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Business Leader

FALL 2005

A PUBLICATION OF THE CRUMMER GRADUATE SCHOOL OF BUSINESS





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Four Classmates Stay Connected

By Lynn Penyak

t was early August 1984 and I was working for Loft's Proprietary Seed Company. Karen (Casey) and I had attended Vanderbilt together and she was preparing to move to Florida to begin grad school at Crummer - so I decided to apply. Two weeks before school started I contacted Steve Gauthier and completed my application. Two days before school started I received a phone call letting me know I had been accepted - so I sold my car and bought a plane ticket. Karen picked me up at the airport and we went straight to the first of many class socials, where I met Kent Smith. He let me move into his apartment and sleep in the living room. The next morning, orientation began."-Steve Sage

"I grew up in Winter Park and attended Rollins College for my undergrad degree. I applied to Stanford and Harvard for my MBA, but I must have checked a box on the GMAT exam to receive information about scholarships from schools other than Stanford and Harvard. The Crummer School contacted me and offered a full scholarship."—Philip Rich

> Radically different paths brought Sage and Rich to the Crummer School. Throw in classmates like Karen Casey and Jim Foley and you'll see why their experiences were unique, fun, and a highlight of their lives.

> Recently I had the opportunity to meet with all four classmates to learn more about their memories of the Crummer School, and this is what they had to say.

Current job: Account Executive, CoStar Group

Undergrad: Vanderbilt University Residing in: Dallas, Texas

Steven Sage

Karen Casey

Current job: Manager, Fleet Market Requirements, DaimlerChrysler Undergrad: Vanderbilt University Residing in: Detroit, Michigan





Jim Foley

Current job: Vice President, Investments, A.G. Edwards Undergrad: **Kings** College Residing in: Atlanta, Georgia

Philip Rich

| Current job: | Senior Vice President, |
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What are your fondest memories of the Crummer School?

Foley: "Class parties were the most fun... we really got to know each other."

Rich: "The class itself was great - we were unusually close and had a lot of energy. The class behind us thought we were nuts - they were probably right!"

Casey: "Great teachers - like David Currie."

Sage: "The actual environment of Crummer - we had a great class and learned a lot but we also had fun."

What was the most important thing you learned at the Crummer School?

Rich: "The ability to look at a problem, analyze it, and act on it."

Foley: "To know your stuff. Knowledge is king. Also, keep in touch with your classmates and always network."

How did the Crummer School prepare you for success?

Casey: "It showed me that persistence pays off, and that you need to have balance in your life."

Foley: "I learned that nothing takes the place of work, no matter what your specialty is."

Sage: "It taught me how to listen and the importance that active listening holds within a corporate setting."

Advice to today's MBA students:

Sage: "Don't be discouraged with your first job if you don't apply what you learned at Crummer. As you grow in the company you will apply more."

Rich: "Find a great business leader and learn all you can from him/her."

Casey: "If you do what you love, you'll never work a day in your life."

Foley: "Two years goes fast - make the best use of time and get to know your classmates. They can become great friends as well as great networking sources in your business career."

What comes to mind when you hear "The Crummer School"?

Foley: "People."

Casey: "Gratitude for all of the opportunities I have because of the education I received there."

Sage: "Taylor Avenue. Six of us lived in two houses less than a block apart!"

Rich: "We held a unique position with the administration going through accreditation. (note: the Crummer School was accredited in April of 1985 by AACSB - the 215th MBA program in the world to hold this distinction.) As a class, we were coming of age at the same time the School was coming into its own."

What would your classmates say about you?

Rich: "I hope they would say I was serious about those things that are serious (it's a short list) and not at all about the rest."

Casey: "I've become much nicer and more mellow in my old age!"

Sage: "I'm willing to have fun."

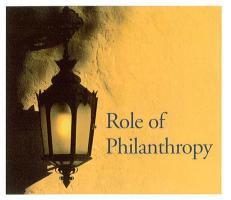
Foley: "I'm fun, crazy, and a good friend."

The Crummer School Alumni office will be holding a 20th reunion celebration for the MBA classes of 1986 next Fall - be on the lookout for more details!

"I can't wait to see everyone...First, it's so much fun to gather and reminisce... Second, I can't wait to catch up on everyone's family lives and careers... And third, it will be a real treat to see the School, the city and the professors we had who are still there!"

