This spring we were pleased to announce a major gift of $2.5 million from Anheuser-Busch InBev to name Anheuser Busch Hall, a home for the College of Business Administration. This is the largest gift ever for the College and we are thankful for this wonderful start to the quiet phase of our capital campaign.

The UMSL College of Business Administration has educated business professionals of St Louis for more than 40 years. More than seventy percent of our graduates live and work in St Louis, more than any other university. Many of our alumni would not have been able to attend college without the affordable option of UMSL.

In the past four years CBA enrollment has increased more than 10 percent and our number of graduates has increased by over 15 percent. Graduate degrees have shot up 50 percent. Our faculty and our facilities operate at capacity. Substantially increasing the College’s involvement with the St. Louis business community will require us to add to our capacity. This home for the College of Business Administration will allow us to continue this mission for many years to come. Our faculty, staff and students and the St. Louis community thank Anheuser-Busch InBev for this lead gift that will transform the lives of our students and the workforce of St. Louis.

Our vision of a bright new home for the business school that will bring us all—students, faculty and business—together is now closer to becoming a reality. We see a signature building that significantly enhances UMSL’s North Campus—a building as fine as the faculty, staff, and students that it nurtures. With such a facility, for the first time all of the areas of business, the outreach centers and the classes will be in one place. It will serve as the home for our students where they can study, interact and reflect between classes in an environment close to the faculty and advisors. It will serve as the destination for professional education and business representatives to work cooperatively to close critical skill gaps.

Dr. Keith Womer,
Dean
CBA in Brief

Did You Know…

- The Student Investment Trust won $10,000 from the St. Louis Collegiate Investment Challenge.
- Professors Marius Janson, Don Kummer and Ken Locke retired at the end of the semester.
- The College is offering Xtreme IT, a summer academy for high school students interested in careers in information systems.
- The Logistics and Operations Management area was recognized by The Princeton Review as one of the 15 graduate schools of business named to the Review’s “Student Opinion Honors for Schools” in the category of Operations Management.
- Dr. Rajiv Sabherwal, Emery C. Turner Professor of Information Systems, has been selected to serve as the Fulbright Visiting Chair in Management of Knowledge Based Enterprises at Queen's University for the 2009-2010 academic year.
- Alumni Myles Kelly, Charles Hoffman and William Stollhans received The Salute to Business Award at the recent Alumni Weekend.

Chancellor Thomas George, David Peacock, president and chief executive officer of Anheuser-Busch Companies, Inc., and Dean Keith Womer pose with a ceremonial large check after Peacock announced the donation of $2.5 million to the College.

A major gift for a building always results in a number of questions about when we will be able to move in. In this case, the project is not yet “shovel ready.” We have engaged the team of Hastings and Chivetta and Robert Stern as architectural advisors for the project. So we are on our way. There remains a great deal of work to do—much of it fundraising. The University and the College have been hard at work organizing the effort. Martin Leifeld has been very active as Vice Chancellor of University Advancement. He is assisted by Mark Berlyn, Director of University Campaigns and Lily A. Berlyn, Senior Director of Development for Colleges and Academic Units. In the College our new development officers are Stephen Knapp and Elizabeth Kurila. Associate Dean Emeritus David Ganz will coordinate alumni affairs for the College.

Alumnus Peter G. Schick to Establish Professorship >>

UMSL alumnus Peter G. Schick has pledged $1.7 million to establish an endowed professorship in finance in the College of Business Administration. The endowment will be known as the Peter G. Schick Professorship in Finance. Schick, chairman of the Moneta Group, is a 1974 graduate of UMSL. He credits the university with his success and said he’s eager to give back.

“UMSL made a difference in my life”, he said. It prepared me to move into the business world and helped me become who I am today. I’m very grateful. That is why my wife, Maria, and I decided to establish this professorship. Our hope is that it will add to an already outstanding college and help prepare future generation for success.”
Real World Learning Experience

During the fall semester, undergraduate students in the marketing class, Management of Promotion, developed Integrated Marketing Communications (IMC) plans for five (5) local businesses. The businesses participating in this project were the St. Louis Blues, Studio Ladue Photography, DIY Style (an Internet fashion design company), Candy Bouquet, and Pieper’s Unfinished Furniture.

Working in groups, student teams selected one of the five businesses to research and evaluate its marketing and promotional plan. They then developed communication strategies utilizing advertising, direct marketing, Internet marketing, sales promotion, public relations, publicity, and personal selling in the promotional mix.

Four (4) teams worked on the St. Louis Blues’ IMC plan. They were tasked with developing and implementing a marketing communications plan to promote “UMSL Student Night at the Blues.” Their success in exceeding the Blues goals for this promotion earned the entire class free tickets and access to a Penthouse suite that included free food and beverages for the game on December 16th between the St. Louis Blues and the Calgary Flames.

The students and companies participating in this project found it very rewarding. Students connected the real world to their classroom learning experience and companies received new ideas for advertising and promoting their business.

