Red Frog Events

named U.S. Chamber of Commerce
small business of the year
Greetings from the State Farm Hall of Business at Illinois State University! As I look out over the Quad, I see a beautiful campus with animated and eager students. I know you can also share that vision with me in your mind’s eye. I am pleased to welcome you and introduce the most recent edition of our national, award winning News and Views. The energy of our students, the innovative approaches to teaching by our professors, and the ongoing success of our alumni all point to a bright future.

A common theme in many of our featured stories is the indomitable human spirit of free enterprise. It is a great privilege to live in a country where markets allocate goods and services in an efficient manner. The invisible hand is at work to enrich our lives, solve problems, and create both a higher standard of living and a higher quality of life. No planned economy could promote and reward such creativity and optimism.

Yet it is true that markets can fail in the short run. Questions abound as to the right mix of oversight. What is too much? What is too little? These questions continue to be debated. However, what we do know with certainty is that freedom to choose is good and economic growth and abundance depends on the vision of entrepreneurs who embrace innovation and provide us with choices in the marketplace.

In this issue you will read about ISU business alumni who are creating new offerings. They have a vision, they are taking risks, they are innovating, and they are meeting the needs and wants of industry and of consumers. These business owners and managers are creating jobs, paying taxes, and are making life more meaningful and enjoyable for others.

The dedication of the new George and Martha Means Center for Entrepreneurial Studies marks our commitment to become a nationally recognized catalyst for emerging and existing entrepreneurs. In this issue you will also recognize that our extremely talented professors are linking students with business concepts that solve real-world problems in supporting a sustainable future.

It is very gratifying to see the recent growth of our College of Business Alumni Network (COBAN) in Illinois and beyond. There are active alumni groups springing up in many major cities across the country. I have traveled to several alumni events and will plan to attend more in the coming months. Thank you in advance for your involvement.

As I visit with business alumni, the pride in Illinois State is palpable and well deserved.
News Views

Imagination will take profiled in this story perfectly spark into a highly successful cutting-edge business armed Joe Reynolds ’03 RED FROG EVENTS ENTREPRENEURIAL EXCELLENCE

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since its founding in 2007, Red Frog has enjoyed a 24,000 percent increase from first-year sales, developed a fanatically loyal customer base with close to 725,000 Facebook fans, and molded a corporate culture as unique as…well, a red frog! The company, which specializes in the active entertainment industry, produces three race series, Great Urban Race (GUR), Warrior Dash, and Beach Palooza.

Founder Joe Reynolds’ vision was inspired by the CBS show The Amazing Race in May 2007. But instead of being passive spectators, he envisioned creating fun, city-wide adventures that could be actively enjoyed by legions of participants.

“It seemed like an outlandish idea at the time and I had some people telling me it wasn’t a good one, but I just went with my gut and held the first Great Urban Race (GUR) in Chicago, ” said Reynolds.

His instincts were right on target and he turned a profit on that very first race. Reynolds took what he learned from that experience and transformed a modest $5,000 investment into a $50 million company by 2011. All it took was unbelievably hard work, a passion generating excitement, and a “just do it” attitude.

So exactly what does Red Frog do? Let’s take a closer look…

Teams competing in Great Urban Race solve clues and navigate a city by walking, running, or using public transportation. Starting with a website and eight races in fall 2007, it has expanded to 40 cities with a projected 28,000 annual participants in 2013.

The second event launched by Red Frog was Warrior Dash, a 5K obstacle-running event for thrill-seeking athletes. Each race concludes with a celebration featuring very muddy participants enjoying live music and beer. The 2011 Warrior Dash tour included 36 races and attracted more than 650,000 athletes nationwide.

Beach Palooza, a 5K obstacle-running race is Red Frog’s newest offering. Complete with live beach tunes and beer, the series was launched in November 2010 and expanded to seven sandy locations in 2011, adding another 25,000 fan-loving fans to the Red Frog family.

It’s good to be red

It takes a lot more than an innovative idea to build a successful business. There were many 100-hour workweeks before the company’s first bigger successes.

He believes a work-hard, play-hard alternative work atmosphere is at the heart of Red Frog’s success. “I wanted to create a workplace that felt like home and hire employees that felt like family,” Reynolds explained. All employees enjoy a weekly lunch, free meals after 7:30 p.m., endless drinks, and daily snacks. Traditional coffee breaks are replaced with tricycle races, dancing contests, and football tournaments. For Froggers who need to re-charge, they can whiz down a zip line or play Whirly-Birds all on company time.

Six ISU graduates, who were among the first hired, hold key roles within the company, which has grown to include 125 uber-energetic, nice-to-the-core employees. And since Red Frog receives more than 2,000 resumes a month, they can afford to be choosy when selecting staff. Currently one out of 15 applicants is hired into their event coordinator program, but competition is becoming increasingly stiff as interest in working at Red Frog continues to rise.

Red Frog offers a benefits program that is incomparable to any other workplace in the world. Employees receive Blue Cross Blue Shield PPO, vision, life, and dental insurance. The 401k plan has no vesting schedule with a 100 percent match on up to 10 percent of an employee’s salary. Froggers also enjoy unlimited vacation days, one week from home day per week, taking a family member or friend on a fully paid trip to one event per year, keeping their award flight miles, a match of up to a $1,000 in charitable contributions per year, a birthday massage, $100 office decor allowance, maternity leave of up to 12 weeks and paternity leave of two weeks at 100 percent pay, and up to $1,000 per year to use at their own discretion for training and development.

Once employees hit the five-year mark they’re eligible for a fully paid four-week sabbatical with any one person of their choice or their spouse and children to South America, Europe, Africa, or Asia.

Customer service is everything

A total commitment to building lasting relationships with highly satisfied customers is the focus of every Red Frog employee. One of the company’s greatest innovations is RegistratiONATION. Launched in 2009, it provides automated online payment processing and database management for event registrations to insure remarkable customer service. Once participants arrive at a race there are always numerous event coordinators and full-time staff dedicated to offering an unforgettable adventure.

“We understand the importance of building relationships with customers and see each of our participants as valued individuals. Whether we are conversing on the telephone, over email, or in person, we remain genuine and authentic, while projecting our contagious positive attitude,” said Reynolds.

Twitter, Facebook, and YouTube are leveraged to build excitement about upcoming events and provide participants a way to share feedback, testimonials, and photographs and videos of their adventures.

“We continue to find ways for them to interact and engage with our Red Frog Family beyond just their presence at our events,” Reynolds explained. “Even our website which is designed like an old-time arcade is fun and functional.”

Camp Red Frog

Reynolds and his Froggers recently moved into their newly designed Camp Red Frog. They did a lot of brainstorming and then challenged architects to create a space surpassing anything they had previously delivered. Designers were asked to insure the space reflected environmentally respectful features. Camp Red Frog, located in the heart of Chicago’s River North neighborhood, is filled with functional meeting spaces, a slide, customized swings, a rock-climbing wall and a 50,000 piece Lego conference table. Reclaimed wood from a Kansas barn was used for the tree houses and tables. Doors from the previous office were reused. Automatic lighting and other systems were incorporated to conserve energy. Even a chandelier created from 192 recycled mason jars is “green.”

REDFROG’S REDBIRD EMPLOYEES

1. Rachel Cobb, Chief of Chuckles
2. Tiffany Hudson, Event Coordinator
3. Stephanie Mazzano, Engineer of Excitement
4. Munirah McNealy, Maestro of Madness
5. Stephanie Schroeder, Honcho of Happiness
6. Gretchen Waller, Skipper of Stiliness
7. Alex Yount, Foreman of Festivities

“Logic will get you from A to B. Imagination will take you everywhere.”

—Albert Einstein

The young entrepreneurs profiled in this story perfectly embody that sentiment. Each has fanned a creative spark into a highly successful cutting-edge business armed with the professional skills, understandings, and relationships they developed at Illinois State University.
An active corporate citizen

Red Frog partners with St. Jude Children’s Hospital, donating a portion of the GUR proceeds from every race to help young children faced with an illness. Local charities unique to each race location also receive significant financial support and a boost in visibility thanks to Red Frog.

“One clue in every race provides participants the opportunity to interact with the hometown charity and collect small items that go directly to the people each organization helps,” Reynolds explained.

Warrior Dash partners with nonprofit GreenSneakers, an organization that facilitates the cleaning and distribution of shoes to third-world countries. Take a look inside a Warrior Dash event at youtube/bcsvL_oyRHE.

Looking ahead

“We’ve reinvested and encouraged innovative thinking with an eye on our long-term success,” said Reynolds. “That philosophy is why I’m confident Red Frog will be a larger thriving company in two, five, and fifty years from now.”

The company plans three new launches within the Red Frog umbrella in the next 18 months, two of which will be on a far larger scale than anything done to date.

“To me, Red Frog Events encompasses a way of life, rather than a place to pick up a paycheck. The free enterprise system has given every employee, every community, and every charity we’ve touched an opportunity for growth and a chance to be extraordinary,” added Reynolds.

Great Urban Race Normal will be the kick-off event for Homecoming 2011. Visit www.greaturbanrace.com/event_normal.php to learn more or to register.

Katie Hill ’01 and her husband Russ were on the “L” in Chicago coming back from a White Sox game when inspiration for their company Commuter Advertising hit.

“When the train stopped at Chinatown we thought it would be neat to hear a brief message about a local restaurant or shop nearby—something that would encourage people to get off the packed train and visit a business they may not have known about,” explained Hill. “Since the CTA was facing funding challenges, Russ and I thought it seemed like an interesting way to generate additional revenue for public transit too.”

The couple began researching public transit around the world, studying dozens of maps and schedules and crunching numbers to determine the potential size of the program they envisioned.

“The more they learned the stronger their conviction became that a location-based audio commercial system for public transit vehicles would work. With 29 patent claims filed and the Commuter Advertising concept well in hand, they began talking to transit agencies and won their first contract with the Greater Dayton RTA in Dayton, Ohio. The company has since expanded to Champaign; Kansas City, Missouri; Toledo, Ohio; Rockland County, New York; Pace Suburban Bus in the Chicago suburbs; and Seattle.

“Today Commuter Advertising reaches over 88 million transit rides annually. We have hundreds of advertisers and passed the milestone of $1 million in revenue earlier this year,” said Hill.

How does Commuter Advertising work?

Using proprietary technology, Commuter Advertising leverages existing on-board GPS and announcement systems to play 15-second location and time-based audio/visual sponsorships inside public transit vehicles. Advertisers can target exact locations along bus and train routes where they want a message to play, for example: just as the transit vehicle is passing their business, or they can pick a time of day when a message will play on every transit vehicle in the fleet. With either approach, the messages are brief, creative, and often include a special offer or discount for public transit riders.

