Message from the Dean

Higher education is sometimes criticized as an institution that caters to the sons and daughters of the wealthy. Some are concerned that the risk of the current (elitist) educational system is social isolation. Business students need to be able to communicate effectively with all levels of society, rich and poor, native born and foreign born. UMSL business students bridge these cultural gaps. Often our students come from blue collar homes. They frequently work part time and even full time jobs while they study to earn their degrees. Sometimes they are supporting a family as well. Our students are fully integrated with the world of work and with all levels of society. It is not accidental that UMSL graduates serve in St. Louis companies to a much greater extent than the graduates of any other university. Our graduates are well trained in academics and they have a strong work ethic. They are certainly the exception to this popular perception about higher education.

One of the College’s strongest new programs is our #6 ranked International Business program. This might seem to be a strange emphasis for the student body that I have just described. There are two main reasons why IB is a good fit for CoBA students. First, our students have a bigger need than some to be exposed to the international world. They derive great benefits from a study of other cultures, from the opportunity to study abroad, and from shorter study tours. This also helps them understand and communicate with St Louis’ increasing international workforce.

The second reason is a little more subtle. Some recent research has looked into the ability of a person to be nimble and prepared for change. One conclusion is that time spent studying other cultures prepares the mind for change. So our students gain a different perspective on our own culture and work life by studying others. We believe that studying international business will prepare our students to lead change in St Louis and we look forward to the wonderful changes that they will achieve.

Dr. Keith Womer
Dean
CBA in Brief

International Business Program Ranked 8th by U.S. News & World Report

The International Business program achieved its highest ranking in the U.S. News & World Report’s list of the best undergraduate international business programs. The 8th place ranking for 2007 marks the fourth consecutive year in which the program has been listed in the magazine’s top 20.

Dr. Allan Bird, Director of the International Business program, said it’s an honor for the young program to receive the ongoing recognition. “We’ve seen a good amount of growth in the program over the last several years,” Bird said. “Through our efforts, the program’s reputation continues to soar throughout the community, and this ranking is validation of those efforts.

The International Business program began in 1999 as a collaboration between the College of Business Administration and the Pierre Laclede Honors College. The program currently has about 120 students, with 25 more in the honors program. The program offers more than 70 study-abroad programs in over 40 countries. A large contingent of the foreign students participating in the program come from China, Japan, Europe, Latin America and India. Additional program highlights include annual study tours that have led student groups to locales around the world and internships for American students at the overseas offices of companies such as Japan Airlines, Emerson Electric and General Motors. Foreign student have interned in the St. Louis area at companies like Anheuser-Busch Cos. Inc. and Monsanto Co.

As a component of the top-ranking program the College of Business Administration launched the International Master’s of Business Administration program last year, and this fall 25 international students arrived on campus to begin their second year of the program. If your organization is interested in hiring international MBA students for summer internships, please contact Peggy Gilbertson, Internship Coordinator, at pgilb@umsl.edu.

Did You Know…

❖ The College of Business Administration is one of the 282 business schools in “The Best 282 Business Schools,” as ranked by The Princeton Review.

❖ Professor Wayne Winter was awarded the Chancellor’s Award for Excellence.

❖ The Student Investment Trust entered its 19th year of student management of their equity portfolio. They have achieved a compounded annual return of 9.84% over that time.

❖ The College has continued to expand the partnership agreements for the International MBA program. Partnerships have been established with China, France, Austria and Japan.

❖ Dr. Hung Gay Fung, Professor of Finance, was ranked in a recently published article as the 81st most published finance scholar in the last 50 years.

Distinguished Speaker Series

The College of Business Administration and its Executive Leadership Institute hosted Stephen Maritz, chairperson and chief executive officer of Maritz, Inc. as part of the Distinguished Speakers Series on Thursday, October 26, 2006, in the Millennium Student Center. This event was also sponsored by PricewaterhouseCoopers LLC.

More than 200 students, faculty and guests listened as Stephen Maritz spoke on “Customer Experience: Leveraging the Power of People.”
Elizabeth Vining, senior lecturer in marketing, is the recipient of the 2006 Governor’s Award for Excellence in Teaching. Missouri Gov. Matt Blunt presented the award to Vining in March during a luncheon at Lincoln University in Jefferson City, Mo.

Betty came to UM-St. Louis in 1988 and has worked in the College of Business Administration as an educator and administrator. She has been an academic advisor, director of Continuing Education, and currently serves as the advisor to the International Business Club and the International Business Institute.

