



# The Perdue News

## Visit Us On the Web

- **Salisbury University Home Page**  
[www.salisbury.edu](http://www.salisbury.edu)
- **Franklin P. Perdue School of Business**  
[www.salisbury.edu/perdue](http://www.salisbury.edu/perdue)
- **ABLE Internship Program**  
[www.salisbury.edu/able](http://www.salisbury.edu/able)
- **Advising**  
[www.salisbury.edu/perdueadvising](http://www.salisbury.edu/perdueadvising)
- **Professional Development**  
[www.salisbury.edu/able/BUAD300/welcome.html](http://www.salisbury.edu/able/BUAD300/welcome.html)
- **Graduate Program**  
<http://mba.salisbury.edu>
- **Global Program**  
[www.salisbury.edu/perdue/globalprograms](http://www.salisbury.edu/perdue/globalprograms)
- **Accounting and Legal Studies Department**  
[www.salisbury.edu/AcctLegal](http://www.salisbury.edu/AcctLegal)
- **Economics and Finance Department**  
[www.salisbury.edu/EconFin](http://www.salisbury.edu/EconFin)
- **Information and Decision Sciences Department**  
[www.salisbury.edu/InfoSys](http://www.salisbury.edu/InfoSys)
- **Management and Marketing Department**  
[www.salisbury.edu/mgmtmktg](http://www.salisbury.edu/mgmtmktg)
- **Business Economic and Community Outreach Network**  
<http://beacon.salisbury.edu>
- **Small Business Development Center**  
[www.salisbury.edu/sbdc](http://www.salisbury.edu/sbdc)

The Perdue News is published once a month.



Franklin P. Perdue

# Salisbury

UNIVERSITY

## From the Dean's Office: Some Perdue School Highlights, '08-'09

It is hard to believe that another academic year is almost completed. Let me highlight some of the accomplishments of the year. Prior to the start of the fall semester, the entire school relocated to Caruthers Hall. In the fall the school successfully achieved its AACSB reaccreditation. Among some of the school's best practices, cited by AACSB, include: our ABLE internship program, experiential programs for live audits in accounting and managing a true portfolio in finance, our Student Business Leader program, our global programs, robust strategic planning process, among others. We launched our new M.B.A. program this year, and it will end with a first-ever reception for the graduates and alumni. This year's executive speakers included Dick Cass, president of the Baltimore Ravens, and Jeff Banning, CEO of Trinity Transport, a strong supporter of our internship program.

Our students continue to do well in external competitions, earning first and fourth place in the Goodman Accounting Challenge, placing in the Fed Challenge, and earning second in industry and 12th overall in the national SABRE new product launch. Another team of students recently placed in the top 100 of over 1,600 teams participating in an international business strategy simulation. For the second year in a row, the Bernstein Business Plan competition was won by an exchange student, from France this time (see related article). Our students also contributed to community service including the Big Event, raising funds for Save the Bay, collecting goods for the Seton Center for needy families, among many others. At this year's honors convocation, it was gratifying to see so many Perdue students garner awards for academic and leadership success. Nine students were named outstanding seniors and two students walked away with four or more recognitions: Rachel McGinley and Rebekah MacLean-Blevins. Congrats to all awardees!

Our faculty continued to distinguish themselves. Dr. Robert Dombrowski won the USM Regents Mentoring Award for his work with student non-profit audits. Professors Tylor Claggett and Shekar Shetty were abroad as Fulbright Scholars. Four faculty were recipients of major grants from the National Science

Foundation (Caviglia-Harris), the U.S. Dept. of Transportation (McDermott) the U.S. Department of Commerce (Diriker) and the Maryland Higher Education Commission (Quan). Three faculty were invited all expenses paid to share their expertise at various international venues, Steve Adams in Spain, Pat McDermott in Australia and Oliver Roche in Abu Dhabi. Dr. Gene Hahn was named to the editorial board of the *Journal of International Business Studies* and was a nominee for the USM Regents Research Award. Four business faculty participated in the President's Economic Forum (Arunachalam, Hill, Khazeh and Wu). Dr. Memo Diriker was the recipient of a University Diversity Award for BEACON's work with the Hispanic population and for recruiting a culturally diverse set of students to work on projects. The majority of the faculty had a journal publication or an article accepted for publication this past year. A number of faculty contributed to the Perdue fundraising day with Public Radio Delmarva this spring.