With the fragmentation in today’s media, Hill believes it is essential that audio, text scrolls on LED signs inside vehicles, and even mobile messaging capabilities designed for Commuter Adver...
“My advice to anyone who wants to launch a business is to create a solid plan and use it to build momentum. Carry each small win into the next, bigger win and keep on building. It’s up to you and no one else to get your business off the ground.”

Working the plan

“One of the most important things Russ and I did when we were considering this venture was participate in multiple business plan competitions. Creating a business plan was a critical exercise that forced us to think through every detail,” explained Hill.

Winning the DePaul University New Venture Challenge provided early validation of their idea and some start-up capital from the prize money. Further momentum was gained by winning the University of Dayton Business Plan Competition which provided visibility and entry to the Draper-Fisher Investment-Cisco Business Plan Competition.

The competitions encouraged the pair to continually improve their concept, provided access to important advisors, and even helped secure the eventual investment by Draper Triangle Ventures. Hill says one of the most important foundations of Commuter Advertising’s success was her preparation at Illinois State University.

“My concentration was marketing, but launching and growing Commuter Advertising has required me to apply knowledge in accounting, finance, strategy, planning, sales, management, law—the whole gamut. I credit the College of Business at Illinois State University for preparing me across all business functions,” she explained.

“One of the classes I refer to regularly is Marketing Research, which I took with Dr. Jill Atwood,” because Comuter Advertising often conducts surveys and studies. Dr. Linda Showens has been a big supporter from the beginning. She believes in me and my business. Very early on I was put in touch with Norris Porter who has been not only a wonderful resource, but also a great source of encouragement. He has linked me with alumni who have shared a wealth of knowledge and advice,” added Hill.

Advice for budding entrepreneurs

“My advice to anyone who wants to launch a business is to create a solid plan and use it to build momentum. There will be plenty of nay-sayers along the way, so you have to create your own positive energy from your belief in your concept and take a thoughtful approach to executing your plans. Carry each small win into the next, bigger win and keep on building. It’s up to you and no one else to get your business off the ground,” said Hill. “I believe there are opportunities and challenges in every economic environment and though I launched a business during a recession, my sense is, it’s a lot of hard work no matter the economic circumstances.”

Next steps

Commuter Advertising has four main focuses for the immediate future: launching a Chicago office as an extension to the Dayton-based headquarters; growing its sales team who work with advertisers to design targeted, relevant campaigns; continue refining its proprietary AdMapper technology and software; and actively expand into new markets domestically and internationally.

So the next time you ride a city train or bus, be sure to stop, look, and listen for the ads!

Katie and her husband and business partner, Russ, will welcome their first child in November.

A t this time, our production capacity cannot meet our sales orders. Our U.S. patents have been approved and we have received notice of allowance on foreign patent applications in 100 countries.

Well that’s certainly a promising situation for avid paintball enthusiast, successful entrepreneur, and U.S. Air Force veteran Paul Ciesiun ’06.

As a player, referee, and paintball park owner, he noticed that even when it got dark, players still wanted to be on the field. Although glow-in-the-dark gelatin-based paintballs were visible at night, Ciesiun sensed an opportunity to create something far better for the industry and the environment. While completing his business management degree at Illinois State, Ciesiun thought back to this idea as he sat in on a graduate course on drafting business plans.

“Creating a business plan allowed me to take a critical look at my idea and product strategy. Understanding how an entrepreneur functions helped me hone the skills that have contributed to my success to date,” said Ciesiun. “The process also resulted in raising a significant sum of money necessary to complete the feasibility study that proved the viability of my idea.”

Paintball by the numbers

If you’re wondering if real money can be made in the paintball industry, the answer is YES. This $450 million-a-year industry is the number one team sport in the world. It is played in nearly 100 countries at several thousand paintball parks. There are more than 300 collegiate paintball teams as well as two U.S. and several international professional circuits. Participation levels by general enthusiasts (seven million and counting) continue to rise here and abroad.

The art and science of manufacturing the perfect paintball

After extensive research and experimentation, Ciesiun created a biodegradable, nongelatin, glow-in-the-dark paintball that uses water with unique properties as a primary component. The odor-free HydroTec shell is a corn-based bio-polymer immune to degradation by heat or moisture. It only breaks down through contact with soil bacteria. The paintball fill, which is 98 percent water, is a gel at rest. It liquefies on impact and re-gels in milliseconds, which means it won’t run down and stark a target or bunker.

Even the shell thickness and breaking properties can be determined during the proprietary manufacturing process he developed. And because each half of the ball can be filled separately before being joined, customers can get dual-color combinations which are fun day or night. Soon HydroTec clients can even request their shells be customized with printing, embossing, or engraving.

“The formulation and the highly precise production system we’ve developed eliminate variability from batch-to-batch, so HydroTec can truly offer a superior, reliable, and environmentally friendly product,” said Ciesiun.

Redbird connections

In addition to the education he received while attending ISU, Ciesiun says he’s been fully supported moving forward. “Erik Franklin ’06 and Mary Wall ’06 assisted in drafting the business plan that helped secure funding for our first production line. As I expanded the HydroTec team, College of Business faculty and staff connected me with very talented graduates. I recently hired Lauren Madson ’08 and Rere Mason ’06, who are great additions.”
It is exciting to be part of a start up with such amazing potential. I am learning at a rapid pace, not only about the paintball industry, but also the challenges of getting a new business off the ground. I am looking forward to growing as a professional right alongside this business,” said Mason.

Lauren Malen is very excited about HydroTec too. “Being involved in many different areas of the business means I am learning a tremendous amount. I can’t wait to see what the future holds for us!”

Words of wisdom

CeeDee believes persistence and a strong belief in what you do are essential for entrepreneurial success. “Overconfidence is detrimental and will keep you from seeing pitfalls in your process. Just know there is a solution to every problem. If you put your head down and keep moving forward you will find it.”

Growing HydroTec

CeeDee is looking to secure investors to fund construction of two more production lines. Police and military organizations have expressed interest in paintballs that can be used as nonlethal projectiles to subdue violent suspects or as part of crowd-control measures. He is also working with the pharmaceutical, agricultural, and law/garden care industries to create other products that would use HydroTec’s patented technology as a way to diversify his business. Check out the HydroTec video taken at the 2011 Paintball Extravaganza at Anaheim on YouTube.com.

“Tremendous amount. I can’t wait to see what the future holds for us!” Lauren Malen

Company timeline

<table>
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<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2008</td>
<td>Shot first prototypes</td>
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<tr>
<td>2009</td>
<td>Secured funding for first production line</td>
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<tr>
<td>2010</td>
<td>Announced HydroTec Paintball Extravaganza. Social media response results in a 600 percent sales increase</td>
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<tr>
<td>2011</td>
<td>Issuance of first patent</td>
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<tr>
<td>2012</td>
<td>Production line activated</td>
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Notice of allowance on foreign patent application received

Rethinking outrageous

In 2009 Zweigoron left his successful Silicon Valley high-tech career and launched Psycho Donuts, which has quickly become a Bay Area icon with locations in Campbell and San Jose, California. This cheeky establishment, complete with a potted cell, already ranks among the Top 10 Donuts Coast to Coast according to Maxim magazine.

Patrons flock to the shop where they’re greeted by beautiful nurses who provide bubble wrap therapy to minimize donut decision-making anxiety. The uniform-clad psycho nurses will even deliver emergency therapeutic treats to area offices.

“I think of Psycho Donuts as a sensory experience that doubles as a quirky, offbeat art gallery, offering inexpensive original artwork from local artists” explained Zweigoron, AKA Chief Psycho. “It is the world’s first and only light-hearted asylum for wayward donuts and their fans.”

Serving daily

The company has “donutized” everything including hamburgers, fries, pizzas, and tacos, and ice cream sandwiches. These aren’t the real-deal items simply dipped in batter and deep fried. They’re crazy-fresh gourmet confections built in creative shapes and topped with everything from Oreos cookies and Captain Crunch, to Rice Krispies Treats, Brr Nuts, and Nutella.

Top sellers include The Psycho Passionata, filled with organic white chocolate and passion fruit, and the Strawberry Margarita Donut, filled with tequila cream and topped with fresh strawberry icing, freeze-dried strawberries and course margarita salt. From Cereal Killer and Jekyll & Hyde, to Coca LOCO, not only do these confections taste amazing, they look incredible too!

Psycho goes Hollywood

Psycho Donuts has been featured in Ben Affleck, Entrepreneur, Maxim, American Way, and Food Network magazines, on Fox Business News, Today, and more. All of this publicity about a donut shop! Sure, because of the imaginative way Zweigoron has rede- fined the concept.

“People want something that is unique and different. Each further step we take into ‘really crazy,’ we wonder if it’s too far. And each time, we get such great results we’re compelled to keep going further,” said Zweigoron.

This spring Zweigoron was approached by various production crews looking to shoot a show based around the store’s quirky take on the morning pastry. “A reality show would be a boon to business. I’d have to spend virtually nothing on advertising and would expect business to increase tenfold. Hopefully a network will pick us up,” said Zweigoron.

Then again, a reality show could prove to be a psychiatric nightmare! You can check out the easy atmosphere and delectable pastries through this recent NBC Channel 11 video www.nbcbayarea.com/news/local/South_Bay_Donut_Shot_Ready_to_Serve_Up_ Reality_Bites_Bay_Area-124959189.html and learn more about Psycho Donuts at www.psycho-donuts.com.

Davenport Consulting Services

KELI WELLS ‘01

My mother has had her own business for 35 years. She was an English education major and over the years she has enrolled in college classes to gain exposure to topics I learned about as an undergrad at Illinois State University,” said Keli Wells.

In 2009 Wells helped establish Davenport Consulting Services (DCS) with a partner. Their search firm specializes in technology, accounting, and finance.

“Being a technical recruiter has really set me apart from typical HR recruiters,” said Wells. We are paid more and are always in high demand.

Tech savvy

Wells feels her background as a business information systems major gave her a great theoretical understanding of IT processes and projects and made it easy to understand any system at a high level of sophistication. Challenging coursework in statistics and micro- economics pushed her to think in new and complex ways that have proven especially valuable while building DCS.

“There are tons of Customer Relationship Management (CRM) systems at a multitude of sizes including SAP, Salesforce, Oracle, etc. My background and training has enabled me to per-
NEWSVIEWS

AUTHENTIC LEARNING SHAPES TOMORROW'S LEADERS

"There is a mindset that one can't make money by solving environmental problems, and that is simply incorrect." With a rapidly increasing global population and corresponding increases in demand for natural resources, scientists, forward-thinking corporations, and thought leaders are acknowledging the importance of understanding and minimizing the impact that humans have on the natural environment. That drives two essential questions for business professionals: How should sustainability be incorporated into our firm’s mission, vision, and practice? And where can we find highly qualified employees who can develop and service in ways that don’t compromise the environment, yet help our business thrive?

College of Business faculty members are already responding to these concerns through authentic projects with industry partners designed to prepare the next generation of business leaders.