The governor’s award annually honors full-time faculty members who have at least five years of teaching service and are recognized for outstanding teaching, innovation in course design and delivery, effective advising, service to the institution’s community and commitment to excellence.

“As an educator, I do this because I enjoy it,” said Vining. “It’s an honor when your work is recognized and acknowledged. I’m grateful that I’ve been able to touch so many young minds and to have learned just as much from them.”

The College Earns Reaccreditation

AACSB International was founded in 1916 and grants accreditation for undergraduate and graduate business administration and accounting programs. Accreditation represents the highest standard of achievement for business schools worldwide. Institutions that earn accreditation confirm their commitment to quality and continued improvement through a rigorous and comprehensive peer review.

The College of Business Administration first earned accreditation from AACSB in 1973. The accounting program received accreditation in 1995. The College is among only three percent of business colleges in the country to carry AACSB accreditation for both business and accounting programs.
Meet our new faculty

CBA Focus

Bindu Arya
Assistant Professor of Management
Ph.D. International Management Studies, University of Texas at Dallas, Dallas, TX, 2006
M.S. Administrative Sciences, University of Texas at Dallas, Dallas, TX, 2002
M.B.A. Iowa State University, May 2000

Brigitte Bojkowszky
Visiting Assistant Professor of International Business
Ph.D. International Business, University of Economics and Business Administration, Vienna, Austria, 2006
M.B.A. International Marketing and Management, University of Economics and Business Administration, Vienna, Austria, 2001
Research: Global alliance and strategy and global human resource management.
Industry Experience: Marketing position with AstraZeneca and management position with Aldi Austria.

Frank Q. Fu
Assistant Professor of Marketing
Ph.D. Marketing, University of Houston, Houston, TX, 2006
M.B.A. Marketing, University of Rochester, Rochester, NY, 2002
Research: Relationship between sales force management and new product management, marketing strategy, analytical and empirical modeling of sales force compensation and motivation. Dr. Fu has published a paper in Human Performance.
Industry Experience: Sales representative, commercial supervisor and district sales manager for Johnson & Johnson, Shenyang, China, sales representative, Unitech Medical Equipment Company, Tianjin, China.

Gerald Yong Gao
Assistant Professor of Marketing
Ph.D. Marketing, The University of Hong Kong, Hong Kong, 2006
B.A. Economics, Peking University
**Young-Won Her**  
Assistant Professor of Accounting  
Ph.D. Accounting, University of South Carolina at Columbia, Columbia, SC, 2005  
M.B.A. Accounting, Pusan National University in Korea, 1995  
Research: Behavioral decision research in managerial accounting, management control systems and performance evaluation and cultural differences in managerial accounting practices. Dr. Her has published in the *Journal of Accounting and Finance* and the *Korean Journal of Management*.

**Janet Y. Murray**  
E. Desmond Lee Professor for Developing Women Leaders and Entrepreneurs in International Business  
Research: Dr. Murray has published in the *Journal of Marketing*, *Strategic Management Journal*, *Journal of International Business Studies*, and many other journals. Ranked 21st most prolific researcher (out of a total of 1,908 authors) in International Business, as identified by CIBER at Michigan State University in 2005.  
Academic Experience: Faculty positions in marketing and international business at St. Louis University, Cleveland State University and City University in Hong Kong.  
Industry Experience: Consultant for Fortune 500 and other firms on marketing and international business strategies.

**Ekin K. Pellegrini**  
Assistant Professor of Management  
Ph.D. Management, University of Miami, Coral Gables, FL, 2006  
M.S. Management, University of Florida, Gainesville, FL, 2001  
Research: Cross-cultural leadership, mentoring and research methods. Dr. Pellegrini has published in the *Journal of International Business Studies* and *Educational and Psychological Measurement*.  
Industry Experience: Human resource manager for AstraZeneca Pharmaceuticals, Internal services and facilities manager for Pfizer Pharmaceuticals, and Human resource manager for Andersen Consulting.

**Pamela Stuerke**  
Assistant Professor of Accounting  
Ph.D. Accounting, Indiana University, Bloomington, IN, 1998  
M.S. Accounting, University of Missouri-Kansas City, Kansas City, MO, 1992  
Research: Accounting information in capital markets, financial analysts as information intermediaries and financial accounting regulatory issues. Dr. Stuerke has published in the *Journal of Accounting, Auditing and Finance*, *Journal of Business, Finance and Accounting*, Research in Accounting Regulation and the *International Journal of Managerial Finance*. 
Committee Volunteers Needed

On June 16, newly recruited members of the UMSL College of Business Administration Alumni Chapter Board met to engage in strategic planning for the year ahead. The meeting produced several key focus areas for the board’s involvement including: building alumni membership, student engagement, alumni recognition, and fundraising for the College of Business. Sub-committees were formed for each of these areas, and the board will meet quarterly to continue discussions.

