

Spring 2006

Business Leader Spring 2006

Crummer Graduate School of Business

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ROLLINS Business Leader

SPRING 2006

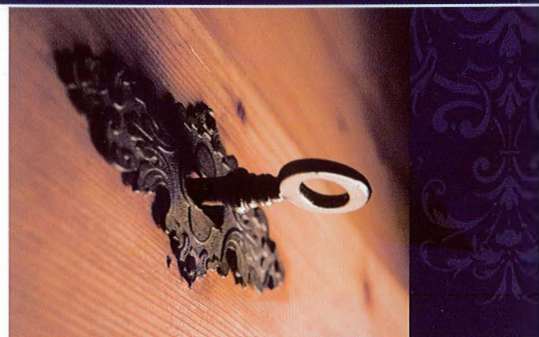
A PUBLICATION OF THE CRUMMER GRADUATE SCHOOL OF BUSINESS

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ROLLINS MBA

CRUMMER GRADUATE SCHOOL OF BUSINESS

Female Crummer School grads turn business dreams into reality



Name: Kim Hahn '96MBA

Title: Founder and CEO

Company: *conceive* magazine

Web site: www.conceivemagazine.com

Undergraduate education: B.A., Finance, University of Florida

Personal data: Husband Ernie and daughter Taylor Ann, 5; raised in Long Island, NY

Kim Hahn was SunTrust's CFO for Florida and on her way to being set for life. But when this highly successful, driven woman couldn't accomplish an important task that she'd set her mind to – conceiving a child – she wound up re-evaluating all that mattered in her life. She not only found her way to the dream of having a child, she also formulated a concept – and through labor and love – gave birth to it. Hahn has nurtured *conceive* magazine into a highly successful publication that reaches a previously underserved market of women who, like Hahn, encounter difficulty getting pregnant.

By Suzanne Beranek
Beranek Communications, LLC

“I’ve had this drive since I was like five years old,” Hahn shared. “I knew, even as a little girl, that I was going to do something important with my life.” Taking cues from society, she thought that meant corporate success, so that’s what she sought. However, unable to get pregnant and dealing with a death in the family, she realized that she wasn’t living her life consciously. Hahn hired a life coach (whom she continues to see today), began to analyze what drives her, and discovered that her career left her personally unfulfilled. “I realized that life is short and I really needed to create,” she said. “I’m thankful for infertility because it stopped me in my tracks.”

Hahn wanted to build a brand, and with partner Rob Clarkson, decided to “put a new face on baby making.” During her own struggles, she had found little information. “I had an accounting degree, an MBA, and an advanced banking degree, but didn’t know what time of month we could get pregnant or when to take prenatal vitamins,” Hahn said. While they continued their day jobs, Hahn and Clarkson began working from midnight until 4 a.m. and on holidays and weekends until – after a year of hard work – they launched the preview issue of *conceive* in May 2004.

Hahn, 39, has found a life she loves. Her staff of 11 publishes 200,000 magazines quarterly. *conceive* is distributed in the United

States, Canada and a few countries in Europe to women, ages 25 to 45, who are planning or trying to get pregnant. “I love it all – from the creative side to business decisions to working out big agreements with advertisers,” Hahn said. “It touches on so many different pieces that I feel whole because of this.”

Her target market is 61 million American women of childbearing age (43 percent of whom have not yet had their first child). Hahn says that at any given time, one in six women in her 20s is pregnant, and approximately one in six couples will have difficulty conceiving. Hahn and her husband personally identify with this statistic, which ultimately gave life to the magazine.

Conceiving *conceive*, which is based in downtown Orlando, is just one of the milestones Hahn discusses.



Getting her MBA from the Crummer School is another. "My degree has been invaluable," she shared. Having never believed she was smart enough to earn an MBA, she credits Dr. Edward Moses with proving her wrong.

Hahn has applied her MBA in her entrepreneurial career, taking what she learned from some of her favorite professors like Mark Johnston and Jack Trifts. "I wouldn't be doing this without Crummer," she said.

Hahn loves that she gets to own her life and control her decisions every minute. "I don't have somebody else controlling it anymore," she said. "I don't want to get on a plane anymore because somebody tells me to do it. This was about making choices."

Hahn believes she was born an entrepreneur. "But I wanted the comfort *and* the freedom, so I struggled with this decision," she said. "I also wanted it without fear, so I was banging my head against the wall."

What skills would she suggest to those considering entrepreneurship? "Be very coachable and make fear your best friend." Hahn advised. "What do I know about licensing in Australia? Nothing. If I let the tapes in my head talk to me, I'd say 'Let's just keep doing what we're doing.' My objective is life without limits."

