

Fall 2001

Crummer Connection Fall 2001

Crummer Graduate School of Business

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CRUMMER For Alumni, Business Partners, and Friends

Connection

FALL '01

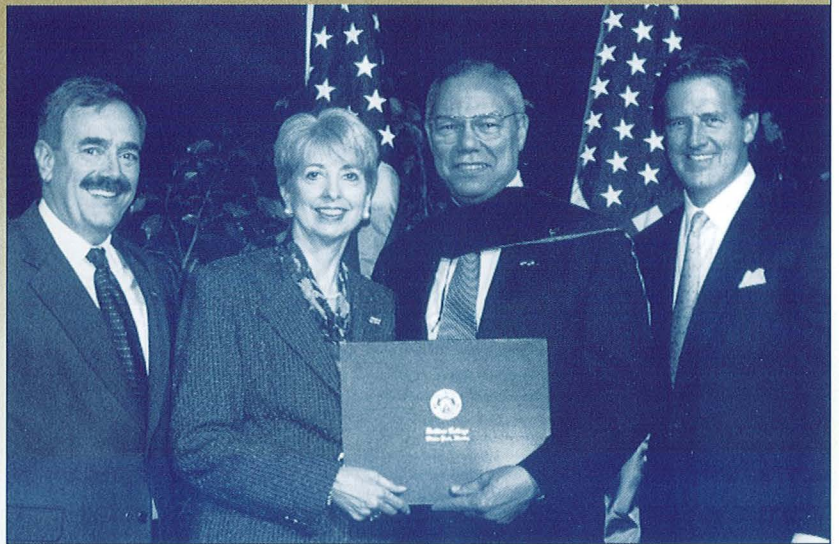
CRUMMER GRADUATE SCHOOL OF BUSINESS, ROLLINS COLLEGE

General Colin Powell Inspires Guests at Crummer Event

While Raising Nearly \$100,000 for the School

By Suzanne Beranek

➤ General Powell receives an honorary doctorate degree from Rollins College President Rita Bornstein, Crummer Dean Craig McAllaster (*far left*) and Tupperware Corporation Chairman and CEO Rick Goings (*far right*), who is also a Rollins Board of Trustees member.



OF COURSE HE'S WORTHY of his own action figure. General Colin L. Powell has not only cared for our country through his decades of military leadership, he delivered a rousing speech that evoked a standing ovation at the Crummer School's annual scholarship event last fall, the first in the David R. Roberts Memorial Lecture Series.

At the event, held on Sunday, December 3, 2000, at the Expo Centre in downtown Orlando, Powell inspired 900 people. These guests included Central Florida dignitaries, such as then Orange County Chairman Mel Martinez and Orlando Mayor Glenda Hood, who commended Powell's ability to "lead and inspire others in war and in peace." Other guests

included Crummer faculty, staff, alumni, students, and friends.

Edyth Bush Charitable Foundation President David A. Odahowski felt the "significance of General Powell's visit was to acknowledge the commitment Rollins College and her alumni have to education, research, but especially to community service." The Edyth Bush Foundation sponsored Powell's visit.

General Powell, whose speech was titled "Challenges of a Changing World," encouraged the audience to make our nation's youth a top priority. He asked those present to mentor our youth and educate them with marketable skills, among other things. As Odahowski stated, "Crummer alumni are well

known for their business acumen, and also for their civic involvement, making the communities that they live in 'communities of promise' and knowing that a Crummer graduate not only makes a living by a successful career but also makes a successful life by giving back to others."

Professors and alumni alike echoed Odahowski's complimentary thoughts. Crummer professor Samuel C. Certo applied his comments to the event's impact on enriching classroom learning. "Students were able to rub shoulders with someone they only read about," he shared. He felt that, in addition to other benefits, Powell's example for these students is that "aspirations don't have limits.

Our students should aspire to
continued on page 2



Colin Powell Inspires

things that seem unattainable because there is no limit." All who attended felt this motivation, with Powell's message being very serious but often delivered in a humorous manner. For example, he commented on his recent deal with a toy company to create a Colin Powell action figure. "It is not a doll," he joked.

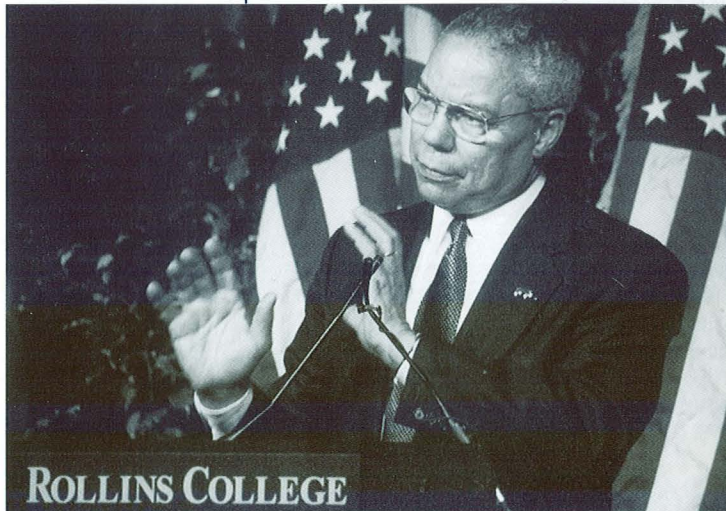
For '71 graduate **Bill Bieberbach** meeting General Powell was a great thrill. "I was very impressed by his comments and focus on helping young children and I got a big kick out of his sense of humor," he shared.

It should not go without mentioning that Powell's visit came at a significant time in our nation's history. It coincided with

fact, the event raised nearly \$100,000 for student scholarships.

"General Colin Powell was the right speaker for Crummer," said Dean Craig McAllaster. "He exemplifies leadership, and leadership is what the Crummer School stands for. We are so pleased to have had him here to share his stories and experiences."

