

Winter 2006

Business Leader Winter 2006

Crummer Graduate School of Business

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Recommended Citation

Crummer Graduate School of Business, "Business Leader Winter 2006" (2006). *Business Leader*. 4.
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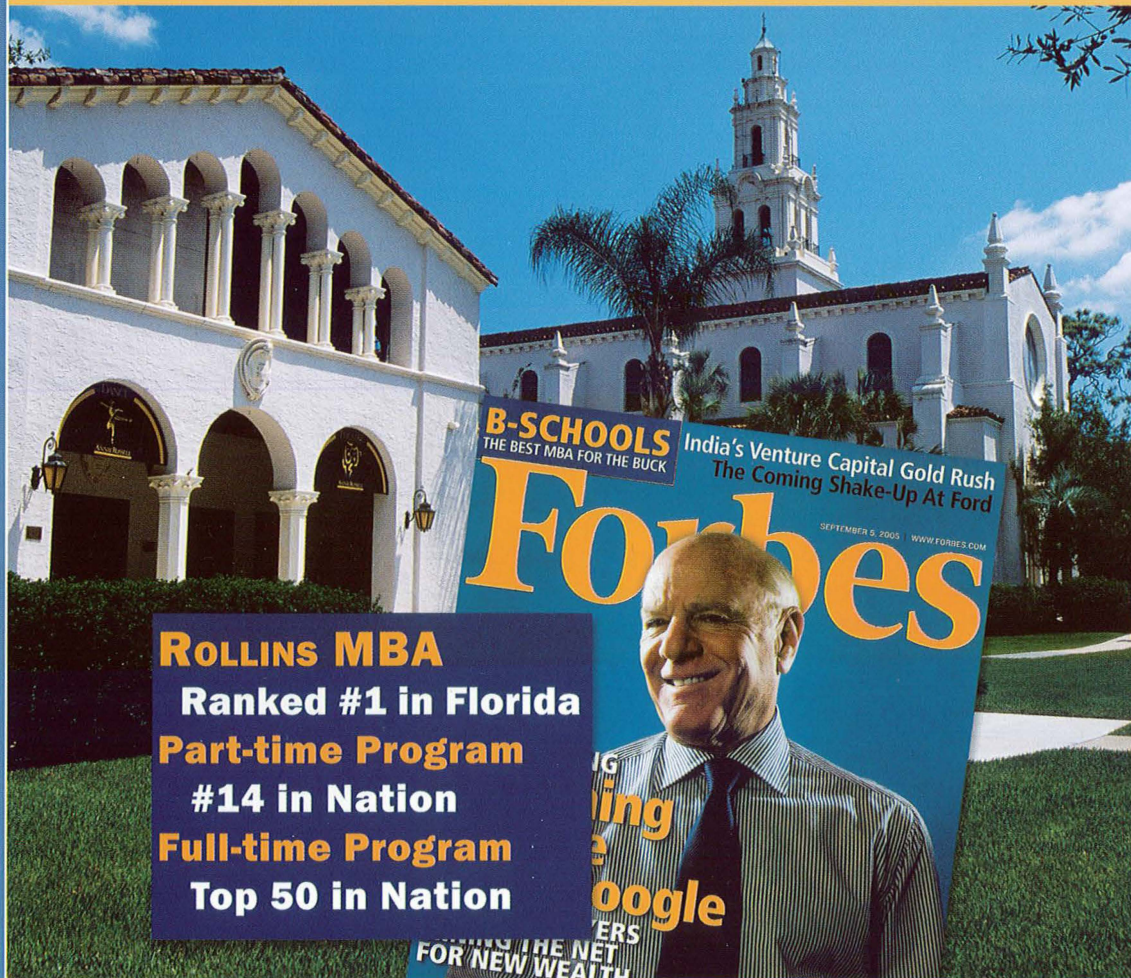
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ROLLINS Business Leader

WINTER 2006

A PUBLICATION OF THE CRUMMER GRADUATE SCHOOL OF BUSINESS

Rollins MBA Ranked #1 in Florida



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ROLLINS MBA
CRUMMER GRADUATE SCHOOL OF BUSINESS

Crummer School Graduates Who Bring To Life the *Forbes* Rankings

By Lynn Penyak

During the spring of 2005 the Crummer School was notified that *Forbes* once again was beginning its hunt for the best business schools in the United States for Return on Investment (ROI). *Forbes* compiles this information by emailing alumni from the full-time and part-time programs five years after graduation (the class of 2000).