Hahn also recommends surrounding yourself with people who can help you get where you need to go. Hahn is a visionary, a strategic thinker and a risk taker. She knows how to motivate herself and others. "The biggest thing for women is to give themselves permission to dream and then make it a reality," Hahn said. ■



Name: Kelly Price '96MBA

Title: Founder and CEO

Company: Kelly Price & Company

Web site: www.kellypriceandcompany.com

Undergraduate education: B.A., Finance, University of Florida

Personal data: Single, born in Memphis, Tenn. moved to Winter Park at 12 years old

Kelly Price, 42, risked her savings and began with just a single employee in 900 square feet of office space when she started her own company in 2002. Today, she is one of Central Florida's most successful residential real-estate professionals. Price employs 30 agents, and in 2005, Kelly Price & Company sold more than \$200 million in residential real estate. For Price, who's been at it for 17 years, the adage "Chance favors the prepared mind" definitely rings true.

"Although her father was a developer, Price didn't necessarily think she would go into real estate. "It was on my radar screen," she said, "But I went into sales because I wanted to be outside." She went to work for manufacturing giant Hasbro Toys when she graduated from the University of Florida, but found herself back in Winter Park 17 years ago when her father was diagnosed with brain cancer. Looking for a job that would offer flexibility during this difficult time, she tried real estate.

Today, Price points out the irony in her decision: "Real estate is not flexible," she said. "It's a very dynamic, fast-paced environment." However, she's fallen head over heels for it, despite the long hours and intrusion on her personal life, because she loves helping people, has the chance to grow every day, and enjoys closing deals. "We're taking care of people," Price said. "We turn the power on. We show them the schools. We walk the dog, feed the cat, and pick up the mail." She and her agents have even placed pets, plants and boats, and given away furniture. Price's own cat, Muffin, belonged to a client who moved into a nursing home.

When she's not out and about, Price can be found at her Winter Park office answering two phones simultaneously while mentoring agents and reviewing information on her three-screened computer. She's especially busy between January and June when the market is the hottest. Opening her own firm, Price said, "was harder than I thought it was going to be and more gratifying than I ever imagined."

So what's the secret to her success? "Knowledge is empowering. You have to know everything about your market," Price shared.

continued on page 4

Peers provide guidance for women entrepreneurs through ATHENA*PowerLink*

continued from page 3

She and her agents are taxed with much more than just showing homes. Agents must know the entire inventory in their market – the houses, the ethics and the contractual obligations.

Price also said just being kind and decent are very important. She is delighted when a family walks into a house and their eyes light up. In a business in which “most of the time we’re handling the largest transaction of our clients’ lives,” Price defines her success by the number of smiles she sees.

Price acknowledges that real estate is predominantly a man’s world and counts herself lucky to be a player in it. The biggest challenge she encounters as a female entrepreneur is juggling all facets of life, such as running an office, grocery shopping, dry cleaning and taking care of staff and clients 24/7. Finding balance is tough for Price, who said she “has a tendency to be a workaholic.”

Price expects to return to school at some point because she loved the Crummer School and says that receiving her degree is one of her biggest accomplishments. Price actually wrote her company’s business plan in professors Mark Johnston’s and Carol Anderson’s classes.

Although while in the MBA program she endured many sleepless nights — and lived through days where everything seemed to run together, she says those days when she was working and attending school were fun. “It was a pretty monumental challenge with a lot of homework, a lot of team-building time and a lot of presentations,” Price recalled.

Price doesn’t necessarily consider herself a born entrepreneur. “We all have the basic skills to do what we want, it just depends on the choices you make to determine how you get there,” she said. “I happen to be fortunate enough to have landed at the right place. I never thought years ago I would be sitting here running an office. It’s figuring out your dreams and chasing after them. I always wanted to be a top producer, but I never thought I’d be at this level.” ■

By Lauren Herder ’06MBA

The Center for Entrepreneurship at Rollins College is excited to announce the launch of the ATHENA*PowerLink* (APL) program in Central Florida. The program, developed by ATHENA International, commenced in 1999 and is currently operating in more than a dozen cities across the United States.

APL helps women business owners define and achieve tangible goals by providing them with access to panels of knowledgeable business people who act as mentors and coaches. This proven mentoring process “links” a business with a volunteer panel of advisors recruited from the local community.

“The Athena*PowerLink* and the Center for Entrepreneurship have the same outreach mission – to help existing enterprises with a strong entrepreneurial spirit take their business to the next level,” said Michael Cipollaro, executive director of the Center for Entrepreneurship. “That creates a powerful partnership which can aspire to mentor enough firms to make a real difference in our community.”