Rollins President Rita Bornstein concluded the event by presenting



"General Colin Powell exemplifies leadership, and leadership is what the Crummer School stands for."

—Dean Craig McAllaster

the now-famous Florida recount of the presidential votes that would lead to George W. Bush's victory and his appointment of Powell as secretary of state. Alumnus **Greg Clendenin '98**, who attended with his wife **Dottie '98**, found the visit particularly interesting for this reason. He was also keenly aware of Powell's compelling power. "His visit was one of the great moments for Rollins College and Crummer," he stated. "To have someone of his stature was not only inspiring, but was beneficial in raising money for the School." In

General Powell with an honorary doctorate degree from Rollins. Just before doing so she thanked him with the following words, "You have called on us, each of us, to do the best that we can for our communities and the children of our communities so that we can improve their lives as we improve our own lives. We will not forget."

Dr. Bornstein's thoughts are resonated by all who were touched by Powell's words and his commitment to children, adults, community, and our nation. ■

Check Your Inbox for the premier issue of *The Crummer Journal*

Your fellow alumni are launching a new journal filled with informative and useful business-related articles written by, and about, Crummer alums from around the world. The journal's focus is:

- Best Practices
- In-depth Interviews
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IN THE FIRST ISSUE

- Tired of boring Power Point presentations? Read a how-to article on practical ways to create engaging and effective Power Point presentations.
- Wireless Internet services could surpass wired Internet by 200 million users in the coming years. **Prasad Sundararajan '96** explains how it works and ways this growing technology may benefit you in the near future.
- One-on-one interview with **Greg Clendenin '98**, CEO of Middleton Pest Control. Learn his secrets for running a successful business while still having time for a life away from work.

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Message from the Dean

Dear Alumni, Business Partners, and Friends:

It is hard to believe that over a year has passed since I was appointed dean of the Crummer School. I am pleased to report that Crummer had a very good year in which we worked hard to ensure a bright future for the School. In short, we accomplished a lot.

One of the biggest challenges we addressed in the 2000–2001 school year was the self-study of Crummer for our reaffirmation with AACSB International (the Association to Advance Collegiate Schools of Business), the premier accrediting agency for business schools.

Our external relations area also had an exciting year under the direction of Jane Cordray-Brandon. The Career Development Center was reorganized and expanded to better serve our full-time and part-time students, and now our alumni. Speaking of alums, the Alumni Board worked very hard this past year to make their organization more effective for all of us. Colin Powell was the featured speaker at a wonderful scholarship event that raised close to \$100,000 for student scholarships and provided a great opportunity for alumni, faculty, staff, and friends of Crummer to network (see cover story).

We were very fortunate to welcome Dr. Ronald Yeaple as the new associate dean of Crummer. He brings a wealth of experience from the University of Rochester and will play a key role in helping us move to the next level. We also reorganized our full-time and part-time program departments so we may better serve our students and to ensure an efficient and customer-focused process – and this has paid off in our 2001–2002 recruiting efforts. Crummer's Executive Education & Management Center staff have prepared themselves for some breakthrough programming for our Corporate University program, and we are partnering with a number of major businesses in Central Florida to provide world-class business education in the Bush Executive Center (see story, page 6).

This year also saw a very sad event with the passing of Professor Claudio Milman (see story, page 5). As many of you know, Claudio was leading a practica to Cuba when he was struck by a vehicle and eventually succumbed to his injuries. He was a tremendous asset to Crummer and he touched everyone with whom he came into contact. His humor, smile, and wonderful skill as a teacher will be missed, but his memory will remain in our hearts and minds.

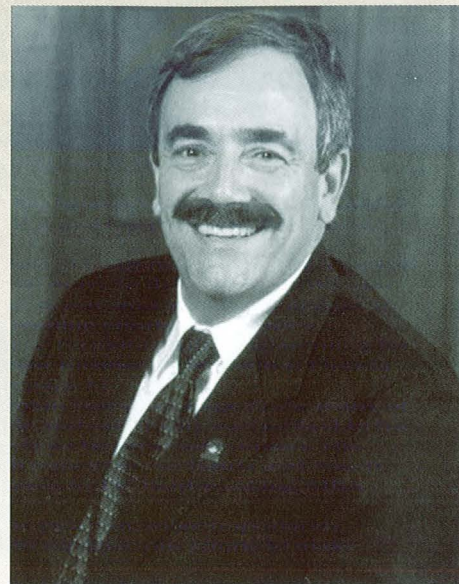
We finished the 2000–2001 school year on a solid financial note, handing degrees to 187 hard-working MBA students, and with the indication of good enrollments for this year.

Thank you to all of you who have stepped forward to wish me well during the year, but, more importantly, I want to thank everyone for being so supportive of Crummer and for helping us to continue our efforts to make Crummer the #1 business school in Florida.

Please stay in touch with us and, whenever you are around, stop in for a visit. All my best wishes for the remainder of this year, over the holidays, and in 2002.

Forbes Ranks Crummer One of America's Best Regional Business Schools

The Crummer Graduate School of Business took the number 12 spot in the new *Forbes* rankings - up from 24 last year. This makes Crummer the only Florida school ranked by *Forbes*. Thanks to each of you for all of your hard work in making Crummer such a success. Look for the October issue of *Forbes* for details.



Dean Craig M. McAllaster

A handwritten signature in dark ink, appearing to read 'Craig M. McAllaster'. The signature is fluid and cursive.

Dean Craig M. McAllaster

TupperWHERE?

Students Help Tupperware in China

BY SUZANNE BERANEK

Have you ever bought a Tupperware bowl set? If so, you probably purchased it at a party that was specifically set up for the purpose of selling these food-storing devices. However, if you were living in China, this form of selling would be illegal.

