



# update

University of Missouri-St. Louis College of Business Administration

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## Message from the Dean

As we approach the end of 2005 it is appropriate to reflect on the past year and to celebrate. 2005 has been a year of accomplishments for our College of Business Administration and those accomplishments are due to the efforts of dedicated friends and supporters like you. In the past year alumni, faculty and friends of the college have added substantially to the endowed scholarships that support our students. These scholarships helped provide the extra support that allowed our enrollment to increase eight percent this fall. This year our International Business program was ranked in the top twenty for the third consecutive year. We have also made great strides in adding to our faculty with three new full time faculty and searches underway for an additional seven. 2005 has seen more alumni on our campus and in the classrooms. Everyday our students' lives are enriched by guest speakers and evening programs that are made possible by the generous contributions of time and funds by our supporters.

As I look to the future I see some amazing opportunities that are available to the College. The plans for Express Scripts to locate in the UM-St. Louis Business Park will surely add to our opportunity to educate and place students in important positions. Our new International MBA program with partnerships in China, France, Japan, and Austria is exciting and the internships that these students will serve will enrich their lives and the companies that host them.

There are also clouds on the horizon. Currently, UM-St. Louis receives only about 26% of its budget from the state of Missouri. But the federal government is cutting student aid and the state of Missouri may cut support for higher education again this year. There are also threats to divert state support from public institutions to private schools in our state. Over the past decade these cuts have been partially offset with substantial increases in tuition but our students just can't afford more. Currently instate tuition for Missouri students is higher than out of state tuition at some Illinois schools.

My hope is that you will choose to join the faculty and me to make our vision of becoming the top public urban business program a reality. Please contact me so that we can make plans for the future.

Dr. Keith Womer  
Dean



Dr. Keith Womer  
Dean

# CBA in Brief



## Business Leaders Discuss Ethics at Roundtable

This past spring, the College of Business Administration presented an Ethics Roundtable Discussion in conjunction with Professor Wayne Winter's undergraduate The Legal Environment of Business class. The discussion was moderated by Professor Winter and included the following panelists:

- ❖ **Alice Conway**, Assistant General Council for Global Business conduct at Monsanto
- ❖ **Samuel Jenkins**, Vice President Ethics, Integrated Defense Systems at The Boeing Co.
- ❖ **Mary C. Kullman**, Chief Governance Officer at Laclede Gas Co.
- ❖ **David Otto**, General Principal and Director of Research at Edward Jones

Because the primary audience was students, the panelist focused on ethical issues they might encounter as they enter the workforce. The predominate message from all four panelists was that knowing and understanding the code of ethics at a particular company was very important. Rules regarding accepting of gifts, use of technology, dating etc., vary from company to company and employees need to learn these policies. Each panelist cited examples of employees getting fired for violating a company's ethics code. Lapses in ethical judgment can hurt a person's reputation forever. "It takes years to build a good reputation, and it takes seconds to destroy it," Otto said.

Additionally, the panelists stressed that many ethical issues are not black and white or easy yes or no answers. Jenkins viewed an ethical dilemma as a "choice between two or more rights." Conway presented several hypothetical situations to students and asked them to explain how they would handle the ethical dilemmas. As Kullman said, "It's a different world, and you need to make sure you understand the rules and environment."

The roundtable discussion was a great success. The students received an opportunity to hear about real-life challenges that exist in the business world that awaits them. The panelists were very experienced in ethical issues and we look forward to future discussions such as this.

