

Fall 1998

## Crummer Connection Fall 1998

Crummer Graduate School of Business

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# CRUMMER *connection*

FALL 98

For Alumni, Business Partners, and Friends

CRUMMER GRADUATE SCHOOL OF BUSINESS, ROLLINS COLLEGE

## Alumni Association Board Funds New Web Page



Dean Ed Moses graciously accepts a check for \$12,500 from Alumni Association Board President **Bob Winslow '73**. The Alumni Association Board gift is designated for Crummer's new web page.

The Crummer Alumni Association has paved the way for the Crummer School to ride the information highway with a \$12,500 gift for design of a new web page. This is the largest single gift from the Alumni Association in the school's 41-year history, and will have a far-reaching impact on alumni, current and potential students, corporate recruiters, staff, and faculty.

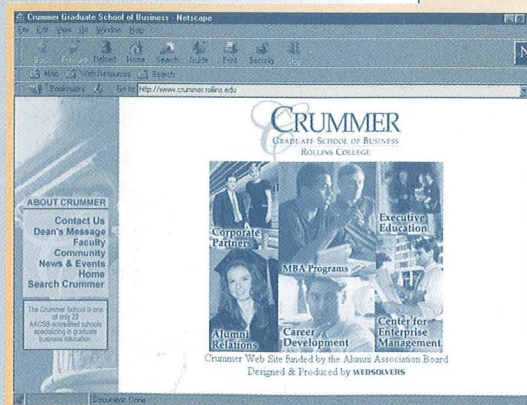
While the Crummer School has had a web page since September 1994, it has been

focused primarily on the recruitment of students.

During the summer of 1998, work began on the new and more comprehensive site. A local firm, Websolvers, Inc. (headed by current PMBA student Matt Certo '01), was hired to redesign and lay out a fresh new look for the school. Content has been expanded to serve the needs of all Crummer constituents. Graduate assistants have been assigned to update and enhance the page under the guidance of Marketing Director Jennifer Finrock.

The site, located at [www.crummer.rollins.edu](http://www.crummer.rollins.edu), is now a must for all members of the Crummer community! It contains seven main areas of information, each of which contains some remarkable features:

- Alumni Relations— Events and dates are posted. A searchable alumni e-mail database helps to keep former students in touch. In order to have your e-mail address on line with other alumni, please visit the site and complete form in the "stay connected" section. Alumni are also able to send personal and professional updates.
- MBA Programs
- Career Development
- Corporate Partners
- Executive Education
- Center for Enterprise Management
- General Information about Crummer



Thanks to the funding from the Alumni Association Board, every member of the Crummer community now has an invaluable communication resource. Every time you log on, be sure to remember that it was the Alumni Association that made this great resource possible.

*You're Invited:* [www.crummer.rollins.edu](http://www.crummer.rollins.edu)



# BreakThroughs in Attitudes:

Orientation at the Crummer School is designed to flex the muscles of the mind with exercises such as Excel spreadsheets, completing a case analysis, and team building. But members of PMBA XIX and EAMBA III flexed a few more muscles this year in their BreakThroughs in Attitudes session. The new program was met with enthusiasm.

Under the management of partners Walt Kowalski and former Crummer Board of Overseers member Ken Medlin, Break-

Throughs showed students the power that their individual attitudes can have on their success. Kowalski motivated the groups to think about why they had made the commitment to the program and how they could strive to get the absolute most out of it.

The culmination of the day was for each student to

break a solid wood board with their bare hand. Students first wrote on the board the belief or fear that they felt most often held them back from attaining success. They then literally 'shattered' that belief or fear as they broke their board.

The opportunity for PMBA Class XIX to participate in this program was made possi-

ble by alumnus Bob Finfrock '71. As president and owner of Finfrock Industries, a 50-year-old pre-cast pre-stressed concrete firm in Apopka, Florida, Finfrock understands firsthand the significance that attitude can play for business leaders. He also appreciates the value the Crummer School has to offer in achieving success. Attending Crummer was the beginning of a family tradition for

**"There are no limitations  
except those  
you believe in."**

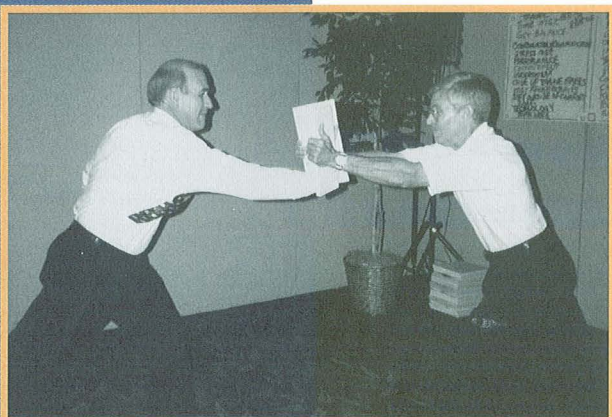
**—Walt Kowalski**

Finfrock. His two sons, Allen '97 and Bill '97 are Crummer graduates, as are daughter-in-law Jennifer '97 and nephew Chad Booker '98. In addition, he is sponsoring two employees in the PMBA Program, Stan Jones '00 and Elton Holland '00.

As Kowalski notes, "there are no limitations except those you believe in." For the PMBA and EAMBA students who enrolled this fall, they are one step closer to eliminating their own limitations and on the road to a successful Crummer experience.



Ken Medlin of BreakThroughs, Inc. rejoices with new PMBA student Sebnem Tolan '01 as she makes her breakthrough.



President of Finfrock Industries, Inc. **Bob Finfrock '71** not only sponsored the program for the new PMBA students, he used a little of his alumni muscle to make a personal breakthrough of his own.



## ■ FACULTY NEWS ■

### Julian Vincze

Dr. Julian Vincze, professor of marketing, was recently invited to be a panel member at the 1998 Multicultural Marketing Conference in Montreal, Canada. The panel dealt with the topic, "Does the Marketing Concept Apply in Developing Nations?"

