly for a company that does not prevent or stop it. For example, Microsoft paid several millions of dollars in settling a sexual harassment suit for sexually suggestive messages sent on the company intranet.

Clearly, then, a company has a duty not only to stop such improper messaging but also to prevent it as well.

Employer Terminating Employees

Recently, a number of employers have terminated or otherwise disciplined

employees for "improper" use of the Internet. Examples of firings include 20 employees terminated by the New York Times, 40 employees at Xerox Corporation, 19 at Edward Jones & Co., numerous employees at First Union Bank, and others. The terminations resulted from the employees' unauthorized use of the Internet (viewing pornographic materials as well as sending offensive e-mail messages).

Lawsuits by Employees

Where employees have brought lawsuits against their employers or former employers, the legal foundations for those suits have been based on the following theories: invasion of privacy, discrimination statutes, Fourth Amendment protections regarding search and seizure, violations of the First Amendment guarantee of freedom of speech, Federal Electronic Communications Privacy Act of 1986, Omnibus Crime Control and Safe Streets Act of 1968, and familiar torts such as defamation, negligence, intentional infliction of emotional distress, and the like. The success with which these employees have met in the judicial system depends on a number of factors. Foremost among them are the circumstances of the communication, the intent and attempt of the employee to keep the communication privileged and away from the employer's knowledge, and the means used for the communication itself (telephone or e-mail). Perhaps most importantly, the policies of the employer (in effect at the time of the communication)

See **Communications**, page 7

▼ The complete article by **Dr. Leslie E. Nunn**, assistant professor of business law; **Dr. Dane Partridge**, associate professor of management; and **Dr. Brian L. McGuire**, associate professor of accounting, will be published in the Spring 2002 issue of the *Denver Law Review*.

Survey reports conditions, outlook for regional economy

More information about current conditions and business expectations in the regional economy is now available through a quarterly survey sponsored by the University of Southern Indiana School of Business and the Metropolitan Evansville Chamber of Commerce.

Dr. Mohammed Khayum, chair of the School of Business Economics and Finance Department, said the Business Conditions and Outlook Survey asks participants to indicate the direction of change in overall business activity and in various measures of activity such as employment,

borrowing, and prices. Participants indicate whether each measure has increased, decreased, or remained the same since the previous quarter and whether they expect these measures to increase, decrease, or remain unchanged during the next six months.

The survey is sent at the close of each quarter to the chief executive of several hundred firms or to a designated person knowledgeable of the requested information. Participants are asked to return responses within two weeks. The first survey was completed at the end of June.

Results are reported to the local media in the third week of April, July, October, and January and are available at USI's School of Business Internet site.

Khayum said the survey questions are non-intrusive. Participants do not reveal confidential information. The survey focuses on direction of change, and results are reported in aggregate so information about individual companies is not disclosed.

See the Business Conditions and Outlook Survey on the Web
<http://business.usi.edu>

Communications

Continued from page 6

prohibiting such conduct were a major factor on the outcome of the cases.

Theft of Time

A safer course of action for the company to take when discharging employees for unauthorized use of the Internet, telephone, and other internal and external communications means is to discharge the employee for not working during the time the employee was improperly using the Internet, telephone, or other communications.

The damage to the company is obvious. Necessary work, for which the employee is being paid to do as either an hourly or salaried employee, is not getting done. Useless e-mails sent out to a large number of employees can overtax the company servers, thereby causing a meltdown of the internal communications system. The list could go on, but these grounds would be considered sufficient for a court to uphold a firing of an employee for improper usage of the Internet or intranet.

Employer's Policies

A key element in this matter is the nature of the employer's policies regarding the use of company assets for private gain. One of the hurdles a com-

pany must overcome to have its "monitoring of employees' conduct" held proper is the various federal and state statutes requiring a person's consent before his conversations can be monitored or recorded. How is this consent obtained in electronic communications? It can be easily accomplished with the employer giving advance notice to all employees that the company will monitor their conversations, e-mails, use of the Internet, and similar conduct. Prior notice of the fact that monitoring is (or may) be taking place is considered tantamount to an employee giving consent to the monitoring if the employee then engages in improper conversation or conduct.

However, once a policy prohibiting use of company assets for personal benefit is adopted, the company must take care to enforce that policy evenhandedly. In any event, to be safe, the company should have each employee sign a consent form allowing the company to monitor the employee's use of the Internet, telephone, and other company assets.

Union Organizing Activities

One exception to the right of an employer to prohibit employees' use of the Internet for other than company purposes is the right of a union to use the company's Internet. Federal labor laws may protect the union members' right to use certain company facilities

to discuss matters considered within the union's purview.