*Panelists, Mary Kullman, Alice Conway, David Otto and Samuel Jenkins*

## Did You Know...

- ❖ The College of Business Administration held its 35th Annual Honors Banquet on September 25, 2005. More than 75 students received awards, scholarships and citations for academic achievement. Mr. Kirk Richter, Treasurer, Sigma-Aldrich and UM-St. Louis alumnus (B.S.B.A. '68) was the 2005 Beta Gamma Sigma Honoree.
- ❖ Dr. James Campbell and Dr. Mary Lacity received the Douglas E. Durand Award for Research Excellence.
- ❖ Professor Peggy Lambing received the Anheuser-Busch Excellence in Teaching Award.
- ❖ Dr. Glen Cope, Provost and Vice Chancellor for Academic Affairs and Dr. Hung Gay Fung, Professor of Finance were inducted into Beta Gamma Sigma as administration and faculty.
- ❖ Professor Elizabeth Vining received the Governor's Award for Excellence in Teaching.
- ❖ Professor Gwen Moore received an Emerson Electric Co. Excellence in Teaching Award.
- ❖ Stephen J. Burrows, Chief Executive Officer & President, Anheuser-Busch International Inc. was awarded the Consortium for Undergraduate International Business Education (CUIBE) Award for Outstanding Achievement in Support of International Business Education.
- ❖ Dr. Hung Gay Fung, Professor, Finance was ranked in a recently published article as the 81st most published finance scholar in the last 50 years.



## Meet A Member of the College of Business Administration Advisory Board



**Sandra Van Trease, Group President, BJC Healthcare**

Sandra is a 1982 graduate of UM-St. Louis, with a Bachelor of Science in Business Administration and an emphasis in Accounting. She is Group President at BJC Healthcare, one of the largest nonprofit health care organizations in the United States.

She oversees and directs BJC's community and rural hospitals throughout the Missouri and Illinois regions. Previously,

Van Trease was president and chief executive of Unicare, an executive with RightChoice Managed Care in St. Louis, and Price Waterhouse.

Van Trease has been involved with both the University and the College of Business Administration. She received the Distinguished Alumni Award in 2000 and is currently a member of the Chancellor's Council as well as the Advisory Board.

### **Why did you choose to attend UM-St. Louis?**

I was fortunate to have received a full 4 year Curators' Scholarship to UM-St. Louis, and once I had the opportunity to visit the campus, I was hooked!

### **How did you get where you are today with your career?**

All you need for success is a lot of perseverance, hard work, support from family and friends and the courage to seize opportunities when they present themselves. There are always opportunities to move ahead, sometimes when you least expect them. Keeping your eyes open and perspective clear is critical. I've been blessed with

opportunities and mentors along the way willing to give advice and counsel...that's been invaluable to me.

### **Did your college experience prepare you for your career?**

Absolutely! It enabled me to succeed in my first career at Price Waterhouse and beyond.

### **What is your fondest memory of your college experience?**

I really enjoyed getting to know my professors and the administration, learning not only from the academic instruction, but also a bit about the business of education. I also loved getting involved with campus life — like the Beta Alpha Psi Blood Drives.

### **What advice would you give to students today?**

Get as involved on campus as you can. Absorb more than just what's in the books...you'll learn so much more about life that way, and ultimately, that will serve you tremendously well in both your professional and personal endeavors.

## Business Alumni Chapter Seeks Board Members for 2006-07

Are you a natural leader? The UMSL College of Business Administration Alumni Chapter is currently seeking nominations for several anticipated openings on its regional board of directors. Interested candidates must be a graduate of the UMSL College of Business Administration, and an active dues paying member of the UMSL Alumni Association.

The Chapter Board's role is to help the business college plan and deliver effective alumni programs, services and activities. These include continuing education offerings, networking events, professional seminars, fundraising, and opportunities to work directly with UMSL business students.

If you are interested in taking part in the future growth and direction of the UMSL College of Business Alumni chapter, please submit a resume and letter of interest by January 31, 2006 to the following address:

Donna M. Carothers  
UMSL Alumni Association  
One University Blvd  
101 Woods Hall  
St. Louis, MO 63121

For additional information, please call 314.516.6453 or email [donna\\_carothers@umsl.edu](mailto:donna_carothers@umsl.edu)

## CBA Launches New International MBA Program

**T**he College of Business Administration launched an innovative International Master of Business Administration program this fall. This is a two-year program in which students study one year abroad, one year at home, and complete an international internship. UM-St. Louis students enrolled in the two-year graduate program spend their first two semesters studying abroad. They spend the following summer interning in the same country and then return to UM-St. Louis in the fall to study two more semesters. Students from our partner universities attend UM-St. Louis during their second year.