### Barry Render

Dr. Barry Render, professor of operations management had his newest text, *Operations Management, 5th edition*, published. Dr. Render introduces the reader to a state-of-the-art view of the operations function. The text is organized around the ten decisions that are critical to effective operations management.

Dr. Render also published an article entitled, "Communicating in the POM Class: an Author's Perspective", in the leading operations journal, *Production and Operations Management* (Summer 1998). The article focuses on the many tools available to instructors to make their teaching of operations more effective.

### Claudio Milman

Dr. Claudio D. Milman, associate professor of international business has recently published "Argentina's New Challenges," in *The Journal of Latin American Affairs*, (Vol. 5, No.1, 1997), and "Cross-Border Merger and Acquisition Activity in Eastern Europe: 1989-1996," in *Management* (Vol. 2, No.6, 1997).

Dr. Milman is involved in the Global Business Practicum course. Last April, Dr. Milman led a group of five students to Buenos Aires, Argentina, with the objective of assisting FAVRA, a mid-sized firm from Argentina, in establishing a joint venture with two U.S. companies, Marley and Anderson Greenwood.

### Serge Matulich

Dr. Serge Matulich, professor of accounting completed a Students for Free Enterprise (SIFE) project involving the delivery of an ambulance and 4,000 lbs. of cargo to Bulgaria. The project started when four Crummer students on a Global Business Practicum trip in a small Bulgarian village noticed that the hospital for which they were working was in need of an ambulance. Thanks to the many people who contributed to the project:

George Maynard of the Orlando Regional Health Care Foundation donated one of the Foundation's ambulances, Mardian Blair of Adventist Health Systems donated the stretcher, Wheeled Coach, U.S. Air Force, and Storage Trust also assisted. Dr. Matulich flew to Bulgaria to personally make the delivery of the ambulance and cargo.

Dr. Matulich will be a Fulbright Fellow in Spring 1999. He will spend five months with the University of Rijeka in Pula, Croatia.

### Martin Starr

Dr. Martin Starr, professor of operation management, works with the Center for Enterprise Management and has recently completed a research/consulting project with ABB Power T&D Company in Sanford, Florida. The project focused on process re-engineering in conjunction with ABB's upcoming move to a new facility in Lake Mary in mid-1999. Connie Morris, Dr. James Gilbert and Crummer alumni **Glenda Selby '97** and **Bob Hiltz '98** worked with CEM on this project. Initial contact for the project came to CEM through Crummer alumnus, **Andreas Hennecke '98**.

### James Gilbert

Dr. James Gilbert, associate professor of operations management and management science, is also working with the CEM. He is involved in an ongoing process flow analysis project with Scholastic Book Fairs in Lake Mary, Florida. Dr. Gilbert is the primary on-site consultant for this project which came to CEM by way of Crummer alumnus, **Alan Boyko '97**.

### Christine Nielsen

Dr. Christine Nielsen, associate professor of international business, continued her role this past summer as academic director of the Northrop Grumman International Management Program, directing seminars on U.S. government export controls and using offset and countertrade as competitive weapons.

Dr. Nielsen presented a paper, "Search for Leadership: Paradigms for Success in a Multicultural World," at the sixth annual International Human Resource Conference in Germany. The conference was followed by a trip to the Czech Republic in August to present "Assessing Opportunities and Risks: Thomas Bata Considers Re-Entry into the Czech Republic," at the sixth annual Conference on Business and Economic Development in Central and Eastern Europe.

### Ralph Drtina

Dr. Ralph Drtina, professor of accounting and management made a presentation in April to the local chapter of the Institute of Management Accountants. The topic was "Implementing a Performance Measurement System".



## T.E.A.M. BUILDING

**Together Everyone Accomplishes More  
at Crummer.**

Every semester, the Crummer School hires The Orion Trust President Brian Jackson to lead new students in team-building and performance exercises as part of their orientation. This past summer, the new Accelerated MBA students laid the groundwork for a successful experience at Crummer. "The team-building exercises are an integral part of getting students started here," said Assistant Dean Steve Gauthier. Every course and project is built on teams. Developing solid skills in this area is so important. Once learned, they become a vital part of their success at Crummer and in life."





## ...partnering with America's best businesses



### Mentor Reception 1998

Each year, 150 leaders of business and industry in Central Florida volunteer their time to serve as Crummer mentors for full-time MBA students. The mentors provide guidance in the area of professional development by meeting with their students on a regular basis throughout their time at Crummer. Mentors gain the satisfaction of helping to develop aspiring business talent by sharing their wisdom and experiences. Executives participating as Crummer mentors have consistently reported that their experiences with their student partners have been beneficial and personally rewarding.



*Top left: Geof Longstaff '72 of Regions Bank and Tim DeBoom '99*

*Above: Gary Neveras '90, Universal Studios Escape, Jennifer Lipsett '00, Tony Rodgers '88, Walt Disney World, and Susan Kreis '00*

*Right: Ronnie Matthews '86, of The Orlando Sentinel and Randy Berridge of Cirent Semiconductors*

*Right top: Neven Loncar '00 and Jim Millar '87, of Sedgwick, Inc.*

*Right bottom: Pieter Bockweg '00 and Chris Heidrich '87, & Morgan Stanley Dean Witter.*



### National Business Practicum

In order to provide Crummer students with a quality "hands-on" learning experience, the Crummer School invites businesses to participate in our National Business Practicum Program. Local business partners identify a project for a small group of students to complete. Projects may focus on any topic, such as measuring customer satisfaction, site selection, marketing new products, and operational or financial analysis. Participating companies provide Crummer students with opportunities to learn about their company and industry from an "employee's perspective."

For more information, call Dawn Thompson at (407) 646-2146 or e-mail: dthompson@rollins.edu. Faculty supervisors: Dr. Charles Brandon, professor of accounting, Dr. Mark Johnston, professor of marketing, Dr. Jack Trifts, professor of finance.

