Are we observing a spiral toward the end of the state university? In the past three years the University of Missouri–St Louis has suffered budget cuts in state appropriations of $2.9M, $3.7M, and $3.0M. In the coming year we are projected to see a $6.8M cut. This represents a decrease of over 25% of state funding. The current progression suggests that in the relatively near future the state of Missouri will be out of the business of funding higher education. Despite these cuts, the College continues to be highly regulated. Raises and pensions are rigidly controlled by the state as are tuitions and fees.

Will UMSL transition to become a private university catering only to those students who can afford substantially higher tuition? Will we find ways to offer services for hire to the business community to offset state funding losses and subsidize our students? Will the citizens of Missouri declare enough is enough and force the legislature to increase funding for higher education? As a graduate of state universities, I do have confidence that the state will wise up at some point and halt the downward spiral.

Why would I have such confidence? I am confident because, in the course of our capital campaign, I have met with hundreds of UMSL business alumni who care deeply for their alma mater. They believe, as I do, that the mission of UMSL to educate the young people of St Louis, is vital to the success of our city. In the course of our campaign we have raised nearly $12M for the first building that will be dedicated to the College of Business. We have also raised nearly $8M for scholarships and faculty support. I am truly grateful for this support and for the confidence that it inspires in me.

There is a second reason for my confidence; two members of the legislature have introduced bills, both on Jan 12, promising funding for our business building. Senator Tim Green (D-St. Louis) introduced SB 655. The bill would create a Higher Education Capital Fund for the General Assembly to appropriate matching funds to public state universities or colleges for capital projects. In order to receive the matching funds, a university or college must raise 50 percent of the cost of the capital project from private donations or grants. This bill has now passed the Senate.

The second bill is HJR 57 by Rep. Chris Kelly (D-Columbia). The resolution proposes a constitutional amendment authorizing the General Assembly to issue bonds to fund higher education improvements, construction, landscaping, and land purchases. Either or both of these offer hope that the state will not turn its back on higher education.

I urge each of you to contact your representative or senator and let them know that you believe state funded higher education is important for Missouri’s future. With your help we will not only be able to complete the capital campaign but also secure the commitment of the state to partner with us in funding a building for the College of Business Administration.
The college has 100 full and part-time faculty members and 2,700 undergraduate and graduate students.

There are 25,817 college alumni with 18,910 living in the St. Louis area.


U.S. News and World Report ranks the International Business program 15th among all undergraduate international business programs.

The college counts more than 130 chief financial officers among its graduates.

Timothy Farmer, associate professor of accounting, received the President's Award for University Citizenship.

Mary Lacity, professor of information systems, was named a University of Missouri Curator’s Professor, September 1, 2012.

Robert Samuelson, director of finance at The Boeing Company, was the Beta Gamma Sigma Honoree which was presented at the 41st Annual Honors Program on September 23, 2011.

Dinesh Mirchandani, associate professor of information systems, received the Douglas E. Durand Award for Research Excellence.

Gaiyan Zhang, finance board scholar and associate professor of finance received the Anheuser-Busch Excellence in Teaching Award.

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PricewaterhouseCoopers Partner Inducted into the Accounting Hall of Fame

By Jennifer Hatton

Steven O. Swyers was inducted into the College of Business Administration’s Accounting Hall of Fame. Swyers, BSBA 1973, was inducted during the October 25, 2011 Celebrating Our Successes event at Edward Jones.

Swyers is a CPA and general partner at PricewaterhouseCoopers. After earning a degree from UMSL, he joined the St. Louis office of Price Waterhouse, now PricewaterhouseCoopers. Following a two year stint in the company’s New York office, he became a partner in 1985, and returned to the St. Louis office.

Dave Ganz, assistant professor emeritus of accounting and associate dean emeritus, became the first inductee of the Hall of Fame last year. He presented Swyers with his Accounting Hall of Fame award. “Steve is truly an individual who epitomizes all we hope for from our alumni,” Ganz said. “His induction into the UMSL’s College of Business Administration’s Accounting Hall of Fame is a recognition by our Accounting Advisory Board of Steve’s significant contributions to the profession of accounting, as well as to our campus and the St. Louis community.”

