

Winter 2007

## Business Leader Winter 2007

Crummer Graduate School of Business

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# ROLLINS Business Leader

WINTER 2007

A PUBLICATION OF THE CRUMMER GRADUATE SCHOOL OF BUSINESS

## INSIDE THIS ISSUE

Celebrating 50 Years—  
The Crummer School History 2

Inside Cisco 6

Alumni Hall of Fame 8



*Celebrating 50 Years*  
**ROLLINS MBA**  
CRUMMER GRADUATE SCHOOL OF BUSINESS  
*1957 - 2007*

## History of Crummer School (1957-1967)

**D**uring the 1950s Rollins College leaders had a vision to offer the Central Florida business community a way to obtain well educated leaders and thus began the story of the Crummer Graduate School of Business.



### **Crummer Historical Timeline:**

Part one of  
a three-  
part series

### **TIMELINE:**

#### **1957 – June 6**

The Rollins College Board of Trustees unanimously approved the proposed graduate program in business administration leading to the granting of the MBA degree.

#### **1957 – Fall**

##### **Initial Undertaking**

The graduate program in business administration was “initially undertaken in the fall of 1957 as an attempt on the part of the College to meet the needs of industry in the area for graduate training in management and administration.”

*(Rollins Institute for General Studies: 1961-1962)*

As the Crummer School enters its 50<sup>th</sup> year, we want to take this opportunity to celebrate the history of the school and recognize the leaders that had the foresight to position the school for the future. The story of the Crummer School will be told over the next three editions of the *Rollins Business Leader*.

ROLLINS COLLEGE  
Winter Park  
Florida

APPLICATION FOR ADMISSION TO GRADUATE PROGRAM  
IN BUSINESS ADMINISTRATION

NAME (Print) \_\_\_\_\_ (Last) \_\_\_\_\_ (First) \_\_\_\_\_ (Middle) \_\_\_\_\_

PERMANENT ADDRESS \_\_\_\_\_ PHONE NO. \_\_\_\_\_

PRESENT MAILING ADDRESS \_\_\_\_\_ PLACE OF BIRTH \_\_\_\_\_

AGE \_\_\_\_\_ DATE OF BIRTH \_\_\_\_\_

PRESENT EMPLOYMENT \_\_\_\_\_ Are you eligible for VA educational benefits? \_\_\_\_\_

Are you a veteran? \_\_\_\_\_

Dates of previous enrollment at Rollins College \_\_\_\_\_ Date of Graduation \_\_\_\_\_

High Schools or Preparatory Schools Attended \_\_\_\_\_

Name of School \_\_\_\_\_ Location \_\_\_\_\_ Dates Attended \_\_\_\_\_

Colleges or Universities Attended \_\_\_\_\_ Date of Graduation \_\_\_\_\_

Name of School \_\_\_\_\_ Location \_\_\_\_\_ Dates Attended \_\_\_\_\_

Was major in Business Administration? \_\_\_\_\_ If not, name major \_\_\_\_\_

Academic average of college work: Overall \_\_\_\_\_ Senior Year \_\_\_\_\_

Graduate Schools Attended \_\_\_\_\_

Number of hours of graduate work completed \_\_\_\_\_

Graduate degrees, if any \_\_\_\_\_ Date \_\_\_\_\_

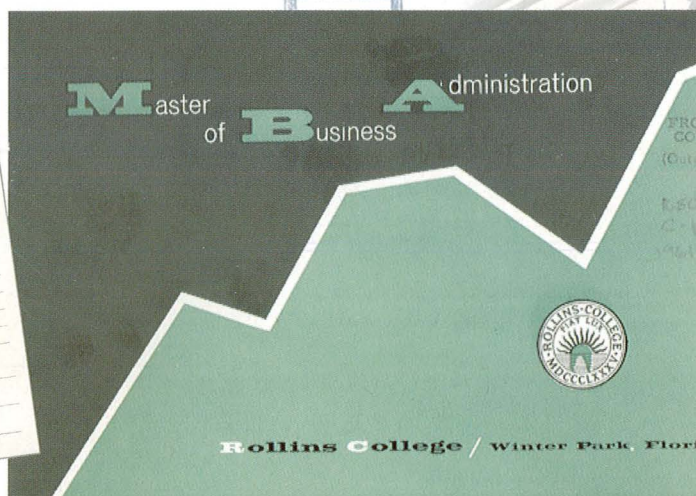
Have you taken the Graduate Record Examination \_\_\_\_\_ Date \_\_\_\_\_