### CAREER RESOURCES

The Crummer School is aware of the increasing needs and challenges professionals face today. We understand that you are constantly looking for ways to enhance and advance your careers. The Career Development and Placement Center is committed to providing alumni with resources that will assist you in this process.

We invite you to come back to campus and take advantage of the resources that are available to you as an alumnus/a. If you have questions or need information, please call the Career Development and Placement Center's new director Jane Cordray, or the CDPC coordinator Janet Ridgway at (407) 646-1570.

■ **Alumni Network** — Visit with Director of Alumni Relations Paige Greninger to discuss alumni contacts in your target corporations or cities. Alumni database information is also available in the Center. The lists are sorted by industry, functional area, geographic region and name.

■ **Company Files and Reports** — Stop by one afternoon to review your targeted company's annual report. Over 1,000 annual reports are available in the Center for your reference.

■ **Corporate Representative Database** — Ask about the 2,000 representatives with whom Crummer has developed relationships over the years. The list is getting even bigger!

■ **Library and Reference Materials** — Take a look at the books, magazines, and CD-ROMs the Center has on hand. For Internet job searches, try JOBTRAK — a national service with over 3,000 jobs listed. Call the Center for your password.

■ **Corporate Information Series** — Alumni are welcome to attend this series that features speakers from many functional areas in business and industry. You can gain valuable information about corporations and career opportunities. Call the Center for a schedule or check the Center's web page.



# Alumni Networking Event at Walt Disney World Co.



Above (l-r): Dean Ed Moses and **Al Weiss '81**, President, Walt Disney World Resorts

On Thursday, October 1, Disney hosted Crummer's first Alumni Corporate Networking Event at its Grand Floridian Convention Center. More than 70 alumni and students who work at Disney, along with faculty and staff, enjoyed an evening of "connecting" with classmates and new Crummer friends.

As one of America's top companies and the second largest employer of Crummer graduates in Central Florida, Disney has more than 55 alumni employed on its Disney team, including Al Weiss '81, president of Walt Disney Resorts. In addition more than 40 students within Crummer's four MBA programs are employed or have been employed by Disney.



(l-r): Dawn Thompson, Director External Relations & Development, with **Tony Rodgers '88**, **Jim Duncan '92** and **Erin Trabel '99**.



(l-r): Professor Marty Schatz visits with **Stan Starr '87** and **Gael McGuffie '84**.

Special thanks to Chris Moore '80, Alumni Association Board member and director of communications and special initiatives at Walt Disney Attractions, Inc. and Al Weiss '81 for sponsoring the event at Disney and making it a success. Thank you alumni and students at Disney for staying connected with Crummer.



(l-r): **Al Weiss '81**, **Paige Greninger '01**, and **Chris Moore '80**, Director Communications & Special Initiatives Walt Disney Attractions.

The Alumni Office is planning more events at corporations in Central Florida that employ alumni. If you are interested in helping to organize an event at your company, call the Alumni Office at (407) 628-6330.



(l-r): **Jerry Montgomery '91**, **Paige Greninger '01**, **Al Weiss '81**, **Jennifer Lipsett '00**, **Evan Colten '99**.



(l-r): **John Pinar '99**, **Deanne Gabel '99** and **Fred Kosiewski '97**.



Left (l-r): **Dyann Van Dam '97**, **Trish Claussen '97**, **Susan Sackett '97**



(l-r): New EAMBA students **Jennifer Lipsett '00**, **Judy Ramsay '00**, and **Jenny Lovely '00** welcome guests.

*We'll see you again  
real soon!*





## Darden Executive Teri Robinson '86: Putting the Power of Knowledge to Work

By Bobby Davis

Teri Robinson's career mirrors the progress of the Information Revolution. She was introduced to computer science on obsolete equipment donated by McCoy Air Force Base to her high school in Orlando, at a time when few but the most advanced math students knew anything about computers.

**Robinson's managerial philosophy emphasizes coaching, mentoring, and team building, and aims "to create an environment that helps the team innovate, create, and bring new ideas to the table."**

Earlier this year, as vice president of restaurant systems for Darden Restaurants, she presided over the complete changeover of computer systems for 1,150 Red Lobster and Olive Garden restaurants—the largest technology

project the company has ever undertaken.

The efforts of Robinson and her management information systems team were rewarded with the Teamwork Award from *Restaurant News* magazine and the Food-service Technology Award for Project Excellence at the FS/TEC Expo in Philadelphia. These awards reflect Robinson's

managerial philosophy, which emphasizes coaching, mentoring, and team building, and aims "to create an environment that helps the team innovate, create, and bring new ideas to the table." Not coincidentally, these values were at the core of many

of her classes at the Crummer School.

"I loved working in teams and groups in my classes," Robinson said. "One of the key components of today's corporate environment is the ability to work with different people to pull solutions together. It's not just about individual excellence; you have to learn to rely on other people."

Robinson had always had a math and science facility, and her interest in computers was whetted when Oak Ridge High School received those donated Air Force computers. Once she and a few other students had mastered those, they entered a program with the University of Central Florida that allowed them to run their software programs on the university computers. Robinson went on to major in computer science at the University of Florida.

"I immediately found computers fascinating and challenging; they made my mind work in completely different ways," Robinson said. "I also thought it would be a good field for women. It was so new, a great frontier, and I figured I wouldn't have to compete with someone who had been there 40 years."

Robinson worked as a computer programmer at the University of Florida for two years after graduation before joining Piezo Technology, Inc. as a data processing manager. She then got what seemed like her dream job: manager in the management consulting services division at Price Waterhouse.

"It was the kind of job I thought I'd get after getting an MBA," she said. "I had to travel all over the country, which was great fun at first. But after a few years of living out of hotel rooms, I realized it wasn't what I wanted permanently."