Surveys were sent to 25,000 alumni from 111 MBA programs and *Forbes* heard back from 24% of them. The top programs were announced in the September 5, 2005 issue. The Crummer School ranked 14th in the nation for part-time programs and 47th in the nation for full-time programs – the only School in Florida to be ranked in the top 50 in each of the previous listings. Dean Craig McAllaster commented, “The *Forbes* ranking is not a popularity contest but rather an unbiased evaluation of the economic value of a Crummer School degree.”

These rankings confirm what our alumni already know; the Crummer School is a top business school that prepares its graduates to enter the real world as managers and leaders. The *Forbes* ranking distinguishes the Crummer School from other programs; our alumni are prepared to move up in their careers and are viewed as leaders in all aspects of their lives.

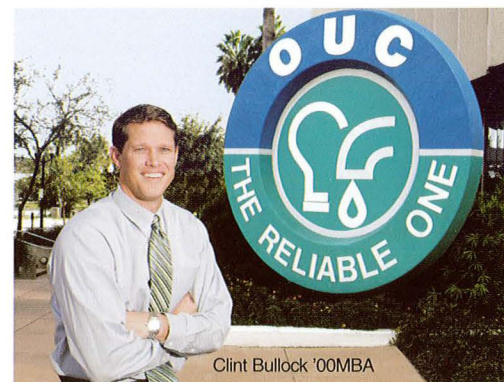
Two alumni, Jaime Dzerve '00MBA from the full-time program and Clint Bullock '00MBA from the part-time program are a testament to the *Forbes* article. Jaime works for MCI in Atlanta, GA and Clint with Orlando Utilities Commission (OUC -The *Reliable One*).

Jaime Dzerve began her tenure at MCI (at the time known as WorldCom) in January of 2002 after previously working with Dell Computers and Delta. Entering MCI as a

Senior Financial Analyst II, Jaime has been promoted three times and is currently a Senior Manager in the Corporate Finance division. Jaime is responsible for managing expense planning, consolidations and analysis for total company operating budgets (approximately \$7B annually), including corporate overhead.

“Working at MCI was not always easy,” Jaime said. Shortly after joining MCI it was uncovered that the company had been systematically altering financial results and was forced to enter bankruptcy protection. During the bankruptcy, Jaime managed a group that was working closely with KPMG to restate three years worth of financial data. This took almost a year to complete and helped to solidify her status within MCI as a go-to member of

work on. Speaking of her recent job experience with MCI, Jaime commented, “While other companies may have provided a more stable, less hectic work environment, I have gained a considerable amount of experience in a relatively short period of time. Jaime said,



Clint Bullock '00MBA

These rankings confirm what our alumni already know; the Crummer School is a top business school that prepares its graduates to enter into the real world as managers and leaders.



Jaime Dzerve '00MBA

the team that could be counted on in times of crisis. Once MCI emerged from bankruptcy protection it agreed to merge with Verizon, a new project that Jaime has recently begun to

“My job is very different, interesting, challenging, and fun and I am rewarded by continuing to learn something new each day.”

Some folks spend their careers searching for that perfect job with the ideal organization. Not Clint Bullock – he found his niche with the Orlando Utilities Commission (OUC) while in high school. Clint Bullock began his career at OUC as a member of “The Mayor’s Youth Summer Program” for high school and college students in 1989. Clint’s part-time position was expanded to full-time when he enrolled at the University of Central Florida. While at UCF, Clint knew early on that OUC was a good fit for

him, but he craved more responsibility. OUC recognized Clint's talent and since 1995 he has been promoted seven times. He is presently the Managing Director of Customer Connection where he oversees commercial markets.

Always on the lookout for new projects, Clint recently was appointed by the General Manager and CEO to lead the development and implementation of a strategic plan for OUC, a progressive utility that strives to understand customer needs and works to create new business opportunities. Clint thoroughly enjoys being involved in all aspects of OUC, especially with the ever-changing nature of the utility industry. "My favorite part of working at OUC is that I am involved in the process – whether that is formulating a strategic plan, meeting with customers or just being part of the team," Clint said. "Our ideas are heard, and we know we are helping OUC move into the future."