REFERENCES \_\_\_\_\_

\_\_\_\_\_ (Name) \_\_\_\_\_ (Address) \_\_\_\_\_ (City) \_\_\_\_\_ (State) \_\_\_\_\_ (Zip) \_\_\_\_\_

\_\_\_\_\_ (Name) \_\_\_\_\_ (Address) \_\_\_\_\_ (City) \_\_\_\_\_ (State) \_\_\_\_\_ (Zip) \_\_\_\_\_

Date \_\_\_\_\_ Signature of Applicant \_\_\_\_\_



**First class:** 30 Students

**Classes offered:**

- **Fall 1957:** Managerial Accounting (Evans), Administrative Policy and Management (Welsh)
- **Winter 1957:** Principles of Economics (Pettengill), Business Law (Motzinger), Marketing Management (Welsh)
- **Spring 1957:** Principles of Economics (Pettengill), Business Finance (Bloom of the Martin Company)

**1958 – March 20**

Professor Charles Welsh asked by President McKean to coordinate the graduate program.

**1963**

**Approval to build a Business Administration Building on Campus**

The Dean of Graduate Programs approved the proposed business administration classroom building that would provide 10 classrooms, including two large lecture rooms and two seminar rooms.

# History of Crummer School (1957-1967)

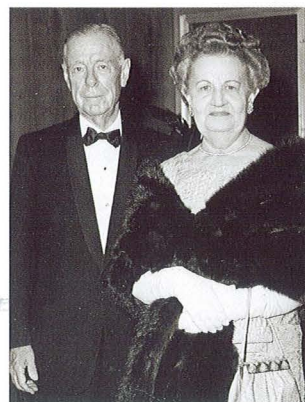
## Roy E. Crummer

"It is a satisfaction to me to know that many fine young men and women will find happiness and security they might not have known because they studied in a school which was my pleasure to found. If there are any rewards to what I have done, those will be the rewards."

—Roy E. Crummer

From humble beginnings in Kansas, Roy E. Crummer became an extremely successful businessman. Crummer began as a bank clerk at the Fourth National Bank of Wichita from there

he co-founded the Brown-Crummer Investment Company, the largest in the Central West. He then relocated to Winter Park, Florida where he managed R. E. Crummer & Co., an investment security firm, credited with rescuing the state of Florida from the collapse of the land boom of 1921-1926.



After officially retiring in 1942, Crummer and his wife, Hazel, relocated to Reno, Nevada where he took a strong interest in investing in West coast real estate transactions. While Crummer did not have a formal college education, he did see the value in a strong business education. In 1964, Crummer donated one million dollars to establish the Crummer School of Business. Crummer passed away in 1968 but his memory and vision live on at the school.

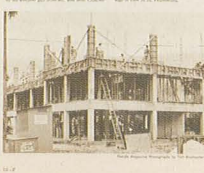


### Everything's Looking Up For Central Florida's Colleges

Multimillion Dollar Construction Programs Point Up Growth On Five Independent Campuses

By ANN EDGAR

FLORIDA'S colleges have an excellent prospect for the next few years as a result of a multimillion-dollar construction program announced by the state legislature last week. The program calls for the construction of five new independent campuses in the state, each with a total enrollment of 10,000 students. The program is the largest ever in the history of the state and is expected to create thousands of jobs for construction workers and other personnel.



Article & cartoon: ©The Orlando Sentinel

1964 – October 28

**Announcement of \$1 million gift from Roy E. Crummer to build Crummer Hall**

During a dinner at the Orlando Country Club, Rollins College announced a \$1 million gift for a School of Finance and Business Administration from prominent businessman and former resident of Winter Park.

1965 – September 30

**Ground Breaking: Beginning of Building of Crummer Hall**

1965 – 1966

**Construction of Crummer Hall**

## Dean Charles Welsh (1958-1977)

Charles Welsh joined Rollins College as an associate professor of business administration in 1955. Appointed Dean of the graduate program in business administration by President Hugh McKean in 1958, Welsh oversaw both graduate studies and the construction of Crummer Hall during his 20-year tenure.