In China, where the communist law states that individuals are not permitted to gather in small groups, Tupperware Corporation has had to rethink its practices where the party plan is its primary form of marketing and advertising. Who better to help them work out the kinks in this dilemma than a group of brilliant marketing students from Crummer?

Six students taking part in the Global Business Practicum program last fall began by researching the cultural, social, and

financial environment in China. They concluded their efforts with a trip to the country, escorted by Professor Mark Johnston.

Their visit included evaluations in Guangzhou, a large city where Tupperware decided that the best way to market its products was via storefronts, or kiosks. The stu-

dents assessed six such centers. They also observed another practice the company utilizes – setting up their products in the lobby of business buildings on weekdays. Both strategies have proven to be successful.

Students' ideas ranged from grouping the items more effectively, to a new system for water filtration (in China, the tap water is not drinkable), as well as suggestions on ways to enhance their sales force. They also recommended the schools begin using the products to teach storage methods in their home economics classes.

Elinor Steele Zegelbone '01 is employed by Tupperware as the manager of business development and was also part of the project as a student. "We wanted to increase brand awareness and make suggestions on marketing and sales," she said. "This was the perfect exercise for all of us to put together a marketing strategy. You learn a lot from books, but this is a process that actually teaches you first hand."

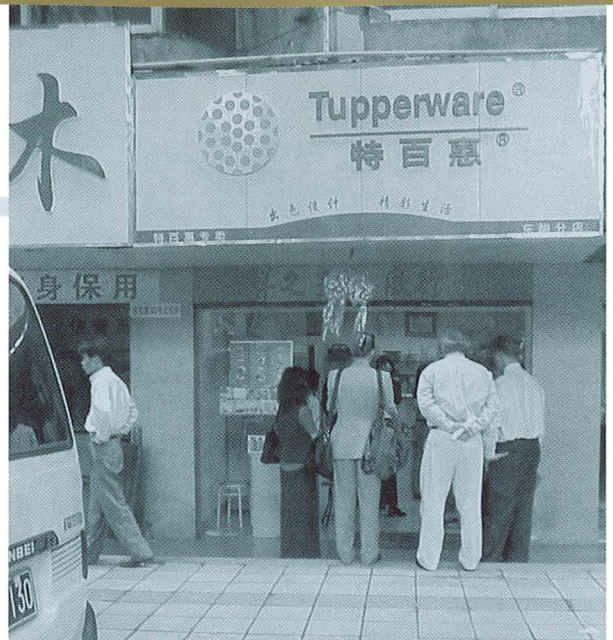
"In this win-win program, students learn by applying real-life business practices, and the businesses themselves benefit from the students' research, knowledge, and recommendations," said Professor Johnston.

Steve Vehrs '01 said, "The value I

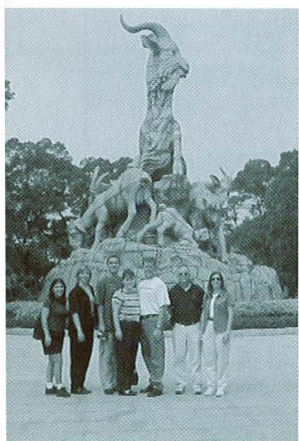
obtained from the adventure is a result of the practical application of my classroom experience. The best preparation for the mission was obtained through the late Professor Milman's course, 'International Business 501'. We consciously struggled with maintaining the Chinese perspective on the business situation rather than automatically applying tactics and practices used here in the United States. This continuous effort on our behalf and the wonderful cooperation of Tupperware China and Tupperware Corporation made the practicum an academic success, but also provided Tupperware with valuable insight and recommendations."

Tupperware Senior Vice President for Business Development and Communication Dave Halversen said, "The Corporation feels strongly about advanced education and believes that Crummer's students were able to look at the product and bring back their recommendations in a short period of time." These recommendations have been shared with the company's leaders and have been well received.

If you are interested in learning more about the Business Practicum Programs – both national and global – at Crummer, please contact Professor Mark Johnston at (407) 646-2612. ■



Shannon Eisenhut, Professor Mark Johnston, and **Steve Vehrs** observe the sales activity in front of a Tupperware storefront in Guangzhou with Grace Ma of Tupperware China.



Students **Bridget Sowinski**, **Elinor Steele Zegelbone**, **Stein Ove Fenne**, **Marcie Lushen**, **Steve Vehrs**, and **Shannon Eisenhut** in China, along with Professor Mark Johnston (second from right).

School Mourns the Loss of Loved Professor

By Suzanne Beranek

"IRREPLACEABLE... A TRUE FRIEND and genuinely caring professor... gifted and a great researcher..." These are just a few of the countless words of praise for Claudio Milman that have poured out from students, fellow professors, and staff at the Crummer School.

Professor Milman's family, friends, students, and colleagues were shocked and saddened on April 27 when his life was brought to a premature end at age 40. He was the victim of a traffic-related accident in Havana, Cuba, while leading a group of Crummer students on a marketing research project as an associate professor of international business for Crummer.

Dean Craig McAllaster tried to put the tragedy in perspective, "Claudio was doing what he loved the most when he passed on – working with students on an international project in a foreign country. We are greatly saddened by this loss and feel we've lost a very, very dear friend and colleague."

Dean McAllaster's feelings are empathized by '99 graduate **Dean Mattsson** who shared, "Professor Milman genuinely cared about us, not only on an academic basis, but he cared about us on a personal basis, as well. I appreciated his preparedness and his insight into international business. Most of all, though, he was always willing to get down on the same level as us."