Our staff continues to support all that we do, and this year three were recognized by the university with support of faculty or their department heads for the efforts they do regularly. SU employees of the month were: Della McGee - budget analyst, Ellen Fykes - administrative support for Accounting and Legal Studies and Information and Decision Sciences departments, and Michele Nelson - administrative support for Management and Marketing Department.

Progress on the new Perdue building continued throughout the year with completion of the design phase this month; technology, initial furniture, flooring and wall color selections were made. As we wind down the year, we can look back on our accomplishments and look forward to the ground breaking for our new building in the fall. Wishing all a successful end of the semester and a wonderful summer, take time to smell the roses!



## 2009 Bernstein Achievement Award

Master of Business Administration student Benjamin Bottura of Crespières, France, captured the \$5,000 top prize with his business plan for “La Cuisine”—a French “cooking restaurant” in Washington, D.C. Modeled on a European concept, Bottura designed an alternative dining atmosphere where a chef teaches patrons to prepare healthy French dishes—which they can then enjoy eating.

“The experience is educational, entertaining and really fun,” said Bottura, who has dined at similar restaurants in France and Germany. He earned a B.A. in international business from ESC Rennes School of Business in France and graduates from SU’s M.B.A. program in May 2009.

“We had two finalists in the food industry and two finalists in the media/entertainment industry, with common themes of education and giving back to the community,” said William Burke, interim director of the compe-

tion, which is sponsored by SU’s Franklin P. Perdue School of Business. “The judges had to work hard to select the winner as the four finalists had excellent plans with the potential to be successful.”

The 2009 competition had 18 submissions. Runner up was M.B.A. student Ryan Kooy for Chinco Chocolates, a Chincoteague-based gourmet chocolate manufacturer. Honorable mention awards went to political science major Kiya Amajioyi, who owns a video production company in Salisbury, and business major Erik Butler for a Theatrical Warehouse retailer.

Judges were Warren Citrin, co-founder of Gloto Corporation in Fulton, MD; James Poulos, vice president of TEDCO in



(From left) Professor Julie Gittelman, Provost Tom Jones, Winner Benjamin Bottura, Ryan Kooy, Dr. Dick Hoffman, Erik Butler, Kiya Amajioyi and Professor Bill Burke

Columbia, MD; Jon Sherwell, administrative vice president and group manager at M&T Bank in Salisbury; and Larry Dernulc, senior vice president of The Bank of Delmarva in Salisbury.

## Student Business Leaders Host Middle School Students

Contributed by DeAnna Orwig, Student Business Leader

On Friday, April 24, the Perdue School hosted a half-day event for two groups of local middle school students. The mission of this event was to encourage and inspire academic achievement in high school and beyond. This was the second year that the PSB Student Business Leaders created a special day for local middle school students. Between the two groups of students, approximately 50 students were on campus. The day’s activities included a tour of campus, including a quick peek at a residence hall, lunch at the Commons, a “test your college knowledge” quiz and parting gifts generously donated by Student Affairs and SOAP.

Thank you to everyone who assisted with this community outreach event. It was a great success! Both of the teachers have asked to thank everyone who helped out and already indicated



that they would like to do it again next year. We received the following feedback:

“Thank you so very much for the wonderful opportunity you and your team provided for the students of Salisbury Middle. The students had a great experience touring the campus and participating in the question/answer activity. We really appreciate all the time and effort you and your team put into this day presentation. Please relay our thanks to all of the enthusiastic and informative students that gave our tours.” — Carole Rollins, Behavior Intervention Teacher.

“I wanted to take the time to thank you, the faculty and students that helped make our tour on Friday a success; the students really enjoyed being on campus and some even started thinking about the possibilities of college beyond ‘just looking for girls.’ Thank you again and I want to put my name on the schedule for next year.” — Michelle Drummond, Education Support Advisor.

I give a special thanks to Sara Gadoci who assisted me with organizing the event, to Ed Cowell, Vice President of Student Activities, for assisting with gifts for the students, and to Jamie Douglas and Bekah MacLean-Blevins for getting us access to the residence halls.