As Dean of the Crummer School, Welsh created the basic structure of the graduate program and tried to “provide professional training for management at the highest obtainable level, based upon the solid ground of liberal education,” as he told a Rollins audience in 1960. Welsh’s accomplishments while leading Crummer included starting the 3:2 program, beginning internships with American companies, setting up international seminars and incorporating the use of technology in the classroom.



### 1966 – November 4 Dedication Ceremony for Crummer Hall

In conjunction with Rollins  
College Commencement

### 1967 – Spring Classes begin in newly constructed Crummer Hall

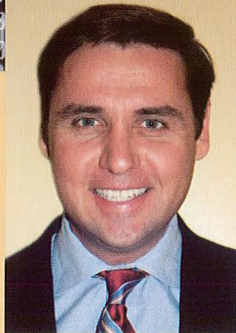
Do you have a story to tell about your  
time at the Crummer School or  
pictures to share? We would love to  
hear from you. Please email us at  
[crummeralumni@rollins.edu](mailto:crummeralumni@rollins.edu).

### Cisco Systems Leader David Loy '97MBA Gets His System Running Every Day to Assist His Company with its Abundant Success

By Suzanne Beranek

Founded in 1984 by a small group of computer scientists from Stanford University, Cisco Systems, Inc. has become the worldwide leader in networking for the Internet. With nearly 50,000 employees, Cisco® leads the market in multiple areas, such as routing and switching, unified communications, wireless, and security. The company helped catalyze the industry's move toward Internet Protocol and, now that it is fully underway, it is at the center of fundamental changes in the way the world communicates.

One of Cisco's stars is putting the skills and knowledge he learned at the Crummer School to work for his employer. Federal Civilian Account Manager **David Loy '97MBA** has been with the company for six years and resides in McLean, Virginia. As this publication was going to press, David received an offer from Cisco to lead a team covering the New South Wales government in Sydney, Australia. He and his family plan to relocate to Sydney in February.



# CISCO

## THE CISCO EXPERIENCE

#### Q: Why do you work for Cisco?

A: Cisco is clearly the proven leader in the industry. The company possesses great leadership and vision, and they provide a competitive working environment.

#### Q: How did you get to where you are?

A: I started at Intel Corporation after graduating from Crummer in 1997 and left after a few years to go to a start-up company, Arrowpoint Networks. In 2001, Arrowpoint was acquired by Cisco for over \$6 billion. I worked as a major account manager for Cisco's enterprise business and was transferred three years ago to their federal enterprise division.

#### Q: What are your responsibilities?

A: I support chief executive officers (CXOs) who work for our Federal enterprise customers—such as the Securities and Exchange Commission, Department of Commerce, Patent and Trademark Office, Census Bureau, and Housing and Urban Development—to solve business issues by positioning Cisco technology solutions.

#### Q: What do you enjoy most about your job?

A: Assisting CXOs in business reengineering, enterprise consolidation, and enterprise architectures in order to give them competitive advantages and efficiencies in the marketplace.

#### Q: How do you ensure ethical leadership among your team?

A: Ethical leadership is very important to Cisco and has been a part of our company's corporate directive and President and CEO John Chambers' approach for a long time. I follow and encourage others to follow this example. I believe it's incredibly important to set a good example for others so I've also built and try to maintain a strong mission statement for our team that incorporates integrity, honesty, and the other qualities that are necessary to remain ethical.

#### Q: What kind of qualities should a person possess to work for a company like yours?

A: The following qualities are very important to succeed at Cisco Systems:

- The ability to go after what your company needs aggressively;
- A competitive spirit;
- The ability to lead;
- Good presentation and listening skills; and,
- The ability to interface with CXOs in the organization with industry-relevant knowledge.

## The Bigger Picture

### Q: What are some of the issues facing global businesses like yours?

A: There are several:

- Maintaining excellence and a strong brand during rapid growth;
- Maintaining the company culture with all its growth; and,
- Entering new markets to continue that growth.