At the end of 1986, Robinson took a position as manager of employee information at Orlando-based Darden Restaurants, the largest casual dining company in the world. She began a meteoric ascent within the company, moving on to manage the database



maintenance, point of sale systems, and systems management divisions before being named director of data service operations in early 1991 and director of systems development in November of that year. She became director of restaurant information services in 1993, and was promoted to her current position as vice president of restaurant systems in March 1995. In this capacity, Robinson is responsible for computer equipment for all of Darden's restaurants in the U.S. and Canada.

Since completing the transition of computer systems at Red Lobster and Olive Garden restaurants in November 1998, Robinson has been working on putting Darden's individual restaurants on an Intranet. "I love the culture at Darden," she said. "There were a lot of exciting things happening when I got here, and it's filled with very aggressive, smart, hard-working people. It's also a place where you get ahead because of what you can do, not who you know or because you've been there a long time."

Robinson decided to enter the MBA program at Rollins' Crummer Graduate School of Business while working at Piezo Technology, Inc. She said it was "probably the best decision I ever made."

"I realized early on that while I had great technical knowledge, I had a huge knowledge deficit in applying the technology to business. I was getting business knowledge on the job, but I felt the deficit would hold me back when competing with people who have advanced degrees. To compete at this

level, you have to have the credentials."

Robinson was aware of Crummer's strong reputation in the area, and was also attracted to the evening classes offered and the small classroom size in a private school atmosphere. Her academic experience at Crummer justified her expectations, and she has maintained strong ties to the school since graduating in 1986.

"My favorite professor was Jim Higgins. His courses concerned the 'softer' areas of organizational theory, creativity, and innovation. I now work a lot with Dr. Barry Render, who invites me to speak to his classes twice a year," she said.

Dr. Render said Robinson provides a tremendous benefit to his students in the Managing Information Technology elective. "First, there are very few information systems managers of such large companies here in Orlando," Render said. "My

female students get to meet one of the very few vice presidents of information systems for a billion-dollar enterprise. Teri has succeeded in a tough field. And she's in a fascinating industry; everyone knows what restaurants do, but few people know how restaurants run their information technology. She's also a perfect example of the most common career

path for information systems managers: they get their MBA, they work for a big consulting firm, which spends a fortune training them and then sends them on the road mercilessly, and then one of their clients usually offers them a job.

"What's interesting is that while she has the technical expertise, Teri's greatest

strength is working with people. She shows my students that you don't necessarily have to have a computer science background to succeed as an information technology manager."

In the early 1990s, Robinson served on Crummer's Alumni Board, which raised funds from alumni and held activities to keep them connected to the school, such as one-day continuing education seminars and social gatherings. She also is involved in the Mentor Program, which gives MBA students a taste of the corporate experience. "We take them to meetings and show what the various divisions do. A number of the students she has mentored have returned to Darden as interns and permanent employees," she said.

"Darden recognizes the value of a graduate degree. We have one or two people every year enter the Crummer Executive MBA Program. I didn't have to go back and work as hard as I did, but to compete at this level, I needed the knowledge an MBA could provide."



**Teri Robinson '86** of Darden Restaurants with new EAMBA student **Sara Rivera '00** at Mentor Reception.

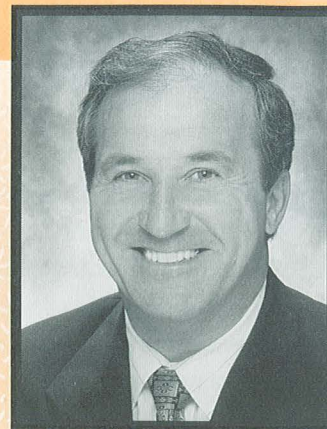
## Crummer Alumni Employed At Darden Restaurants

- **Stephen Bendor '85**, *Financial Analyst*
- **Ken Fowle '79**, *Vice President, Marketing Development and Financial Analysis*
- **Christopher Grzeszczak '90**, *Manager, Purchasing Analysis*
- **Bill Hemmerly '85**, *Director, Construction and Real Estate*
- **Jim Ingersoll '78**, *Vice President of Internal Audit*
- **David Lothrop '95**, *Assistant Controller for Red Lobster*
- **Heidi Metcalf '90**, *Corporate Systems Development*
- **Colin Murray '98**, *Senior Financial Analyst, Red Lobster Planning and Analysis*
- **Jon Reiker '97**, *Vice President, Compensation and Benefits*
- **Teri Robinson '86**, *Vice President, Restaurant Systems*
- **Linda Sampieri '89**, *Senior Vice President, Dallas Division of The Olive Garden*



## An Interview with Alumni Association Board President Bob Winslow '73

*Robert M. Winslow '73 is the new president of the Alumni Association Board. Bob is the president of Global Building & Consulting Corporation, a real estate investment and consulting firm. Bob and his wife, Titian, reside in Winter Park. The following is an interview with Bob, conducted by Paige Greninger, about the 1998-99 Board goals.*



**Paige:** What is the philosophy of the Alumni Board this year?

**Bob:** The Board members believe that the Crummer Alumni Association can be of great value after they have received their degree. Long after one's diploma is hung on the wall, the contacts made and skills learned at Crummer can validate their degree. The board's mission is to plan and implement programs that stimulate alumni to "stay connected" with and support the Crummer School. Consequently, armed with that attitude and mission, the Board should have an exciting and productive year.

**Paige:** What specific activities is the Alumni Board working on this year?

**Bob:** The composition of the Board itself has changed to reflect the changing needs of our alumni and School. The Networking/Social Committee will host a Holiday Party on December 4th and an Alumni Gala in April of 1999. The Corporate/Career Services Committee will conduct an educational seminar during Alumni Reunion on March 26th. This committee is also hosting a series of corporate alumni events at corporations that have multiple Crummer alumni employees. The

Marketing/Communications Committee is sponsoring the new web page and working to improve the flow of information between the school and all alumni. Lastly, the Annual Giving Committee will coordinate the fund-raising efforts by encouraging alumni to give consistently back to Crummer for alumni-sponsored scholarships and programs.