The format of the program allows a student to enroll in two graduate business programs simultaneously – at UM-St. Louis and at one of the

global partner institutions. This past summer the College established international partnership with two universities, Nanjing University in China and Robert Schumann University in Strasbourg, France. The College recently signed partnerships with the University of Vienna in Austria and Kyoto University in Japan. Discussions are in progress to establish partnerships with institutions in Australia, Mexico, India and New Zealand.

Students will have the opportunity to develop relationships with their peers in the chosen country, as well as develop friendships with peers from all of the global partners in the second year when the students are in St. Louis. Allan Bird, the Eiichi Shibusawa-Seigo Aria Professor in Japanese Studies and program coordinator reports

“the advantage of this program is that students from UM-St. Louis and the partnering universities will spend two years together, allowing them to develop an internal network.”

The International MBA program complements the College’s existing International Business program, which was ranked in the top 20 nationally by the U.S. News & World Report for the third straight year.

One of the first UM-St. Louis students to enroll in the program was Leah Schmidt. After completing her undergraduate degree in Advertising and Communications, she returned to St. Louis and worked for several years with the thought of returning to school to earn her MBA. She read about the International MBA program earlier this year and decided to enroll. She is now studying at Robert Schumann University.

*“After learning about the International MBA program, it seemed to fit my interest and goals, and so far the experience has been like no other.”*

*Leah Schmidt, student at Robert Schumann University in Strasbourg, France*



# INTERNATIONAL MBA

“I didn’t do a study-abroad program during my undergraduate studies, which I really regretted,” she said. “After learning about the International MBA program, it seemed to fit my interest and goals, and so far the experience has been like no other.”

Leah has met students from literally every continent and is busy not only taking business classes, but also taking French language courses.

“I think that the ability to function in a global business environment will be more and more essential, and with a double degree from IECS and UMSL, it will give me even more of an edge,” she said. Leah hopes to use her past experience in advertising and the International MBA to work in brand strategy at an international company.

Lucy Zhang is in her first semester of the International MBA program at Nanjing University. She received her undergraduate degree in international business with a minor in French from UM-St. Louis in May, 2005. “I feel very lucky to be one of the first UM-St. Louis students to participate in the International MBA program,” Zhang said. “The opportunity to come to China for a year has allowed me to see places I never would have, and to make friends with people from all over the world.”



Lucy has met almost all of the students from Nanjing who will attend UM-St. Louis next year. Her classes meet on the weekends and because there are many class activities she has made many friends. Since the program is still in the process of forming, she feels that she and her classmates are helping to shape it. She looks forward to next year when her Chinese classmates will follow her back to UM-St. Louis.

The College has already received numerous applications from international students interested in the program. The opportunity to complete an American internship and receive an American degree in partnership with their home school gives these students an advantage. The College would like to average 10 students from each partnering campus. About 30 students are expected to enroll for the fall of 2006.

*“The opportunity to come to China for a year has allowed me to see places I never would have, and to make friends with people from all over the world.”*

*Lucy Zhang, student in International MBA program at Nanjing University*

“The International MBA program is unique in that all of the participants not only study in a foreign country, but also complete an international internship. Thus at the end of their program, they have gained academic knowledge, exposure to a different culture and real-world business experience in that culture,” said Thomas Eyssell, Associate Dean and Director of Graduate Studies in Business.

*If you are interested in the program, please contact the Graduate Business Programs’ office by phone 314.516.5885) or by e-mail (MBA@umsl.edu).*

## Distinguished Speaker Series



Distinguished Speaker John Bachmann with Dean Keith Womer

The College of Business Administration and its Executive Leadership Institute hosted John Bachmann, senior partner of Edward Jones as part of the Distinguished Speaker Series on Thursday, October 13, 2005 in the Touhill Performing Arts Center. This event was also sponsored by the UM-St. Louis Alumni Association and PricewaterhouseCoopers LLC. More than 200 students, faculty and guests listened as John Bachmann spoke on “The Future of Financial Services-Trends to Watch.”