### Q: What are some future trends in business that are important for Crummer students to be prepared for?

A: Globalization will grow faster than we have ever seen in the past with instant connection with the world; America will need to continue to innovate to stay competitive in the global world. As a result, we all need to be prepared to:

- Do more with less;
- Become even more productive;
- Work with or become the new leadership with many business leaders/baby boomers retiring over the next decade or two; and,
- Collaborate on our decision making.

## The Definition of Success

### Q: What have been your greatest professional accomplishments?

A: Helping to build dot-com startup Arrowpoint Networks to a point where it was purchased by Cisco and finishing second globally out of hundreds of account managers in Cisco Federal last fiscal year.

### Q: What would you describe as your secret to success?

A: Hard work and focus, being able to adjust on the fly, and continuous learning.

### Q: Are there habits you've developed that aid in your success that you would suggest Crummer students adopt?

A: I've tried to develop the following habits and would suggest them to any student I talk to:

- Be adaptable.
- Maintain a strong work ethic.
- Keep your competitive nature.
- Have a plan and follow it.

## The Crummer Experience

### Q: What was the most important thing you learned while at the Crummer School?

A: With an overload of information and responsibility in grad school, I had to learn how to manage and prioritize my time and to filter out unimportant information. That's very similar to the business world. With the deluge of information in making a decision there's an emphasis on finding what's important and knowing how to quickly react and make good sound business decisions.

### Q: What value has your Crummer degree had for you in your career?

A: It has opened doors and given me the competitive advantage. I believe it shows drive, ambition, and a willingness to do what it takes to be successful.

### Q: In your opinion, what makes a Rollins MBA special?

A: Using technology in the curriculum, faculty who strive to be the best, and partnerships with businesses to provide real-world experience.

## The Transferable Knowledge

### Q: What are some of the best practices you follow that students should be aware of?

A: To separate yourself from others who are just trying to sell or position their product and/or technology, you have to create and maintain strategic relationships and a trusted advisor status with customers, truly understanding their business challenges and needs.

### Q: What suggestions do you have for MBA students coming into a company like yours?

A: I would suggest all of these to students coming into a company like Cisco:

- Surround yourself with successful people who can mentor you and give you direction.
- Be prepared for a fast-paced, competitive environment.
- Understand, utilize, and highlight your strengths.

### Q: As future leaders, what can students do to create a better society and better future?

A: Remember that the best legacy you can possibly leave is not a library named after you or even a billion-dollar organization you built from the ground up, but the impact you've had on others by the way you treated the people around you along the way. ■

## LIFE AWAY FROM WORK

David and his wife, Amy, have three children—Carissa, 4, Sheridan, 3, and Chloe, 5 months. David hopes to be semi-retired in 10 years, “spending as much time with my kids as possible.”



## Alumni Hall of Fame Inducts Two New Members

The Crummer School announced the induction of two distinguished alumni, **Erin J. Wallace '93MBA** and **Stanley C. Gale '72 '73MBA**, into its Alumni Hall of Fame at an event on October 19, at the Ballroom at Church Street Station. In the School's 50-year history filled with a legacy of successful graduates, only seven graduates have been inducted into the Alumni Hall of Fame.



(l to r): President Lewis Duncan, Stanley C. Gale '72 '73MBA, Erin J. Wallace '93MBA, Dean Craig McAllaster

Jersey Nets and the New Jersey Devils. Gale was inducted into the Rollins College Sports Hall of Fame in 1989 for his participation on the soccer team and was honored with the Rollins College Alumni Achievement Award in 1997.

"I really enjoy getting resumes from Rollins graduates," remarked Gale. "As alumni, we should continue to build the Rollins network." ■

"Erin and Stan are excellent examples of what can be accomplished using the skills acquired in the Rollins MBA program." —Dean Craig McAllaster

"This is an honor rarely bestowed," said Dean Craig McAllaster. "Erin and Stan are excellent examples of what can be accomplished using the skills acquired in the Rollins MBA program."

Wallace is senior vice president of Walt Disney World Operations, and maintains full operating responsibility for all theme parks, resorts, sports and recreation, as well as the operations line of business support for attractions/entertainment, merchandise and food and beverage.

"The Rollins MBA was the best professional development I could have given myself," remarked Wallace.