Conclusion

While it is hoped that employers will always make the correct decisions, the United States Supreme Court recognized 50 years ago that this is not always possible. In looking at the many situations which confront those conducting a search, the Court said "room must be allowed for some mistakes on their part. But the mistakes must be those of reasonable men, acting on facts leading sensibly to their conclusions' probability."

As held by the United States Supreme Court in *O'Conner v. Ortega*, employees' "expectations of privacy in their offices, desk, and file cabinets may be reduced by virtue of office practices and procedures, or by legitimate regulation." The court went on to state that some "offices may be so open to fellow employees or the public that no expectation of privacy is reasonable...given the great variety of work environments...the question of whether an employee has a reasonable expectation of privacy must be addressed on a case-by-case basis."

The right to be free of unreasonable searches is a carefully guarded right. In addition, the complexity of laws related to this right often cause confusion on behalf of the companies involved in employee searches.

Knowing the news can help you manage your money

If you want to make better decisions about using your money, you should keep up with the news. That's the advice a School of Business adjunct faculty member gives in her latest book.

Dr. Marie Bussing-Burks, adjunct instructor in economics and finance, is the author of *Profit from the Evening News: Using Leading Economic Indicators to Make Smart*

Money Decisions, published in April by Sourcebooks, Inc. The book is aimed at all consumers. Each chapter discusses one of nine important economic indicators and advises readers how to interpret the indicators and where to look for them.



A reviewer for *Library Journal* called the book a "well-written, practical book." It is available at Evansville book stores and through major Internet booksellers.

Bussing-Burks also is the author of *The Young Zillionaire's Guide to Taxation and Government Spending*, a textbook for middle school students. She contributes regularly to the digest for the *National Bureau of Economic Research* and other publications. Her book *Influential Economists* about eight important economists will be published in the spring by The Oliver Press of Minneapolis, Minnesota.

Bussing-Burks is a founder of USI's Alpha Kappa Psi Professional Business Fraternity and also takes an interest in the Economics and Finance Club. She is chair of the Friends Campaign for the USI Foundation Annual Fund in 2001-02.

On the Web

See <http://business.usi.edu> for information about the University of Southern Indiana School of Business.



USI alumni from the management team at CMC accompanied Al Ritz, president of the Evansville-based company, when he made his Executive-in-Residence presentation. From left are Ritz, Barney Moore '89, Connie Goebel '91, Tim McGuire '86, and Brad Elpers '94.

Al Ritz encourages entrepreneurship

Executive-in-Residence lauds USI graduates

As president of the Evansville-based company he founded, **Al Ritz** strongly encouraged School of Business students to become entrepreneurs once they have gained some experience in their chosen field.

Ritz, president of Card Management Corporation, was on campus October 17 for a day of presentations to students and faculty as the Executive-in-Residence for the fall semester. The School of Business sponsors the annual event bringing a top executive to campus.

"My advice would be to go into business after being an employee somewhere else," Ritz said. He worked in Indianapolis for Andersen Consulting, a division of Arthur Andersen and Company, and served in Evansville in various management roles for Citizens Bank, now part of Fifth Third Bank, before launching CMC.

While building the bank's credit card business, he came to recognize that smaller banks did not have the critical mass to offer and manage a credit card system for their customers. He founded CMC

in 1985 to fill that need. Today the company serves more than 40 clients coast to coast, more than one million cardholders, and more than 20,000 merchants with a team of approximately 320 employees. CMC has offices in Tucson and Omaha in addition to Evansville.

Ritz said that approximately 25 percent of his Evansville employees attended USI. He brought to the presentation several former students who are now in management with the company.

He listed the following USI success stories in his management team: **Garold Edris '95**, product development director; **Brad Elpers '94**, client services manager; **Connie Goebel '91**, client contracts and operational audit manager; **Dean Happe '91**, operations vice president; **Brad Hollen '90**, cost accounting manager; **Tim McGuire '86**, controller; **Barney Moore '89**, collections-security/fraud director; **Shannon Wathen '90**, client services senior director; **Kawn Watters '99**, client projects manager; and **Jennifer Ziemer**, client services director.

Executive briefing

Traditional companies outpace dot-coms in driving growth of electronic business

School of Business faculty are staying up to date on the topic of e-business.

Two e-business experts from Evansville-based Keller Schroeder and Associates, Inc., presented an executive briefing to faculty on September 6.

Daniel Ehrhart '87, e-business solutions area manager, and **Larry May**, general manager, told School of Business faculty that the Internet is being adopted faster for business uses than any previous technology.

Many people find it surprising that dot-com companies represent less than 10 percent of the Internet economy. Traditional companies finding new ways to enhance relationships, improve customer service, reduce costs, and generate additional

revenue through use of the Internet are the driving force in the growth of e-business.