- Karen Casey

"I can't believe it has been nearly 20 years since our "Days of Crummer". It will be great hooking up with everyone, reliving the past, and forecasting the future (we can "diddle with the model" as Dr. Plane used to say). To my fellow classmates, I hope to see everyone there!" -Jim Foley



As a private educational institution, the importance of philanthropy has been a constant throughout the history of the Roy E. Crummer Graduate School of Business. Our growing reputation and stature make possible opportunities that can only be capitalized on with support from alumni and friends.

During the past year, the Crummer School has again been touched by the generosity of more than 600 individuals, corporations, and foundations. We recognize and are thankful for each of these heartfelt gifts. Together, they allow us to offer the superior education that has helped us maintain our position as *Florida's Most Prestigious MBA*.

The Honor Roll of Donors acknowledges all gifts to the Crummer School between June 1, 2004 and May 31, 2005. Every effort has been made to ensure the accuracy and completeness of our list, and we apologize for any errors or omissions. To report a discrepancy or for more information, please contact the Office of Alumni Relations and Development by phone at 407-646-2537 or by email at crummer.alumni@rollins.edu.

For those donors whose names are not listed here because they wish to remain anonymous, we are grateful for your support.

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The Crummer School is proud to announce the membership of the 2004-2005 Fiat Lux Society – created to represent the supporters who have committed a minimum of \$1,000 per year.

Within the Fiat Lux Society, members are recognized according to their level of giving. All members are recognized on the annual Honor Roll of Donors plaque located at the main entrance to Crummer Hall in the Charles and Lynn Steinmetz Lobby, and each receives a distinctive gold lapel pin.



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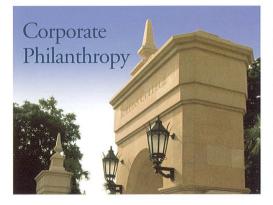
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By making gifts to the Crummer School, corporations strengthen their relationship with one of the nation's top MBA programs, gain exposure to an important source of intellectual talent, advance the economic development of the region, increase visibility among future customers and employees, and encourage philanthropy among their employees.

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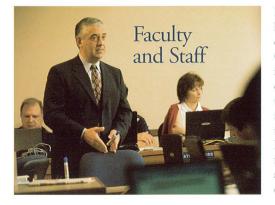
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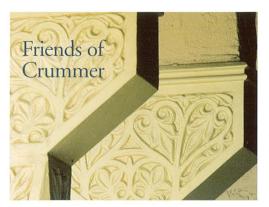
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Florida's Most Prestigious MBA 7

While Donald Trump garners headlines with his exploits on "The Apprentice," business schools across the nation compete for a smaller number of students entering MBA programs. At the Crummer School, our reputation as one of the leading MBA programs in the Southeast drives quality students to our open houses and preview events. More importantly, referrals from alumni and corporate leaders make a noticeable difference as students seek the best program to fit their educational needs.

Providing a high quality MBA experience for full-time students and working professionals is enhanced and complemented by the commitment of volunteers, donors, and executives who return to campus to share their knowledge and street smarts with our students. Our new integrated approach to "Link, Learn, and Lead," helps engage and involve alumni, entrepreneurs, and senior business leaders, and has begun paying dividends for our students and community.

How can you play a role?

LINK...Stay connected.

One of the benefits of your affiliation with a nationally ranked business school is access to a network of smart, motivated, savvy business executives and entrepreneurs who understand the benefits of staying connected as a key to long term success. Attend our functions, use the new alumni e-mail service, and keep in touch through our Web site.

LEARN...A lifelong endeavor.

A commitment to education is the foundation for all successful business leaders. The Crummer School offers opportunities for you and your colleagues to continue to grow your expertise in areas important to your career. Attend our Leadership Lecture Series, enroll your employees in the MBA program or executive education courses, or join the Center for Entrepreneurship.

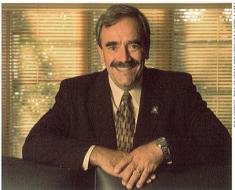
LEAD...Be a catalyst for positive change.

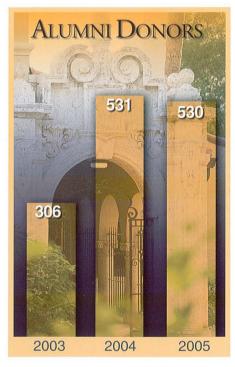
As a leader in your organization and community, it is our sincere hope that you will share your talents and experiences with others to make a difference in your community and across the globe. Additionally, the Crummer School needs people to serve as mentors, speak in classrooms, recruit our students and place interns, and serve as host companies for consulting practica.