Wallace joined Walt Disney World more than 20 years ago as an industrial engineer and has held positions such as vice president of Magic Kingdom Park, vice president of resorts

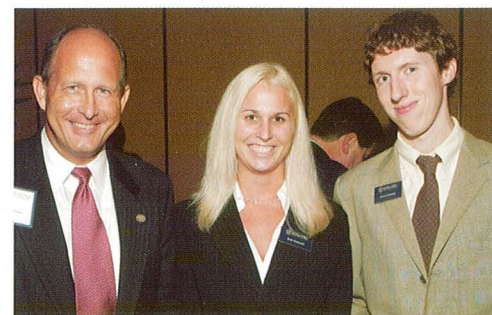
and general manager of theme park operations. She serves on the Academic Board of Advisors at the University of Florida's School of Industrial Engineering and is a member of the Crummer School Board of Overseers. She holds a degree in industrial engineering from the University of Florida and an MBA degree from the Crummer School.

Gale, a third-generation entrepreneur, founded Gale International, a global real estate investment and services firm overseeing a portfolio exceeding 40 million square feet of commercial space. Gale is the recipient of many honors, including Entrepreneur of the Year by Ernst & Young and *Inc. Magazine*. A lifetime sports enthusiast, he maintains an ownership interest in the New York Yankees, the New



Above, (l to r): Deanne Gabel '99MBA, Catherine Wilson '08MBA, Stephanie Riche '08MBA, and Silvia Tassitano '08MBA

Below, (l to r): Robert Hartmann '79 '06MBA, Britt Katzynki '08MBA, Harry Antonio '08MBA

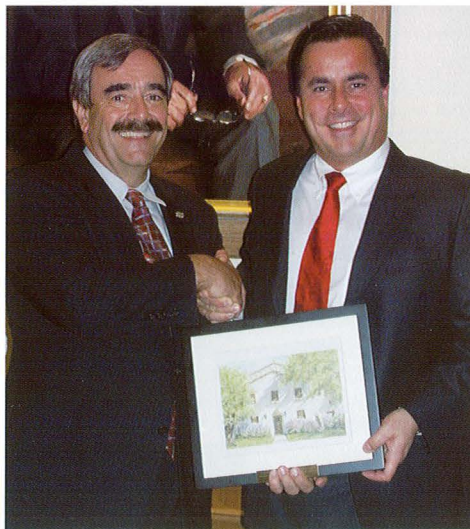


Please visit  
[www.crummer.rollins.edu/Alumni/](http://www.crummer.rollins.edu/Alumni/)  
to read about previous  
Alumni Hall of Fame inductees.

### Core Values and An Entrepreneurial Spirit Create Success for Rollins Lecturer

Successful global entrepreneur, Thomas Petters, delivered the Fall Leadership Lecture at a luncheon on the Rollins campus on November 6. Petters is chairman and chief executive officer of the Petters Group Worldwide. During his 18 years of management and guidance, Petters Group Worldwide has grown from a one-man operation into a global investment company with interests in more than 60 companies with more than 3,200 employees. Petters credits this success to his company's core values of caring, integrity, humility, agility, execution and innovation. "At the Petters Group, we strive for operational excellence and hope to get better at what we do every day," said Petters.

In 2002, Petters was a partner in acquiring and restarting Fingerhut, one of the largest catalog and direct mail companies in the country. "For a company to survive, it must continually reinvent itself," said Petters. The following year he acquired uBid.com, the second largest internet auction site. In 2005, uBid.com became a public company with Petters Group as a minority owner. After two years of being a licensee of Polaroid for consumer electronics, Polaroid Corporation was purchased by Petters Group



Worldwide in 2005. The Petters Consumer Brands division is also a licensee for Sunbeam, Oster and Emerson.

Petters believes that business success must include an element of corporate social responsibility. Last year, Petters Group Worldwide's charitable giving exceeded \$30 million. Petters currently serves on the board of trustees at the College of St. Benedict and Rollins College. He is a member of the Business Advisory Council and Board of Visitors for Miami University – Ohio. In 2005, Petters made a \$12 million pledge to establish the Rollins College China Center and the Petters Chair of International Business, currently held by Dr. Ilan Alon. ■

A 10-year tradition, the Leadership Lecture Series invites prominent business leaders to campus to speak about their career successes and personal leadership strategies.