Slyers is a member of the American Institute of Certified Public Accountants and the Missouri Society of CPAs. He has served on UMSL’s Chancellor’s Council and currently is a member of the Business Campaign Steering Committee. He was recognized by the campus in 1990 as a Distinguished Alumnus and has been a member of the Pierre Laclede Society since 2007.
Bachmann Book Series

On November 8, 2011, the College of Business Administration in conjunction with the Executive Leadership Consortium hosted the fourth Bachmann Book Series. The book series, featuring John Bachmann, senior partner at Edward Jones, is a symposium of academic and business leaders discussing timely topics in business.

For the fourth book, Bachmann interviewed Frances Hesselbein, author of “My Life in Leadership: The Journey and Lessons Learned Along the Way,” and Becky James-Hatter, president and chief executive officer of Big Brothers Big Sisters of Eastern Missouri. Hesselbein is the president and chief executive officer of the Leader to Leader Institute (formerly the Peter F. Drucker Foundation for Nonprofit Management) and its founding president. She holds this position following a distinguished tenure as CEO of the Girl Scouts of the United States of America from 1976 to 1990.

James-Hatter has served for the past 17 years as the president and CEO of the Big Brothers Big Sisters of Eastern Missouri and under her leadership the agency has grown from serving 300 children annually to serving approximately 2,800 children annually.

Enterprise Holdings Foundation Scholarship

This past fall, Enterprise Holdings Foundation gave the college a 1.5 million gift to create scholarships for our students. The Enterprise Opportunity Driver Scholarship program has three key components: scholarships for full-time undergraduate students from low-or moderate-income families pursuing degrees in the college; stipends for junior- and senior-level students who will mentor freshman and sophomore recipients; and opportunities for recipients to compete for internships.

The Enterprise Holdings Foundation is the philanthropic arm of the company that, through its regional subsidiaries, operates the Enterprise Rent-A-Car, National Car Rental and Alamo Rent A Car brands.

“This generous gift from Enterprise opens the door to a college education for many students,” said UMSL Chancellor Tom George. “By directing these scholarships to the College of Business Administration, it grows a pool of educated workers in areas critical to St. Louis’ future, such as international business, logistics and operations management and information management.”
IBM Presents Gift to Xtreme IT! Program

By Jennifer Hatton

Xtreme IT! received an $11,500 Community Impact Grant from IBM. Xtreme IT!, a precollegiate summer academy in information systems began in 2008 to introduce the field of IT to a younger generation. The camp was created by Vicki Sauter, professor of information systems in the College of Business Administration, and Ray Creely, UMSL alumnus and former IBM executive.

“IBM is pleased to support this outstanding program to help encourage students to study information technology,” said Dan Hebrank, IBM Missouri Senior State Executive. “Our world is becoming smarter—more interconnected, integrated and intelligent—and we need a smarter workforce that build these systems and apply technologies to solve the world’s most pressing issues. The Xtreme IT! program is designed to engage and encourage students to pursue careers in this important field and is a program IBM is excited to support.”

Xtreme IT! allows high school students to live in the dorms for a week while attending workshops and visiting local businesses to learn about information technology. At the end of the camp, students present Web pages they developed based on the techniques and skills they learned during camp.

“We are very grateful to IBM for this gift and for the confidence in us that the gift demonstrates,” Sauter said. With this gift, we will be able to offer the opportunity to participate to more students in need and to offer some additional experiences. This will help significantly in responding to the increased demand for Xtreme IT!”

Betty Vining [center], assistant teaching professor and Joe Rottman [center, right], director, International Business Institute, with students and alumni at the International Business Club celebration.
International Business Club Celebrates 10 Years

By Jennifer Hatton

More than 65 people gathered to celebrate the 10-year anniversary of the creation of the International Business Club. Sheena Crompton, a senior business major and vice president of the club, organized the event which included a meet and greet, refreshments and several speakers.

“The IBC anniversary reunion was a huge success,” Crompton said. “It provided the perfect opportunity for us to reconnect with our alumni and network with professionals.” She hopes that many of the alumni who came back will stay active and interested in the club. Crompton said there are many opportunities through the club’s Speaker Series or through a new mentoring and networking program that will soon be established.

Betty Vining, assistant teaching professor of marketing is the current and founding adviser to the club. “The International Business Club began after 9/11 as a way to bring our diverse student body together,” Vining said. “This club has been an integral part of our International Business Program, which has ranked among the top 20 programs in the country for the past nine years. In reaching out to my former students to invite them to the event, I received messages from Indonesia, Germany, Brazil, Canada and many other countries from students sending their regrets that they couldn’t come because they were working too far away. I can take that kind of rejection! It only tells me how successful we have been.”