John Bachmann and Jack Stack, president and CEO of SRC answering questions from the standing room only crowd at the Bachmann Book Series.

Bachmann BOOK SERIES

On Thursday, October 30, 2008 the College of Business Administration, in conjunction with the Executive Leadership Institute, hosted the second Bachmann Book Series to a standing room only crowd. The book series, featuring John Bachmann, senior partner at Edward Jones and an executive fellow at the Executive Leadership Institute, is a symposium of academic and business leaders discussing timely topics in business.

For the second book, Bachmann interviewed Jack Stack, president and CEO of SRC in Springfield, Mo, and author of The Great Game of Business, selected as one of the 30 best business books of the year by Soundview Executive Book Summaries.

Stack revived his dying company using “open book management” a business practice he originated that shares financial and decision making duties among all employees. A book signing and reception followed the program.

Pictured from left to right, St. Louis Blues Project winners: Brett Regan, Anthony Jordan, Patrick Keeley, Jeffrey Thone, Brett Jones, Nicole Gegg, Michelle Chambers and instructor, Alan Hauff.
The field of Logistics and Supply Chain Management is a growing and exciting area of business study and research as new technologies and transportation systems make managing global logistics systems and supply chains more important than ever. A supply chain consists of all parties involved, directly or indirectly, in fulfilling a customer request. It includes the manufacturer and supplier as well as the transporters, warehouses, retailers, and customers. Supply chain management consists of both the art and science that is applied to improve the way a company implements this process. As of 2007, the cost of logistics in the U.S. was $1.4 trillion. Managing logistics and supply chains in today’s complex global environment is very costly and more important than ever.

In 2000, the College of Business Administration created The Center for Transportation Studies to provide research opportunities for faculty and students, and to help firms learn about the logistics and implementation of modern supply chain software and technology. The Center is an interdisciplinary research center which bridges contemporary and historical aspects of transportation, logistics and supply chain management. During the 9 years since its inception, the Center has generated over $1.5 million in grants and endowments related to transportation and logistics industries. Dean Keith Womer noted, “the Center’s innovative programs and research capabilities attract gifted students. The faculty who are associated with the Center are the world’s experts in their fields.”

In addition to the research focus, academic program development within the Center has also been a major focus. Thru the efforts of the Center, the College offers a Graduate Certificate in Supply Chain Management, a concentration in Logistics and Supply Chain Management in both the MBA and PhD in Business programs, and a minor in Transportation Studies at the undergraduate level. Dr. Ray Mundy, the Center’s Director and
the John W. Barriger III Endowed Professor of Transportation and Logistics, describes the Center as "coming of age."

The center is supported through endowments created by the St. Louis Mercantile Library and the John W. Barriger III National Railroad Library. Through partnerships and research projects, graduate students receive assistantships and assist through the use of analytical tools and industry software packages. Students obtain valuable experience in applying computer and analytical problem solving techniques to real-world situations. Over 25 students have graduated from UMSL having had the chance to work on projects with the Center and have gone on to further academic interests or jobs in the logistics area.

The Center’s staff reflects the interdisciplinary nature of the Center. Ray Mundy, the director, has a PhD in Transportation and Logistics and is a Professor in the College of Business administration. Mundy recently completed a comprehensive study on the taxi cab business in Winnipeg, Manitoba, Canada. Mundy has conducted similar taxi cab studies for several other cities, including Miami, Denver and Salt Lake City.

The Associate Director for the Center is Donald Sweeney. He has a PhD in Economics and work experience of over 25 years with the U.S. Army Corps of Engineers in transportation planning. He is nationally recognized as an expert in the economics of water transportation. Sweeney teaches courses in Transportation Economics and Strategic Modeling and works very closely with the research assistants.

The Assistant Director for the Center is Daniel Rust, who holds a PhD in U.S. History with a specialty in Transportation History. His first book, Flying Across America, traces the evolution of commercial air travel and was published in February. It was Rust’s involvement with the Center that led to the Minor in Transportation at the undergraduate level which is available to any undergraduate student at UMSL. The multidisciplinary aspect of the Center makes it very unique.

While conducting traditional transportation research projects, the Center is increasingly focusing on partnerships which support the development of improved supply chains. The Center has an ongoing supply chain optimization project for ICL Performance Products, Ltd., headquartered in St. Louis. ICL Performance Products is a customer-focused supplier of phosphorus chemicals, phosphoric acid, and phosphate salts which are found in everything from baked goods and beverages to cleaning products and water treatment. The Center has partnered with ICL in mapping existing production flows, modeling operations and conducting analyses of operations which can be used for future improvements.

Two students who have been working as research assistants on the ICL project are Michael Sciaroni and Aysin Koparan. Michael is pursuing a PhD in Business with an emphasis in Logistics and Supply Chain Management, and is currently completing his last semester of coursework. Aysin is completing her MBA with an emphasis in LSCM and has recently accepted a position with Boeing. Both expressed the value of taking classes to learn how the commercial software works and then being able to apply it in a real world setting. In the classroom the concept behind the software is learned and then, with their involvement with the Center, they are able to experience a real life project and learn how to extract information from the company to solve the network problems. Michael says “working at the Center has allowed me to combine classroom instruction with real-world applications, and to gain a deeper understanding of how academics inform business practice.” Aysin also noted “the networking opportunities I’ve been exposed to by attending lectures, meetings and conferences have been a valuable part of working with the Center.”