If you would be interested in taking just a few hours of your time to inspire local students and would like to take part in this rewarding event next year, please e-mail [studentbusinessleaders@salisbury.edu](mailto:studentbusinessleaders@salisbury.edu).

## MTBIA Site Visit

On April 24, the Practicum in Portfolio Management students had the opportunity to participate in a site visit at the Baltimore headquarters of M&T Bank Investment Advisors (MTBIA). The group included 18 students along with Dr. Herman Manakyan. The site visit included a tour of MTBIA’s trading facility as well as presentations from several practitioners from the Investments Group, including from the Institutional Client Services, Fixed Income, Equity, Private Client Services, Business Banking and Human Resources. In addition, students were able to network with several SU alumni currently employed with M&T Bank during the lunch hour. The Department of Economics and Finance is thankful to the many people within the M&T Bank organization who shared their time with our students, and especially to Jon Sherwell, senior vice president and group manager for M&T Bank Eastern Shore Region, who helped organize the visit.



## Senator Cardin Holds Town Hall Meeting

U.S. Senator Benjamin L. Cardin held a town hall meeting on April 7 with Lower Shore small business owners to discuss the economic downturn and provisions in the recently enacted economic recovery package and omnibus appropriations bill that could provide them with some relief.

“Our nation’s economic recovery is dependent on the growth of small businesses,” said Senator Cardin. “My top priority is to ensure that small businesses get the support and capital they need to remain in business and succeed.”

Cardin successfully offered an amendment to the American Recovery and Reinvestment Act to help small businesses compete for larger contracts. Due to the economic crisis, surety companies have rejected bond applications because the contractors cannot show that ade-



quate financing is in place to complete the project. This amendment makes it easier for small businesses to obtain larger bonds by temporarily increasing the limits on the Small Business Administration (SBA) Surety Bond Guarantee Program from \$2 million to \$5 mil-

lion for contracts awarded under the recovery plan. On March 27, the SBA announced it was instituting this amendment.

The economic recovery package also includes provisions that will help small businesses by strengthening and improving the SBA’s 7(a) and 504 loan programs, increasing funds for microloans, and increasing the amount of equity investment that is allowed in small businesses.

“Small businesses make up more than 99 percent of the nation’s firms and employ more than half the workforce,” said Senator Cardin. “Small businesses are the lynchpin of our economy, and I am pleased that I have helped ensure they have additional resources during these difficult economic times so that the credit crisis facing our nation doesn’t shut them out of business.”

## MKTG 331 Happenings

■ A group of students in Paula Morris’s MKTG 331 class raised \$2,500 from the St. Patrick’s Day Semi-Formal Benefit that they held in March. Over 100 people showed up to support SU’s American Marketing Association (AMA) and help fund their trip to the International Collegiate Conference in New Orleans. A dance was held at the Elks Lodge in Salisbury and featured drinks, appetizers and a DJ that provided entertainment all night long. The benefit also partnered with Saferte and Paul’s Free Taxi Service to ensure getting students home safely.

■ On April 19 students from Paula Morris’ MKTG 331 class hosted a car wash. Group member Zach Evans said the group had been working on promotions for a month. Flyers were hung around campus and handed out to students, a press release was created and an article was in the SU News. During the event WMDF-TV Channel 47 interviewed group member Ava Jawson. She described the cause and purpose of the car wash and was shown on the news later that evening. The students teamed up with members of the men’s club lacrosse team and washed over 35 vehicles. The proceeds, totaling above \$300, were split in half and donated to Student Activities Relay For Life team and men’s club lacrosse team. Overall the students said they had a great turn out and would thank everyone who participated.



## Sister Cities Association Hosts DBED Speaker

Contributed by Eli Bulla, Management & Marketing Major

On April 6, the Sister Cities Association of Salisbury hosted a guest speaker at the Salisbury Area Chamber of Commerce for the local business community. The event started with a ceremonial presentation of a gift from the city of Aguascalientes, Mexico, to the city of Salisbury. Dr. Brian Stiegler of SU’s Center for International Education presented the gift to Brad Bellacicco, executive director of the Salisbury Chamber of Commerce.