**Paige:** What is the one thing you would most like to see accomplished this year?

**Bob:** I would like to see us establish a "Crummer Network" that would encompass many aspects of the Crummer School and benefit all alumni. We have heard of the legendary successes that have resulted from the Harvard good-ole-boy network. Why can't we do the same? This network would allow alumni to better know their fellow alumni. It would be a communication network for disseminating information about job placements, recruiting, business referrals, and news from the school. Only the imagination and vitality of the alumni limit the scope of this network.

**Paige:** I heard Board members talking about your Alumni Board Challenge. What exactly is that?

**Bob:** As a way of jump-starting the Crummer Network, I have presented the Alumni Board 3-10-2-1 Challenge. During this year, I challenge Board members and alumni to give three referrals to other alumni. These might be direct business referrals or simply the sending of a magazine article that might be helpful. If this referral results in monetary remuneration, I challenge the beneficiary to donate ten percent of the funds to the Crummer School. If the referral benefits your employer, ask them to do the same. Ideally each member will perform two tasks that benefit the Crummer school. This could be something as simple as talking to a potential student about the school, or volunteering to be a student mentor. The final part of the challenge is to be sure that each Board member takes strides during the year that they personally be number one. If each Board member makes him or herself well known to all the members they will be in a position to receive some of the benefits from the "Crummer Network." If the 3-10-2-1 Challenge produces the successes that I believe it can, we will then have some great success stories to share with all alumni next year as we broaden the Crummer Alumni Network.

## Executive MBA Mystery Dinner Theatre



Greg Clendenin '98 and Dottie Hughes '98



◀ John Connors '97 and Kathy Connors  
▲ Craig McAllister and Gale Amyx '99



▲ John Reiker '97 and Melissa Reiker



▲ Michelle Bennett '98, Jay Miller '98, Pat Jones-Petrick '98, John Metzger '98, Peggy Metzger, and Lisa Miller.



## Alumni Board Retreat



Above: Bob Winslow '73 and Terry Helms '93



Above: David O'Connor '88, Terry Helms '93, Sandy Singh '92, Paige Greninger '01, John Connors '97, Pat Jones-Petrick '98, David Crow '89, and Bob Winslow '73

The Alumni Board kicked off the new school year with a half-day planning meeting in August and an afternoon of golf at Interlachen Country Club in Winter Park, Florida.

The Board is divided into four new committees: Networking/Social, Marketing/Technology, Corporate/Career, and Annual Giving. Led by motivated and enthusiastic alumni, the Alumni Board has set goals to accomplish its mission of planning and implementing programs that stimulate alumni to "Stay Connected" with and support the Crummer School.



Above: Bob Winslow '73, Craig Domeck '98, Maz Jadallah '97, David O'Connor '88 and Colleen Sharkey '96.

## 1998-99 Alumni Association Board Crummer Graduate School of Business

### EXECUTIVE COMMITTEE:

- Bob Winslow '73, President**  
Global Building and Consulting
- Keith Carpenter '75, Vice President**  
Carpenter Advisory Companies
- Maureen Walker '92, Treasurer**  
HHCP, Architects
- John Connors '97, Secretary**  
Harcourt Brace & Company
- Rick Ahl, Jr. '94, First Vice President-Annual Giving,**  
B.R. Chamberlain & Sons
- Terry Helms '94, Second Vice President**  
Marketing/Technology,  
Hughes Supply, Inc.
- Ken Arredondo '97, Third Vice President**  
Corporate/Career  
Sequent Computer Sys.
- Jennifer Janette '95, Fourth Vice President**  
Networking/Social  
Levy Restaurants

### GENERAL BOARD:

- Jeff Berger '95, Planet Hollywood
- Greg Clendenin '98, Middleton Pest Control
- Guy Colado '71, National Bank of Commerce
- David Crow '89, SunTrust Bank
- Brian Darus '87, Universal Studios Escape
- Craig Domeck '98, Campus Crusade for Christ
- Steve Gauthier '82, Rollins College
- Monica Griffin '96, Epcot
- Stacy Gulden '91, Management Recruiters of Orlando/  
Winter Park
- Sue Harrison '97, SHS Realty Services
- Brian Ignozzi '97, Dreifus Associates, Limited
- Maz Jadallah '96, Time Warner Communications
- Pat Jones-Petrick '98, HTE, Inc.
- David Lane '98, COMSYS Information Technology Services
- Michael Lentz '97, Walt Disney Imagineering
- John Metzger '98, Security Capital Group
- Chris Moore '80, Walt Disney Attractions, Inc.
- David O'Connor '88, NationsBank
- Kelly Price '96, Fannie Hillman and Associates
- Philip Rich '86, SunTrust Bank
- Dr. Victor Roberts '95, Endocrine Associates of Florida
- Colleen Sharkey '96, RDV Sports
- Sandeep Singh '92, AVCON, Inc.
- Tammy Wacker '89, NationsBank

## 1998-1999 CRUMMER Annual Giving Program

### Your Gift Opens Doors

The Crummer Annual Giving Program is kicking off its second official year with a goal to increase alumni partnerships with the Crummer School by raising unrestricted gifts. Alumni Chairman Rick Ahl '95 is taking on the challenge to build this program and team. Gifts will be used to "Open New Doors to Learning, Technology and Networking."

Alumni gifts on an annual basis are crucial to the success and growth of this program. As the program and contributions increase, their impact on the Crummer School is tremendous. The new fiscal year began June 1, 1998 and ends May 31, 1999. We appreciate your commitment to your alma mater and invite you to make a tax-deductible gift to Crummer by **May 31, 1999.**

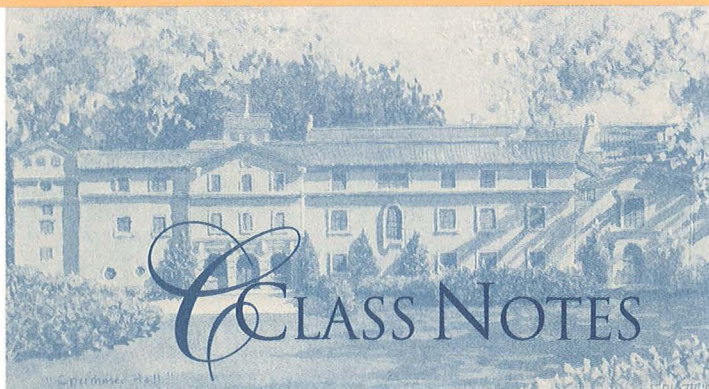
### Match Your Gift

If your company supports higher education, you can increase your gift. Ask your Human Resource Department for a Matching Gift form.