A community kick-off, hosted by founding sponsor, Foley & Lardner, LLP, officially introduced the ATHENA*PowerLink* Program to Central Florida in February. John Fremstad, vice president of technology industry development at the Metro Orlando Economic Development Commission and member of the APL Governing Body, said, “Encouraging entrepreneurship in Central Florida is essential to our future. We are more apt to grow a great company than recruit it.”

“The Athena*PowerLink* and the Center for Entrepreneurship have the same outreach mission – to help existing enterprises with a strong entrepreneurial spirit take their business to the next level.”

—Michael Cipollaro, executive director of the Center for Entrepreneurship

“Entrepreneurs need guidance and peer-to-peer mentoring that they can’t get in a classroom,” Fremstad continued. “ATHENA*PowerLink* provides the framework in a comfortable environment for specific business learning to happen. Central Florida benefits with an outcome of more high-value, high-wage jobs.”

Local sponsors include Foley & Lardner, LLP; BankFIRST; Chastang Ferrell, Sims & Eiserman LLC; and Nodarse & Associates. Represented on the Governing Body are the National Association of Women Business Owners; University of Central Florida Technology Incubator; Office of Mayor Richard T. Crotty; Metro Orlando Economic Development Commission; and the Center for Entrepreneurship at Rollins College.

For more information or to access an application, please visit www.cflathenapowerlink.com.

Crummer/SunTrust Investment Portfolio turns students into real-world investors

By **Stephanie Duesing**

Alumni Relations and Development Marketing Coordinator

The Crummer/SunTrust Investment Portfolio makes it possible for students at the Crummer Graduate School of Business to apply investment strategies they have learned in the Rollins MBA program to manage a real-dollar portfolio. Beginning in 1999, the SunTrust Banks of Central Florida Foundation made five annual \$100,000 contributions to fund the Crummer/SunTrust Investment Portfolio that is directed by students participating in the Portfolio Management/Theory and Applications course taught by Dr. Edward Moses.

“We try to bring together the theories of portfolio management and the real-world management of a portfolio,” said Dr. Moses. “There are a number of business schools with students managing real-dollar portfolios. However, I believe Crummer’s approach is somewhat unique in that our fund is managed from a portfolio perspective rather than adding or deleting one security at a time without considering the impact of individual security changes on the risk and return characteristics of the total portfolio.”

The class is structured like an investment company. There are two co-managing directors selected by the instructor. Teams of students are assigned to the analysis and selection of securities for possible inclusion in the portfolio. The co-managing directors make the portfolio investment recommendations to a panel of industry professionals based on the input from the student teams and the risk and return requirements of the portfolio developed in the student authored

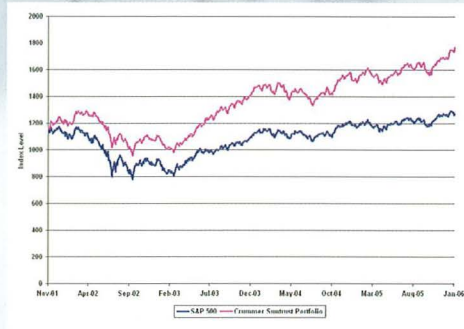
Investment Policy Statement. To assist the students, five practicing portfolio managers and security analysts meet with the students during the semester to discuss their approaches to investment analysis and portfolio management.

Another unique aspect of the portfolio’s management is the use of a hedge fund managed by students in Dr. J. Clay Singleton’s Risk Management and Derivative Markets course. The students in Dr. Singleton’s class make a presentation to the students in the Portfolio Management/Theory and Applications class who may allocate up to 10 percent of the portfolio’s value to the hedge fund managers.

Prior to receiving the generous funding from SunTrust, students in the portfolio management class, like those at many business schools, were asked to construct and manage imaginary portfolios. While students undertook the creation of these imaginary portfolios in a serious manner, in part because a considerable portion of their final grade was at stake, the differences in approach by the students when managing real dollars as opposed to imaginary dollars is significant. Both Professors Moses and Singleton agree that it is a lot harder to invest real money than imaginary money. The fiduciary responsibility the students feel for the custody of this portfolio is quite real.

Part of this feeling of responsibility is related to the Crummer/SunTrust Portfolio’s annual funding of scholarships for SunTrust Scholars at the Crummer School. Each year,

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promotes worth
stock/mar/ke
traded; stock e



Each year, four and a half percent of the portfolio’s three-year moving average value is used to fund the scholarships. Over the past two years, in excess of \$45,000 has been contributed to funding the scholarships.

four and a half percent of the portfolio’s three-year moving average value is used to fund the scholarships. The better the performance of the portfolio over time, the more dollars are available for funding the scholarships. Over the past two years, in excess of \$45,000 has been contributed to funding the scholarships. ■



Martin Bell Scholarship recipients share passion for learning and philanthropy

By Lynn Penyak
Associate Director of Alumni
Relations and Development

“To accomplish great things, we must not only act, but also dream; not only plan, but also believe.”