Profitable new business models

"There is a mindset that one can't make money by solving environmental problems, and that is simply incorrect," explained Peter Kaufman (MKT). "New business models that have an environmental component as one of their major benefits are certainly emerging, I wanted students in my Advanced Marketing Management class to work on projects for companies that have the potential to help minimize the environmental impact of people living on earth, but that are also profitable.

To achieve this goal Kaufman partnered with four companies who served as clients for the course:

- **Chip Energy**, a producer of bio-based fueled furnaces and stoves, wanted teams to assess potential markets for its product and for recommendations on improving the firm’s website.
- **CRES**, an innovative startup with a technology to convert used tires into new, usable products, requested recommendations on site selection across the U.S. for tire recycling plants.
- **New Composite Partners**, a consulting firm specializing in bio-based inputs to the plastics industry needed help developing a comprehensive plan to market fly ash, an abundant waste material made by burning coal.
- **Tetra Pak**, the largest global producer of packaging for liquids, asked for help developing a market entry strategy for a new type of packaging.

Prior to the start of the course he requested resumes from his M.B.A. students and built teams based on capabilities that matched each client’s project requirements. Using conference call technology, teams interacted regularly with representatives from their firms. Students also leveraged specialized databases and technology to develop recommendations and business models for their clients.

One team used Geographic Information Systems (GIS) technology to plot coal plants, fly ash ponds, and the locations of potential users of fly ash to help the client understand the business model they developed. According to Ron Hagemeier of New Composite Partners, “They hit the project out of the park!”

“Authentic projects are rich with opportunities and challenges. They require students to be very proactive and to navigate the ambiguity associated with real business issues,” said Kaufman.

M.B.A. candidate, Kristen Kurelo, founder of the nonprofit, The Evolving Image, would agree. “This real-world experience helped me learn quickly because I was thrown into a situation and had no other option! I knew nothing about the tire recycling industry when we started. The terminology and expectations were foreign to me. Luckily, we worked with a wonderful company. CRES was always willing to answer questions and provide us with as much information as needed to help us better understand and provide quality recommendations,” explained Kurelo.

While clients submitted their projects in writing, most had numerous twists and turns that required significant levels of creativity on the part of student teams. “The student-client communication exchange was one of the most important learning experiences involved,” said Kaufman.

Mike Sandore, senior district manager at Anheuser-Busch, was a member of the Tetra Pak team. “Since Tetra Pak’s position required it to sell their new packaging at several levels including milk processors, distributors, and into school districts, our group was required to evaluate the value proposition their initiative posed to each layer of the supply chain. Doing this involved technical skills, ranging from product and brand marketing, to supply chain revenue and logistics. This gave me a whole new level of respect for how all consumer product companies position their products and supply their entire distribution network with the inventory it demands,” said Sandore.

Although playing a new role in a different industry was a little overwhelming at first, Sandore found working outside of his comfort zone was an incredible learning experience. “From day one, our team knew we would be presenting to our key account manager contact, Jim Mont at Tetra Pak headquarters. It was truly an honor that Tetra Pak placed so much emphasis on the work we completed that they also included senior executives ranging from sales and marketing to finance and operations in the session,” said Sandore.

The true test of client engagement during a meeting is the amount of two-way in which the group engages. The 30-min Tetra Pak presentation turned into a two-hour round table discussion! For me, this project proved to be an incredible opportunity. If I had taken this graduate class without having the career experience I do, I wouldn’t have had the same appreciation for all of the demands that companies are under to perform. This experience reinforced how important it is to be over-prepared for any presentation because you never know which members of top management may be involved!”

I was impressed at the professionalism and business acumen of the Team Tetra Pak members,” said Jim Mont ’83. He became involved with the class through a chance encounter with former accounting professor Gary Fish who sat beside him on a flight from Chicago to Dallas. As they visited and explored common interests, it was clear to Fish that he should introduce Mont to Kaufman. That list of networking was definitely a win-win for all involved.

“The students were experienced, savvy, confident business veterans who could quickly grasp daily and liquid food packaging industry logistics and nuances,” said Mont. “I was amazed at their resourcefulness in using personal and business networks to interview and uncover key insights and data pertaining to school food service, milk distribution, and broadband food distribution companies.

Mont believes their extensive research took the team’s final client presentation to the next level.

“Having Dr. Kaufman and team members Michael Sandore, Rachel Smith, Francesca Miranda, and Chad Will’s present at Tetra Pak Inc. U.S. Corporate Offices was one of my proudest moments at the company. Two vice presidents and two directors were in attendance, which indicates the importance of this project to our company,” added Mont.

Kaufman said all of the clients were very excited to be working with students. “One company allowed a student to listen in on multiple conference calls with investors and other stakeholders. Another drove eight hours round-trip to attend the team’s final presentation.”

Students were equally pleased with the authentic opportunities to interact with industry professionals. “Through this project I discovered my ability to lead a team effectively and was made aware of all of the different challenges you face as in that role,” said Kurelo. “I learned more through this real-world project in one semester than I did during my entire undergraduate career!”

We are thrilled with the learning experience Kurelo enjoyed as an M.B.A. student in this class. And in light of her parting thought, we are relieved to report she did not earn an undergraduate degree from the College of Business at Illinois State University!
The good food revolution

A restaurant operated by seasoned chefs from award-winning Las Vegas restaurants offering work-and-learn internships and selling directly to customers at farmers’ markets faces many operational challenges. That kind of innovative client was exactly what Rosie Hauck (OCC) was determined to secure for her capstone Advanced Business Systems Analysis class.

“I have been a fan of Epiphany Farms Enterprise (EFE) for over a year. Not only was I enthusiastic about the owners’ farm-to-fork, organic, environmentally sustainable approach, I was also impressed by the caliber of their cooking and their shared passion for the work they do,” explained Hauck.

EFE’s goal is to reinvent the restaurant industry by producing every bite of food on customers’ plates. “Given the dynamism, vision, and passion of owners, I felt the project would be intense, high energy, and very appealing to my students,” said Hauck.

Last fall she approached owners Ken Myszka, his wife, Nanam Yoon Myszka, and Stu Hummel at their 70-acre farm near Downs, who became a partner of downtown Bloomington restaurant Station 220, serving locally produced foods.

In addition to designing and implementing the actual system (software/program/database), the students also created supporting documentation, including system success metrics, process models, feasibility analysis, formal systems requirements, testing/implementaiton plans, and user manuals.

The project was set up as a competition between five teams. Each had equal time to work with the client to understand the business needs, gather project requirements and then develop a system to provide the desired solutions.

On the first day of class, Hauck had students complete a self-evaluation, which she used to put together the teams. “My goal was to balance each group so that different types of technical, business, interpersonal, and managerial skills were represented,” said Hauck.

Hauck explained there were a multitude of intended learning outcomes related to taking the project from start to finish. In addition to the managerial and teamwork aspects, students were assessed on:

- gathering data and requirements
- designing, programming, and testing the system
- creating all the documentation to support each phase of the project
- interviewing, writing, and presentation skills

Hauck feels the authentic nature of the course offers essential professional preparation. “Since there is not much ‘hand-holding,’” teams have to do whatever is needed to implement their ideas and get the project done. Students learn about working with clients, collaborating within a team, and dealing with deadlines while delivering a high-quality product that meets the needs of the client—along the course of one semester,” said Hauck.

At midterm students gave formal presentations on the project, including their approach to solving the business problems. Next the teams concentrated on the actual development of their systems and gave three presentations to the clients—a prototype demonstration, a benchmark presentation, and a final project presentation.

Since businesses don’t stop operating while systems are under development, students learned how to incorporate changes and respond flexibly. For example, halfway through the semester, Epiphany Farms became a partner of downtown Bloomington restaurant Station 220, immediately assuming managerial and creative control of the establishment. The students had to switch their focus from developing a system for a “not-yet-opened” restaurant to one suitable for a full-scale, working establishment.

“Students can’t get these kinds of lessons from a textbook,” said Hauck. Experiencing the fluid nature of business first-hand creates authentic challenges and unmatched learning opportunities.”

Project participant JP Patterson ’11 agrees. He is now part of the technical consulting services team at Discover Financial Services and developed extensive customer relations experience at the InterContinental Hotels Group (Dubai, UAE) and Samsung Electronics (Seoul, Korea).

WHO’S WHO AT EPIPHANY FARMS ENTERPRISE

Ken Myszka is a graduate of the Culinary Institute of America in New York and the University of Nevada in Las Vegas. While cooking under four-star chefs in Las Vegas he became intrigued with growing, preparing, and serving locally produced foods.

Stu Hummel trained at Le Cordon Bleu Institute of Culinary Arts in Pittsburgh and has worked at 27 Ocean Blue in Boca Raton and at Las Vegas Favorites, Company American Bistro, Joli Robuchon, and The Mansion at the MGM Grand.

Nanam Yoon Myszka of Seoul, Korea, handles EFE’s administrative duties. She earned a hospitality management degree from the University of Nevada and developed extensive customer relations experience at the InterContinental Hotels Group.

Rosie Hauck ([right] gets a behind-the-scenes tour of the kitchen at Station 220 with Chef Ken Myszka.)

Visit epiphanyfarms.com to learn more, and visit Station 220 at www.station220.net.

Hauck is seeking potential clients and projects for the spring 2012 Advanced Business Systems Analysis class. She can be reached at rosie.hauck@IllinoisState.edu.

J.P. Patterson (right) gets a behind-the-scenes tour of the kitchen at Station 220 with chef Ken Myszka.
The College of Business has a diverse and distinguished faculty with experience in all segments of business. All regular faculty hold doctoral degrees and/or professional certification in their areas of expertise and engage in research that provides valuable insights for industry professionals and enhances student learning.

MAJOR LEAGUE BASEBALL AND BUSINESS ETHICS

Major league baseball is a lot like any other business. "Employees" take their cues from the culture created by leaders, and sometimes that means circumventing normal rules of fair play and ethics. Faculty members Rick Ringer (MQM) and Joe Solberg (FL) conducted research into the ethics, leadership, and organizational culture of professional baseball and possible links to steroid use by players. Ringer summarizes the practical implications of their investigation.

Business implications

Probably the biggest take-away from this is the reminder that "rank-and-file" members of an organization really do take their behavioral cues from leaders. Leadership just doesn’t set strategy and direction—leadership also sets the boundaries of acceptable and appropriate behaviors and tells people: “This is what we care about and this is how we want you to behave.”

Employees are sensitive to what leadership pays attention to, notices, talks about, worries about, rewards, and so forth. Over time, those collective behaviors send unambiguous messages about behavioral expectations in any organization. So in the day-to-day world of work, it can lead to questions like these:

• Is it okay to overpromise to a customer in order to close the sale?
• Is it okay to underbid on a contract in order to win the order?
• Is it okay to backdate a contract in order to push the sale into the previous quarter and earn a bonus?