Campaign Update

The campaign has made and continues to make great progress. To date, we have raised over $18.5 million toward our $25 million goal - $12 million designated toward the building ($15 million goal) and $6.5 is designated toward endowment/scholarships ($10 million goal). Of the 18.5 million raised toward the building, over $540K is designated toward the Dave Ganz classroom initiative, which is a $1 million effort to name a classroom in honor of the beloved Dave Ganz. We are striving to reach goal by the end of our campaign – June 30, 2012.

Our campaign efforts have been mainly focused on corporate/foundation support and individuals for lead and major gifts of $100K and above. We have recently launched Phase II of our campaign where College of Business Administration alumni are volunteering their time to assist in an effort to reach out to our greater alumni in a meaningful way and ask them to consider a multi-year pledge to support the campaign. Two of our alumni, Lyle Gilbertson and Rex Carter are co-chairing this effort. We thank you in advance for your willingness to speak and/or meet with one of our alumni or staff members about our campaign when contacted. If you would like more information about the campaign, please contact Wendy Cornett-Marquitz at cornettw@umsl.edu or 314-516-5921.
Three members of the College of Business Administration family were honored with Impact Awards from the Missouri Society of Certified Public Accountants.

Warner Baxter, BSBA 1983, received the Outstanding CPA in Business and Industry Award; Jennifer Reynolds-Moehrle, associate professor of accounting, was honored with the Outstanding Educator Award; and Sandra Van Trease, BSBA 1982, earned a 2011 Women to Watch award for Experienced Leaders.

Baxter is president and chief executive officer of AmerenUE. Reynolds-Moehrle is an expert in financial reporting issues and derivatives and financial instruments reporting issues and Van Trease is group president for BJC HealthCare. The MSCPA Impact Awards recognize the efforts of CPA's who go above and beyond the call of duty to advance the profession.

Keep in Touch

Seeing many alumni faces from years’ past has been a wonderful experience for me. The College of Business Administration takes pride in your accomplishments and thanks you for your loyalty and generosity. I seldom go anywhere in St. Louis—restaurants, movies, live theatre or sporting events—that I don’t meet someone who is an UMSL alumni. And I so appreciate when persons that I may not recognize take the time to introduce themselves and bring me up-to-date on their accomplishments.

Our advertising says it all: “We educate St. Louis.” So many UMSL alumni, business and non-business, stay in the metropolitan area. I believe our alumni records show approximately 60,000 UMSL alumni in the metropolitan area.

Next year will be a special one for our campus—the golden jubilee! The campus was established as part of the University of Missouri System in 1963. I had the privilege of joining the faculty in 1966, so I’ve been here for every UMSL graduation (the first commencement was held at the old Kiel Opera House—now the Peabody Opera House—in 1967). I’ve been asked to work on the jubilee planning which is currently underway. Plans are to dedicate the entire calendar year of 2013 to the jubilee.

We hope it will be a cause for celebration for students, faculty, staff, alumni and retirees and our many friends and stakeholders. We have a great story to tell the St. Louis community. You’ll be hearing much more about this celebration in the days ahead. We would be delighted if any of you would like to take a role in this celebration planning. Please contact me if you are interested; and if your schedules don’t allow you to become involved in the planning, we certainly hope that we can get you to participate in next year’s events. A short 11 minute online history, “From Golf Balls to Hallowed Halls,” produced by our University Archives on campus, can be found under Campus History at http://www.umsl.edu/services/library/archives/.

If you are not part of our email list announcing our monthly (except summer) Breakfast and Business sessions, please let me know of your interest in being notified and I’ll see to it that you are added to our email invitation list. The sessions are held on the first Thursday of the month—7:30 a.m., continental breakfast and networking; program at 8 a.m.; guaranteed out at 9 a.m. This academic year’s topics (commencing this past September) have included: “St. Louis is a World Class City,” “Making Sense of Today’s Economy and Investing,” “Lessons Learned from the Financial Crisis,” “Advanced Persistent Threat Attacks,” “Starting and Doing Business in China,” and “NorthSide Regeneration.” And the presenters have been first-class.

We hope you will join us for our Salute to Business Achievement Awards program scheduled for the evening of Thursday, April 19, in the Millennium Student Center on campus. Invitations will be in the mail shortly.