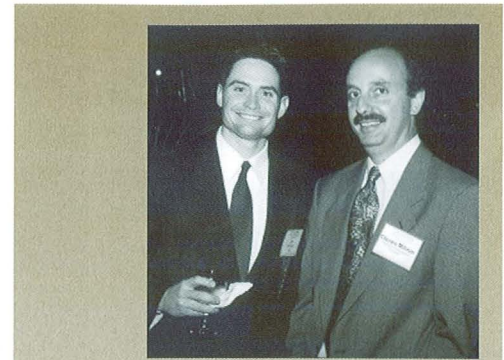
Professor Mark Johnston called him "the epitome of a great teacher – knowledgeable, gifted, a great researcher, a true professional, and caring toward his students."

Rollins President Rita Bornstein said, "We lost a wonderful scholar, teacher,

and human being, loved and respected by his students and colleagues."

These are just a few of the many words which have been poured out at the School and in the community for Professor Milman. In fact, the students have placed a memorial in the student lounge which displays pictures of, and thoughts about, Professor Milman.

The Crummer School continues to extend its sympathy to the family and friends of the Professor, and mourns his loss. ■



"We lost a wonderful scholar, teacher, and human being, loved and respected by his students and colleagues."

—President Rita Bornstein

Help Claudio Milman's Name Live On

While Helping Students

Would you like to help Professor Milman's name live on, while aiding international students in their studies? If so, please fill out the enclosed card and mail it to us.

Yes, I'd like to donate to the Claudio Milman International Memorial Scholarship Fund.

Enclosed is my gift of \$ _____ Date _____

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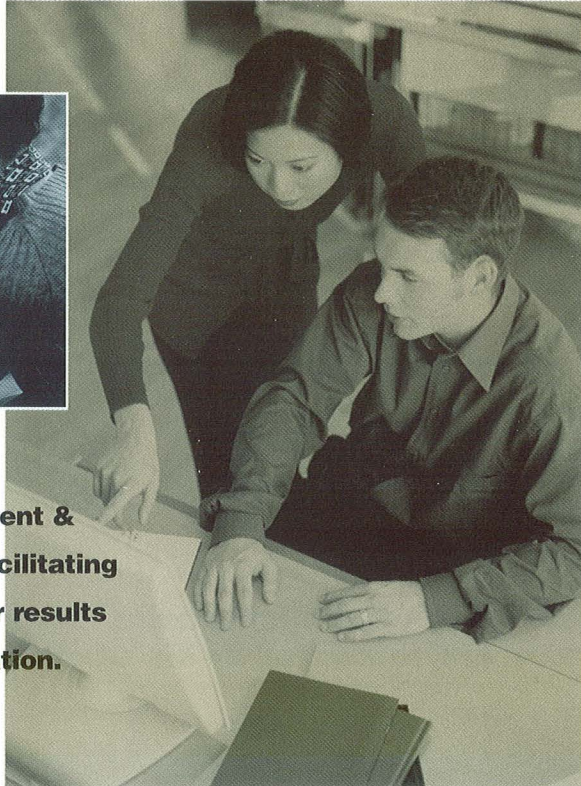
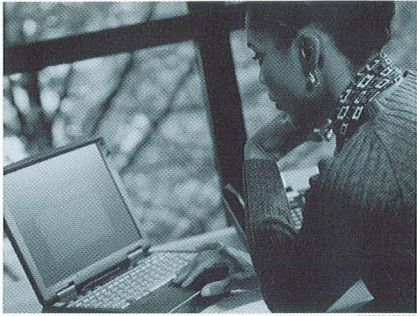


ROLLINS COLLEGE
CRUMMER GRADUATE SCHOOL OF BUSINESS

Knowledge Really is Power

Clients Can Attest

By Suzanne Beranek



Rollins College Management & Executive Education... facilitating knowledge into action for results for you and your organization.

When **John Abbott** saw a need within his company he turned to a source that had been very helpful in the past – the Crummer Graduate School of Business.

You see, Abbott had graduated from Crummer (in 1998), so he knew the benefits of working with the School, and was impressed by the Management & Executive Education Center and the professional development program the Center designed for his employees. Abbott is the director of training and development for Hancock Information Group where they wanted to offer a business knowledge component to the development of their top managers.

"With the directors of Executive Education, we designed an educational program for senior-level managers and above, which looks at the functional topics of business management," Abbott said. These 25 managers have been attending two-day modules, in a classroom setting,

every six weeks since April, that will conclude in December. This program, customized specifically for Hancock Information Group, includes components of Crummer's MBA program such as finance, managerial accounting, quantitative business analysis, marketing, and sales management, which are taught by Crummer professors. "It is a compacted MBA, hitting on key points, relevant to our business needs," said Abbott.

Abbott said the feedback has been terrific. "This is viewed as highly valuable within our company," he shared.

In addition to the classroom learning experience, Hancock managers are applying their knowledge directly to their business. "Five teams inside the company, made up of attendees, are applying their learning to specific projects relevant to the direction of the company," Abbott said.

Dr. Robert K. Prescott, executive

director of Rollins College Management & Executive Education, quotes Peter Drucker when proudly speaking about this program: "Today knowledge has power. It controls access to opportunity and advancement." Prescott, with directors Cynthia Hasenau and Connie Morris, is working hard to offer programs which are relevant, timely, and beneficial to Florida and U.S. businesses.

"We offer training and development to the community which can be likened to a training department within an organization," said Hasenau. As with Hancock, this training can be customized to specific company needs, or individuals or groups may attend public programs. For example, participants may be a part of an individual 18-week general management program, which addresses 10 topics – from finance and accounting, to marketing, and e-commerce, or the week-long Program for Effective Leadership, which offers managers and executives opportunities to gain insight into their behavior and develop skills to enhance their leadership abilities. Numerous other programs are available in either open-enrollment or custom options, and with both classroom or on-line delivery formats.

Another initiative of Rollins College Management & Executive Education is Corporate University, a membership consortium that acts as an external provider of professional development programs to organizations. Founding members include: Disney University, Tupperware Corporation, Darden Restaurants, CNL Group, and Sawtek. Representatives from these corporations sit on an Advisory Council to analyze the collective management development needs of the member companies. "The Council works closely with us to design programs for the group, customized to their specific needs," said Morris.