Teaching implications

As faculty we need to continue reinforcing the idea that leaders are “always on stage” and that even the behaviors generally are to some extent “learned.” Employees “learn” from the culture how to behave what is right and wrong. Students need to be reminded that, as they progress in their careers, their behavior will become increasingly important as a form of cultural communication.

Listen to Ringer and Solberg’s recent interview on the topic with WJBC at wjbc.com/illinois-state-university-professors-say-steroids-part-of-baseball-culture.

PERFORMANCE APPRAISALS DO INFLUENCE FUTURE PERFORMANCE

Performance appraisal is an important managerial tool to enhance effectiveness of employees. Yet most managers detest conducting them and providing feedback to workers.

Research by Jim Jawahar, chair of the Department of Management and Quantitative Methods, suggests incorporating the principles of fairness and due process impact employees’ satisfaction with the accuracy and usefulness of the feedback. That, in turn, influences their future performance.

Business implications

If organizations are to truly benefit from the appraisal process, they’ve got to be sure managers are knowledgeable about their subordinates’ jobs. They must also be skilled in conducting effective feedback discussions. Specifically, managers should be trained to evaluate employees on established performance criteria. They need to help the employee engage in goal setting and provide specific insights to help each individual further improve his or her performance. These behaviors influence how employees react to the feedback they receive. That’s important, because unless employees’ reactions to feedback are favorable, it is unlikely to enhance their future performance.

Teaching implications

Faculty teaching future HR professionals will need to emphasize the importance of accurate and fair performance evaluations that result in useful feedback. Students need to understand that as future managers they will have to provide feedback to good as well as poor performers. Since conducting effective performance appraisals enhances employees’ future performance, they need to learn how to do this while still in school rather than learning it after they’re on the job.

To learn more about Jawahar’s research on how to effectively conduct and provide performance feedback, read the full article in Group and Organization Management, Volume 35, Pages 494–526 at http://gpm.oxpub.com/content/35/4/494.full.pdf+html.

Six Cultural Pillars of Successful Internal Auditing Departments

Joyce Ostrosky (AIC) and Linda Leinicke (AIC) were recipients of the Institute of Internal Auditors’ 2010 John B. Thurston Award for advancing the theoretical knowledge of internal auditing based on writing the journal’s most outstanding feature article. This culture establishes how courteous, successful, and influential internal auditors will be in applying their skills and upholding the profession’s foundation values of integrity, objectivity, confidentiality, and competency.

Six cultural pillars seem to differentiate truly influential internal auditing departments from those that do not possess enterprise-wide influence. The six pillars are trust, emotional intelligence, performance focus, courage, support, and shared learning.

Business implications

The six cultural pillars are generalizable to other business units that wish to elevate their stature within the organization. It takes a passionate unit leader and supportive managers and staff to ignite a unit’s desire to improve. However, a robust culture built on strong shared foundational values can aid the unit in sustaining superior performance.

Teaching implications

Accounting students need to understand that they will not be staff accountants forever. At some point in their careers, they will move into managerial positions. Whether that position is in public accounting or industry, they must be able to manage their sphere of responsibility. Knowledge of the six cultural pillars can help them be a successful manager and lead their unit to distinguished performance.


For a complete listing of 2010 publications, visit www.cob.ilstu.edu/faculty_staff/scholarly-productivity/index.shtml.
March 31, 2011. At that event State Farm Chairman and CEO Ed Rust Jr. expressed appreciation for the strong connection between the University, the college, and State Farm. “The re dedication of this building is more than a public recognition of the partnership between State Farm and Illinois State and its business school,” he said. “It’s a reaffirmation of that partnership, one that we affirm with pride and great, great appreciation. It’s not something any of us take for granted,” he said. “It goes well beyond the thousands of ISU graduates who are State Farm employees or agents, of the thousands more ISU graduates over its history who have laid the foundation for the success we enjoy today.” Rust lauded the college for its growing reputation among the nation’s best business schools and said the Katie School is recognized as one of the country’s top insurance programs. He also said students who study actuarial science, accounting, risk management, leadership, and insurance will be actively recruited by State Farm.

“State Farm Hall of Business is an ideal professional learning environment that raises expectations for students and faculty.”

More than 4,000 alumni work for State Farm, many in leadership roles, said ISU President Al Bowman. For four out of the last five years, the college has been listed as one of the best 100 undergraduate business schools in the country by Bloomberg Business Week. Bowman said State Farm plays a significant role in that success, and in the education and mentoring of students. “State Farm Hall of Business has proven to be one of the University’s best recruiting venues for faculty, staff, and students.”

Dean Scott Johnson said the naming of the college honors State Farm’s commitment to the University. The State Farm Companies Foundation has given more than $24 million to ISU, with more than half going toward the college’s programs.

“When a corporate partner steps up and makes a significant investment, it is a signal that it values the programs and the important work being done,” he said. “The State Farm Hall of Business is an ideal professional learning environment that raises expectations for students and faculty. Our goal is to continue to educate students who will be skilled, responsible business leaders fully prepared to accept the challenges of a dynamic global economy.”

In May the State Farm Companies Foundation announced a $1.8 million gift to support all six colleges, athletics, and minority recruitment initiatives over a two-year period. The College of Business will use its $432,000 to focus on The Katie School, which prepares students for careers in risk management and insurance professions.

STATE FARM® HALL OF BUSINESS
BY KATE ARTHUR

President David Strand and Kern worked with Jack Nordt, a State Farm senior executive vice president and former member of the College of Business Advisory Council. State Farm asked the University to prioritize its capital projects and COB was at the top of the list. Convinced State Farm plays a significant role in that success, and in the education and mentoring of students. “State Farm Hall of Business has proven to be one of the University’s best recruiting venues for faculty, staff, and students.”

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BUSINESS WEEK 2011

MENTORING PROGRAM
This spring Illinois State University’s College of Business established a new tradition by incorporating a mentorship program into Business Week through which Business 100 students showing early leadership potential were partnered with faculty nominated upperclassmen who guided the new participants throughout the week’s activities by serving as role models and pre-professional coaches. Mentor training was provided by Eric Hoos ’87, M.B.A. ’90, author of Resolving Doubts in an Interview: A Better Approach to getting the Job you Want. His coaching focused on essential skills needed to maximize interaction with industry partners at various Business Week events.

KEYNOTE
Since 2003, David Mazers ’77, M.B.A. ’86, has been executive vice president and chief financial officer of COUNTRY Financial, where he is responsible for financial reporting and controls, investments, internal auditing, planning, risk management, and administration at COUNTRY and its three alliance companies. He touched on many important themes in his keynote address, “Winning with Integrity—The Importance of Principles in Achieving Success,” to more than 1,400 attendees in Braden Auditorium. He touched on many important themes in his keynote address, “Winning with Integrity—The Importance of Principles in Achieving Success,” to more than 1,400 attendees in Braden Auditorium. He touched on many important themes in his keynote address, “Winning with Integrity—The Importance of Principles in Achieving Success,” to more than 1,400 attendees in Braden Auditorium. He touched on many important themes in his keynote address, “Winning with Integrity—The Importance of Principles in Achieving Success,” to more than 1,400 attendees in Braden Auditorium. He touched on many important themes in his keynote address, “Winning with Integrity—The Importance of Principles in Achieving Success,” to more than 1,400 attendees in Braden Auditorium.

LEADERSHIP PERSPECTIVES
M.B.A. students, alumni, and Chamber of Commerce members enjoyed the networking and professional development opportunity provided through the first annual Leadership Perspectives Dinner. College of Business Alumni Hall of Fame inductee Jeﬀ Stempora, M.B.A. ’95, CEO and board member of the Evolv Group, served as the keynote speaker. His thought-provoking presentation, “Adversity: The New Norm,” provided fodder for excellent follow-up conversations by participants.

TRANSITION SEMINARS
Understanding how to make a smooth transition from student to professional is essential. A team of 18 alumns in different professions and career phases shared their perspectives and tips through mini-seminars.

Don’t get lost in the shuffle
Nicia Behary ’92, CPA, CMA, and independent consultant; and David Vangston ’76, director of federal aerospace and defense, Boeing.

An insider’s guide to mentors
Scott Cleemr, M.B.A. ’06, director of technology, College of Business; and Kory Schaufelt, M.B.A. ’00, market manager, Archer Daniels Midland.

I’ve gotta keep learning! Seriously?
Ballie O’Reian ’83, sponsorship coordinator, State Farm; and Anne Shipman ’94, M.B.A. ’07, senior internal auditor, GROWMARK.

Demographics, company culture, and communication know-how
Rochelle O’Quinn ’85, senior accountant, Christian Community Health Center; and Michael Sissman ’81, global account manager, Hitachi.

Experience required
Tom Gregory, ’85, attorney, Gregory & Laz Antonnch at Law; and Michael Henchlan, ’96, senior analyst, Driehaus Capital Management LLC.

Yep—they’re watching
Deb Christner ’00, design analyst, State Farm Insurance; and Rafael Meier ’99, senior product specialist, Edward Jones.

Paying your dues
Sarah Clinton ’99, senior vice president financial institutions, Cole Taylor Bank; and Craig Foley ’93, vice president user services, LifeWatch.

Professional image

Charting your path
Mark McDonald ’94, business development, Crown Hathaway; and John Vogel ’95, M.B.A. ’97, vice president, AmeriBank of Chicago.

ETIQUETTE AND NETWORKING DINNER
Accounting faculty members Debbie Lindberg and Debbie Seifer helped participating students with the annual Etiquette Dinner. The formal dinner encouraged participants to transform into a professional. The authentic dinner with employers was followed by Connections with Meaning—Building Valuable Relationships through Networking.

MOCK INTERVIEWS
More than 120 students developed interview expertise by scheduling 30-minute sessions with real-world recruiters. Each received instant feedback to help them improve their future performance. Thank you to all of the firms that provided their support and personnel.

CORPORATE SOCIAL RESPONSIBILITY EVENT
College of Business student organizations joined forces to give back to the community by beautifying Bloomington-Normal’s Constitution Trail during Business Week’s culminating Friday afternoon service event.

COMMITTEE
More than 2,000 individuals participated in various Business Week events, thanks to the hard work of a dedicated team of student leaders who spent seven months planning and implementing the activities in collaboration with the dean’s staff and the Career Center.