Bob Walker, managing director of the Division of International Investment and Trade for the Department of Business and Economic Development (DBED), spoke to the audience about international opportunities for business and academics. He encouraged small to medium sized business owners to go to DBED to seek resources for attending tradeshows to obtain direct foreign investment. Walker’s associate Signe Pringle engaged the audience during a question-and-answer session. The audience included Sister Cities members, local business owners, Perdue School faculty as well as a few students.

In response to the event, Perdue School Dean Richard Hoffman replied: “I was delighted to see that the Maryland Department of Business and Economics sent the head of international business and his associate to speak to business and community members last week. Particularly appealing was

the interest they showed in working to find out the needs of businesses on the Shore in order to provide a better match between them and foreign partners or markets. Furthermore, they are willing to come down more frequently to learn of the needs and to provide opportunities for our businesses to work with foreign firms and markets. All in all, I hope that this is the start of a closer connection between the Shore’s economic groups and their constituents with those of the states interna-

tional development experts.”

Pleased with the success of the event, Dr. George Whitehead, chair of the Sister Cities Association said: “I found it very informative to learn how the Division of International Investment can assist local businesses. For Example, the ExportMD program provides consulting assistance for international business plans and provides applicants with up to \$5,000 in grants. The Pathfinder Program makes available the presence of a small business at an international trade show. I am pleased that our organization could present this program and I look forward to inviting Mr. Walker back to explore these and other opportunities.”

The Sister Cities Association’s role is building relationships internationally and promoting growth: economically, culturally and educationally.



# In the Spotlight ...

- On April 29, Dr. Memo Diriker, director of the Perdue School's Business, Economic and Community Outreach Network (BEACON) was one of the six recipients of Salisbury University's 2009 Diversity Awards.
- Dr. Christy Weer's article "High School Guidance Counselor Recommendations: The role of student race, socioeconomic status and academic performance" has been accepted for publication in the *Journal of Applied Social Psychology*.
- Dr. Frank Shipper recently had a paper selected for publication in the Best Paper Proceedings of the 2009 Academy of Management Meeting in Chicago. Shipper's paper "Investigating the Sustainability of a Sustained 360 Process" examines the long-term improvements in managerial effectiveness from an on-going 360 process.
- Senior Sarah Wright has been selected as the May Center for Student Achievement Scholar Holler recipient! Scholar Holler recognizes academic excellence. Professor Paula Morris who nominated Sarah said she is "an excellent student who is dedicated to her studies and is dedicated to making a difference in the world." Congratulations!

- Professor Dick Jacobs' MGMT 492, Strategic Management, students participated in a computer model business game called Glo-Bus where they competed against a number of other teams in their class and internationally by actually running a realistic world-wide camera company. Two teams in his class (Team D: Richard Berard, Tracy Kaleo, Stephanie Nadeau; and Team G: Kaitlyn Benson, Seth Young Saralynn Lebow, Gregory Scherer) tied for the 99th best overall game to date score in the world. In addition, Team G tied for 38th best return on average equity worldwide.
- Dr. Frank Shipper's article "Everyone a Team Leader: Shared Influence at W.L. Gore & Associates," co-authored with Chuck Manz and Greg Stewart, has been accepted for publication in *Organizational Dynamics*.
- Senior Sarah Wright presented a poster at NCUR 23 at University of Wisconsin La Crosse titled "Campaigning for Environmental Sustainability: Integrated Marketing Communications." The poster included some of the research she undertook for her thesis, addressed how the marketing mix applies to non-profits, challenges in branding and public

accountability standards, and her work with the Ward Museum in promoting an event they are having in May. She also presented a paper last month that dealt with aspects of her thesis research at the Northeast Regional Honors Conference in Annapolis titled "Controversies and Contradictions in the Marketing of Non-Profits."

- Accounting Department Professor Susanne Holloway is the 2008-2009 recipient of the inaugural Perdue School Award for Excellence in Academic Advising. She was voted as this year's award winner by the PSB student body. As one of her student nominees noted: "She will give excellent advice to her students, past and present, no matter if she is your advisor or not. She has gone out of her way to help me with my accounting minor even though I'm not a student she advises and have not been in her classes in two semesters." Congratulations!



## May 2009 Perdue School Calendar

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
4	5	6	7	8
11	Last Day of Classes 12	Reading Day 13	14	15
18	19	20	Commencement, Civic Center 21	