The Logistics and Operations Management area was recently recognized by the latest survey from The Princeton Review. The College is one of 15 graduate schools of business named to The Princeton Review’s “Student Opinion Honors for Business Schools” in the category of Operations Management appearing in the April 2009 issue of Entrepreneur.

The College is extremely proud both of the research that has been conducted by the faculty and students involved with the Center, the student research assistants and the programs in logistics and supply chains that have been developed. The work of the Center has resulted in growth, diversity and recognition for both the Center and College. We look forward to continuing progress in the coming years.
The College of Business Administration and its Executive Leadership Institute continued the Distinguished Speakers Series this year hosting James Weddle, managing partner of Edward Jones on October 9, 2008 and Brenda Newberry, Chairman, CEO and Founder of The Newberry Group, Inc. on March 10, 2009. The Distinguished Speaker Series has been sponsored by PricewaterhouseCoopers LLC.

James Weddle’s talk, “Strategy Development and Implementation” covered a number of areas, including the company’s principles, history and clients. Weddle also discussed the relationship between Edward Jones and UMSL. Weddle began his career at Edward Jones as an intern and later became a financial advisor. In 2006, he became the fifth managing partner of the firm.

Brenda Newberry’s talk “Life is tough. Business is too. Grow over it.” was in recognition of the Women’s History Month. Newberry founded The Newberry Group in 1996 following a prestigious career spanning over 20 years in network and systems software. Today, The Newberry Group is a global IT consultancy and has distinguished itself as a leading technology services firm.
Since our last newsletter, wherein I was introduced in my current capacity of working with alumni of the College of Business Administration, I have been so very pleased to hear from a significant number of you who have been kind enough to take the time to write a note or send an email. It is so rewarding to learn of your accomplishments. Needless to say we are very proud of each of you. Your successes serve to validate our College of Business Administration as satisfactorily preparing individuals for the world beyond UMSL.

Please keep in touch. Working with our Advancement team of Stephen Knapp and Elizabeth Kurila, I hope to speak with many of you and to visit where that is practical. Please come to the campus to see the many changes that continue to take place. I’d be delighted to show you around and to bring you up-to-date on current and planned ventures. I can be reached at 314.516.6131 or by email: ganz@umsl.edu.

My best personal regards to each of you.

David Ganz, Associate Dean Emeritus
Meet Business Leadership Council Member
Deborah L. Douglas

Debbie is a 1973 graduate of UMSL with a Bachelor of Science in Business Administration with an emphasis in Accounting. She is the Managing Director of the Douglas Group, a leading merger and acquisition firm for mid-sized companies in the U.S. Debbie previously worked with Deloitte and Touche from 1973 through 1989, and served as an Audit Partner, and later as the firm’s Director of Merger and Acquisition Activities. In 1989 Debbie began building a private company merger and acquisition practice. Since its inception, Douglas Group has completed numerous corporate sales and purchases. Debbie is also the author of a book entitled Cashing In!: Selling Your Company for Maximum Price. Debbie received the Distinguished Alumni Award from the Alumni Association in 1987.

Why did you choose to attend UMSL?
I wanted to stay in St. Louis, and was interested in business, and heard that the University really had a pretty strong business program.

How did you get where you are today with your career?
I began in public accounting, and UMSL really did a great job – then and I think now as well – in introducing students to the world of public accounting. The Accounting Club and Beta Alpha Psi both had outstanding programs where students could hear speakers in that segment talk about the job market, and they did an excellent job in coaching students about where and how to make the contacts they might need to put them on the path to a job. From there, the path to partnership with that firm was fairly well defined. (It was competitive and lots of hard work, but it seemed clear.) I left public accounting after having been a partner for 5 years, and began my own merger and acquisition consulting firm.

Did your college experience prepare you for your career?
Yes – I think the program was excellent, and the professors were all far more “teaching-oriented” than those in many other colleges. We used to have a student-written appraisal of every class, and it was wonderful how many of UMSL professors really seemed to focus upon and thrive upon quality teaching results. Professor Chew’s internship program also was very useful and healthy for my development – and nurturing of a self-starting entrepreneurial sort of view to business.

What is your fondest memory of your college experience?
Probably something silly, like sitting on the lawn studying, and watching the occasional “streaker” jog by.

What advice would you give to students today?
Maintain grades – it’s more important than you may realize to a prospective employer, because it tells both of intelligence and responsible work ethic. Seek involvement with the extracurricular clubs and fraternities as an important source to learning about potential professions that may be of interest. Keep an eye out for opportunities to do work related to the field you may enter (both to increase your personal professional value, and to give you a better understanding of what may be available, and what you enjoy.)