Lecturers also discuss current industry topics and trends. Please see [www.crummer.rollins.edu/Alumni\\_Relations/events/lecture/](http://www.crummer.rollins.edu/Alumni_Relations/events/lecture/) for upcoming lectures.

### ONLINE ALUMNI BUSINESS DIRECTORY

Welcome to the Crummer Graduate School Alumni Business Directory. This directory is intended to provide information to Crummer School graduates and alumni. It is intended to provide information to Crummer School graduates and alumni networking and the support of Crummer School alumni-owned businesses.

If you would like to have your company included in this directory, please contact the on-line directory. The alumni office reserves the right to edit or delete listings.

Please note, all information contained in individual listings has been provided by the Crummer School Alumni Association. Individuals who seek to do business with companies in the community.

The information contained in this directory is for the sole purpose of providing information to Crummer School alumni.

If you are an alumnus and want to add your business to this directory, please contact the alumni office.

A B C D E

Jump to:  Categories

### Did you know?

Name: BEE Coaching

Email: [broe9274@bellsouth.net](mailto:broe9274@bellsouth.net)

Address: 512 Battleground Road

City/State: Lincolnton, NC 28092

Phone: 704-736-9274

Fax: 704-736-9274

Graduation Year: 1998

Business: Coaching

Business Type: Coaching

Business Description: Coaching

Business Address: 512 Battleground Road

Business City/State: Lincolnton, NC 28092

Business Phone: 704-736-9274

Business Fax: 704-736-9274

Business Email: [broe9274@bellsouth.net](mailto:broe9274@bellsouth.net)

Business Website: [www.bee-coaching.com](http://www.bee-coaching.com)

Business Hours: 9:00 AM - 5:00 PM

Business Services: Coaching

Business Products: Coaching

Business Categories: Coaching

Business Keywords: Coaching

Business Tags: Coaching

Business Status: Active

Business Created: 11/11/2005

Business Last Modified: 11/11/2005

Business Approved: Yes

Business Verified: Yes

Business Featured: No

Business Sponsored: No

Business Recommended: No

Business Popular: No

Business New: No

Business Hot: No

Business Trending: No

Business Rising: No

Business Falling: No

Business Stable: No

Business Volatile: No

Business Active: Yes

Business Inactive: No

Business Suspended: No

Business Deleted: No

Business Archived: No

Business Restored: No

Business Recycled: No

Business Purged: No

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Business Archived: No

Business Restored: No

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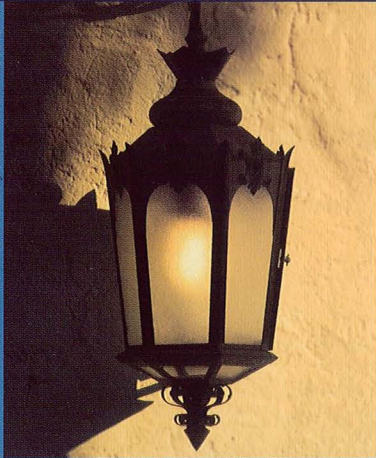
Business Archived: No

Business Restored: No

Business Recycled: No

Business Purged: No

[www.crummer.rollins.edu/Alumni\\_Relations](http://www.crummer.rollins.edu/Alumni_Relations)



We want to hear from you. Send updates on your life and career to the following address:  
[crummeralumni@rollins.edu](mailto:crummeralumni@rollins.edu)

**Joseph W. Minnigan '67MBA** passed away on February 27, 2006.



**Stanley "Stan" Gale '72 '73MBA** was inducted into the Alumni Hall of Fame on October 19, 2006 during an event at the Presidential Ballroom in Downtown Orlando.

**Beth Potter '83MBA** was invited to become a member of the University of Florida's External Advisory Board for the Center of Excellence for Regenerative Health Biotechnology. Potter is currently the vice president of professional development for a non-profit society of pharmaceutical manufacturing professionals, ISPE.

**Laurie (Woten) Harvey '86MBA** remarried in 2004 and together they now have six children. She is kept busy with training her horses, volunteering at schools, and attending little league baseball games.