If you are interested in learning more, please call (407) 975-6450 or (800) 866-2405. ■

Crummer and Community Lose Long-Time Friend

PHILIP B. CROSBY

By Suzanne Beranek

Philip Crosby, 1926-2001, applied the same practices of quality to life, friendship, and philanthropy as he did to business. His philosophy, to "do things right the first time" changed the way businesses are run, and changed the lives of the many people he touched.

Crosby died on August 19 while at his summer home in Asheville, North Carolina. His 75 years were filled with accomplishments and accolades, including more than a dozen books which were translated into 16 languages. He was also credited for creating the term "zero defects" while working as a quality manager for Martin Marietta. "His expectation for zero defects was coined in the 1970s when American businesses were satisfied with mediocre work," said Professor Barry Render. "Just about all big businesses, from auto makers to appliance makers, were entrenched in the idea that an imperfect product was expected, and Crosby came along and said, 'You'll save all this money if you build it right the first time,'" said Render.

Crosby also founded Philip Crosby Associates, Inc., and Quality College, using Crummer Hall as his first class site, to teach managers from all over the world. Quality College now operates in 20 countries. He was recognized by corporations around the globe as the "guru" of quality management, and as a business philosopher and innovator who changed the way organizations work to achieve greater efficiency, reliability, and profitability.



Philip & Peggy Crosby with their donated statue of Benjamin Franklin.

Crosby taught at Rollins in the early 1960s and has guest lectured every semester in Professor Render's "Operations Management" class at Crummer for the past 13 years. He also contributed gifts and scholarships through the years. He mentored students at Crummer and generously gave a life-sized statue of Benjamin Franklin to Rollins earlier this year.

"Philip Crosby was a giant in management and quality education around the world. One of the things that set him apart is that he practiced what he preached. He gave of himself constantly to the Crummer School, whether it was speaking to a class, agreeing to attend information sessions, or just meeting with me to provide counsel and advice. He will be missed by all at Crummer, but he will not be out of our memories," said Dean Craig McAllaster. ■

CROSBY'S PHILOSOPHY, TO "DO THINGS RIGHT THE FIRST TIME" CHANGED THE WAY BUSINESSES ARE RUN.

INTRODUCING YOUR CAREER DEVELOPMENT TEAM

Webmaster Adrian Lopez, Assistant Director Rhyanne Douberley, and Director Anne M. Roberts (l to r). This team is here to help you – full-time and part-time students, as well as alumni.

CHECK OUT THEIR WEB SITE –

www.crummer.rollins.edu/Career_Development – and look for details on their improvements in the spring issue of *Crummer Connection*.



Alumni Profile

Rondra (Ronnie) Matthews '86



Company: *The Daily Press*
(Hampton Roads, Virginia)

Position: Publisher & President/CEO

Birthplace: Hawthorne, California

Residence: Williamsburg, Virginia

Family: Husband, Keith

BY VICKIE PLEUS

“I believe in surrounding myself with really smart people and giving them the authority and flexibility to do their jobs.”

Ronnie Matthews said her boss would probably describe her as a results-oriented, customer-focused leader. Her friends would most likely use the words “high-energy” and “balanced” (she’s an avid boater, golfer, and snow skier). But there’s one word that her friends and colleagues would surely agree on in this adjective game. Ronnie Matthews is successful.

When asked, Matthews, the publisher and president/CEO of the Tribune Publishing-operated *Daily Press* based in Hampton Roads, Virginia, defines success for herself and her business as if she’s rehearsed the mantra hundreds of times. Success is having an impact on her organization and community. Success is balancing her work and personal life. Success is providing valuable services to the readers and advertisers of the daily newspaper that she leads.

Matthews began her career in the newspaper business as a compensation and benefits manager for *The Orlando Sentinel*, a daily newspaper also operated by Tribune Publishing.

“I feel like I’ve had five careers within the same company,” said Matthews, who achieved positions in human resources, advertising, operations, planning, and general management at the *Sentinel*. “I’ve really been able to move around and maneuver through the newspaper to learn the various operations to prepare me for the publisher’s role.”

Her human resources background, in particular, helped develop Matthews’ people-oriented leadership style. But there was something missing from the educational foundation upon which she desired to build her career. “I recognized that when I got into the business world there were some gaps in my education,” said Matthews.

It was through the Crummer School that she honed her business skills and filled in the gaps in her management education – a strategy that would help her reach her professional goals and current position. “Crummer had such a great reputation – it was really the first and only choice I considered.”

“I think my degree from Crummer broadened my thinking and gave me confidence to step forward and take on responsibilities outside of my area of experience,” said Matthews. “After getting more training in financial, economic, and marketing concepts, I felt confident to say that I’d like to move into another department and broaden my experience. I think it also spoke to my superiors that I had invested the time in taking my education to the next level.”

Today, Matthews is responsible for overseeing the editorial and business sides of *The Daily Press*; a 550-employee organization that boasts a daily circulation of 93,477. When asked to describe the management style that she incorporates into these responsibilities, she responds simply: empowering leadership.

“I believe in surrounding myself with really smart people and giving them the authority and flexibility to do their jobs. When you’re in a role of CEO in any organization, you can’t possibly have the depth of knowledge in an area that your most capable staff members can have,” Matthews said. “I also feel that a leader has a responsibility to release that vision and direction for the organization, and to always be scanning the horizon for issues and opportunities that will affect the business.”

Keeping her behavior in line with her beliefs, Matthews continuously keeps abreast of issues facing her industry and business management. “I need to expose myself not only to reading in the industry, but also outside the industry,” she explained. “That’s where a lot of creative thinking comes into play.”