Student executive members
Laure Hakegger, president/IMC coordinator
Lesa Bogile, secretary

Steering committee
Elizabeth Abiloreno; Rebecca Kagan
Jordyn Noon; Jeff Pirtak
Timothy Pultiak; Frank Radini
Ashley Binger; Ryan VanLanduyt

Implementation team
Christina Bender; Jacey Johnson
Ashley Olson; Nicky Silva
Danielle Trasatti

Advisors
Scott Johnson, College of Business dean
Amy Humphreys, assistant to the dean for constituent relations
Christine Knuth, assistant to the dean for student relations

PARTNERS
The College of Business is grateful for the support provided by the following Business Week 2011 partners:

Platinum partners
Johnson & Johnson
Nicer Gas

Supporting partners
Heritage Enterprises, Inc.
State Farm Insurance

Contributing partners
AFL, Inc.; COUNTRY Financial; Caterpillar, Inc.; Clifton Gunderson, LLP; Farmworth Group, Inc.; GROWMARK; Hub International Limited; Kensington Realty Advisors, Inc.; Travelers Companies Foundation; Widmer Interiors; Anonymous

Partners
Mike and Amy Humphreys
BLUE NILE CEO NAMED ALUMNI DAY KEYNOTE SPEAKER

Blue Nile CEO Diane Irvine ’81 will serve as the Alumni Day keynote speaker for Homecoming 2011. Although she began her career in traditional accounting roles, she took a bold risk to join Blue Nile, the world’s premier online jeweler, during its infancy, when few believed anyone would buy fine jewelry online.

Doubters were quickly proven wrong. The company has created a respected, upscale brand and more than 200,000 men from around the world have proposed with a Blue Nile diamond engagement ring. The company’s most expensive purchase to date is a $15 million, 12-carat diamond.

Blue Nile’s innovative use of technology and social media helps educate customers about buying diamonds while maintaining the company’s visibility and momentum. Before the last holiday season, Blue Nile launched its iPhone app. Not only can consumers purchase directly through their phones, but it also enables them to comparison shop in real time for fine diamonds.

Traditional retailers were not moved by customers raving about the company’s social media efforts. “Put simply, it’s smart. The consumer is in control of the shopping process,” says Irvine.

The app has a “dream box” button so users can view the latest rings Blue Nile is producing and see what settings other customers are selecting. After viewing a ring, users can share it by email with the subject line “Hedge, nugget, I want this one!” The pages also have a call-to-action button that provides a direct link to the Blue Nile call center.

A publicly traded company listed under the symbol NILE on the NASDAQ, Blue Nile is the only jewelry to receive Fortune Magazine’s “Favorite” online jeweler award. The company ended 2010 with record sales of $241.1 million, up from $132.1 million a year ago, clear proof of Irvine’s highly effective leadership.

A married mother of three, Irvine grew up on a farm near Libertyville, the second of five children. Her family raised cattle, as well as chickens that produced some 4,000 eggs daily. Irvine believes that a background of hard work along with her education have been invaluable to her career success.

Congratulations to Diane Irvine, a true Redbird success story. Irvine will return to campus in March, 2012 for Induction into the Illinois State Hall of Fame.

Watch a recent video interview with Diane Irvine in the Blue Nile video room to read an interview with her that appeared in the Seattle Times at www.bluenile.com/blue-nile-in-the-news.
newsviews

COBAN TOPS 1,800!

Launched in 2009, our College of Business Alumni Network now has more than 1,800 members actively connecting with fellow graduates. Designed to be flexible and professionally relevant, COBAN can help you:
- Establish connections in your current profession or industry
- Find a job or nontechnical candidates for open positions at your company
- Access professional and social programs in your area of interest
- Meet fellow COBAN graduates living near you or reconnect with friends and former colleagues

It just takes a few minutes to create a free LinkedIn profile. Visit www.linkedin.com, search the Groups Directory for the Illinois State University College of Business Alumni Network and put the power of your Redbird pedigree to work for you.

LOOK WHO’S GROWING COBAN

Stephen Price ’95, Stephen Carlisle ’05, and Michael Williams ’98 have joined forces to launch the Southern California COBAN group, which now has more than 20 active members, a subgroup on LinkedIn, and its own Facebook page to help alumni connect for professional networking.

Aaron Larson ’01, Brandon Fordey ’10, and Matthew Dionne ’04 got a momentous go-ahead from the Greater St. Louis Area COBAN. In July alumni met for the first time at Club Louie to get acquainted and for professional networking.

By joining the main group you have immediate access to the following subgroups:
- Greater D.C. COBAN
- Greater Minneapolis-St. Paul COBAN
- Greater NYC COBAN
- Greater Phoenix COBAN
- Greater Los Angeles COBAN
- Southern California COBAN

Organizational Leadership Institute COBAN Sales

Other related groups include:
- Illinois State University M.B.A. Alumni Network
- Illinois State University Department of Accounting Alumni Network
- Illinois State Alumni in Finance

RECENT EVENTS

More than 120 Redbird professionals gathered at Hotel '71 in April for “Understanding and Harnessing the Power of the Social Media Landscape for Yourself and Your Company” with Ann-Heidt's Global Social Media Director Anthony Knierim ’06.

The event was sponsored by Nicor Gas. During the interactive seminar knierim guided participants to consider:
- In your company are you attracting both talent and enhancing relationships with those you serve through social media? How about on a personal level?
- Do you really understand how to leverage tools like LinkedIn to build your personal brand and foster meaningful professional connections?
- Once you’ve explored critical components of the social media landscape do you know the essential next steps?

A smaller professional development luncheon focusing on sustainability was offered in July at the IBM Innovation Center in Chicago. Host Comrie Fako-Shomake ’77, MS ’81, VP of IBM’s Smart Cities: Economic Stimulus Sales, shared proven and sustainable ways cities can manage growth and development to increase prosperity for everyone. During the presentation she explored opportunities for innovation on many fronts including education, health care, water and energy use, public safety, transportation and government with a highly engaged group of professionals from an array of professions.

HOMECOMING OPPORTUNITIES

Great Urban Race

Event: Neon, October 8, 2011

Student Fitness Center and McCormick Hall

The Great Urban Race is a fun adventure. Similar races are held in 20 major cities across the U.S., but ISU is proud to host the only campus version!

Put together your own team of two to four people, create your own special “look” and solve 12 clues that include a mix of mental and physical challenges while re-discovering Bloomington-Normal in a fresh, new way. Whether you have to solve a brain teaser or complete a maze, take a dance lesson, do origami, or sing to a totaI stranger, you’re guaranteed to have a blast and raise money for a great cause at the same time. The course is designed so the majority of teams finish in 3–4 hours. Register today!

Annual College of Business Tailgate

Event: Neon 2-5pm, October 15, 2011

Redbird Tent Zone

This is a free event for College of Business alumni, faculty, staff, and external partners. Enjoy Alwar’s food and great conversation in a relaxed setting.

RSVP: by October 12 at Alumni.illinoisstate.edu/cobtailgate or by calling (309) 438-2586.

To order tickets for the Homecoming game visit www.BallRedbirds.com. Complete Homecoming information is available at IllinoisState.edu/homecoming.

New finance course blends theory and practice

The first professional position of many finance and insurance majors deals with the selection of fixed-income securities held by financial institutions such as commercial banks and insurance companies. To insure graduates are well-prepared, the Department of Finance, Insurance and Law (FIL) offered a new course this year. Taught by Vladimir Korotinin, 22 students enrolled in Fixed Income Analysis and Portfolio Management.

The course focuses on fixed-income security portfolio management and offers a hands-on opportunity to link theory and financial practice. Students in the elective course research fixed-income mutual funds and exchange-traded funds throughout the semester and decide on the best allocation of a fixed-income portfolio held by the ISU Foundation and valued at $1 million. Performance is benchmarked against the Bar- day’s Capital U.S. Aggregate Bond Index.

Student recommendations that conform to Foundation-approved policy are presented to a governing board comprised of FIL Department Chair Gary Koppenhaver and faculty members Vladimir Korotinin, Edgar Norton, and Abhishek Varma. An advisory board of alums from financial institutions such as commercial banks and insurance companies also has the opportunity to comment on the fixed-income allocation decisions.

Career Development International now an Illinois State Journal

Thomson Reuters, which endorses academic journals for high-quality, approved Career Development International (CDI) for inclusion in two SCI indices.

Obtaining this recognition for a journal is similar to a College/ School of Business accreditation from the AACSB. Since 2007 Management and Quantitative Methods Department Chair Jim Jawahar has served as editor of CDI, which publishes research in the area of careers, human resources, and organizational behavior.

Enroll in the career development certificate program and learn about the opportunities that are available to you.

The Foundation was able to assist FIL in filling a gap in the curriculum, which enhances the experience the students receive and the overall FIL program. This will attract students, alumni, and donors who recognize the value their gifts can bring to the University,” said Eric Bassell, chair of the ISU Foundation Investment Committee.

According to Robert Rude, member of the ISU Foundation Investment Committee:

“This investment management program is the beginning of a great partnership between the College of Business and the Foundation.”

While the Department of Finance, Insurance and Law earn a fee from the ISU Foundation for managing the portfolio, returns from the capital appreciation of prices or income from portfolio holdings are retained by the ISU Foundation. The management fee helps cover expenses associated with the successful delivery of the course, such as costs incurred for recruiting students to the course, scholarships, awards, summer research support for faculty, professional development, and analysis tools needed to support decision making.

“The unique course blends theory and practice and creates a pool of new investment managers that will provide opportunities to explore advanced topics including organizational change, leadership and culture, team leadership, building faculty engagement, and developing strategies for a successful career. For more information about this valuable program, contact Jim Jawahar at jimohmar@mail.illinoisstate.edu or Rick Ringer at cringer@illinoisstate.edu.

Graduate certificate in organizational leadership offered

The Department of Management and Quantitative Methods (MQM) has developed a graduate certificate in organizational leadership. The program is designed for practicing managers and includes four courses that provide opportunities to explore advanced topics including organizational change, leadership and culture, team leadership, building faculty engagement, and developing strategies for a successful career. For more information about this program, contact Jim Jawahar at jimohmar@mail.illinoisstate.edu or Rick Ringer at cringer@illinoisstate.edu.

Faculty/staff news

Tenure and promotion

John Banhui (MQM), Gary Hunter (MKT), and Yu-Lawn Ma (ML) were promoted to professor.

Retirements

Jim Cox (Ph.D., University of Illinois) joined the marketing faculty at Illinois State University in 1983 after serving as an assistant professor of marketing at Virginia Tech. His teaching interests included marketing research, forecasting, logistics/ supply chain management, and strategic marketing.

Cox served as the director of internships for the Marketing Department from 1991-2001 and supervised nearly 600 interns during that time.

Acting as a consultant with expertise in forecasting, marketing strategy, and marketing research, Cox’s clients included A.T.&T., 3M, and Mitsubishi.

During his career Cox received numerous teaching and college recognition, including Outstanding Researcher, Outstanding Teacher, and Outstanding Service awards and the International Outstanding Advisor of the Year Award from the University’s most prestigious teaching award.