**Rondra "Ronnie" Matthews '86MBA** was named president, publisher and chief executive officer of *The Baltimore Sun*.

**Sanford Carr '87MBA** passed away on August 13, 2006. A memorial service was held in the SunTrust Auditorium in Crummer Hall per his request. For the past 15 years, Carr taught the GMAT Review course and was a well respected computer software consultant in the US.



**Marshall R. Gunsel '87MBA** relocated to Charlotte, NC after accepting a position with Dassault Systemes as a peoplesoft services advisor.

**Matt Stevens '89MBA** authored "Managing a Construction Firm on Just 24 Hours a Day" which was published by McGraw Hill and is now available on-line and in major bookstores.

**Patrick Emmet '92MBA** joined Wireless Capital Partners, LLC as director of finance and acquisitions in Atlanta, GA.

**Brock Lesperance '92MBA** joined Campus Crusade for Christ as team leader for decision support, budgeting, and reporting.



**Erin Wallace '93MBA** was inducted into the Alumni Hall of Fame on October 19, 2006 during an event at the Presidential Ballroom in Downtown Orlando.

**Michael Wright '93MBA** and his wife, Heidi, welcomed Stephanie Grace to their family on August 6, 2006.



**Kirsty Walker '94MBA** recently joined Merrill Lynch as assistant vice president.

**Selvin Dottin '96MBA** was appointed as a shareholder of R.W. Beck, Inc., a management consulting and engineering firm.

**Robert Matura '96MBA** accepted a sales manager position with Cigna Healthcare in Arizona. Robert and Kimberly are keeping busy with their 18-month old triplets.

**Soo Kim '98MBA** was appointed telecommunications commissioner of the Department of Telecommunications and Energy in Massachusetts.

**Tim Seneff '98MBA** was appointed president of CNL Financial Group.



**Peter De Ceulaer '99MBA** and his wife, Sarah, welcomed their baby girl, Kyna, on October 7, 2006.

**Robert High '99MBA** was named president and chief executive officer of H. J. High Construction on November 3, 2006. He succeeds his father, **Steven High '81MBA**,



and is the third generation of his family to lead the firm which specializes in the construction of churches and schools.

**Jennifer "Jenny" Lovely '00MBA** and her husband, David, welcomed their second child, Paige Helen in April 2006.

**Murat Maktalan '00MBA** was married to Melisa Pezuk in August. He is currently located in Dubai working for Emirates Airlines as project manager.

**Jeff Payne '00MBA** moved to York, PA. He is an industry quality manager at Graham Packaging, which gives him quality responsibility over 10 of the US plants.

**Todd Tomlin '00MBA** and his wife welcomed their daughter on August 25, 2006.

**Kirk Nalley '01MBA** was named director of corporate sponsorship sales for ClearChannel Philadelphia Radio.

**Soluna Shah '01MBA** is the online marketing and consumer promotions manager for Bright House Networks.

**Robyn Eichenholz '02MBA** accepted a position as adjunct professor at the UCF Rosen Hospitality School.

**Leigh Pennington '02MBA** welcomed his new son, Nate, on September 16, 2006.

**Alberto J. Perez '03MBA** is vice president/principal of Mas Group, a Miami-based private equity firm focusing on the investment, acquisition and development of residential and commercial real estate. Alberto and his wife, Kristi, were married in June '04 and have a 6-month old son, Lucas.

**Scott Trombino '03MBA** and his wife welcomed their first child on July 28, 2006. Seth Daniel weighed 6lbs 3 oz and was 19 in. long.

**Jeanette L. Wilk '03MBA** joined 180 Consulting, a new lobbying firm, and is now engaged.

**Kelly Beaman '04MBA** returned to his hometown of Rockford, IL. He continues with his music career and began working with Fudev International Communications, Inc., a media translation and production firm.

**Leigh (Ferguson) Mays '04MBA and Kevin Mays '04MBA** were married on October 7th, 2006 at Knowles Memorial Chapel. The couple met on the first day of grad school at Crummer. They now reside in Charlotte, NC.

**Darla Miller '04MBA** was named vice president of MSCW Inc., an Orlando-based planning and multidisciplinary design firm.