Bachmann began his career at Edward Jones as a part-time college intern in 1959. Upon completion of his formal education, he joined the firm full time. In 1980, he succeeded Edward D. “Ted” Jones Jr. as Managing Partner. Bachmann built upon Mr. Jones’ philosophy of serving the needs of individual investors from one investment-representative offices. During his tenure, Edward Jones grew from 200 offices in 28 states to more than 9,000 offices throughout the United States, as well as its affiliates in Canada and the United Kingdom. After 24 years in the role, Bachmann stepped down as managing partner and became senior partner in December 2003.

Bachmann’s comments focused on the topic of the rapidly growing financial services industry and how organizations and particularly senior management have to systematically anticipate change and focus forward. Specifically with regard to the financial services industry the changes that he anticipates are the effects from the growing use of the internet, the expansion of the market place due to the global effect and the changes occurring in a large number of retirement and pension plans coupled with the problems with social security. His experience has led him to realize that the one constant in business is change.

## Tenure and Promotions Received

Three faculty members in the College received tenure and were promoted to Associate Professor effective September 1, 2005.

**Deborah Balse**r holds a joint appointment in the College and the graduate program in Public Policy Administration. She received tenure and promotion to Associate Professor of Management and Public Policy Administration. She joined the College in 1998 after receiving a Ph.D. in Organizational Behavior from Cornell University. Her research and teaching interests include organizational theory, workplace conflict, disability and work, environmental organizations and organizational change.

**Greg Geisler** received tenure and promotion to Associate Professor of Accounting. He received his Ph.D in Accounting from the University of North Carolina-Chapel Hill in 1995 and joined the College in 2002. Previously, he held appointments at Indiana University and Georgia State University. Additionally, he worked as a tax accountant for Kavanagh and Milano, Touche Ross (now Deloitte & Touche) and PricewaterhouseCoopers. His teaching and research interests are taxation and how it impacts decisions of businesses and individuals.

**Stephen Moehrle** received tenure and promotion to Associate Professor of Accounting. Steve received his undergraduate degree in Accounting from UM-St. Louis in 1985 and went on to earn a Ph.D. in Accounting from Indiana University in 1998. Previously he held positions at the University of Southern California and the University of California, Irvine. Additionally he worked at Citicorp Mortgage and Ernst & Young. His teaching and research interests include financial accounting and reporting, earnings management issues and the impact of economic incentives on accounting choices.

## Ranking by The Princeton Review

The College has been ranked as one of the nation’s best business schools by The Princeton Review. The College is one of 237 business schools featured in the guidebook “The Best 237 Business Schools” which was released this fall. Among the comments from the students that were surveyed, several described UM-St. Louis professors as “Top Rate” and leaders in their fields. Student responses also mentioned that faculty members are easily accessible and willing to work with students. This recognition is an honor and an accomplishment for the College.

# CBA Alumni

1973  
**James M. Schafers, BSBA**, is a project manager with CTS Holidays based in Chicago. He resides in Ballwin, MO.

1975  
**Frank J. Flesch, BSBA**, is senior tax consultant at Wellpoint in St. Louis

1976  
**Mary Berry, BSBA**, is a CPA with RubinBrown LLP in Clayton.

1977  
**James B. Ritts, BSBA**, is tax manager at RubinBrown LLP in Clayton, Mo.

1978  
**Ronald Elfrink, BSBA** accounting, is controller at Husky Corp in Pacific, Mo.

1979  
**Randall Combs, BSBA**, was appointed system revenue executive at Sisters of Mercy Health System.

1980  
**Kenneth P. King, BSBA** management, is a senior planner at Systems & Electronics, Inc. in St. Louis, Mo.