Looking at Jaime Dzerve and Clint Bullock, you can see many similarities in their progressions. Both have been through major changes within their companies and have helped to shape them into something better. Jaime and Clint have worked very hard to achieve their success and attribute much to the knowledge that they gained at the Crummer School. Both Jaime and Clint credit their Rollins MBA with teaching them to work well in teams and that giving 100 percent everyday in school and in your career pays off.

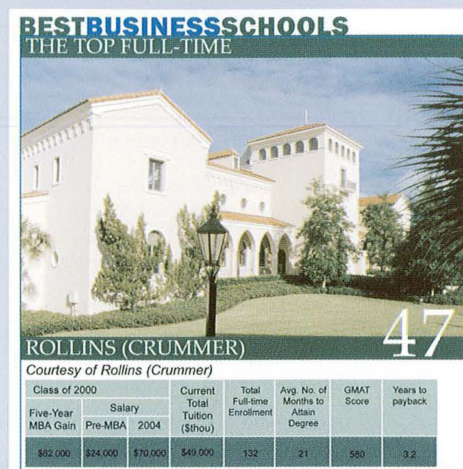
Looking at the *Forbes* article in light of these two alumni, the Crummer School is proud of where it has been, where it is now, and where it will be in the future. As Dean McAllaster said, "With our current students and alumni we can only continue to excel as a top ranked business school." ■

Inside the Creation of the *Forbes* Magazine Rankings

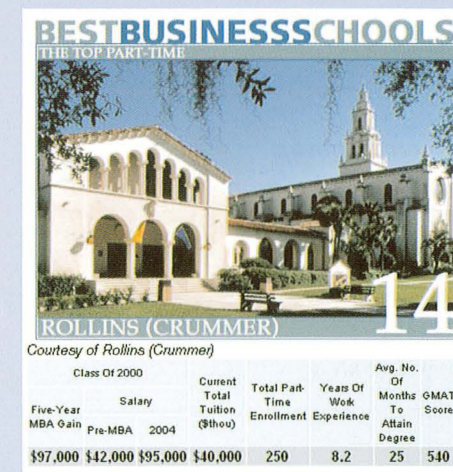
By Ron Yeaple, Ph.D.

Does it pay to get an MBA? The decision to obtain an MBA is a major personal investment decision. Today a prospective full-time MBA student must decide whether to invest \$50,000 or more in tuition and also two years of foregone salary, which can add another \$50,000-\$100,000 to the investment. All told, the total investment in a full-time MBA degree can easily exceed \$100,000. Is it worth it?

After reading an article in *The Economist* that featured Yeaple and his book, *Forbes* asked him to advise the magazine on creating their own ranking system. *Forbes* adopted the book's method of computing the ROI in an MBA degree to create a new, more objective way to rank business schools.



In 1994, former Crummer School professor, Ronald Yeaple, then at the University of Rochester, authored a book entitled, *The MBA Advantage*, which compared the return on investment (ROI) of the MBA degree from the top business schools. At the time, one magazine was ranking business schools, and its ranking was based on a combined survey of employers and student satisfaction.



In 2000, *Forbes* began to rank MBA programs by compiling data from alumni of their salary prior to enrollment compared to that earned in the first five years post graduation. Initially, *Forbes* ranked only full-time programs. In 2005, *Forbes* added a ranking of part-time programs because they realized that a shift in economic factors was causing more and more students to pursue their MBA in the evening while working full time. ■

Scholarships Bring Diverse Students to Rollins MBA Program

By Millie Erichsen

The cost of tuition is increasing on nearly every college campus across America. As the price of getting a good education continues to rise, more students are qualifying for financial assistance. One way to ensure the Crummer School can continue to attract the brightest minds is to offer financial assistance in the form of scholarships. Scholarships for the full-time Early Advantage MBA program are typically based on the applicant's GMAT score. This allows the Crummer School to offer the Rollins MBA experience to students based on merit, regardless of their economic situation. This year, the Crummer School provided 57 scholarships totaling more than \$752,000. Here are just a few examples of the caliber of current Crummer School scholarship recipients:

▶ Spencer Merrell '06MBA

Hometown: Winter Park, FL
Undergrad: B.A., Economics & Math, Vanderbilt University



Why did he choose the Crummer School?

A native of Winter Park, Spencer Merrell selected the Crummer School because of its reputation in the community and because of a strong recommendation from a close friend who had attended the program.

What sets him apart from other MBA students?