~Anatole France

Gary Cain '04MBA and Hope Kramer '06MBA epitomize this quote. They have both accomplished many great things in their not-for-profit careers through action, dreaming, planning and especially believing. They believe in themselves, their co-workers and the career that they both fell into.

Growing up in a family with six siblings, Cain was not given much attention – or the cohesion of belonging to a group of friends. At the age of 11 he joined the Boys & Girls Club, attending after school, and immediately found what had been missing from his life. He was taken in and found a group of friends and mentors whose memories have remained with him to this day.

The first one in his family to attend college, Cain went to Tusculum College in Greeneville, Tennessee on a scholarship provided by the Boys & Girls Club. After graduation, Cain felt a pull toward the club that supported him throughout his childhood and found a job there. More than 40 years later, Cain has lived all over the country working for the Boys & Girls Club

progressively moving up in the organization. Currently Cain is the president and chief professional officer, a position that he has held for 12 years.

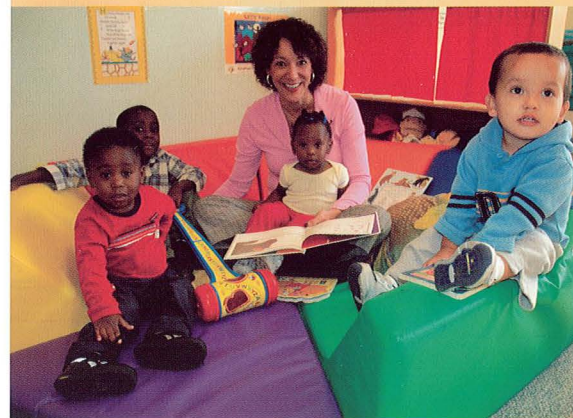
Kramer was born into a different situation and began to volunteer for a different reason, but began around the same age as Gary. Growing up in Washington D.C., Kramer had many friends – some whose parents were involved in political issues. She quickly became an activist for civil rights.

“Being in power is like being a lady. If you have to tell people you are, you aren't.”

~Margaret Thatcher

Kramer started her college career at Syracuse University and returned home to Maryland to finish her education at the University of Maryland. After having three children, Kramer became a stay-at-home mom and began volunteering.

Eventually her family moved to Florida, and in 1993 Kramer began volunteering with



Hope Kramer with children at the BETA Center. The BETA Center provides support and knowledge to at-risk children and parents.

the Jewish Community Center. She stayed at the Jewish Community Center for two years as a volunteer and became the first woman president of the Board of Directors. In 1995, Kramer decided to take on a full-time job and moved to the March of Dimes, where she was the division director for Central Florida. Gaining a lot of attention and accolades, a friend and not-for-profit colleague called her one day from the BETA Center. He was the current director and was leaving. He encouraged Kramer to apply for his position. She was hired in 1998 as the president and chief executive officer, only the third in BETA Center's 30-year history.

Cain and Kramer are born and bred not-for-profit career and volunteer partners. They share the passion and eternal hope needed to succeed in that career. Although they were content in their careers and knew that they would not be leaving the not-for-



Gary Cain with award recipients from the Boys & Girls Club.

profit world, the Crummer Graduate School of Business Martin Bell Scholarship was brought to their attention, and the idea of continuing their education with an MBA came into their minds.

“If you think you can, or you think you can’t, you’re right.”

—Henry Ford

Cain started an MBA program 20 years ago and completed one year before he transferred jobs and had to move out of the area. The opportunity to finish what he had

started made him look into the scholarship.

Another push came when he was on a plane with Rick Goings, CEO of Tupperware, and Mark Shamley, director of community relations for Tupperware. Cain mentioned that he was thinking about applying and Shamley encouraged him to – reminding him of what a great education he would receive at the

Crummer School. In fact, Shamley was thinking about applying to the program as well and helped sway Cain’s decision to apply for the scholarship. Cain received the scholarship and entered into the same class as Shamley.

Kramer had never thought about continuing her education until she heard about the Martin Bell Scholarship opportunity at the Crummer School. She was unsure at first and then said she “...literally woke up one morning and decided to apply.” Kramer’s family was firmly behind her decision and one of her sons even competed against her for the highest GPA, even though he was in high school.

Cain and Kramer have a lot in common

– from the age that they began to volunteer to the decision of entering an MBA program at a time in which their careers were at their peak. They both wanted an opportunity for continuous learning and realized that this opportunity was a once-in-a-lifetime chance.

Another thing that they share is their reaction to the experience they had while they pursued their MBAs at the Crummer School. “Every course has offered something to my career,” Kramer said. “My board has recognized that I ask more pertinent questions and understand all of their particular roles in a different and more significant way.”