If you are interested in being involved in the 1998-99 Alumni Annual Giving Program, or serving as your alumni class representative, contact Paige Greninger, Director, Alumni Relations at 407-628-6330 or by e-mail: [pgreninger@rollins.edu](mailto:pgreninger@rollins.edu), Rick Ahl '94, Alumni Board Annual Giving Program Chairman, at 407-656-2252 or by e-mail: [rahl@brchamberlain.com](mailto:rahl@brchamberlain.com)





**Bryan Smith '61** retired in 1997 from Western Technologies, Inc. where he served as the CEO. The company, based in Palm Bay, Florida, produces robotic manufacturing systems. Bryan and his wife Constance are enjoying traveling. They recently returned from a trip to Alaska.

**David L. Woods '65** is the Republican candidate for the West Virginia House of Delegates 55th District seat in the general election on November 3, 1998. He encourages alumni to join his team. You can contact Dave at DWoods7807@aol.com.

**Richard Gates '68** retired in January 1998 from Rubbermaid as a senior vice president after 25 years of service. He moved onto his sailboat *Liberte* in May and has been cruisin' up the East Coast of the United States. Richard sends his regards to former classmates and friends. He would love to hear from you. dgates@rubbermaid.e-mail.com

**Bob Wallace '69** and his company, Graphic Systems Inc., were profiled in the September 18, 1998, "Small Business Strategies" section of the *Orlando Business Journal*. The article commented, "As the first home-grown architectural signage company in Central Florida and one of the few specialists of its kind in the entire state, Graphic's growth over its 23-year existence is largely due to the timely business sense of its founder, Bob Wallace."

**Guy Colado '71, Geoffrey Longstaff '71, and Anne Kelley Fray '89** were included in the *Orlando Business Journals* "Who's Who in Central Florida Banking." The August 28, 1998, issue profiled 17 leading local bankers.

**Peter Dahl '71, '72** recently formed Telos Innovations Limited, a product and marketing development firm. He resides in Victoria, Canada.

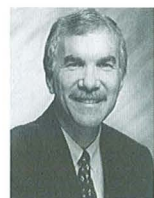
**Sam Martin '67, '73** started his own export management company, Global Quest, which primarily focuses on the golf sector of the sporting goods industry. With offices in Chicago and Tokyo, it represents five American companies and

a Singaporean company worldwide. Sam is back in school to learn how to speak Japanese. He is the current president of the Rollins College Alumni Association.

**Dr. Linda Vincze '82** joined Seagate Software as training manager for the Network Storage Management Group. She is responsible for company-wide training and development. Linda comes to Seagate from Orlando Regional Healthcare System where she was an Organization Development Team Leader for three years. Prior to ORHS, Linda was a vice president with Philip Crosby Associates for 13 years. Contact Linda at linda.vincze@seagatesoftware.com

**Austin Caruso, Jr. '84** is a vice president of Realty Capital Advisors, Inc., a commercial real estate and brokerage services company in Orlando, Florida. Austin is expecting two new grandchildren this year.

**Pete Chamberlain '84** recently earned his Doctor of Philosophy degree in administration/management from Walden University. Pete is president of B.R. Chamberlain & Sons, an 18-year-old Orlando, Florida-based registered investment advisor firm. Pete was recently appointed to serve on the Crummer Board of Overseers.



**Michael Poole '84** was appointed to the advisory board of the Jacksonville Federal Reserve. Michael replaces **Joan Ruffier '82**. Michael is a principal in Poole Carbone Capital Partners.

**Bob Klettner '85** joined BankFIRST to head their Winter Park operations. Prior to joining BankFIRST, he spent 32 years with Barnett Bank of Central Florida where he rose from clerk to senior vice president and Winter Park area manager. He remains active in the community, serving as a member of 17 Central Florida organizations.

**Ronnie Matthews '86** has been appointed director of planning of the Orlando Sentinel Communications Company. She coordinates strategic

and operating plans for the company and manages key strategic initiatives.

**Leona Parsons '86** has partially retired from her role as president of Parsons Enterprises, but is still doing a lot of national and international travel. She resides in Altamonte Springs, Florida. E-mail Leona at Lmparsons@aol.com

**Steven Grune '87** made another move in the magazine industry last year. He is the Associate Publisher for *Redbook* in New York. Currently, Steve lives in Darien, CT, with his family.

**Chris Hine '88** was appointed vice president of commercial and industrial development for the St. Joe Company. He joins the company after seven years of directing commercial real estate activities in Orlando and Jacksonville for Reynolds Metal Development Co. He will be based in the Panama City area.

**Rindy Radi '88** was selected to serve as a fellow in the 1998-99 National Executive Leadership Program of the American Association of Health Plans. She is currently associate director of Human Health Plans and resides in Central Florida.

**Rick Baldocchi '90** was elected to the Maitland, Florida, City Council and was appointed as a representative on the East Central Florida Regional Planning Council. Rick is an owner and the vice president of AVCON, Inc., an engineering and planning firm in Orlando, Florida.

**Dr. Armando Fuentes '90** made headlines by delivering quadruplets (two boys and two girls) on June 19, 1998, in Orlando, Florida. Armando is the director of the Maternal-Fetal Diagnostic Center at Florida Hospital. He started his own company, Tele-OB. Tele-OB has developed a computerized teleconferencing system called "Sonolink.OB" which transmits sonograms, eliminating the need for pregnant women to travel to Orlando for special tests. This is the first computerized teleconferencing system for obstetric healthcare. Afuentes@mindspring.com

**Greg Edwards '91** has joined Arthur Andersen as their CFO of the CIO Organization. He resides in Sarasota, Florida. Greg was formerly director of finance for Walt Disney World.