Merrell takes advantage of the many opportunities offered in his MBA program. Amongst various other activities during the first year of his program, he participated in a Global Research and Study Project (GRASP) in Central Europe, conducted a summer telecommunications internship with a Crummer alumnus in Spain, and took a course on business in Sweden.

What are his future aspirations?

Merrell's first entrepreneurial venture began at age 13, "I ran my first business in the 8th grade – a computer business I took over from close neighbors when they left the area." He hopes to one day

continue his entrepreneurial career and has become involved with the newly-formed Crummer School Consulting Club.

▶ Eric Schmook '06MBA

Hometown: Orlando, FL
Undergrad: B.S., Business Finance, West Virginia Wesleyan College



Why did he choose the Crummer School?

An astute athlete, Eric Schmook was a member of the baseball team which won the 13 and under "Babe Ruth World Series" in 1995. He turned down an opportunity to play professional baseball to start his MBA program. "I was glad to find an MBA that accepted students who had very little work experience," explains Schmook.

How does he help in the community?

During the summer, Schmook worked for Florida Collegiate Summer League as team manager, organizing a summer baseball league for area college students. He has volunteered as a grant writer for a Seminole County elementary school, and at the Crummer School he participates in the Student Finance Association.

What sets him apart from other MBA students?

"I'm pretty practical," says Schmook. "Most of the people in my class find me easy to get along with."

What are his future aspirations?

Schmook aspires to a career in mergers and acquisitions or venture capital.

► **Xiong Wenni '06MBA**

Hometown: Chengdu, Sichuan,
P.R. China

Undergrad: Bachelor's degree,
Sichuan International
Studies University



Why did she choose the Crummer School?

Xiong Wenni wanted to attend Rollins because she was impressed with the diverse academic and professional background of the Crummer School faculty. "I also was intrigued by the number of international student experiences and the amount of technology used in the classroom," said Xiong.

What sets her apart from other MBA students?

Fluent in both Chinese and English, Xiong believes her international background provides her with a unique perspective. "I have been with people from more than 15 countries throughout my career, and I enjoy talking to people from different cultural backgrounds," Xiong explains.

What is her most memorable Crummer School experience?

Xiong feels that the GRASP trip to Central Europe was her most memorable experience. "We did a project for a real company and received feedback from experienced multinational executives." As for other life experiences, Xiong recounts her opportunity to hold a 3-month-old panda.

What are her future aspirations?

Xiong hopes to become an entrepreneur.

► **Anneliese Zimmerman '06MBA**

Hometown: Philadelphia, PA
Undergrad: B.A., Mathematics,
Bryn Mawr College



Why did she choose the Crummer School?

Anneliese Zimmerman has always been driven, and she wanted to complete her MBA degree before entering the workforce. "The Early Advantage MBA program drew me to Rollins," Anneliese said. This way, I can fully dedicate myself to my first job and not have to take time off in a few years to continue my education."

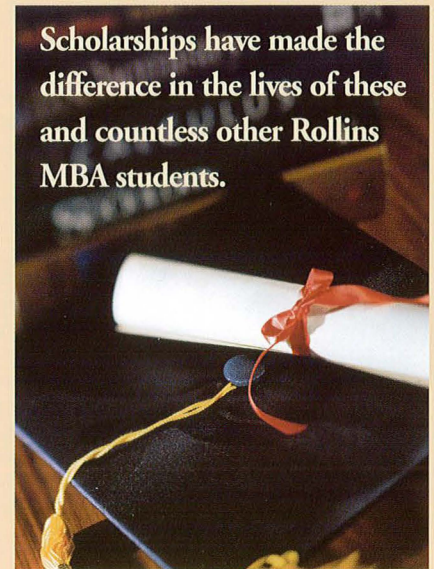
What sets her apart from other MBA students?

Zimmerman understands the importance of teamwork and supporting the ambitions of others. "I like to take initiative and get things rolling on projects," says Anneliese. Last year she participated on a Rollins MBA team "Relay For Life". Her outgoing personality and well-traveled experiences landed her the MBA class presidency in her first year, and she served as a student representative on the installation committee for Rollins President Lewis Duncan.

What are her future aspirations?

Anneliese aspires to be a cost accountant or a financial cost analyst for a large defense or power generation company. She is currently working as an intern for Siemens Power Generation Division.

Scholarships have made the difference in the lives of these and countless other Rollins MBA students.