E-business applications can focus on customers and prospects, suppliers and partners, and/or internal business operations. E-commerce, the exchange of goods and services for payment, is only one aspect of e-business.

Founded in 1978, Keller Schroeder and Associates, has 65 employees and approximately 180 clients throughout the Tri-State. The company offers hardware and software sales, consulting services, and technical staffing.

In the fall, the School of Business began offering an e-business concentration in the business administration major.

Human Resources Club cited for Superior Merit

The University of Southern Indiana Human Resources Club was recognized October 18 for winning the Superior Merit Award for 2000-01 from the Society for Human Resource Management (SHRM).

The presentation was made at Deaconess Women's Hospital during a meeting of the Evansville Area Human Resource Association (EAHRA).

Accepting the plaque on behalf of the USI club were **Mary Harvey**, president, and **Lauren Bullock**, vice president.

The USI Human Resources Club is one of nearly 400 student SHRM chapters in the United States. Only 81 chapters received the Superior Merit Award for 2000-01. **Donna Harris, '94**, M.B.A. '01, director of human resources at Methodist Hospital in Henderson, Kentucky, and president of the EAHRA, presented the award. She was vice president of the USI chapter in 1993-94, when it last received the Superior Merit Award.

Let us hear from you!

We welcome comments from our alumni and friends regarding accomplishments, career choices, and momentous personal events. Send to Nancy F. Bizal, School of Business, University of Southern Indiana, 8600 University Boulevard, Evansville, IN 47712-3597 or nbizal@usi.edu.

Name _____ Your student record name _____

Class of _____ Major _____ Telephone (home) _____ (work) _____ E-mail _____

HOME

Address _____

City, State, ZIP _____

Check here if home address is new

Preferred mailing address Home Business

BUSINESS

Your title/date effective _____

Company name _____

Address _____

City, State, ZIP _____

Check here if business address is new

News Item _____

Please submit this information to the Alumni Today section of *USI Magazine*.

Please use this information only to maintain accurate alumni records.

School of Business Honor Roll of Donors

The strength of any school lies in the strength of its faculty. It is the faculty who lead students to learn, and it is the faculty who are the most permanent members of the school. For a school to have a strong faculty, it must be able to recruit, develop, and retain able people. This does require competitive salaries and benefits, but even more significant is the requirement of financial support for professional development opportunities.

When perceptive new faculty members evaluate a job offer or contemplate opportunities elsewhere, they ask themselves, is this a place where I will get the support I need to engage in activities that will keep me in the forefront of my field and give me upward mobility?

Thanks to the support of alumni, special friends, and area businesses, the answer to that question when applied to the USI School of Business has often been yes. Financial contributions provide access for students and faculty to electronic databases, buy books for the library, support faculty development, fund scholarships for students and research fellowships for faculty, and bring business leaders to campus to talk with students and faculty.

Gifts from individuals to the school's annual fund are recognized as Dean's Circle, \$1,000; Fellow, \$500; Colleague, \$200; Associate, \$100; and Friend, \$50. Corporate donors are recognized as Dean's Circle, \$5,000; Fellow, \$1,000; Colleague, \$500; Associates, \$250; and Friend, \$100.

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Business students live and learn together in Governors Hall

Freshmen who are pursuing a major offered by the School of Business compose a living and learning community in Governors Hall. Students may choose the theme floor when they sign up for housing.

The program, now in its second year, helps School of Business students bring together their academic experience and their residence life.

Jennifer Fonner, a sophomore accounting major, is theme floor coordinator, charged with the responsibility of promoting activities for the students and serving, along with the resident assistant, as a contact for the students. She lives on the floor.

Tim Mahoney, instructor in economics and faculty liaison for the theme floor, said fall activities included a pizza party where the students got to know the dean and some of the faculty, a meeting to acquaint them



Elizabeth Courtney-USI

Tim Mahoney, faculty liaison for the theme floor, conducts a pre-advising meeting in Governors Hall. Listening to his advice about registration for the next semester are Jennifer Fonner, theme floor coordinator; Katie Fonner, and Chris Durham.

with clubs and organizations relating to School of Business majors, and a pre-advising session to counsel them on second-semester registration.

Fonner said that the most important thing students take away is a better understanding of where they are going in their college career. The living/learning experience helps them get to know people who can be resources for them and gives them a

better understanding of academic issues. Activities also include informal get-togethers and sessions on topics such as how to study for finals or relieve stress.

Freshman **Emily Greenwell** said, "I signed up for the business wing

because I thought it would be good that the people in rooms next to me would be in the same classes. We help each other."

The theme floor has 25 residents in addition to the resident assistant and the theme floor coordinator.

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