**Herbert Smetheram '91** was elected to the board of directors and the office of treasurer of the National Association of Installation Developers, an organization involved in military base closure and redevelopment. He is the president of Smetheram Consulting based in Orlando, Florida.

**W. Scott Stubbs '92** is a project consultant for the Maxim Group in Overland, KS.

**Thomas Doherty '93** was promoted to senior vice president of business banking at LaSalle Bank. He oversees four business banking divisions that specialize in meeting the wide range of financial needs of businesses with annual revenues up to \$10 million. He remains active in the Community Support Services of Brookfield, the Ray Graham Association for People with Disabilities, and the DuPage Easter Seals. He and his wife, Cara, live in Libertyville, IL, with their children Erin and Thomas, Jr.

**Thomas Forsyth '93** and wife, Kristen, had their first child, Brandon Thomas, on November 12, 1996. Thomas is the vice president of Celeste Industries, Inc., in Sanford, Florida. The company designs and builds custom aircraft interiors for companies and governments throughout the world.

**Mark Mahoney '93** is working with CNL Fund Advisors, Inc., in Orlando as an associate. CNL is one of the largest providers of financing for the restaurant industry in the United States and Canada. Mark works with two of his former Crummer classmates at CNL: **Dan Hunter '93** and **Mike Tetrick '93**. Mark's wife, Lisa, gave birth to their second child, Matthew James, in November, 1997.

**Darren Schuringa '93** is working for the Bank of New York as an assistant treasurer. Darren was married to Allison Hug (Rollins '92) on April 12, 1997. Three Crummer alumni served as groomsmen in the wedding: **Steve Tonra '93, Mark Mahoney '93, and Jim Allan '92**. Allison is working for Cyclops as a television commercial producer for major accounts such as International Paper and the NFL. Dshuringa@bankofny.com



**Rick '94 and Wendy Weller '92 '94** Ahl are proud parents of a new baby boy, Gordon William. He was born on August 28, 1998, and weighed 8 pounds, 4 ounces. Rick has been appointed vice president of administrative asset management at B.R. Chamberlain & Sons, Inc. To congratulate the new parents, you can e-mail Rick at rahl@brchamberlain.com

**Chris Braund '94** joined CSC Consulting as a senior consultant and project manager in 1997. He is currently working on



a banking engagement in Raleigh, NC. He married classmate **Karen Van Sickler Braund '94** in Key West, Florida in 1996. She is currently a business analyst at INSpire Insurance Solutions in Columbia, SC. Chris and Karen invite classmates and friends to come rock climbing with them in the Carolinas. Chris\_braund@csc.com and kvansickler@nspr.com

**Robert Coleman '94** has been appointed vice president of administrative asset management at B.R. Chamberlain & Sons, Inc.

**Anthony Anderson '95** was married to Amanda Murdoch on August 1, 1998. They reside in Winter Park, Florida.



**David Friedersdorf '95** is engaged to Kristin Gautsch. Classmate and friend **Jordon Lomas '95** and wife, Ann celebrate David & Kristin's engagement at a recent party held in their honor.

**Bruce Hacker '95** has retired from a senior vice president position with SunTrust. He is now teaching business classes as an adjunct professor at Kennesaw State College and Shorter College. He and his wife, Kim, reside in Atlanta.

**Michelle McKenna '95** and her husband had a daughter, Maggie, in January, 1998. Maggie joins her brother, Jackie, who is two. The family moved to Atlanta to enable Michelle's husband to become vice president of human resources for Porsche Cars of North America. Michelle is a finance manager for Walt Disney World. She tele-commutes. mm5919@aol.com

**Dr. Victor Lawrence Roberts '95** recently lectured in Sao Paulo, Brazil, at the 19th Annual Cardiology Congress on "New Treatments for Hyperlipidemia." Victor facilitated a panel discussion for the Orange County Medical Society on "Managed Care and the Business of Medicine" and also lectured to primary care physicians on "New Treatments for Diabetes" in Seminole County, Florida. Vroberts@ibm.net

**Brian Balut '96** was recently promoted to vice president of sales and marketing for

Sawtek, Inc., in Apopka, Florida. Sawtek, Inc. is a leading supplier of electronic signal processing components based on surface acoustic wave technology. Products are used in a wide array of microwave and radio frequency systems.

**Dana Grobelmy Worthington '96** married J. Harold Worthington on May 23, 1998. She is a landscape designer for Walt Disney World.

**Colleen Sharkey '96** has a terrific day job as assistant director of administration for RDV Sports (Orlando Magic, Solar Bears, and WNBA), and in typical Crummer entrepreneurial style, she started a new business MedReview Analysis, Inc. MedReview Analysis does medical litigation support for law firms by handling medical research and analysis of medical files related to personal injury, workers' compensation, social security, or medical malpractice. Rx7red@aol.com

**Chuck Amyx '97** accepted a position as the director of special services with HTE, Inc., in Lake Mary, Florida. HTE, Inc. offers comprehensive software services to utilities, local governments, and community services. Chuck is married to **Gale Amyx '99**.

**Chuck Arnold '97** recently transferred from Albuquerque to Phoenix. He started with Intel in 1997 in purchasing. He was promoted into Intel's planning and logistics organization as capacity planning analyst for the computer enhancement group.

**Natasha Nollelli Burney '97** married Chris Burney on July 18, 1998. Christian and **Lisa Fortunato '97** attended the wedding. Natasha continues to work as an operations editor for American Forces Broadcast Center. The couple resides in Pasadena, CA.

**Trish Fliss Claussen '97** married Eric Claussen last year. Tricia was promoted to traffic manager at Walt Disney Attractions in the advertising support department - attractions marketing and sales.