The accomplished executive has a final piece of advice for fellow alumni who are ready to make the next professional leap. “Remember that life-long learning is critical for any business executive – for anybody. It’s important for professionals to always challenge themselves and challenge their minds, and expose themselves to new concepts and new ideas,” Matthews said. “A willingness to take risks and be flexible is very important, too. Understand where the needs are, and be willing to support your organization with flexibility.” ■

Alumni Profile

Angel Mendez '88

People with whom Angel Mendez works characterize his management style as “informally intense,” a description that Mendez doesn’t dispute but seems to appreciate. In fact, it’s his balanced combination of focus to the bottom line and people management skills that have led Mendez to the leadership team of the top global provider of handheld computers – Palm, Inc.

Admittedly, a deeply people-oriented and results-focused boss, Mendez has responsibility for a division of 200 employees at Palm. As company vice president and senior vice president of operations for the high-tech company, Mendez is responsible for the development and execution of Palm’s supply-chain and customer-support strategies.

“In plain English, that means we plan everything, make everything, and support everything,” said Mendez.

That’s no small task for a company whose products are sold in more than 35 countries. The publicly traded Palm, Inc., holds 75 percent of the market share for the worldwide personal companion handheld device market, according to International Data Corporation.

Mendez was born in Havana, Cuba, and raised in San Juan, Puerto Rico. Currently, he and his wife live in San Diego, California, with their four-year-old daughter, Kara, who he proclaims is his proudest life accomplishment. He joined Palm in July of this year, after holding a similar role with Gateway, management positions with CitiGroup and AlliedSignal, and increasingly responsible positions with General Electric (GE).

Mendez spent 11 years with GE, serving in sourcing management and factory operations. It was his relationship with GE that helped him develop an appetite for furthering his education in business management.

Though he received his bachelor’s degree in electrical engineering, Mendez learned early in his career that he wanted to manage people and operations instead of design engineering functions. He decided to attend the Crummer School while working for GE out of its Daytona Beach offices.

“I liked what I saw in Crummer’s academic approach,” said Mendez about his first recollections of the Business School. “I liked the campus, the location, and the evening program was student-friendly for those who worked in a corporate environment. I also liked the fact that I saw other corporations like Disney and Martin Marietta sending people to Crummer.”

Mendez fondly recalls a few of the most beneficial graduate business courses in which he enrolled at Rollins, some of which he continues to reference in his international business roles. Though Mendez chose his international

Company: Palm, Inc.

Position: Vice President and Senior

Vice President of Operations

Birthplace: Havana, Cuba

Residence: San Diego, California

Family: Wife, Linda; Daughter, Kara



marketing and international management classes out of personal interest for the subjects at the time, he now believes those courses were some of his most valuable.

“Since I graduated from Crummer, a very large percentage of my career has been spent outside the United States or interacting with businesses outside the United States,” Mendez said. “When I was working with CitiGroup – a company that’s based in 115 countries – I had staff in over 50 countries. In my environment today, the largest proportion of what we source in terms of components comes from Asia.”

In addition, Professor David Currie’s banking class proved to be an immense resource upon his graduation from Crummer.

“While I didn’t know the banking class would be helpful at the time, after 15 or 16 years in technology, I ultimately spent two years working for the largest bank in the world, CitiGroup,” remembered Mendez. “What I learned in that course was quite beneficial; it helped me understand the business when I joined CitiGroup.”

He adds: “I remember those classes fondly and have even gone back and referenced the books I’ve kept. They’ve come in handy.”

The Crummer alum offers potent, driver’s-seat advice to business professionals and current Crummer students who are ready for the next challenge in their careers.

“Always take the job that you think you can’t do,” said Mendez. “Go after the toughest job you can possibly get and stretch yourself to really difficult goals. Never be afraid of working in an environment where you constantly have to challenge all of your assumptions and your business models. That, in my mind, is what challenges leaders. People who can’t embrace change will be left behind.” ■

BY VICKIE PLEUS

“Go after the toughest job you can possibly get and stretch yourself to really difficult goals.”

FACULTY NEWS

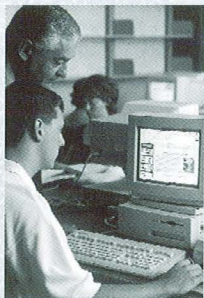
Dr. Carol Anderson

In June, Professor of Marketing Carol Anderson participated in the World Association for Case Research and Application. This international conference "Interactive Teaching and Learning Across Disciplines and Cultures" was held at the School of Economics & Management at Lund University in Lund, Sweden. Professor Anderson and her husband, Dr. Alexander Wood, a professor in the College of Education at UCF, co-authored and presented two cases and an academic paper. They are titled: "Philip Morris, Inc. ('Big MO'): The Consumer Brand Powerhouse Plans Its Future (2000)"; "Service In the Skies: High-Class, Low-Class, and No-Class – A Case Study in Airline Misbehavior"; and "The Case Study Method: Critical Thinking Enhanced by Effective Teacher Questioning Skills."

Following the conference, the couple traveled in Sweden, Denmark, Norway, and the Netherlands, and enjoyed it thoroughly. The rest of the summer was spent between Florida and the Midwest, and with children and grandchildren.



Dr. Sam Certo



Professor of Management Sam Certo recently published a book entitled *Digital Dimensioning: Finding the e-business in Your Business* with his son Matthew Certo, president of WebSolvers, Inc. The book presents a step-by-step process for using e-business

initiatives to further the pursuit of a strong, successful enterprise, one that makes the most of every digital opportunity available – without compromising a company's core business strengths. Visit www.amazon.com for a summary of the book along with several reviews.

Dr. Mark Johnston

Mark Johnston, professor of marketing, was recently ranked by the prestigious *Journal of Business Research* as one of the most influential market researchers of the past 15 years.