Cain said, “There are so many professors that touched my life, I cannot name just one. They all gave me the necessary leaning skills to succeed and pushed me to develop and learn as much as I could.”

Beginning any educational or learning experience can be scary. These two determined individuals approached it with excitement, dignity and an identical mindset. “You can push yourself to accomplish anything that you put your mind to,” Cain said. ■

Passport of Hope: MBA alumnus providing relief in Africa

By Daniel E. Montplaisir

Director of Alumni Relations and Development

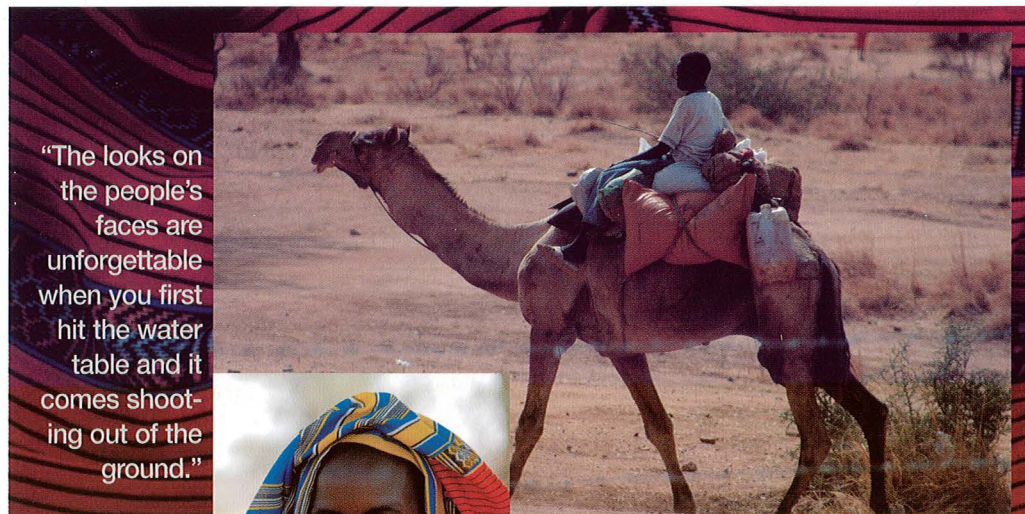
Roger Sandberg '02MBA faces same challenges as for-profit business leaders

Imagine for a moment what a Crummer Graduate School of Business alumnus, hemorrhagic fever, earthquakes, civil war and a Swiss-based, non-governmental organization have in common. The link is Roger Sandberg '02MBA. With his mind, heart and hands, Sandberg works around the globe with a relief team from Medair, an international humanitarian aid organization, to lessen the impact of natural and man-made disasters.

Right now, Sandberg and his team are implementing water and sanitation programs in Sudan, a North African country of 40 million people, as well as overseeing primary health care units and nutrition programs. "I enjoy working with the Sudanese people," Sandberg shared. "They are some of the most forgotten and marginalized people in the world and yet they are so kind and hospitable."

"It is amazing to enter a village that has no drinkable water source and figure out how to get a drilling team in place," Sandberg said. "The looks on the people's faces are unforgettable when you first hit the water table and it comes shooting out of the ground."

A graduate of Wheaton College in Illinois, Sandberg has professional experience that includes internships at the Chicago Board of Trade and CNL Financial Group. He credits his Crummer MBA as a crucial step in his development. "My MBA training has been an enormous benefit for my work in Kenya and Sudan," Sandberg said. "Even though Medair is a non-profit organization, I face the same business and management challenges (as for-profit businesses), as I oversee a staff of

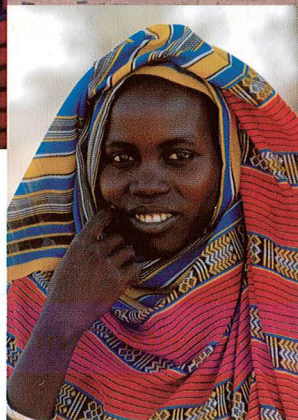


60 and a multi-million dollar program budget."

Prior to being named country director for Medair South Sudan in

December 2005, Sandberg spent three years on the staff of Samaritan's Purse International Relief. "My time with Samaritan's Purse in Kenya was a great stepping stone in the field of relief and development work," Sandberg said. "Their focus was enacting sustainable development projects, and I was interested in being part of a direct-relief initiative. I look forward to the day when South Sudan no longer needs relief work but, unfortunately, I don't see that day coming anytime soon."