Reconnecting alumni and building a sustainable business network for graduates of the UMSL Business Alumni Chapter will remain major priorities. The chapter will also continue to provide unique opportunities for its alumni members including access to special events and guest speakers, networking opportunities, and student mentoring outreach.

So how can you get involved? To remain an effective chapter, the alumni board needs the active participation of all its members. If you would like to volunteer for committee work within the College of Business Alumni chapter board, please call 314.516.6453 or E-mail your comments to donna_carothers@umsl.edu.

Development Update

There has been a generous outpouring of support from friends and alumni of the College of Business Administration this past year. The college has experienced a 140% increase in the amount of contributions. We are also excited to announce the inaugural year of the Pierre Laclede Society. PLS is an annual membership group of “investors” who have committed to support the University of Missouri-St. Louis with an unrestricted gift of at least $1,000. We have welcomed over 500 charter members into the Pierre Laclede Society, and the College of Business has received nearly 70 of these gifts.

As the state of Missouri struggles to increase funding for higher education, there is a need for student scholarship funds. You can significantly impact the life of a student by making an annual gift of $2,500. This scholarship will cover one third of an undergraduate tuition—a generous financial gift that so many of our students need. The donor has the privilege of determining the selection criteria and naming the scholarship after a family member or loved one. This annual gift includes membership in the Pierre Laclede Society.

The Development Officer for the college is Kent Krober. Since joining the staff one year ago, Kent has met over 125 business alumni in the metropolitan area. With many of these alumni now considering retirement, planned gifts are becoming more desirable. This legacy can be left in many different forms, including marketable securities or cash. Your gift makes a difference. The tradition of alumni support creates bonds between each generation of our business students and helps to maintain the activities that have led to our strong reputation. If you are interested in learning more... call Kent at 314.516.6604 or E-mail him at kroberk@umsl.edu.

Salute to Business Achievement Awards Call for Nominations

Do you know a UMSL College of Business Administration graduate who deserves special recognition for career accomplishments? The UMSL College of Business Administration Alumni chapter seeks alumni nominations for its monthly Salute to Business Achievement awards. The award honors fellow business graduates who are making their mark in the St. Louis business community. All College of Business Administration graduates are eligible for consideration. Nominations (including the alum’s name, title/employer, contact information, and statement on why you feel this individual deserves special recognition) may be E-mailed to: donna_carothers@umsl.edu. For additional information please call 314.516.6453. The deadline for nomination is January 1, 2007.
## CBA Alumni Update

### 1968

**Harry Dunn, BSBA**, will retire in May 2007 from the US Customs and Border Patrol. He is currently Chief of Travel. He will retire after more than 36 years with the US government.

### 1975

**Donald L. Kohl, BSBA**, is a municipal judge for the City of St. Peters, Mo. He is a partner with the St. Charles law firm of Shea, Kohl, Alexi & O’Connell, LC.

### 1977

**John Cunningham, BSBA**, is Vice President with Empire Bank in Springfield, Mo.

### 1978

**Ronald Efink, BSBA**, accounting, is manager at UHY Advisors in St. Louis.

### 1980

**Michael A. Schrage, BSBA**, organizational behavior, is district sales manager at Johnson Controls. He resides in O’Fallon, Mo.

### 1986

**Anthony Grinstead, MBA, BSBA**, accounting ’79, is in the financial/operations division at Premier Bank in St. Peters, Mo.

### 1989

**Ken Kruse, BSBA**, was promoted to Division President of The Jones Company and Fox & Jacobs Homes.

### 1991

**Mark A. Greenly, BSBA**, finance, joined Pulaski Financial Corp. in St. Louis. He also serves on the St. Louis County Economic Council loan committee.

**Gregory F. Woodruff, BSBA**, accounting, joined Clayco as applications engineer. Woodruff resides in Maryland Heights, Mo.

### 1992

**Della Ostendorf, BSBA**, was promoted to manager at Forensic Accountants & Consultants in St. Louis.

### 1993

**Mark D. Berry, BSBA**, accounting, recently accepted a position in the tax department of Koch Industries in Wichita, Kan.

**Christine Jarzenbeck, BSBA**, is a sales associate with Coldwell Banker Gundaker’s Town & Country Office. She was recently nominated to the UM-St. Louis Alumni Association Governing Board. Christine resides in Ballwin, Mo.