Cox served as faculty advisor for the ISU College of the Arts for much of his ISU career. He received the H.G. Wakes Faculty Advisor of the Year Award from the international headquarters of AMA three times. Under his guidance, the ISU college AMA chapter received the AMA Outstanding Collegiate Chapter Award for the Midwestern Collegiate Chapter Award and the AMA Outstanding Chapter Award multiple times and also earned the AMA International Collegiate Chapter of the Year Award on three occasions. In 2004 Cox received the International Outstanding Advisor of the Year Award from the organization.

Cox is the coauthor of Sales Forecasting: A Survey of Recent Developments, which was recognized as one of the top ten “milestone” books in the development of business and economic forecasting. Cox has published...
Stephen Goodwin (Ph.D., University of Iowa) joined the faculty at Illinois State University in 1984 and was named professor in 1990. His research focuses on corporate social responsibility, supply chain management, and operations management. He has published widely in these areas and has received several awards for his research, including the Journal of Operations Management’s Outstanding Paper Award. Goodwin is also active in professional organizations, serving as a Past-President of the Decision Sciences Institute, and has served on the editorial boards of several journals.

Dalia Marciukaityte (Ph.D., Drexel University, Philadelphia, PA) is an Assistant Professor of Marketing at Illinois State University. Her research focuses on consumer behavior, with a particular emphasis on online markets and digital media. She has published in several leading journals, including the Journal of Marketing Research and the Journal of Interactive Marketing, and has received several awards for her work, including the American Marketing Association’s Outstanding Doctoral Dissertation Award in Professional Marketing.

Christopher Tamm (Ph.D., Michigan State University) joined the faculty at Illinois State University in 1987. His research interests include consumer behavior, marketing strategy, and market research. He has published in several leading journals, including the Journal of Consumer Research and the Journal of Marketing, and has received several awards for his work, including the American Marketing Association’s Outstanding Doctoral Dissertation Award in Professional Marketing.

Martina Kautzky (Ph.D., University of Illinois) joined the faculty at Illinois State University in 1990. Her research focuses on consumer behavior, with a particular emphasis on online markets and digital media. She has published in several leading journals, including the Journal of Marketing Research and the Journal of Interactive Marketing, and has received several awards for her work, including the American Marketing Association’s Outstanding Doctoral Dissertation Award in Professional Marketing.

Hoblitzelle (Ph.D., University of Iowa) is an Associate Professor of Marketing at Illinois State University. His research focuses on consumer behavior, with a particular emphasis on online markets and digital media. He has published in several leading journals, including the Journal of Marketing Research and the Journal of Interactive Marketing, and has received several awards for his work, including the American Marketing Association’s Outstanding Doctoral Dissertation Award in Professional Marketing.

Barbara Ribbens (Ph.D., University of Illinois) joined the faculty at Illinois State University in 1990. Her research focuses on consumer behavior, with a particular emphasis on online markets and digital media. She has published in several leading journals, including the Journal of Marketing Research and the Journal of Interactive Marketing, and has received several awards for her work, including the American Marketing Association’s Outstanding Doctoral Dissertation Award in Professional Marketing.
The Department of Marketing received the Center for Teaching Technology’s (CTT) Path to Excellence Award in recognition of an exemplary level of commitment by its faculty to completing professional development related to refining and updating teaching skills during the 2010 calendar year.

Student and organization recognitions

Bone Scholars
The reputation for excellence continues to grow at the College of Business. Valerie Melrose, Olivia Meyers, and Sean Palmer were named 2011–2012 Bone Scholars, the highest academic distinction at Illinois State University.

Melrose
Valerie Melrose is a B.S./MBA accounting major from Mokena.

Meyers
Olivia Meyers is a business administration major and recreation management double-major from Normal.

Palmer
Sean Palmer, a double major in finance and accounting, is from McHenry.

Gamma Sigma named Exemplary Chapter
Illinois State University’s chapter of Beta Gamma Sigma was named a 2010 Exemplary Chapter as a result of the overall percentage of students who understand the value of the recognition and accepted membership into the organization last year.

Beta Gamma Sigma
While a student he completed summer internships in Zurich, Switzerland, and in Kansas City, Missouri, and worked part time as a tutor for three years at Illinois State University. Timmins began his career in July with Westcor, one of the largest wholesale commercial insurance brokerage companies in the United States.

Accounting graduates earn Excel Awards
Two Illinois State University B.S./MBA graduates received Excel Awards for their outstanding performance on the 2010 CPA examination at the New CPA Banquet in Chicago in May. Brittny Middick ‘10 received the bronze medal for the third highest score in Illinois. Tim Konwicky ‘10 also received an Excel Award for his outstanding performance. Excel Award winners are selected by the Illinois Board of Examiners. To be considered candidates must pass all four sections of the exam in two consecutive testing windows, have a combined average of 90 percent, and be in the top 5 percent of all candidates.

Jack North Student Leadership Award
Jacob Timmins ‘11, a double major in finance and insurance, was the Jack North Student Leadership Award winner for 2012. The award, created to honor North, a retired senior executive vice president at State Farm Insurance, is given to an outstanding senior who shows significant potential as a future business and civic leader. Timmins was president of Gamma Iota Sigma, a professional insurance business fraternity that completes more than 35 activities and events each semester. He was the chairman and master of ceremonies for the 2011 National Association of Professional Surplus Lines Office (NAPLOS) Symposium in Chicago. He is a member of the Financial Management Association, the National Society of College Scholars, and a player on both the ISU club baseball and bowling teams. In his spare time Timmins gives back to the community by participating in fundraising events such as Relay for Life and the Special Olympics Polar Plunge, and volunteers in the Community Hope Center, Habitat for Humanity, and Meals on Wheels.

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Kenneth De Yong ’56 retired in 1984 from Knox College after serving 35 years in public schools.

Pamela Olson ’63 is president of Inviting Growth LLC, in Chicago. The firm offers CEO and board coaching, leadership, executive search, and runs executive peer groups, offers consulting, and personal coaching.

Jeff Seccord ’71, M.B.A. ’73, is the managing director for Clifton Gundenon Wealth Advisors where he is responsible for a five-person wealth management team with a combined $240 million dollars in assets under management, generating approximately $15 billion of revenue.

Tom Morhead ’94 is head of corporate human resources with the Career Education Corporation (CEC), which offers high-quality education to 116,000 students across the world in a variety of careers.

Karen Jensen, M.B.A. ’86, is president and CEO of the Farnsworth Group Inc., a full-service engineering, architecture, and survey firm. Her clients include farm communities, Fortune 500 companies, and the federal government.

Mark Kohler ’66 is managing director of Kohler & Company Inc. in St. Charles. The firm is full-service employee benefits and financial consulting.

*Mike Emmert ’75 is managing director-discount sales for Fraziers’ efforts to build the ISU/COB brand and create opportunities for fellow graduates.

**Charles C. Reynolds III ’73 is managing director of the Pittsburgh office of the company.

Robert Plank ’89 is an insurance analyst with an insurance company in Chicago.

Mark Kennedy ’93 is national accounts manager of Simpson Strong-Tie Anchor Systems in Pleasanton, California. The company is the leading supplier of fasteners and structural support systems for the construction and do-it-yourself (DIY) market.

Robert Flack ’93 spent 15 years as an financial analyst with an insurance company in Chicago. He recently retired and is a professional tennis coach.

Daniel Plumb ’83 is president of Custom Filters LLC. Under his leadership, the company grew from 12 employees to a multinational company with 11 manufacturing facilities across the globe.

Chuck Killian ’84 is chief financial officer at Motion Picture Industry Pension and Health Plans in Studio City, California. More than 1000 employer members and more than 40 unions and guilds representing 40,000 workers are affiliated with the organization.

*Mark North ‘84 is president and CEO of OSF St. Francis in Peoria. The 360-bed teaching and tertiary hospital is served by more than 700 physicians, has a Level 1 Trauma Center, and is home to Children’s Hospital of Illinois.

*Peter Bowerman ’74 is a nationally known expert on insurance company statutory accounting. He has held various management and executive positions at COUNTRY Financial in a career spanning more than 30 years.

*Keith Steffen ’73 is a marketing and client services advisor for Simpson Strong-Tie Anchor Systems in Pleasanton, California. The company is the leading supplier of fasteners and structural support systems for the construction and do-it-yourself (DIY) market.

*Mike DeWalt ’90 is director of investor relations at Caterpillar, Inc. The company is the world’s leading manufacturer of construction and mining equipment, diesel and natural gas engines, and industrial gas turbines.

Shirly Jones ’80 is a marketing and client services advisor at Sandler Asset Management in Chicago.

*Kelley Smith ’86 is principal advisor for Kensington Realty Advisors, Inc., in Chicago. This SEC-registered investment advisor provides real estate investment management, consulting, and finance services to institutional investors.

Luo Tao ’98 is CFO for Golden Valley Health Centers, a 50 clinic site primary care organization that serves close to 100,000 patients in Central California.

Sidney D’Orazio ’88 heads the Group IT function for a major utility and pipe manufacturing company in Dubai, UAE.
NEWSVIEWS

**Robert Zmudka** ’93 is a vice president and group executive for North American sales with GATX Corporation, which is a leader in leasing transportation assets and controls one of the largest railcar fleets in the world.

**Julie Annette Jones** ’94 is a legacy attorney with Protecting Legacy LLC located in Chicago. Jones and her husband designed a four-step process to help clients with their estate planning needs.

**Lori Nelson** ’91 is the vice president of National Accounts at BFC Printing in Batavia. This commercial printer and technology solution provider helps clients effectively manage their organization’s communications.

**Angela Lehman** ’94 is an executive sales manager at Glass Stone Kline in Boston and Providence. She won the President’s Circle Award of Excellence in 2008 and 2009 for sales of dermatology products.

**Mary Jo (Webber) Barney** ’95 is the divisional department chair for Career and Technical Education at Plainfield South, North, Central, and East High Schools, District 202 in Plainfield. She enjoys coaching boys’ volleyball and girls’ bowling.

**Randall Towles** ’95 is an in-field sales manager at GE Capital in Bolingbrook with expertise in deal fulfillment, inventory management, sales support, and the leasing, rental, negotiation, and financial aspects of the industry.

**Jerod Ferry** ’97 is an operations analyst at NAVTEQ, the leader in a growing global market for digital map, traffic, and location data. During a meeting, a client of Ferry’s expressed interest in the integration of the brand with annual sales of $130+ million.

**Marie Pospichal** ’97 is a social media consultant and a fundraising executive based in Chicago. Pospichal is a fundraising specialist at IBWC Wealth Management in Chicago, one of the nation’s largest full-service securities firms.

**Andrew Warner** ’97 is a lead senior consultant at Deloitte Consulting.

**Bradley Cors** ’99 is the owner of Cors Lighting and vice president of Cors Electric. He is a “Top Rated Seller” and a “Platinum Power Seller” for commercial and industrial lighting products on eBay.