**Toni Strollo Holbrook '97** married Stephen Paul Holbrook on May 16, 1998, in the Knowles Memorial Chapel on the

Rollins campus. Dr. Carol Anderson and her husband, Lex Wood attended. The Holbrooks honeymooned in the Florida Keys. Last April, Toni assumed new duties at Rollins in the office of student records and dean of faculty, in her role as assistant dean for academic administration and records.



**Stacy Megica Lewis '97** and **Dan Lewis '92** were married in Rollins' Knowles Memorial Chapel on April 4, 1998. **David Borgerding '97**, **Lynne Crawford '97** and guest, **Michael '97** and **Suzanne Eckhoff**, and **Bill '97** and **Jennifer '97** Finrock and **Tim Nash '98** attended the wedding. Stacy and Dan honeymooned in London and reside in Winter Park, Florida. Stacy is in the private banking office of SunTrust and Dan is a principal at STI Capital Management.

**Susan Sackett '97** has been appointed to the Board of Directors for Habitat for Humanity of Osceola County. She is the chairman of volunteer coordination and welcomes volunteers.

**Pamela Talbot Stone '97** married Greg Stone on October 3, 1998. The wedding was held in Boston. Greg works for Continental Airlines as a pilot and Pamela is an associate product director for Johnson & Johnson Medical.

**Robert Baldwin '98** is enjoying his new job as a lead financial analyst at Harris Corporation in Melbourne, Florida. Robert takes part in the MBA Financial Development Program where he rotates through five financially-related areas of the company. rbaldw01@harris.com

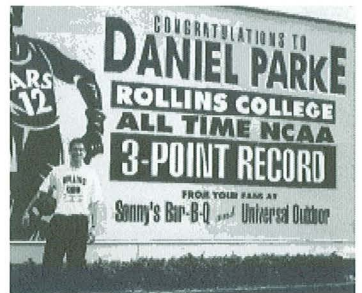
**Heather Bowers '98** is working for CSX in sales and marketing. At a recent company meeting, she ran across another Crummer alum and co-worker, **Ellis Mills '95**. Heather resides in Jacksonville, Florida.

**Christine Lotwick '98** is working for Nationwide Insurance Enterprises as a marketing analyst for the product management team. She is involved with pricing personal auto insurance for Alabama, Arkansas, Florida, Georgia, Mississippi, Tennessee, and Texas. She has relocated to Columbus, OH.

**Satish Narasimhan '98** has moved to Santa Clara, CA, where he is project manager for Airtouch Cellular. He is eager to meet local Crummer alumni who live in California. satish1@ibm.net

**Marc Rubinstein '98** moved to New Jersey to work as a product manager for Janssen Pharmaceutica, a division of Johnson & Johnson, Inc. Due to Marc's success in his new position, he has officially resigned as lead guitarist for REO Speedwagon. Mrubinst@janus.jnj.com

**Ted Wright '98** married Mia Thompson Wright on June 5, 1998. He also passed the CFA Level I exam recently. Ted is a research analyst in the Small Cap Fund for **John Race '77**, '84, partner at DePrince, Race and Zollo, Inc., an investment advisory firm in Orlando. Ted and Mia are expecting their first child in May, 1999.



**Daniel Parke '98** made history in January of 1997 during a Rollins basketball game against the University of Tampa when he set the NCAA record for sinking a 3-point shot for the 80th consecutive game. Today, Daniel is the assistant to the president of Visions in Scale, an Orlando firm that services the entertainment industry. The Orange County Regional History Museum has requested to dedicate an exhibit in his honor with Daniel's jersey and ball from his NCAA record-setting game in 1997. Daniel was married to Jamie Calcutt on August 30, 1997, at the Knowles Chapel. ■

## IN MEMORIAM

**Robert Wright '69** passed away on September 6, 1998. He was an electronics engineer with the civil service. He served in the Navy in both World War II and the Korean War. He is survived by his wife, Lise.



## SCHOLARSHIP EVENT



*Barbara Bush*

### Mark Your Calendar

February 11, 1999

Orlando Marriott Downtown

5:30 p.m.



Keynote Speaker:  
**Barbara Bush**

*Make Your Ticket Reservation Today.  
Call Alice Argeros at (407) 646-2537.*

## UPCOMING EVENTS

### December

- 4 Crummer Alumni Holiday Bash at Rat Pack's
- 8 CEM Seminar: Joseph F. Kasper, Healthcare Consultant
- 9 Dean's Lecture Series: James Coleman, Northrop Grumman
- 10 Alumni CEO Program Information Session

### January

- 6 Dean's Lecture Series: Randy Zwirn, Siemens Westinghouse
- 21 CEM Seminar: Pam Lontos, Lontos Sales and Motivation, Inc.

### February

- 3 Dean's Lecture Series: Glenda Hood, City of Orlando
- 11 Scholarship Banquet: Keynote Speaker Barbara Bush, Downtown Orlando
- 12-14 AMBA Preview Weekend
- 26 Dean's Lecture Series: John Lynch, Towers Perrin
- 26 Alumni Old-Fashioned Ice Cream Social

### March

- 12 CEM Seminar: Ken Hey, Inferential Focus
- 19-21 EAMBA Preview Weekend
- 26 Alumni Seminar: Enhance and Advance Your Career
- 26-68 Rollins Reunion / Special Crummer Reunion 3/25

#### For more information about—

- Scholarship Cocktail & Buffet and Dean's Executive Lecture Series, call Alice Argeros at (407) 646-2537 or e-mail at [aargeros@rollins.edu](mailto:aargeros@rollins.edu)
- Center for Enterprise Management, call Connie Morris at (407) 628-6354 or e-mail at [cmorris@rollins.edu](mailto:cmorris@rollins.edu)
- Alumni Activities, call Paige Greninger at (407) 628-6330 or e-mail at [pgreninger@rollins.edu](mailto:pgreninger@rollins.edu)

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