**Michael D. Stolte, MBA**, was promoted to chief financial officer of the international law firm Bryan Cave LLP. Stolte is headquartered in the St. Louis office of Bryan Cave.

### 1994

**Brian Bredensteiner, BSBA**, accounting, is the 2006 campaign chair for the United Way of Greater St. Louis. He is president of Bredensteiner and Associates, PC in St. Charles, Mo.

**Stacey Vilmont, BSBA**, finance, is chief executive officer at Clark Brands, LLC in Nashville, Ill.

### 1997

**Brad Eimer, BS**, management information systems, is a mortgage systems administrator at Premier Bank in St. Peters, Mo.

### 2001

**Jeffrey Crawford, BSBA**, management, is a senior quality specialist at Magellan Health Services.

**Raghuram Gandluri, MBA**, finance, is with Edward Jones in Maryland Heights, Mo.

### 2003

**Marijoe Clark, BS, accounting**, is an expense analyst at Cargill in St. Louis.

**Sumalya Dalal, BSBA, finance/accounting**, is an accountant at RubinBrown in St. Louis. She recently married Saff Obaidi. BSBA ‘04.

**Katie Dryden, BSBA**, marketing, is account coordinator at JWP in St. Louis, Mo.

### 2006

**Elvir Mandzukic, BSBA**, international business ’00, M. Ed., is a real estate agent with Coldwell Banker Gundaker in Town & Country Mo.

**Anishka Shelton, BSBA**, management, is student service assistant at St. Louis Community College.

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**Membership Application**

- $35 Single Annual
- $45 Family Annual (benefits for yourself & 2 family members)
- Complimentary (up to one year from graduation)

**Keep in Touch! Information Update**

- Name
- Address
- Phone
- E-Mail

Please return to College of Business Administration, One University Boulevard, St. Louis, MO 63121-4400 By fax: 314.516.6420 By E-mail: jane_ferrell@umsl.edu

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www.umsl.edu/business
Meet Advisory Board Member David Otto

Dave is a 1986 graduate of UM-St. Louis, with a Bachelor of Science in Business Administration and an emphasis in Management Information Systems. He began his career at Edward Jones in 1994 as an equity analyst and two-and-a-half years later, he was named a principal of the firm. In 2004, he assumed responsibility for the firm’s government bond and mortgage-backed securities trading area. Dave has been involved with both the University and the College of Business Administration and currently serves as the chairperson for the Advisory Board. He received the College of Business Administration Distinguished Alumni Award in 2005.

Why did you choose to attend UM-St. Louis?
Looking back I come up with three reasons why I chose UMSL, although I don’t know if these were clear at the time. First, I wanted to stay close to home and my girlfriend (now my wife of 20 years). She was here in town, so that’s where I decided I should be. Second, UMSL had better access to computers than the other college I was considering. UMSL’s link to the University of Missouri system allowed me to learn and practice on multi-million dollar computers that the smaller school couldn’t afford. And finally, because of the flexibility and availability of classes, I was able to complete my degree in three years.

How did you get where you are today with your career?
I was an M.I.S. student and I was hired by Southwestern Bell Telephone right out of college to write programs to help monitor the installation, repair and delivery of telephone service. But my last semester at UMSL I took my first finance class and I was intrigued with the concept of the time value of money and money management. A few years later I had completed an MBA with an emphasis in Finance, obtained my Chartered Financial Analyst designation and soon switched to the financing arm of Southwestern Bell, managing a $7 billion debt and derivatives portfolio. After a few years of that, I made my way to Edward Jones where I began as an Equity Research Analyst, ran the Research Department for a few years, and now I’m responsible for the Government Bond and Mortgage Trading desk.

Did your college experience prepare you for your career?
Without a doubt.

What is your fondest memory of your college experience?
In between classes we used to play a lot of cards, mostly hearts and spades. We had a defacto reserved table in the old Summit in the University Center (I think that’s what it was called). Games would start early in the morning and would go through early afternoon. You’d just pass your hand on to the next person and pick it up when you came back. Quite a few laughs at that table.

What advice would you give to students today?
Work on your EQ as well as your IQ. Everyone knows what IQ is and that’s important; you have to be an expert at your field of study. But I look for EQ when I hire people. Your Energy Quotient, or you can substitute Effort or Enthusiasm. If you’re smart, and you have a solid IQ, I can teach you just about anything. But I can’t teach you how to work hard and I can’t teach you how to bring energy and enthusiasm to the job. And that’s what employers are looking for. Not just someone who can do the work, but someone who can do it with so much energy, it raises the bar for everyone.