SCHOLARSHIPS have allowed the Crummer School to sustain a tradition of excellence by admitting students based on talent and creating a rich, diverse classroom environment.

PLEASE VISIT
[http://www.crummer.rollins.edu/
Alumni_Relations/involve/student
scholarships_05.shtml](http://www.crummer.rollins.edu/Alumni_Relations/involve/student_scholarships_05.shtml)
for a list of current scholarships available at the Crummer School.

If you are interested in establishing or donating to a scholarship, please contact the Development Office at 407-646-2537 or crummeralummi@rollins.edu.

Class Notes

PHOTO BY JUDY WATSON-TRACY



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

NEW, FREE SERVICE FOR ALUMNI

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

Cornelius Bozeman "Joe" Bohannon III '67 '68MBA retired from SunTrust Bank in Washington, D.C., where he was a senior vice president and manager of special assets. It took 36 years, but Joe and his family finally made it back to Florida. They reside in Vero Beach.

David H. Lord '69 '71MBA has joined Colorado real estate developer and investment firm, the Griffis Group, as director of development, working on investor relations and coordinating real estate operations. The career change comes after 40 years in higher education administration. By July 2006 he will retire after 19 years as the business manager at Colorado College.

Charles P. "Chuck" Rabaut, Jr. '73MSM is an adjunct professor at Springfield College School of Human Services in Tampa teaching a graduate class in management consulting. He also continues to serve on the board of directors of the Florida School of Addictions Studies, which he helped start at Rollins College in 1981. He enjoys teaching professional ethics, clinical supervision as well as other management subjects.



Charles W. Fritz '79MBA is chairman of Neomedia Technologies, Inc. located in Fort Myers, FL. He is also involved in land development across the Southeast United States.

Karen Casey '86MBA has been promoted at CoStar Group, a Real Estate Information company in Dallas, TX, to Senior Account Executive.

Jim Foley '86MBA has been promoted at A.G. Edwards & Sons in Atlanta, GA to Senior Vice President.

Marla Roynce Stafford '88MBA, professor of marketing at the University of Memphis, has received a Suzanne Downs Palmer Professorship for Research. The Palmer Professorship is awarded by the Fogelman College of Business & Economics. Dr. Stafford is currently the interim chair of the Department of Marketing & Supply Chain Management.

Charlotte Williams '88MBA was chosen by *Who's Who in Luxury Real Estate* to represent Orlando. She is the founder of Summer-Hill Homes, Inc. and ERA Williams Real Estate Group.

Dwayne Maddron '90MBA was appointed investment officer for Capital City Trust Company in Tallahassee. He continues to enjoy golf, tennis, running, and the beautiful Panhandle beaches.

Joseph T. Doyle, MD '92MBA is the regional medical director for Aetna Disability Services in Tampa. He has been selected as an at-large delegate to the White House Conference on Aging, which will be held in Washington, D.C. in December 2005. Dr. Doyle resides in Naples.



Susan Ahern MBA '93MBA facilitated two workshops, "Empowering Women" and "Building Women's Affinity Groups", at the Society of Women Engineers National Conference in Anaheim, CA in November. Susan is co-president of Women in Leadership at Lucent, an employee business partner organization with members throughout the U.S. and around the world. She works in field marketing with Lucent's Network Solutions Group.

Philip Robert '93MBA accepted an offer to join Westwood Holdings Group, a Dallas-based institutional money management firm with \$5 billion in assets under management.

Kevin Lansberry '95MBA has been promoted to vice president, finance planning and analysis for Disneyland Resort. He joins the Disneyland Resort from the Walt Disney World Resort, where he has been a cast member in a variety of finance functions since 1986. He, his wife Lynn, and their two children will relocate to Southern California.



Bruce Chase '96MBA made a career shift to teaching in 2001. He currently teaches language and theater at The Compass School in southern Vermont. He

enjoys sharing his MBA skills with his students and says life is wonderful in Vermont.

Alan Boyko '97MBA was named president of Scholastic Book Fairs in Lake Mary, FL.

Lisa Panchal '97MBA has been promoted to Category Manager for the East Division at Quaker (a division of Pepsico) and now resides in Manhattan's Upper East Side.

Nick Spallone '97MBA and wife, Vanessa, proudly announce the birth of their second son, Nicolas Julien, born on June 3, 2005. They also have a 4-year-old, Alexandre. Nick works for Siemens Westinghouse in Orlando.