The preceding pages recognize the more than 600 alumni, corporations, and friends who made a donation to the Crummer School during the 2004-2005 academic year. Financial support is another important way that alumni and friends can ensure our future success. On behalf of the students and faculty who benefit from your generosity and commitment to make the Crummer School better, thank you.

Sincerely yours,

Dean Craig M. McAllaster





In 2005, the Crummer School received donations of more than \$670,000 from 530 donors for programs that support scholarships, career management, entrepreneurship, building renovations, and more.

This year was filled with many new programs and exciting success stories at Rollins College.



Rollins College

Lewis M. Duncan was installed as the 14th President of Rollins College in a traditionrich ceremony on Saturday, April 9, 2005. More than 500

guests attended the event, which featured comments by dignitaries including the Lieutenant Governor of Florida, Toni Jennings; James Wright, president of Dartmouth College; Winter Park Mayor, Kenneth "Kip" Marchman; Dr. John Churchill, secretary of the Phi Beta Kappa Society; and representatives of the staff, the alumni, the students, and the faculty of Rollins College.

In his installation address, President Duncan celebrated the history of Rollins and looked to the future:

"Collectively, we continue to distinguish ourselves at Rollins today by our commitment to excellence in all of our academic endeavors, by our willingness to innovate in exploring new approaches to student-centered learning, and by our building of community through the genuine collegiality of our campus and through our dedication to the principles of service to society, active citizenship and enlightened leadership. Today we reaffirm these values, we reaffirm our commitment to the principles of excellence, innovation and community. And as Rollins College's 14th president, I so too pledge to serve, to act, and to lead as together we work to provide the very finest in comprehensive liberal education."

Crummer Graduate School

Alumni Class Agents

The Crummer School Office of Alumni Relations has recently established a new class agent program. As ambassador of the Crummer School, a class agent enthusiastically supports the programs and activities of the School and encourages others to do the same. Class agents help keep classmates connected to each other and to the Crummer School.

If you are interested in becoming a part of this program or would like to know who your class agent is, contact Lynn Penyak, associate director of Alumni Relations and Development at 407-628-6330 or Ipenyak@rollins.edu.

E-mail Forwarding Service

As alumni of the Crummer Graduate School of Business, you are eligible to participate in our new Rollins Alumni Forwarding E-mail Service. You can establish a Rollins alumni e-mail address, which can be shared with friends, family, and classmates. This address will be automatically forwarded to your current personal or work e-mail account (i.e. AOL, Yahoo, etc.). When you change jobs or e-mail providers, your Rollins alumni e-mail address remains the same. All you have to do is revisit this site to change your forwarding address. We hope you will enjoy this free benefit, and we look forward to helping you stay connected with your alma mater.

Martin Bell Scholarship



Ignacio Esteban has been awarded the Martin L. Bell Scholarship for non-profit executives by the Crummer Graduate School of Business at Rollins College, Esteban is

executive director of the Florida Community Loan Fund, the only federally certified community development financial institution in Florida. The Loan Fund provides capital and technical assistance to qualifying nonprofit organizations with insufficient access to capital from conventional sources. Esteban began the Crummer School's Executive MBA (EMBA) program in July.

"Having worked with hundreds of talented and dedicated nonprofit executives I recognize how competitive the selection process is. I also value the great responsibility that the selection committee has entrusted to Scholarship winners," said Esteban. "As a Martin Bell Scholar, I will work tirelessly to ensure that the academic and professional formation the Crummer School's Executive MBA offers is put to use for the benefit of disadvantaged people and the nonprofits that serve them."

Each year, in recognition of the importance of the non-profit sector to our community, the Crummer School awards the Martin L. Bell Scholarship to a senior-level employee of a non-profit organization. The scholarship provides full tuition, notebook computer, books, meals and an international study trip. Established in 1988 in honor of Dr. Martin L. Bell, former director of the Executive MBA program, the Bell Scholarship has been awarded to executives from 15 local charities.

Center for Entrepreneurship

Rollins CEO Makes Splash at National Convention

The Rollins Collegiate Entrepreneur Organization (Rollins CEO) was established in the fall of 2004 with a mission to foster entrepreneurship amongst all Rollins College students. In November, four students participated in the National CEO Conference in Chicago, presenting at two leadership seminars and two general sessions. More than 1500 attended these sessions, providing great visibility for both the Crummer Graduate School and Rollins College.