The work is both dangerous and rewarding. Along side Roger is his wife, Rebecca, and their two boys, Jacob, 4, and Andrew, 1. "Rebecca and I love raising our kids in another culture and having the opportunity to see their world view



shaped by such an international place like Africa," Sandberg said. "Rebecca is involved with a micro-enterprise development program that empowers refugee women by training them in different skills, such as painting and sewing. She loves seeing how with very little training and few



resources, women's lives can be transformed."

When asked about his advice for students, Sandberg revealed, "I have discussions with friends and classmates who say they wish they could do what I am doing... my response: 'You can.'" ■

Business EDGE summer program introduces students to the business world

By Susan Bach, Ph.D.

Executive Director of Crummer Leadership Center

The Crummer Graduate School of Business is proud to launch the Business EDGE Program, a three-week summer “boot camp” for undergraduate students and recent college graduates seeking business skills for the competitive business environment or in preparation for an MBA program.

The EDGE program will provide students with the opportunity to *explore* the basic concepts and vocabulary of business, *develop* critical thinking skills to solve business problems, *grow* academically while being taught by the Crummer School’s internationally recognized faculty, and *excel* in their future endeavors upon completing the Business EDGE.

“The program is ideal for undergraduates of any major who are considering a career in business — to learn the language of business to complement their liberal arts and science background,” says Crummer School Dean Craig McAllaster. “Business schools and job markets are very competitive. The EDGE program will provide students with an advantage as they make this critical transition in their lives.”

Designed to develop basic business skills, the EDGE program will offer classes Monday through Friday in accounting, business spreadsheets, career planning, economics, ethics, finance, leadership, international business, marketing, operations management and organizational behavior. A simulation experience will provide students with the opportunity to work in teams and apply



The EDGE is a three-week summer “boot camp” for undergraduate students and recent college graduates seeking business skills for the competitive business environment or in preparation for an MBA program.

what they are learning to analyze business problems and recommend solutions.

Weekend and evening activities to further enhance learning will include a leadership-themed movie night, challenge course experience, business “Jeopardy” competition, lunchtime chats and dinner events to network with local business leaders and faculty. Electives in career management or MBA admissions preparation are also available for students to customize their summer program. The diversity of the program is designed to help students learn through varied activities and apply their knowledge in meaningful ways.

Class size will be small, and students will live in the Sutton Place Apartments, a Rollins College dormitory located on Lake Virginia, to maximize their learning experience. Admission to the Business EDGE is on a rolling basis for the limited number of spaces available. The Business EDGE tuition is

\$6,500 and includes instruction, materials, housing and most meals. Student teams will present their simulation presentations to faculty, parents and invited business guests on the final day of the program

President of Rollins College, Dr. Lewis M. Duncan remarked, “The Rollins Business EDGE Program offers an exceptional transitional opportunity, as undergraduates and recent graduates explore applications of the broad intellectual skill of a liberal arts education to the professional needs and practices of the modern business community.” ■

For additional information, an application and to inquire about information sessions, call 407-691-1079 or visit www.crummer.rollins.edu/edge.



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

David L. Woods '65MBA played Kris Kringle for eight performances in the Old Opera House Theatre Company's holiday production of the *Miracle on 34th Street* in Charles Town, WV.

Troy E. Todd '74MBA of Winter Springs, FL passed away. He is survived by his wife.

Todd Munson '78 '79MBA was recently promoted to president, Colorado Region for Chase Bank.

Rick Perry '81MBA has been appointed CFO of CAPRI Engineering, LLC, a rapidly growing, three-year-old engineering firm headquartered in Sunrise, Fla.



Al Weiss '81MBA received the James B. Greene Award from the Metro Orlando Economic Development Commission. The award is presented to an individual who has exhibited unselfish service to Central Florida's economic well-being.



Kevin Kelly '86MBA turns 50 this year and is going to Rock and Roll Fantasy Camp. He'll be playing on stage at the House of Blues in Hollywood with Cheap Trick and Roger Daltrey.

Rolando Rodriguez '88MBA has joined R-G Crown Bank, a Florida-based federal savings bank, as its president. He most recently served as a member of the board of directors, senior executive vice president and chief lending officer of Doral Bank.

Matt Stevens '89MBA published the book *Managing a Construction Firm on Just 24 Hours a Day*, a management book that presents 130 best practices and dozens of work-smart methods of successful construction contractors.

Carolyn Franz '90MBA has become vice president and corporate account manager (CAM) for the Walt Disney

World account at Siemens. She will be responsible for identifying business solutions and supporting cross-operating company initiatives to cultivate the business and long-term relationships with Disney.

William Baer '92MBA recently retired from a 30-year career in fire service for a career in public works.

Elizabeth Cruickshank '92MBA accepted the position of director of compliance with IntraNexus, a health-care information systems company.