**Donald Ohmes, MBA and BSBA '75**, is teaching auditing seminars and courses in the United States and Europe for the Defense Contract Audit Institute in Memphis, Tenn.

**Cynthia Westhoff, BSBA** accounting, is an accountant with Nangle & Associates, Inc. in St. Charles, Mo.

1982  
**Richard Feldt, BSBA** finance, has joined RubinBrown LLP as manager in its Internal Audit Services Group. He is a member of the Institute for Independent Business, the O'Fallon Chamber of Commerce and the Institute of Internal Auditors. He resides in O'Fallon, Mo.

**Cheri Lee Gomes, BSBA**, was recently promoted to associate vice president, compliance at A.G. Edwards in St. Louis

1984  
**Douglas Murphy, BSBA**, is a financial analyst at BJC Healthcare.

**Anthony Scroi, BSBA** accounting, is general principal at Edward Jones in Maryland Heights, Mo.

1989  
**Linda Paradis, MA** accounting, is a CPA and tax manager with RubinBrown LLP in St. Louis.

1991  
**Elizabeth Tatum, BSBA** organizational behavior, is with human resources command with the US Army. She lives in St. Louis.

**Scott Wilson, BSBA**, is an investment representative for Edward Jones. He is married to the former Suzan Harris, BS-Public Administration '89. They reside in St. Peters, Mo.

1992  
**Stephen J. Appelbaum, BSBA**, is owner of America's Home Mortgage in Festus, Mo.

1993  
**Jackie Reuber, BSBA** is the principal of Lil' Bit of Everything celebrating its 10<sup>th</sup> anniversary. Her company is a sales and marketing organization located in Ballwin, Mo.

1995  
**Patrick McSalley, MBA**, has been appointed vice president of operations for GECCO Systems/Tel-Vi. GECCO is a newly developed consolidated group of Guarantee Electrical Company that handles all electrical systems and low-voltage work. He resides in Eureka, Mo.

**Lorraine P. Waltrous, BSBA** accounting, is senior cost analyst at Distribution Control Systems, Inc. in Hazelwood, Mo.

1996  
**Aleta Saena, BSBA**, is a CPA with Alexander & Associates in Chesterfield, Mo.

**Tracy Standish, MBA**, is a department leader-helpdesk with Edward Jones in Maryland Heights, Mo. She recently returned to the St. Louis area with her husband, Brian and their two daughters.

2000  
**Laverne Doss, BSBA** finance, is a broker/realtor located in Florissant, Mo.

**Brian Gaines, BSBA** international business, is a customer account transfer service specialist with Edward Jones.

**Steven L. Harris, BS** accounting, has been promoted to manager at the Clayton firm of RubinBrown LLP. He is a member of the UMSL Alumni Association African American Chapter, the American Institute of Certified Public Accountants, Kappa Alpha Psi Fraternity, Inc. and Inroads.

2001  
**Katherine Feise, BSBA**, is a senior analyst at Edward Jones in Des Peres, Mo

2002  
**Patricia Gettemeier, BSBA** organizational behavior, is in human resources with Healthcare Management Assoc. LLC. She resides in Florissant, Mo.

**Matthew C. Harris, BSBA** finance, is an investment representative at Edward Jones in O'Fallon, Mo.

**John Killoran III, BS** accounting, MS, management information systems, is a consultant with Accounting Solutions of St. Louis located in Overland, Mo.

**Kitina A. White, BS** accounting, was recently promoted to supervisory accountant, branch chief for the Defense Finance & Accounting Service in St. Louis.

2003  
**Dave Collet, BS** accounting, is an auditor at RubinBrown LLP.

2004  
**Ozen Ahmed, BSBA** finance, is a junior financial analyst with CITIGROUP in O'Fallon, Mo.

**Grace Chong, BSBA** international business, is an analyst with Cerner Corp in Kansas City, Mo.

**Jeff Eckerle, BSBA** marketing/management information systems, is a senior marketing associate at Kennedy Capital Management in St. Louis, Mo.