2004 Dynetech Distinguished Entrepreneur



The Crummer Graduate School Center for Entrepreneurship held its second annual Advanced Entrepreneurship symposium on Friday, October 8, 2004, The

keynote speaker was nationally recognized business author, Ram Charan, who spoke on the topic of "Intelligent Execution." During the event, Marty Rubin, president and CEO of SmartCity Holdings, LLC, was named the 2004 Dynetech Distinguished Entrepreneur. SmartCity is a national telecommunications company providing a broad spectrum of telephone, internet, and data services.

Venture Plan Competition

And the winner is.... NoblePlay. On May 19, 2005, Theresa Anderson and Linnette Padron emerged victorious with a plan to



introduce a series of puzzlebooks for children ages 5-9 which focus on social issues such as Ocean

Conservation, Caring for Your Community, and Rainforest Conservation. These puzzlebooks are a fun way for adults to share their values with children. Each puzzlebook will help support a chosen charitable organization, such as the "Save the Whales" foundation, with a portion of the proceeds donated to the charity.

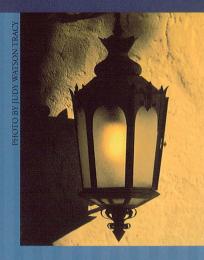
In addition to their \$3,000 1st prize winnings, the team will receive legal services from GrayRobinson, courtesy of Center Board Member, William Grimm.

Center for Leadership Development

Leadership Certificate Program Launched

The Center launched a new leadership certificate program this year. Nineteen individuals successfully completed the program by attending a series of events, performing community service, and meeting the general leadership program requirements. From these, one individual was awarded the Distinguished Leader of Merit Award. Erica Sorrell was chosen based on her outstanding leadership development plan, successful completion of academic requirements, and outstanding leadership merit as judged by both faculty and community leaders.

Class Notes



We want to hear from you. Send us updates on your life and career to the following address: crummer.alumni@rollins.edu

NEW, FREE SERVICE FOR ALUMNI

Crummer Graduate School alumni are eligible to participate in our new **Rollins Alumni Forwarding E-mail Service**, allowing you to establish a Rollins alumni e-mail address, which can be shared with friends, family, and classmates. This address is automatically forwarded to your current personal or work e-mail account. When you change jobs or e-mail providers, your Rollins alumni e-mail address remains the same. All you have to do is visit our web site to change your forwarding e-mail address. We hope you will enjoy this free benefit, and we look forward to helping you stay connected with your alma mater. Robert E. Dietz '63MBA '67MS passed away December 9, 2004.

Art Grindle '74MSM received the Leadership Legends Award from the Seminole County Regional Chamber of Commerce.

Stan Horton '77MSM was named president and chief operating officer of Cheniere Energy, Inc. in Houston.

W. Alan Luce '84MBA received the Direct Selling Association Hall of Fame Award at the Direct Selling Association conference in Orlando. The award recognizes his career and contributions to the industry.



Angel L. Mendez '88MBA joined Cisco Systems in February 2005 as senior vice president-world wide manufacturing. Previously, he served as senior vice

president-global operations for PalmOne, Inc.

Susan Brown '90MBA will begin teaching 2nd grade in Savannah this fall. She maintains her Professional Engineer registration and is on the zoning board of her town. She continues with the USCG Auxiliary, a part of Homeland Security.

J. C. Chrissey III '90MBA is CEO of London Pictures Ltd., an independent film production company based in the UK. In 2003, the company was awarded life membership in the British Academy of Film and Television. Chrissey will celebrate 18 years of marriage this year and has two daughters, Lauren (11) and Hadley (6).

Paul Johnson '92MBA is founder and president of Ingenuitas Associates LLC, facilitating peer advisory boards and coaching for CEOs of privately-held companies. Previously, he worked for Tupperware and its affiliates for 21 years. He and his wife have four children and three foster children. Kim Hahn '96MBA launched *Conceive* magazine with Rob Clarkson in 2004, and it was named one of the top 30 magazine launches for 2004. The publication explores fertility issues.

Robert Matura '96MBA and his wife, Kimberly, welcomed triplets Kaitlyn, Peyton, and Alexander into the world on January 13, 2005. Robert has been promoted to director of sales at PacifiCare.