My offer remains to give you a tour of the campus (especially for those of you who have not been to the campus in some years). Just let me know of your interest and we’ll set up a time that is mutually good.

Contact information: ganz@umsl.edu; office phone, 314-516-6131. As the title above requests: please “Keep in Touch.”
Planned Giving to the Rescue!

In just 48 years the state support for UMSL has been reduced by more than 50%. Do we think the future is encouraging? It is hard to be optimistic if nothing changes, but if our alumni and friends rally around a giving option called a planned gift the future of our College of Business Administration will be bright.

Planned gifts typically cost you nothing while you are alive. By including the college in your estate planning, you can designate your gift any way you wish. Begin your own endowed scholarship, support a faculty position, enhance a classroom or help us build a new building. Together we can do amazing things.

There are many options for you to consider in the planned giving world. Some of the more popular options include:

- **Gift Annuity** – your gift is invested, giving you a fixed rate income for life between 4% and 9%. The annuity is gifted upon your passing.
- Include the college in your Last Will and Testament. You can leave a fixed dollar amount.

Designate the college as one of your beneficiaries to your Retirement Account. When you list the beneficiaries to your life insurance policy include UMSL.

For more information contact Kent Krober, director of planned giving at 314-516-4115 or email at kroberk@umsl.edu.

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The Great Lecture Series

On October 27, 2011, Ronald Kruszewski, chairman of the board, president and CEO of Stifel Financial Corporation, was the speaker for The Great Lecture Series hosted by the College of Business Administration and the Executive Leadership Consortium. Kruszewski spoke on “Recognizing and Developing Emotional Intelligence (EQ) for Business Success”. Kruszewski has been chairman of the board of directors of Stifel Financial Corp and Stifel, Nicolaus & Company, Incorporated since 2001 and has served as president and chief executive office since 1997.

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2012 Salute to Business Achievement Recipients

The Business Alumni Chapter has selected the recipients of the 2012 Salute to Business Achievement Award. The award recognizes alumni of the college who has demonstrated exceptional personal and professional accomplishments to the university, their profession and/or their community. Please join us on April 19 at 5:30 p.m. as we recognize these outstanding alumni.
Meet Business Leadership Council Member
Stanley A. Freerks

Stan grew up in Kirkwood and went to Kirkwood High School and then on to Cornell University where he earned a degree in history. After college he began a career in the insurance industry which eventually brought him back to St. Louis where he started his brokerage business and earned an MBA from UMSL. He is married to Terry Varney Freerks, also an UMSL alum and a member of the Arts and Science Advisory Council, and lives in Glendale, Mo with their Dachshund, Lizzie.

Why did you choose to attend UMSL?
I moved back home to St. Louis after graduating from Cornell University and beginning my insurance career with Liberty Mutual Insurance Company in Philadelphia. I returned to join a local insurance firm owned by a friend. As my business career developed and I opened my own firm I started to look into MBA programs available in the St. Louis area. My wife, Terry, had completed her under-graduate and master's degree at UMSL and raved about the quality of the faculty and the flexibility of the program. Not only were the classes excellent, but the flexibility of the curriculum and its affordability made it a great fit for me as I was getting my start up business off the ground. I also could see that my classmates were working students who had made a commitment to a career in the St. Louis area. These local connections proved invaluable as I grew my business.

How did you get where you are today with your career?
My career development followed a path of opportunity within my field of insurance. I started with a large insurance company, then when I was offered a position with a home town family owned insurance agency I took it. Once at this agency, I found an opportunity to enter into the wholesale insurance brokerage field where I remain today. Overtime I discovered that the problem solving and deal making involved in the placement of high risk or specialized insurance coverages for small to medium size businesses was what I found to be the most rewarding and interesting.

Did you choose to attend UMSL?
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What is your fondest memory of your college experience?
Due to my family and business commitments my degree program spread over more than several years. My fondest memories were early on when my wife Terry was completing her master’s degree and I was able to bring her lunch on the days she was working on campus.

What advice would you give students today?
I think the key to a successful education and career is to accept challenges and to be open to opportunities. I accidentally fell into the insurance field because when I graduated from Cornell it was the best offer I received. I was amazed at the complexity and the number of career opportunities that existed within this industry once I opened that door. Having never even thought about a career in insurance prior to accepting the position I was further amazed at how much I enjoyed the work. I believe that the phrase “opportunity knocks” is a bit misleading. I believe that opportunity is ever-present to an open mind.