Professor Johnston was ranked sixth in the survey, based on the number of times (16) his articles have been cited in a dozen of the nation's leading business journals. Also, one of his articles, "Performance and Job Satisfaction Effects on Salesperson Turnover: A Replication and Extension," was rated the third most influential marketing article of the period from 1985 to 1989. This year, Professor Johnston was also elected to serve a second term as faculty president for Crummer.

Dr. Serge Matulich

Serge Matulich, professor of accounting, is retiring after 37 years of teaching, 17 of them at the Crummer School. He will have Emeritus status and, although retired, he plans to remain involved in Crummer activities.

Prior to his retirement, Professor Matulich applied and received a grant from the Fulbright Foundation, which provided funding for two years of student and faculty exchanges between the Crummer School and the University of Rijeka at Pula, Croatia. In March, 2001, seven students and two professors from Croatia visited Orlando for two weeks. They attended lectures at the Crummer School, visited businesses, and toured the area's tourist attractions.

The second part of the exchange was another Global Business Practicum funded by the Fulbright grant. Professor Matulich invited Dr. David Currie, Professor of Economics, to accom-



pany him and the student participants for two weeks. To enhance the cultural experience, the students lived with families of Croatian students. Most of the hosts were also part of the practicum team working together with Crummer students on the assigned project.

Although retired, Professor Matulich will continue administering the grant in 2002, when another group of Croatian faculty and students will visit the Crummer School, and a new Global Business Practicum will be available to Crummer students in the 2002 Summer Term A. The practicum is open to all Crummer students and alumni, with much of the cost covered by the Fulbright grant.

Dr. Barry Render

Harwood Professor of Management, Barry Render, has just published a short book titled *Essentials of Operations Management* (Prentice Hall). His textbook, *Operations Management*, is

now the leading seller in its field worldwide and has been translated into Spanish.

Dr. Martin Starr

Distinguished Professor of Operations Management Martin Starr was a plenary speaker at the SIM-POI-POMS Meeting in Guarujá, Brazil, on August 12, 2001. His topic, "The Application of Operations Management to e-Business," was very relevant as Brazil is one of the more advanced areas in the world for using the Internet to do business. There were 300 people in attendance at the Symposium for the Administration of Production and Operations International-Production and Operations Management Society of America (SIMPOI-POMS) meeting, including 200 from Brazil, 35 from the United States, and the remainder from around the world.

While in Brazil, Professor Starr also visited the Volkswagen Plant which is a modular consortium located at Resende. This automobile assembly factory is of great interest to operations management teachers and practitioners alike.

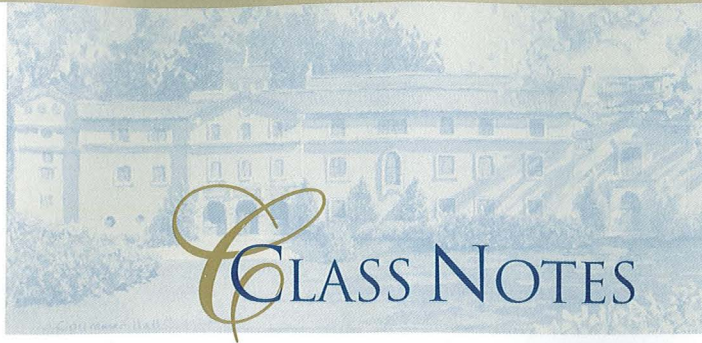
Dr. Julian Vincze

This year has been quite busy for Professor of Marketing Julian W. Vincze. In late April, Dr. Vincze traveled to Cannes, France, for a series of strategy meetings with the consulting firm Euratio Akademie where he is an associate. These meetings resulted in the creation of a new division called Euratio 100 for consultancies in mergers, acquisitions, and reorganizations. In early May, he traveled to Zurich and then to Munich on consulting assignments with Euratio Akademie.

Professor Vincze's consulting and executive education assignments continued to keep him on the go throughout the summer, taking him to California, Sweden, Prague, Chicago, Warsaw, and Krakow. In addition, Dr. Vincze was part of a task force working with Bob Prescott, director of Crummer's Executive Education & Management Center, to develop a marketing strategy.

Dr. Vincze will be a Fulbright Fellow in Pula, Croatia, during spring 2002 and plans to retire from the Crummer School at the end of August.





Toshiba America Information Systems, Inc., named **Paul Wexler '65** executive vice president.

Bill McMunn '69 '71, Wilson Flohr '69 '71, and Bill Bieberbach '70 '71 traveled to Ireland together for a golf excursion in September 2000.

Next Level Communications, Inc., a leader in ATM/IP optical interactive DSL broadband systems, announced that **J. Michael Norris '69 '71** joined the company as president and chief executive officer.

Cecil Sewell '71, CEO of Centura Banks, Inc., was profiled in *The Business Journal* in Rocky Mount, North Carolina. The *Journal* serves the Greater Triad Area.

After 24 years with Disney, **Elizabeth Gael McGuffie '84** accepted a position with Hilton Grand Vacations Company as director of development, planning, and analysis.

The Commercial Investment Real Estate Institute awarded **David Vogel '84** the designation of certified commercial investment member.

David McKim '86 is a member of the Institute of Management Accountants.

Douglas Roth '87 was named senior vice president and area executive for Branch Banking and Trust Company in Richmond, Virginia. In addition, Roth was recently recognized in the "Top 40 Under 40" list of business professionals in the Richmond area for his professional achievements and civic involvement.

Doug Terreson '89 is a managing director for Morgan Stanley. His rankings and company "report cards" appear on the website TheStreet.com.

Warren Miller '90 was named president and CEO of ACCSEUS, a company created to license Central Florida Innovation Corporation (CFIC) technology and processes to organizations seeking to form business incubators.