Michele Williamson Wagner '97MBA and husband, Dave, welcomed daughter, Madison Michele, on July 3, 2005.

Bruce Jones '98MBA is a nursing home administrator in Gainesville, FL.

John Metzger '98MBA was promoted to executive vice president for the Great Atlantic & Pacific Tea Company, Montvale, NJ.



Ed Scheer '95 '98MBA is serving as managing broker for the Teton Valley, Idaho real estate office of Prime Properties of Jackson Hole, WY. He is still residing in Jackson Hole and invites alumni who make it there for a ski vacation to look him up.

Peter De Ceulaer '99MBA was married on October 1 to Sarah. He is a business intelligence consultant with IDIT Europe N.V. in Belgium.



John J. Hooker '99MBA was promoted to group vice president managing both capital markets and financial risk management functions at Marriott Vacation Club International. John is pictured with his wife, Bonnie, on the Great Wall in China last March. They have one son, Jay, and are expecting a second child in December.



Stuart Krupnik '00MBA married Sherri Cohen on September 18, 2005.

Timothy Ramsberger '00MBA joined Honda Grand Prix of St. Petersburg as vice president of Andretti Green Promotions. The firm hosted its first event in April 2005. He also maintains a law firm, Timothy T. Ramsberger, P.A., in St. Petersburg, FL.

Christopher "Spike" Ramsden '00MBA married Michelle Fortado-Ramsden on September 25, 2004. He works as a licensed retirement consultant with Fidelity Investments.

Joni Stetson '96 '00MBA was married in April 2005 and switched careers now working as a realtor in Chicago, IL.



John Binder '01MBA is a land development manager with D.R. Horton and has three children: Ella (7), Jack (5), and Gavin (3).

Wayne Kalish '01MBA has been promoted to vice president of accounting services for Darden Restaurants, Inc.

Juan Macias '01MBA has been appointed product general manager, industrial breakers and control at General Electric and has relocated to Canton, CT. He spent the previous 15 years with ABB, Inc.

Evan Melcher '01MBA was profiled on mba.com. He is a portfolio manager with Trusco Capital Management in Atlanta, GA.

Douglas O'Brien Thompson '94 '01MBA has joined Asset Capital as its asset manager to help support and drive the firm's continued growth. Previously, he was a financial analyst at Kennedy Associate Real Estate Counsel, Inc.

Ryan R. Carroll '01 '02MBA married Marissa Mooar on July 30, 2005 in Cincinnati, OH.

Scott C. Hall '02MBA was named senior vice president of the Pizzuti Companies (Orlando) where he will oversee Pizzuti's Southeast operations.



Kristan Sanchez '01 '02MBA is the international program manager at Dynetech Corp. in Orlando. She is responsible for business development of international markets including Hong Kong, Australia, UK, Japan, and Latin America.

Mehmet Aksakal '03MBA was a project manager for the Kiev-Odesa Road Construction Project and was named CEO of Onur Contracting Ukraine in September 2005.

Galeon Caplan '01 '03MBA has been promoted to assistant vice president merchant services for SunTrust Bank in Orlando.

William G. Pape, Jr. '03MBA was promoted to program manager of Navy SEAL Support Programs. He was also promoted to Lieutenant Junior Grade in the Navy Reserve and completed graduate coursework in welding engineering through the Ohio State University distance program.



Jackson Young '03MBA married **Stacy Stevens '05** on May 28, 2005 in Celebration, FL. After the wedding, they went to Alaska on a seven-day cruise.

Michael Latham '04MBA is director of business intelligence for the Metro Orlando Economic Development Commission (EDC), a not for profit organization that works to bring companies and jobs to the four-county Central Florida region.

Johnathan Rees '04MBA was recently promoted to senior cost analyst for Tropicana Beverages North America. He has three daughters ages 4, 3, and 1.

D. Z. Washington '04MBA was promoted to director of Pharmacy/PIC. He and his wife are expecting a son to arrive in late October.

Evan Hoffman '03 '05MBA is a credit analyst with SunTrust's Credit Support Unit in Orlando.

Rob Gallardo '05MBA and wife, Rebecca, welcomed daughter, Sophia Grace, on September 5, 2005. She was 6 lbs., 9 oz., and 19 inches long.