M Ali Atashroo, Ph.D. '93MBA is taking an early retirement from Sprint Nextel in the spring of 2006. He went on a short-term mission trip to Afghanistan on April 21st to May 5.

Christopher Rogers '94MBA and his wife welcomed son, Daniel, on November 22, 2005.

Carla Borsoi '95MBA was appointed senior manager marketing analytics for search engine Ask Jeeves in December. She has responsibility for all primary and secondary research for Ask Jeeves and its subsidiaries.

Shawna Han West (formerly Xiang Han) '95MBA was appointed Americas regional audit director for Cadbury Schweppes Plc.

James P. Doherty '96MBA and his wife welcomed new child, Finnegan, on October 26, 2005.

Gregory C Morley '96MBA recently relocated from Paris to Hong Kong as director of human resources for Hong Kong Disneyland.

Rebecca F. Brown '98MBA has accepted a position as financial advisor with Paul Roldan & Associates in Orlando.

Craig Domeck '98MBA has been an assistant professor of management for Palm Beach Atlantic University at the Orlando campus. In October,



he was appointed interim dean. He continues to complete his doctorate at the University of Central Florida anticipating a 2006 graduation.

Naomi DeAngelo '99MBA began working for a division of Staples and relocated to South Carolina. She manages all marketing operations for North America, including sales, marketing, merchandising, etc.

Peter De Ceulaer '99MBA got married October 1 to Sarah in Antwerp, but not without having her checked out by classmates (**Frank Goeddeke '99MBA**) (who visited Antwerp last summer) and (**Pablo Suarez '99MBA**) (whom they caught up with in London last November). They tried to talk her out of it...

Bob Gosselin '99MBA has joined his sister Pam Bozkurt as owner/operator of Gosselin Realty in Ocoee, Fla. The company was started by his father in 1999. With 10 agents and almost a century of real estate experience, Gosselin Realty handles buying, selling, leasing and managing of both residential and commercial property.

Bill Cook '00MBA was promoted to vice president of worldwide sales for United Therapeutics in December 2005.

Jaime '00MBA and Drago Dzerve '00MBA welcomed their first child, Hunter Elizabeth, on January 16, 2006.



Victor E. Jarosiewicz, CFA '00MBA earned his CFA charter and is working in investment banking and business valuations at PCE Companies in Winter Park. He and his wife, Laura, are expecting their first child in May 2006.

Arthur McKee IV '00MBA relocated his investment management/financial planning firm, McKee Investment Planning to Winter Haven, Fla. Arthur started the firm in 2002 and has individual and corporate clients across

the US. He continues to home school their children, Jordyn, 12; Cassandra, 10; and Pierce, 8.

David Hansen '01MBA and his wife, April, welcomed twin girls, Mandy Spier and Liberty Ann, on August 24, 2005.

Juan E. Macias '01MBA has moved to Connecticut and joined GE as product general manager – industrial breakers and controls.

Kimberly Searl '01MBA opened Strategos for business in January 2005 in Orlando. The company specializes in commercial and residential real estate with a focus on strategic consultation, risk analysis and building a strategic and risk mitigation plan that is used during project execution.



Ken Alloway, '02MBA and his wife, Stacey, announce the birth of their second son, Davis Andrew, 6lb 15oz, 19.5 inches.

Jason Dewey '02MBA has joined Capital Partners, Inc. in Orlando.

Dan Govin '02MBA was named senior vice president distribution services of Infrasource Inc. in Houston, Texas. Dan and his wife Kari announce the birth of their second daughter, Emma Klair, born June 8, 2005.

Taheerah Lawrence '02MBA has recently moved to Atlanta to restart a career in real estate finance/development, affordable housing development. She is engaged to Raymond Brown of Atlanta. The wedding date is set for October 15, 2006.



William Talley '02MBA accepted a position as senior investment consultant at the Newport Group, Inc. in Heathrow, Fla.

William Pape '03MBA was recently promoted to program manager of the Navy SEALs support programs.

Kelly Beaman '04MBA has accepted a sales position with FJH Music, Inc. in Davie, Fla., an educational music publishing company run by the family of Frank J. Hackinson, a well known music industry veteran.

Robert Kleier '04MBA has been promoted to the chief technology officer of Primary Payments Systems and relocated from Ocoee, Fla. to Scottsdale, Ariz.

Leslie G. Simmonds '04MBA continues to teach real estate as an adjunct professor at Valencia Community College, and serves on the Board of Directors at Orlando Regional Realtor Association. L.G. Simmonds Real Estate is now L.G. Simmonds Real Estate Corp. as a first step in streamlining the company for growth.

John Caparella '05MBA has been named chief operating officer and executive vice president of Gaylord Entertainment Company. John was previously the general manager of the Gaylord Palms Resort & Convention Center.