Robert Burrows '91 has been named chief financial officer of Action Products International, Inc., a leading educational toy and publishing company.

Morgan, Lewis & Bockius, LLP, recently promoted **Michele Coratola '91** to the position of office administrator for the company's northern Virginia office. The new office will serve as the hub for the firm's technology practice.

Gary Monetti '91 was recognized in the April 2000 issue of *Florida Trend* magazine for his accomplishment in moving up the corporate ladder of Sawtek, Inc., in Apopka, Florida. Monetti recently retired as CEO, and currently serves as a consultant for the company.

Sascha Rizzo '92 was named Bank of America's North Florida/South Carolina investment executive earlier this year. In this role, Rizzo is responsible for working with Bank of America Private Bank Clients who have a million dollars or more of investable assets.

Maureen Walker '92, an active member of the Alumni Board and Corporate Council, was appointed principal, senior vice president of Helman Et Al/Architects, Inc.

Susan Lawrence '93 has joined the Xentury City Development Company of Orlando, Florida, as their vice president of marketing.

Doug Scherber '93 of Oviedo, Florida, and partner Thomas Bird, opened a Chicago pizza franchise, East of Chicago Pizza Company, in Orlando, Florida.

Erin Wallace '93 was recently promoted to senior vice president of Walt Disney World Resort Operations. The move also allows Wallace to sit on the Walt Disney World Executive and Steering Committees.

Judy Curry '94 was elected vice president and controller for Tupperware Corporation.

Jon Slater '94 and his wife recently adopted twin boys from Kazakhstan, Russia.

Peter Gorman '96 was appointed superintendent of the Tustin Unified School District in Orange County, California.

Greg Morley '96 recently accepted a position to assist in the opening of a second theme park at Disneyland Paris.

Yaw Samuel Obeng '96, a Central Florida inventor, received a utility patent for forming planarized in an integrated circuit for Lucent Technologies in Orlando, Florida.

Colleen Sharkey '96 started a new job as a law firm administrator for Butler & Hosch.

Steve and **Toni Strollo Holbrook '97** welcomed a baby boy, Matthew Benjamin, into their family on November 3, 2000. He weighed 9 pounds 9 ounces, and was born at Winter Park Memorial Hospital.

Margaret Nowicki '97 completed her Ph.D. in Business Administration at the University of Colorado at Boulder earlier this year and will be teaching organizational behavior at Ithaca College in Ithaca, New York, this fall.

Pamela Talbot Stone '97 has relocated to Spring, Texas, and has taken a position as product marketing manager for Compaq Computer Corporation in Houston. Her responsibilities include working on new product development and launching planning for the Commercial Desktop Division.

John Walker '97 was recently promoted to vice president of technology at Edelman Public Relations Worldwide.

David Fernandez '98 recently published his book, *Rising Sunsets*, under the pen name D.H. Cermeño. The book is for sale on amazon.com, barnesandnoble.com, or can be purchased directly from the publisher at iuniverse.com.

Though he doesn't plan to quit his day job as one of two securities traders for UPS in Atlanta, **Stephen Fowler '98** took home iWon.com's \$10-Million Tax Day prize this past spring.

Robert Hiltz '98 was named global site coordinator/project manager for Siemens ICN US out of their offices in Lake Mary, Florida. There he coordinates the company's worldwide E-biz/E-com project.

Joseph Piazza '98 was promoted to regional financial controller for Latin America and Iberia for Initiative Media in New York.

Edward 'Ted' Wright '98 recently passed level three of the CFA exam, therefore completing the program. In May, he moved to Naples, Florida, to work as vice president of research at LJH Global Investments, a hedge fund.

Kingsley Asare '99 relocated to Boston, Massachusetts, and is working with an energy consulting firm.

Traci Close '99 joined Vision HR in Daytona Beach, Florida, as a human resource manager. **Keith Stewart '99** was named controller for the same fast-growing Central Florida company.

Ronald Piccolo '99 was recently accepted into the Ph.D. in Business Administration program at the University of Florida in Gainesville.

Monica Nunez Hyland '00 was named portfolio manager, global support marketing, for FedEx.

Victor Jarosiewicz '00 has joined Hoyman, Dobson & Co. in Melbourne, Florida, as a business evaluation analyst.

Kaye Laurel Livingston '00 and Terryll Ray Martin '00 married on May 12, 2001.

James Jaesung Park '00 married Jodie Renee Delmolino on December 31, 2000.

Frontier Airlines named **Andrew 'Drew' Skaff '00** director of materials management.

William 'Bill' Brown '01 and Tammy Hurt began a four-month trip around the world in August 2001.

Shannon Eisenhut '01 is currently a project coordinator for Abercrombie and Kent Global Foundation.

Corrections

On November 5, 1999, **J.T. Shim '89** and his wife celebrated the birth of their son, Adam Li Shim.

In Memoriam

George Klumph '65 died on July 12, 2000, at his home in New Smyrna Beach, Florida. He was 73.

Frederick O'Callaghan '67 of Seminole, Florida, died at the age of 69 on August 25, 2000. He owned and operated O'Callaghan Realty in St. Petersburg, Florida, for 25 years before selling real estate for Coldwell Banker.

William Yoder, Sr. '67, retired major from the Air Force, died on October 20, 2000, in Orlando, Florida, at the age of 83.

Hugh Burgay Jr. '68, retired professor of engineering management at the Defense Systems Management College, died at the age of 72 on October 14, 2000, in Sarasota, Florida.

Brent Edgerton '86, vice president of Hinsdale Hospital and executive director of Bolingbrook Medical Center, died at the age of 43, in Hinsdale, Illinois.

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Edmund C. Timberlake, Jr., Bank of America
Charles P. Steinmetz, Retired - Sears Termite and Pest Control, Inc.
Thomas L. Werner, Adventist Health System
William B. Wilson, Holland & Knight LLP

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