**Herman W. Fiechtl, MBA** accounting, is director of accounting & finance at Clean Earth Technologies in Earth City, Mo.

**Rashad Gresham, BSBA** organizational behavior, is a customer service specialist at Commerce Bank in Creve Coeur, Mo.

**Kimberly Jones, BS** accounting, is an accountant with Maritz, Inc. in Fenton, Mo.

**Selena Lambrich, BS** accounting '03, MA accounting, is an accountant and owner of Selena's Accounting Services in High Ridge, Mo.

**Therita Martin, BSBA**, is a claims representative at Enterprise Rent-A-Car in St. Louis, Mo.

**Tabitha Pikes, BSBA** organizational behavior, is a sales associate at Neiman Marcus in St. Louis, Mo.

**Thomas J. Schaefer, MBA**,

is a financial market specialist at Reuters America in Creve Coeur, Mo.

**Anna N. Gochkova, MBA** accounting, is a financial systems accountant at Kellwood Company in Chesterfield, Mo.

2005  
**Edward Brown, BSBA** finance, is an agent assistant at American Family Insurance in Bridgeton, Mo.

**Joshua Brown, BSBA** finance,

is a financial market specialist at Reuters America in Creve Coeur, Mo.

**Anna N. Gochkova, MBA** accounting, is a financial systems accountant at Kellwood Company in Chesterfield, Mo.

**Marie Powers, BSBA '96, MBA**, is tax manager at Conner Ash in St. Louis, Mo.

**Joseph Roberts, BS** management information systems, is a vehicle/equipment technician with the Department of Defense in St. Louis, Mo.

**Diane Whertvine, BSBA** organizational behavior, is with Town & Country Cardiovascular in St. Louis.

Simply fill out the coupon below, return with your payment and you will begin enjoying the privileges of membership.

## UMSL Alumni Association Membership Application

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

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

**Return the form along with your check made payable to UMSL Alumni Association to: UMSL Alumni Association, One University Boulevard, St. Louis, MO 63121-4400 or call 314.516.5833 to charge your membership.**

## Keep in Touch! Information Update

Name \_\_\_\_\_

UM-St. Louis Degree \_\_\_\_\_ Year \_\_\_\_\_

Current Mailing Address \_\_\_\_\_

Employer \_\_\_\_\_

Current Position \_\_\_\_\_

Employer Address \_\_\_\_\_

Email Address \_\_\_\_\_

Recent Activities \_\_\_\_\_

Other News \_\_\_\_\_

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

## CBA Welcomes New Faculty and Staff



**Natalia Mintchik,**  
*Assistant Professor of Accounting*

*Ph.D. – Accounting, University of North Texas, Denton, TX, 2005.*

*M.S. – Economics, Moscow State University, Russia, 1993.*

*Research – Earnings forecasting, ethics in accounting education, and IT effects on auditing and organization.*

*Industry Experience - Auditor for Deloitte & Touche, Russia, Financial expert, Merisel-Computer Technology, Russia and Financial Director and AIS independent consultant, Dealine Distribution Company, Russia.*



**Gaiyan Zhang,**  
*Assistant Professor of Finance*

*Ph.D. – Finance, University of California, Irvine, Irvine, CA 2005.*

*M.A. – Finance, Fudan University, Shanghai, China, 1999.*

*B.A. – Finance, Nankai University, Tianjin, China, 1996.*

*Research – Credit risk, financial risk management and international finance.*

*Industry Experience – Security analyst in Shanghai Representative, Sassoon Consulting Firm, Hong Kong, China.*



**Kent Krober,**  
*Development Officer*

*M.S. – Counseling, Southern Illinois University –Edwardsville, Edwardsville, IL, 1996.*

*B.S. – Education, Greenville College, Greenville, IL 1978*

*Experience – Director of Admissions 1982-1996 and Director of Alumni and Church Relations 1996 -2001, Greenville College, sixth grade science teacher for East St. Louis School District, 2001 – 2005.*

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# update

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