Shannon Corrado '05MBA was married in March 2005 and had her first child in February 2006.

Patrick Gallagher '05MBA moved to Michigan and joined Merrill Lynch in Bloomfield Hills.

William R. Habermeyer '05MBA was promoted to commercial lending officer at First Commercial Bank of Florida.

Laura Krick '05MBA has accepted the position of product manager, international marketing, regional anesthesia product category with Arrow International and she has relocated to Pennsylvania.

Dave Lampert '05MBA wife Marla's career as photographer is taking off. She's had two gallery openings so far, and now the prestigious Millenia Gallery is going to showcase her art. She's also traveling to Harbin, China to photograph the artists involved in productions like Ice at the Gaylord Palms Hotel.

Jim Lawrence '05MBA was recently promoted to SVP, supply management and purchasing for Darden Restaurants, Inc. where he is responsible for leading supply chain operations for over 1,400 Red Lobster, Olive Garden, Bahama Breeze, Smokey Bones and Seasons 52 restaurants. He recently joined the board of Second Harvest of Central Florida.

Faculty and Staff Notes

Crummer School Professor of Marketing and Strategy **Greg**

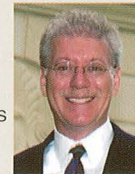


Marshall was inducted as a Fellow of the Society for Marketing Advances (SMA) at their

annual conference in San Antonio in November. SMA Fellow is the highest individual honor the society bestows, and only 24 individuals have been so-named since inception of the program in 1980.

Charles Harwood Professor of Operations Management

Barry Render has published a new book entitled



Managerial Decision Modeling with Spreadsheets 2nd edition with Pearson-Prentice Hall. This is Barry's 36th textbook and 19th since joining Rollins in 1989.

The Center for International Business Education & Research (CIBER) at Michigan State University, an association of scholars and specialists in the field of



international business, has compiled a global list of the most prolific researchers in international business in the

past 10 years. Based on the number and quality of research publications, Associate Professor of International Business **James P. Johnson** is listed at No. 57.

In Memoriam: Colin Murray



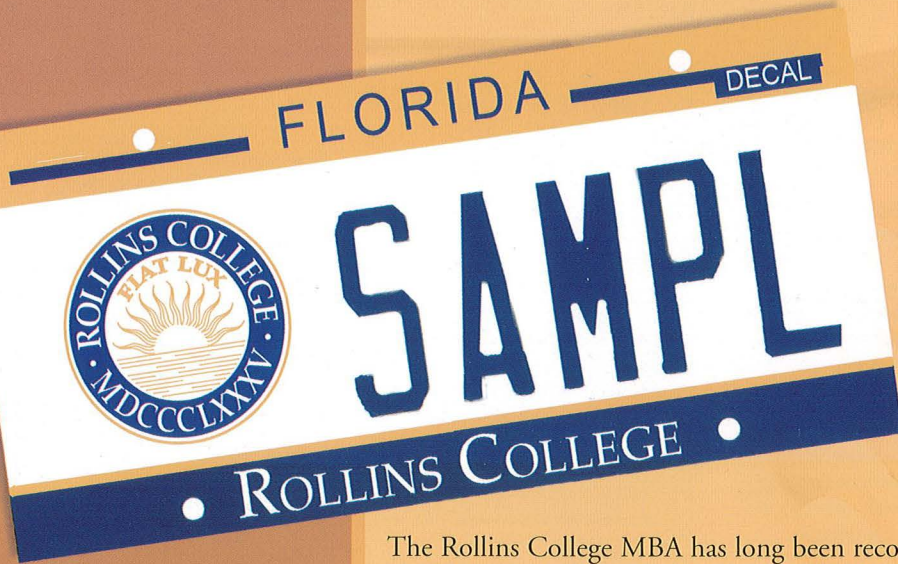
Colin Murray '98MBA passed away on Wednesday, January 18, 2006, due to complications from Lou Gherig's Disease.

Murray moved to Central Florida in high school and attended West Orange High. He received his associate's degree from Valencia Community

College and his bachelor's degree from Stetson University before attending the Crummer Graduate School of Business. After graduation, Murray worked for Darden Restaurants, Inc. as a senior financial analyst. He was president of the African American Investment Club and an active member of the National Association of Black Accountants. Classmates lovingly remember him as a "people person" who was always full of humor and made everyone feel like a member of his family.

Stanton Reed '93MBA established an endowed scholarship in Murray's honor in 2005 to provide annual funds for an African-American, full-time student with financial need. If you would like to contribute to the Colin Murray Memorial Scholarship, please contact Associate Director of Alumni Relations and Development Lynn Penyak at 407-628-6330 or lpenyak@rollins.edu.

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