**Joseph Devitt** ’99 is the assistant vice president of U.S. Equities Realty in Chicago. The company serves as a strategic real estate advisor to clients throughout the United States and in South America.

**Scott Ryan Racette** ’99 is a top sales representative for Glaxo Smith Kline at BioReference Laboratories, Inc., in Chicago. Racette is responsible for product development and for reaching sales goals for the past five years.

**Rachel Rome** ’99 is a financial consultant at Wickers White Law & Business, a leading global information technology, marketing communications manager for Wyckoff Wealth Management at BioReference Laboratories, Inc., in Chicago. Rome is licensed in Illinois and Missouri and serves the bar and bench for the Lincoln Association of Municipal Attorneys.

**Corbin J. Pitts** ’08 is a territory manager and in less than a year met and exceeded his sales goals for the United States District Court for the Northern District of Illinois.

**Eva Rice** ’01, M.B.A. ’02, is manager of global talent acquisition at Halliburton, specializing in selection, systems, and compliance. She now resides in Houston.

**Nexitia N. Henderson** ’03 is a medical technology consultant underwriting officer with Travellers Insurance in Hyde Park, Massachusetts. She is responsible for product development and the training and coaching of staff at the offices she manages.

**Amur Kamath** ’07 is vice president of marketing at BioReference Laboratories, Inc., in Boston. Kamath has designed a four-step process to help clients with their estate planning needs.

**John Zaiser** ’07 is a financial representative with COUNTRY FINANCIAL and operates his own full-service financial office in Glen Ellyn, serving more than 100 agents in the nation in 2006 and 2007. Zaiser is responsible for over $1 billion in asset sales.

**Mark Ingold** ’92 is an account manager at The Baby Fold in Normal. Ingold coaches youth sports and serves as a Junior Achievement classroom consultant.

**Jenna Wojciechowski** ’03 is a marketing communications manager for Wyckoff Wealth Management at BioReference Laboratories, Inc., in Chicago. Wojciechowski is responsible for creating a valuable new partnership for the college and its graduates.

**Lori Nelson** ’05, M.B.A. ’08, is a legal analyst at Allstate Insurance Company, a top 100 asset management company in the nation. Nelson is responsible for preparing written materials to define the position and creating a budget with skills and interests well-matched to the role. Marketing major Kerber, Eck & Braekel LLP, a top 100 CPA firm in the Chicago area.

**Steve Fiala** ’05 is the owner of S.P. Dough with locations in Champaign, the first in Illinois. Fiala launched Fila Productions, a source of high-quality videography for jobs ranging from weddings to professional video for clients. Fiala has been a recipient of the Conco Paints Sales and the Service Excellence Award.

**Leonard Pantaleone** ’05 is a social media consultant at Digital Map, Traffic, and Location Data. He recently transferred back to State Farm Insurance to organize and present a competitive training program in Holland and was the recipient of a $7,000 check for the Susan G. Komen Foundation by causing the entire length of the Mississippi River to change color.

**Aaron Drendel** ’05 started the nonprofit “Cans for the Cure,” and raised more than $7,000 in support of the Susan G. Komen Foundation by causing the entire length of the Mississippi River to change color.

**Bill Gugerty** ’07 is a Fulbright Scholar in Moldova performing case study and comparative research of microfinance institutions. He is a master’s program in international relations at Central European University in Budapest.

**Jacob Carlson** was the first student selected for this internship. Thank you for creating this outstanding new preprofessional opportunity!

**Jeff McKay** ’87, M.B.A. ’14, is a commercial sales manager for commercial accounts with the Travelers Companies, Inc., in Chicago. McKay is a recipient of the Conco Paints Sales and the Service Excellence Award.

**Michelle (Stoll) McDole** ’07 is the first female Conco Paints sales representative and a recipient of the Conco Paints Sales and the Service Excellence Award.

**Laure Meade** ’07 is a senior analyst at Ledecky & Associates, responsible for the annual sales volume of more than $60 million. Mlynarcik is a legacy attorney with skills and interests well-matched to the role. Marketing major Kerber, Eck & Braekel LLP, a top 100 CPA firm in the Chicago area.

**Michelle (Stoll) McDole** ’07 is the first female Conco Paints sales representative and a recipient of the Conco Paints Sales and the Service Excellence Award.

**Crispin Davis** ’07 is the owner and general insurance organization serving more than 40 clients in more than 150 countries.

**Scott Kerber** ’07 is a product marketing manager at Facebook. He recently transferred back to State Farm Insurance to organize and present a competitive training program in Holland and was the recipient of a $7,000 check for the Susan G. Komen Foundation by causing the entire length of the Mississippi River to change color.

**Rachel Rone** ’07 is a product marketing manager at Facebook. She recently transferred back to State Farm Insurance to organize and present a competitive training program in Holland and was the recipient of a $7,000 check for the Susan G. Komen Foundation by causing the entire length of the Mississippi River to change color.

**Robert Duer** ’07 is a financial representative with Resource Financial, a diversified financial services firm headquartered in Chicago.

**Brian McCoy** ’01 is the owner of Cors Electrical & Lighting and vice president of Cors Electric. McCoy has been a recipient of the Conco Paints Sales and the Service Excellence Award.

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GIVING THE NUMBERS
Thank you for your generous support! Did you know the percentage of alumni who donate has a significant influence on national rankings? This is a metric utilized to gauge the affinity that graduates have for their university and college. The national average for alumni support at public universities is 9 percent. Last year 6.8 percent of business alumni at Illinois State made a financial gift. Please join your fellow graduates and help us raise this to 10 percent during the next year.

Funding priorities
• Recruitment and retention for faculty
• Student scholarships, awards, and professional development
• General Excellence Fund—investing in the future of the college
• Technology and hardware replacement and recapitalization
• Software/access to research databases

NEW ENDOWMENTS AND SCHOLARSHIPS FOR THE COLLEGE OF BUSINESS
We express appreciation to our donors who have established the following new endowments and scholarships during the past year. The Illinois State University Foundation’s long-term investments returned 18.74 percent for the fiscal year ended June 30, 2011.

The Willie Brown Endowed Scholarship Fund
Willie Brown ’73, retired executive vice president at State Farm Insurance Company, created this fund to provide substantial financial support for a minority student of African American heritage or any nontraditional student majoring in business. Brown was inducted into the Illinois State University College of Business Hall of Fame in 2005.

Dorothy Uphoff Camp Endowed Scholarship Fund
A lifelong commitment to education by Dorothy Uphoff Camp ’40 has been recognized by her children Donald and Beatrice Camp, family members, and friends through the establishment of The Dorothy Uphoff Camp Endowed Scholarship Fund to provide financial support for business teacher education majors. Camp served in the Women’s Army Corps during World War II and earned a master’s degree in education from Columbia Teacher’s College in New York. During her career Camp taught a variety of business subjects and supported student groups such as the Future Business Leaders of America. She retired in 1987 and lived in the Washington, D.C., area until her death in 2010.

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DWB Dream Maker’s Endowed Scholarship
Established by Service Hall of Fame member Sharon Rossmark ’78, this scholarship supports United States soldiers or veterans, including National Guard and Reservists, and their dependents who are majoring in business. Preference will be given to entrepreneurship majors and students studying abroad in France through one of the programs offered by the International Business Institute and the Office of International Studies. Rossmark established this scholarship to honor her parents, David and Willie Mae Brown. David, a World War II Army veteran, served in the European Theater and participated in D-Day at Utah Beach.

The Edmond and Jane Endowed Scholarship Fund
Created by Julie and Bob Dobski in the fall of 2010 to honor Bob’s parents Edmund and Jane Dobski, this scholarship provides support for business majors. Edmund and Jane used a $600 investment from Edmund’s mother, Sophie Dobski, to start and expand three full-service grocery stores on the northwest side of Chicago. Julie and Bob credit their success to the fundamental lessons learned from Jane and Edmund—provide a quality product, work hard, and treat employees fairly. The Edmund and Jane Endowed Scholarship fund will ensure that these tenants continue to be taught and valued in today’s business environment.

The Ferengul Endowed Scholarship Fund
Working your way through college is an enormous challenge, a fact clearly recognized by Corey ‘93 and Melanie ‘93 Ferengul, who established this scholarship to help business students pay for their own schooling while also focusing on their studies. Melanie works for The Northern Trust Company and Corey has a career in the computer software industry spanning several companies.

The Larry E. Gustafson Restricted Scholarship Fund
Entrepreneur Larry E. Gustafson ’83 established this scholarship to benefit students determined to better themselves by obtaining a college education. It provides financial support for an incoming freshman business major. Gustafson believes in hard work, and from 1985–1989 he worked as a mortgage broker, and since 1989 he has worked as an independent insurance broker located in Tempe, Arizona. He is a proud graduate of Illinois State University, and this scholarship is his way of “paying it forward.”

To donate to the College of Business visit www.cob.ilstu.edu/giving.

I want to thank each of you for the many ways you help support the college and demonstrate your Redbird spirit. Our goal remains to be the first choice for business education in Illinois. Your gifts are an investment in emerging talent and an important resource as we recruit and retain highly respected faculty. Both are critical to advancing the college’s national reputation for excellence and raising the value of your own Illinois State degree.

In 1981 the University received $4.44 from the state for each tuition dollar received. Flash forward and you’ll see the situation has changed dramatically. Today the University receives only $0.60 for each tuition dollar. That means less than 22 percent of our actual operating costs are funded by the state of Illinois. Private contributions truly spell the difference between “surviving” and “thriving” and help make access to a college education possible for many students.

A gift of $100 from each of our over 32,000 alumni would result in annual support of over $3.2 million. Our primary long-term goal is to have an endowment in the $25 million range—large enough to generate $1 million per year in income. The current college endowment is valued at $14.45 million. I invite you to support your passion by making a gift in an area that you find personally meaningful. Every contribution brings us a step closer to that critical goal.

Consider creating a lasting legacy by funding an endowment and/or including the college in your will or estate planning. Contact Norris Porter by phone at (309) 438-2297 or by email at neporte@ilstu.edu to discuss how you can make a difference. Gifts can also be made online at www.cob.ilstu.edu or any nontraditional student majoring in business. Preference will be given to entrepreneurship majors and students studying abroad in France through one of the programs offered by the International Business Institute and the Office of International Studies. Rossmark established this scholarship to honor her parents, David and Willie Mae Brown. David, a World War II Army veteran, served in the European Theater and participated in D-Day at Utah Beach.

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To donate to the College of Business visit www.cob.ilstu.edu/giving.
The Vern McGinnis Endowed AMA Scholarship Fund

Vern McGinnis established this scholarship to provide financial support for a junior or senior student with an interest in marketing as demonstrated in part by active membership in the ISU Collegiate American Marketing Association chapter. McGinnis enjoyed a 42-year career with GROWMARK. After joining the American Marketing Association as a young professional, his experiences with this group included board and officer roles with the AMA Central Illinois Chapter and later as president of the national AMA organization. He had the privilege of presenting the new ISU AMA Chapter with their charter of affiliation, which led to a long and rewarding relationship with the group’s faculty advisors and student leaders. McGinnis was inducted into the College of Business Hall of Fame in 2009.