Kathleen (Crawford) Meehan '97MBA and Linwood Clayton (Trey) Meehan III '97MBA will celebrate their 9th wedding anniversary in August 2005. They have three children: Mary Kate (4), Chipper (2), and Crawford (1). Kathleen is a freelance photographer, and Trey operates two financial service firms, Meehan Capital Management Group and First Capital Investors. They just built a new home in Winter Garden.

Susan Sackett '97MBA joined Good Samaritan Village (GSV) of Kissimmee as finance director in April 2005. GSV is a not-for-profit retirement and end-of-life care facility. The Kissimmee campus is the largest of the more than 240 GSV facilities nationwide.

Greg Clendenin '98MBA, CEO of Middleton Lawn and Pest Control, Inc., will join Sunair Electronics as CEO for Sunair Southeast Pest Holdings. Middleton was acquired by Sunair earlier this year.



Carrie L. Duvall '98MBA was awarded the Florida Small Business

Development Center Network "State Star Award" for outstanding contribution and

creative excellence with the University of Central Florida Small Business Development Center's Advisory Board Council. In addition to her successful career, Carrie enjoys challenging herself to try new things in her free time. She jumped out of an airplane on April 10th and considers it a life-changing event.

Raanan Pritzker '95 '98MBA and wife, Yael, welcomed their second son, Ilan Doron, into their family on May 31. He joins big brother, Eitan.

Eduardo Villarreal '98MBA and his wife, Maru, welcomed son Eduardo on January 18, 2005.



Erin Trabel Youngs '99MBA was married to John Youngs in Santorini,

Greece in September, 2004. She was joined by many of her closest friends for the celebration.



Jeff Gwaltney '00MBA has been named a partner of Merge Sports and Entertainment in Nashville, TN and was recently named Executive Producer

Rising" which will feature Reba McIntire and Vince Gill among others.

Joseph Tenczar '00MBA welcomed son, Jason Josef, on February 16, 2005.

Peggy Bressman '01MBA has accepted a full-time position with Farmer & Company, Inc., an Orlando architecture firm. She has served as an adjunct professor at Florida Metropolitan University. She would love to hear from her EMBA 18 classmates at pbressman@earthlink.net.

Bailey Guinigundo '01MBA married Jinkee Morales last fall. Their daughter, Brianna Mae, was born on May 29, 2005.

Robert Hartley II '91 '01MBA passed away June 8, 2005. He is survived by his wife of eight years, Barbara '01MBA.



Sandra Hostetter '01MBA was named president of CNL Bank.



Wayne Kalish '01MBA was promoted to vice president of accounting services for Darden Restaurants, Inc. The Kalish family has relocated from East Orlando to Winter Park.

Adele Caputo '00 '02MBA was promoted to assistant vice president and commercial lending officer for Osceola County at First Commercial Bank of Florida.

John Funk '02MBA and Lexi Winkles '02MBA were married on May 22 in Naples, Florida where they reside.

Robyn Eichenholz '02MBA and husband, Jason, welcomed their son, Jonathan David, into the world on April 3, 2005.

Andrea L. Henderson '99 '02MBA married Adrian T. Ehresman on July 9, 2005 in Tallahassee, Florida.

Michael J. Holmes '02MBA joined Odyssey Marine Exploration in Tampa as controller and became chief financial officer in May 2004.

Eric J. Rose '02MBA was named executive director of the Newport Aquarium in Newport, KY.

Debbie Irwin '03MBA was promoted to vice president and director of circulation for Orlando Sentinel Communications.

Jay Steffey '03MBA was promoted to marketing manager for Mediabrains, Inc. in Naples, FL. His fiance, Krifka Myler '02MBA, is a global account manager for Gartner, Inc. The couple has recently purchased a new home in Bonita

Springs, FL.



Jason Teaman '01 '03MBA accepted a district representative position with

Florida Congressman Tom Feeney. He previously served as Orange County Precinct Walk Director for Bush-Cheney '04 and worked on the presidential inaugural committee.

Denise T. Wilson '03MBA was promoted to assistant manager of media relations for Red Lobster.

Chaitali Shah

'04MBA and her



working, she is thrilled to be a stay-athome mom.

Michael Waldron '04MBA joined the Delta Queen Steamboat Company in New Orleans as director of marketing.