Faculty and Staff Notes



Associate Professor of International Business Ilan Alon served as managing editor on *The*

New Global Society, a series published by Chelsea House. This new series will present the potential and the risks of globalization. Titles in the series are: *Globalization and Development*, *Globalization and Human Rights*, *Globalization and Labor*, *Globalization and Poverty*, *Globalization and the Physical Environment*, *Globalization, Language, and Culture*.

Dr. Susan Bach has been selected to serve as executive director of the Center for Leadership Development. Bach brings an extensive background in leadership development and is a certified executive coach. She has provided consulting services to numerous organizations; including Darden, NASA, Marriott, Harris Corporation, AAA, the Orange County Jail and the City of Orlando. She has also served on the faculty of the Rosen School of Hospitality Management at the University of Central Florida, where she was voted professor of the year. Bach holds a bachelor's, masters and doctorate degree from New York University.



Professor of Marketing Greg Marshall was invited to serve as a member of the faculty at the

American Marketing Association Jagdish Sheth Foundation Doctoral Consortium at the University of Connecticut. Established in 1966, the doctoral consortium, which is held at a different top research university each year, is the premier event globally for marketing doctoral students.



Professor of Finance J. Clay Singleton was a guest speaker at the Association for Corporate Growth Orlando

Chapter Conference on September 15. Along with Crummer School alumnus, **Michael Poole '84MBA**, Singleton focused on trends among Florida's small public companies and their implications for company growth strategies as represented by the PCE Florida Index™. He also served as the keynote speaker at the Inaugural Australian Investment Fiduciary Conference via videoconference. The conference, which took place in Auckland, New Zealand, focused on trustees and other professionals who are responsible for client asset management.

The Crummer School Expands Its Marketing Reach

By Nicole Vickers

Strengthening the Crummer School brand in Central Florida and extending its reach outside of the local marketplace are two of the many key marketing initiatives for 2006.

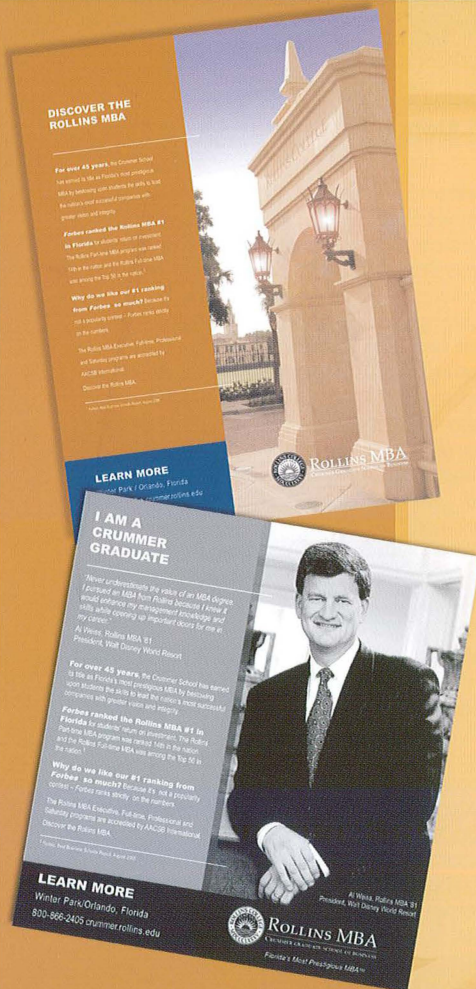
During the fall semester, the Crummer School's message has been extended to over 1.4 million radio listeners, more than 80,000 employees via internal newsletters, or education fairs, and more than 100,000 impressions have been made via web banners, newspaper and magazine placements. In addition the Crummer School has hosted more than 150 prospective students at information sessions. The Crummer School has also tapped into the college sports fan base via the magazines and web banners for the University of Florida, Florida State University and University of Miami.

To reach beyond the local market, several strategic media placements have been made to reach well over nine million readers worldwide in publications such as the *Wall Street Journal*, *Forbes*, and *Go*, the AirTran Airlines in-flight magazine.

Recent placements include:

- *Forbes* magazine
- Hobson's US and Hispanic MBA Guides
- *Wall Street Journal* Special Section Guide to Business Schools
- National Society of Hispanic MBAs (NSHMBA) National Conference Guide
- AirTran in-flight magazine, *Go*, Inside Front Cover
- AirTran in-flight magazine, "MBA: My Best Advantage"

Watch for future placements in the *Wall Street Journal* and the *2006 PGA Tour Annual Guide*.



ROLLINS Business Leader

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