The Ron Jr. and Cathy Whitten-Dentsmart Endowed Scholarship Fund

Ron Jr. ’80 and Cathy Whitten began this fund to provide financial support for an incoming freshman from Pekin Community High School (PCHS) or incoming graduate from Illinois Central College with a preference given to those who also attended PCHS. Ron, an entrepreneur, owns Dentsmart, a Peoria-based business started in 2002 that now has franchises in 11 states.

ENDOWMENTS AND SCHOLARSHIPS IN NEED OF ADDITIONAL SUPPORT

These funds support students and faculty and are in need of additional support to allow our faculty and college to achieve greater scholarly excellence. Contact Norris Porter porter@IllinoisState.edu for more information about making a gift to any of these funds.

James E. Cox, Jr.
AMA Endowed Scholarship Fund

Established by the Department of Marketing; James and Carol Cox; friends, parents, and Illinois State alumni; this award honors James Cox, who retired in 2011. The fund provides financial support for students who have provided outstanding leadership and service to the Illinois State University College of Business. This fund needs an additional $15,000 to become fully endowed. The goal is to exceed $25,000 in gifts over the next five years.

Give online at Advancement.IllinoisState.edu/cox

EIF Faculty Support Fund

The Department of Finance, Insurance and Law established this endowment to support faculty members who teach courses linking investment theory with practice as they mentor and support students. The goal is to raise $380,000 over the next five years through the support of EIF alumni and friends to elevate this endowment to a faculty fellow. The fund has $25,000 in cash and pledged support.

Give online at Advancement.IllinoisState.edu/eif

Connor (Duffy) Krug Student Recognition Award

Each College of Business registered student organization may submit the name and credentials of one of its members to be considered for the annual Connor Krug Student Recognition Award. The award is named for Connor (Duffy) Krug, who devoted himself to the personal and professional development of business students and served as the first advisor to COBEC and Business Week until her retirement in 2000. This award is given to a student who exhibits outstanding qualities in his/her activities within the College of Business. This fund needs an additional $3,500 to become fully endowed.

Give online at Advancement.IllinoisState.edu/krug

Carson and Iris Varner International Experience Fund

Laura (Bonchi) Allen ’91 and Carson and Iris Varner (who have been teaching at ISU since 1975) are founding donors for this endowment that will support students in the College of Business who want to complete an international experience. In developing the unique interdisciplinary international business major, their work has helped make Illinois State the center of international business education in Illinois. The goal is to raise $100,000 or more over the next five years through pledges and cash gifts. The fund currently has $33,907.35 in cash and pledged support.

Give online at Advancement.IllinoisState.edu/varner

Wisdom’s Torch Fund

This fund was established in honor of current and retired faculty and staff to support teaching and learning. Donors to this fund will have pledged or gifted a total of $10,000 to this fund prior to December 31, 2014. All donor names and faculty/staff honorees will be listed with the permanent endowment agreement on file with the Illinois State University Foundation and included on the donor wall in the State Farm Hall of Business. The fund has $91,000 in cash and pledged support. The goal is to grow this fund to $1 million.

Give online at Advancement.IllinoisState.edu/wisdom

SCHOLARSHIPS CREATE A LASTING LEGACY

Steven E. Bailey Scholarship

Steven Bailey has helped people in ways he’ll never know. The boy voted most likely to succeed in high school and crowned prom king was a natural leader, surrounded by friends who appreciated his giving nature. Initially he wasn’t sure Illinois State was the school for him, but he soon found a circle of friends and told his dad he loved the University.

By donating in his memory, you can ensure that students who are similar in mind set and heart will have the same opportunities to follow their dreams. The goal is to grow this fund to $1 million.

Give online at Advancement.IllinoisState.edu/bailey

The Maggie Webb Endowed Scholarship Fund

Maggie Webb ’05 is remembered as a strong leader, a supportive friend, and a wise mentor. She was just two weeks shy of her 25th birthday when her life tragically ended in a random act of violence at a Von Maur store in Omaha. Maggie was working as a store manager when a 19-year-old man came in and started shooting. Eight lives were lost and five others were injured. Maggie’s life and death touched people across the country. One of those was Tim Hayes, a philosopher and retired engineer from Alexandria, Virginia, who read her story in the local paper. “I was moved by the events of her passing,” he said. Although he had no ties to Illinois State, he created a scholarship in Maggie’s honor. In these tough financial times, he realizes state schools need the support. “I like state schools because they can be more affordable,” he said. “It is important to build and grow endowments, and that is increasingly clear in this economic environment.” The scholarship is still in its open-ended growth phase so it will take three to four years and more donations before the first scholarship can be awarded. Those closest to Maggie remember her warm smile and concern for others, making a scholarship to benefit students an especially appropriate legacy. “When I contemplate the future of our country, I gain hope by reflecting on the example of Maggie Webb and the future scholarship recipients who embody that hope,” said Hayes.

Give online at Advancement.IllinoisState.edu/webb

GEORGE R. AND MARTHA MEANS CENTER FOR ENTREPRENEURIAL STUDIES

The George R. and Martha Means Center for Entrepreneurial Studies was established through a planned gift of the late George and Martha Means and officially dedicated November 12, 2010, during Illinois State University’s annual Entrepreneurship Day.

George R. Means, a 1929 Illinois State alumnus in geography education, was a professional cartographer and navy commander during World War II, a fellow of the American Geographical Society, and served 19 years as general secretary for the Rotary International. The center is the reflection of his lifelong passion for entrepreneurship.

The goal of the Means Center is twofold. Enhance the academic and business experiences for students, and serve as a research and consulting resource for businesses. It supports programs involving both student consulting and entrepreneurship research and is home to our Coleman Fellows program where the aid of professors from across campus is enlisted to make entrepreneurial studies available more broadly to students.

“With this most generous gift we can expand Entrepreneurship Day, our Business Plan Competition, our Creative Idea Competition, and our E Scholars program,” said Means Center Director Mark Houlahan. “These initiatives are essential in providing rich- ness and balanced entrepreneurial education for our students.” From the entrepreneurs profiled in this issue to the countless other success stories of our graduates who have created their own companies, it is clear that the College of Business at Illinois State University offers superior and well-rounded preparation for business professionals. The formal establishment of the Means Center will insure the continued national success of our entrepreneurial program,” added College of Business Dean Scott Johnson.

More information about the Means Center and its services can be found at www.cob.ilstu.edu/means.

George and Martha Means

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THANK YOU DONORS

The College of Business is grateful for the following alumni, friends, companies, foundations, and organizations for their generous gifts and pledges received by the College. This fund supports awards to the University in the state, and I really like that. That’s one of the visions that drove me to personally support the University.

I’ve been receiving chemo for spinal cord cancer for over a year and being able to keep my education on track and win the Outstanding Business Administration Award for academic success is meaningful.

Mark Heimann Jr.

One of Illinois State’s goals is to become the second flagship university in the state, and I really like that. That’s one of the visions that drove me to personally support the University.

Illinois State is more selective than some Big 12 and Big 10 schools, and that’s impressive.

Ron Greens, President and CEO of AHI, Inc.

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“Our experiences with the faculty were both remarkable and exceptional, and that experience encouraged us to give back. The University is really important to both of us, and we encourage others to also give back to ISU.”

John Riggs ’81 and Therese Riggs ’81

In

NEWS VIEWS

ALUMNI VIDEO SPOTLIGHTS

Passion, innovation, and drive to succeed are hallmarks of Illinois State University College of Business graduates, yet their success stories are varied and unique. Through our 3-minute alumni video spots, see how Redbird professionals have parlayed their business degrees into a stimulating array of careers. New interviews are added regularly to www.cob.IllinoisState.edu/media. Here are a few of the individuals we’ve featured this year.

He began his career at Caterpillar Inc. as a factory worker and ended it as the company’s vice president. Duane Livingston ’72 shares some lessons he learned along the way.

From his first job at age 15 driving a Holiday Inn shuttle, to his current role as executive vice president and CFO for COUNTRY Financial, Dave Mapes ’77, M.B.A. ’86, says it remains an exciting trip.

Merrill Lynch’s Mark Thomodyke ’85 was named one of America’s top 1,000 financial advisors by Barron’s magazine for the past two years.

Big-10 accounting grads hold no edge over PWC evaluators at Keebler, Nabisco, and Procter & Gamble. Now a successful entrepreneur, he is living proof.

He has been an instructor and you will be knocked down. Keith Wakeman ’86, is head of innovation for Kellogg’s Snacks and an executive at Food & Wine.

He has been a professor and he will be knocked down. Brian Shadid ’05, director of Career Services at DeVry University, says knowing the keys to success.

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ALUMNI UPDATE

To submit an alumni update, either fill out and return the form below or fill out the online form at www.cob.ilstu.edu/alumni. You can also access the electronic form through your smartphone or other portable device by scanning the QR code to the left. Download the Tag reader by texting TAG to 71857.

ALUMNI UPDATE FORM

NAME ____________________________

MAJOR ____________________________ GRADUATION YEAR ____________________________

MAILING ADDRESS ____________________________

CITY ____________________________ STATE __________ ZIP __________

PHONE ____________________________

EMAIL ADDRESS ____________________________

CAREER AND LIFE UPDATE ____________________________

□ YES! I AM INTERESTED IN SHARING MY EXPERTISE AND RECONNECTING WITH THE COLLEGE OF BUSINESS. PLEASE CONTACT ME ABOUT THE POSSIBILITIES.

□ YES! I WANT MORE INFORMATION ABOUT HOW TO MAKE A CHARITABLE GIFT TO THE COLLEGE OF BUSINESS AND/OR ILLINOIS STATE.

RECONNECT

Whether you are interested in sharing your expertise with current students, reconnecting with the college, or building relationships with other COB graduates, I can help. As assistant to the dean for constituent relations in the College of Business, my role is to facilitate interaction, communication, and collaboration.

Throughout the year, I work with students, faculty, alumni, and our business partners on special events, such as Business Week, the Alumni Hall of Fame, Early Career Achievement Awards, and the College of Business Alumni Network (COBAN). After reading about the vital learning environment we’re building in the college, I hope you’ll be inspired to reconnect. Whether you’re early in your career or at a senior level, you have unique insights to offer as a guest speaker, a partner on a class project, a mentor, an internship sponsor, or a member on one of our advisory boards. Contact me and I’ll help you explore the possibilities.

Amy Humphreys
Assistant to the Dean for Constituent Relations
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Normal, IL 61790-5500
(309) 438-2646
alhumph@IllinoisState.edu

WHAT’S NEW IN THE COB?

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