Jeffrey F. Buhler '05MBA and wife, Faith, welcomed daughter. Mava Grace, into the world on May 18, 2005. Jeff joined Gaylord Palms

Resort & Convention Center Florida as engineering project manager.

John Caparella '05MBA was recognized as the American Hotel & Lodging Association's Outstanding General Manager of the Year for outstanding accomplishments and exceptional service in the lodging industry.

Kevin D. Strang '05MBA, owner of A+ Music and Education in Melbourne, FL. recently founded a local chapter of the New Horizons Band, a performance group for adult musicians learning or returning to an instrument.

Faculty and Staff Notes



Erica Bader Sorrell '05MBA has been named executive director of the Management and Executive Education Center.

She was previously human resources manager for Loews Hotels at Universal Orlando. She replaces Dr. Robert K. Prescott, SPHR, who joins the Crummer School faculty as visiting associate

professor of management. He will teach courses in career development, human resource management, and training and development.



Nicole Vickers ioins the Crummer School staff as director of marketing. Previously, she was vice president for Profound

Communications in Columbus, Ohio,

Allen H. Kupetz

joins the Crummer School as executive in residence this fall. Kupetz will teach core international business courses and will lead

students on international trips through the Global Research and Study Program (GRASP).



Harwood Professor of Operations Management Barry Render co-authored and published his 34th and 35th textbooks, Operations Management 8th ed., and Principles of Operations Management 6th ed., with his long-time publisher, Prentice Hall. Both textbooks focus on service applications of operations management and highlight Orlando's Arnold Palmer Hospital for Women and Children. In appreciation for the hospital's cooperation, the authors and publisher donated \$50,000 to Arnold Palmer Hospital.

J. Clay Singleton, Crummer School professor of finance, will present at the 2005 Exchange Traded Funds Summit to be held in September 2005 in New York City.

Crummer News

Faces on Campus for Academic Year 2004-2005



These are just some of the top-level executives who made time to visit campus and speak to Crummer School students last year. Every presentation enhances the Crummer School experience and to those who gave so generously of their time, we thank you.

F. Duane Ackerman '64 '70MCS, Chairman & CEO, BellSouth Corp.
Ani Agnihotri, CEO, Illrd Millennium
Fernando Arozqueta, President, X-Tec International
Doug Calloway, President & CEO, CDTC
Brian Carroll '94 '03MBA, President, Fleet Boss
Ram Charan, Author, *Execution: The Discipline of Getting Things Done*Kiran Chhaganlal, Principal, Harbour Bridge Ventures
Greg Clendenin '98MBA, CEO, Sunair Southeast Pest Holdings
Linda Costa, President, Wordwise
Matt Davies, CEO, United Healthcare
Rich DeVos, Co-Founder, Amway Corporation, Owner, Orlando Magic NBA Team
Elizabeth Dvorak, President, Workscapes
Michael Gallagher '86, CEO, FDN Communications

.

Alan H. Ginsburg, Founder & Partner, The CED Companies William Grimm, Partner, Law Firm of GrayRobinson Don Jernigan, CEO, Florida Hospital Medical Center Beat Kahli, President & CEO, Avalon Park Allan Keen '70 '71MBA, Chairman, The Keewin Real Property Company Richard Licursi, CEO, MeshNetworks

Randy Lyon '71 '72MBA, President, Xentury City Development

Thomas McEvoy '80 '85MBA, President, SBS Enterprise Markets, Sprint, Inc.

Ken Merbler '86MBA, Director, Deloitte & Touche LLP

Michael Mercado, President, Mercado Management Services

John Metzger '98MBA, SVP & Chief Information Officer, Atlantic & Pacific Tea Company

Hugh Moore, President, HDM Consulting

Leila Nodarse, President, Nodarse & Associates

Clarence Otis, President & CEO, Darden Restaurants

Marty Rubin, President, SmartCity Holdings LLC

James M. Seneff, Jr., Chairman & CEO, CNL Charitable Foundation

Karen Seymour, Former Director, Criminal Division, U.S. Attorney's Office, Southern District, NY

Steve Walsh, Managing Partner, Broad Street Partners, LLC

Al Weiss '81MSM, President, Walt Disney World Resort, Walt Disney World Company

Business Leader

Tracy Arrington, Editor Crummer Graduate School of Business Office of Alumni Relations 1000 Holt Avenue–Box 2722 Winter Park, Florida 32789-4499

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