**Luisa Valdes '04MBA** is the human resources manager for Tempus Resorts International.

**Samantha Wilson '04MBA** accepted a new marketing position at Chep.

**Eric Dahlberg '05MBA** is working in Michigan as an assistant vice president for United Bank & Trust.

**Orlando Rivera '05MBA** and his wife, Nancy, welcomed son, Enoch Augustine Rivera, on November 7, 2006. He weighed 7lbs, 6ozs, and was 20 inches long.

**Carlos Carrera '06MBA** received a promotion at Symantec Corporation, a software development company and has relocated to Houston, TX.

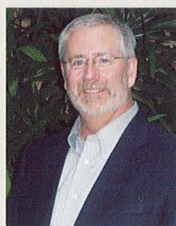
## In Memoriam

**Colin Murray '98MBA** passed away on Wednesday, January 18, 2006 due to complications with Lou Gherig's Disease. After graduating from the Crummer School, Colin worked at Darden Restaurants, Inc. as a senior financial analyst. Colin was president of the African American Investment Club and an active member of the National Association of Black Accountants. Classmates lovingly remember Colin as a "people person" who was always full of humor and made everyone feel like they were a member of his family.

In honor of Colin, Stanton Reed '93MBA developed an endowed scholarship for an African-American full-time student with financial need. If you would like to contribute to the Colin Murray Memorial Scholarship, please contact the Crummer Alumni Office at 407-646-2537 or [crummeralumni@rollins.edu](mailto:crummeralumni@rollins.edu).

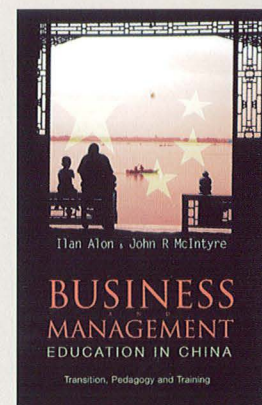
## Faculty and Staff Notes

Crummer School Professor of Marketing and Strategy **Greg Marshall** was appointed to the Charles Harwood Chair of Marketing and Strategy in the Crummer Graduate School of Business.

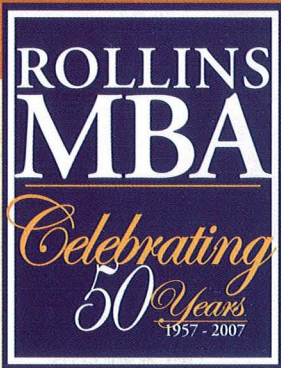


Petters Professor of International Business **Ilan Alon's** book, "Business and Management Education in China" (2005, World Scientific Publishing Co. Pte. Ltd.) received an excellent review in the International Journal of Emerging Markets, Vol. 1., No. 2, 2006.

The reviewer stated, "The book is a welcome contribution to the emerging market literature offering a broad treatment of past, current and future economic structures and governance systems that supports the pragmatic approach to business and management education with wide applicability in other countries."



Save the Date



## Crummer School Celebrates 50th Anniversary

The Crummer Graduate School of Business has reached another significant milestone, the 50<sup>th</sup> Anniversary of providing graduate-level business education.

To commemorate this golden occasion, Crummer Alumni are invited to this very special luncheon.

At the event, we will recognize some beloved faculty members for:

- Most Enthusiastic Professor
- Most Challenging Professor
- Professor Who Made the Greatest Impact on My Life

Prior to the luncheon, we invite all alumni to vote for the professor they feel best represents the above categories. Each category will award two winners, one who taught at the Crummer School during its first 25 years and another who has taught during its second 25 years.

### TO CAST YOUR VOTE—

visit [www.crummer.rollins.edu/Alumni](http://www.crummer.rollins.edu/Alumni) and click on the "Vote for Favorite Professor" link.

*The deadline to cast your vote is February 16.*

We look forward to celebrating this special anniversary with each of you and hope that you will be able to join us.

Wednesday, March 14, 2007

11:30 am – 1:30 pm

Alfond Sports Center, 2<sup>nd</sup> Floor

RSVP @ [www.crummer.rollins.edu/Alumni](http://www.crummer.rollins.edu/Alumni)

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