DEAN’S MESSAGE

The New Year has begun, and the College of Business has hit the ground running. This spring semester we are packed with events and are enjoying the continual growth of programs. One of the areas we are seeing tremendous progress and action is the Entrepreneurial University Big Idea highlighted in the last Dean’s Brief, which continues to gain momentum. For example, we launched our first business, Notelog.com, out of our student business incubator and into the real world. Our Sophomore Experience class has once again created new and innovative businesses. Additionally, our student business plan competition, InNOLEvation Challenge, exceeded our expectations for student interest with 78 teams submitting abstracts in Round 1 with 40 teams selected for Round 2! We are also experiencing significant demand for our new entrepreneurship certificate. It is hard to believe this has all been accomplished in the past two years. This kind of success is only possible through the dedication of our faculty, students, staff and donors. Please stay tuned as we continue to spread the entrepreneurial spirit across the FSU campus.

It is now the time of year we ask you to submit nominations for our annual Sunshine State Ethics in Leadership Award. Established in 2010 to promote ethical leadership in business and government, this prestigious award is given annually to two individuals, one in the public sector and the other from the private sector. The submissions deadline for the 2012 awards is March 8th. Click here to nominate someone for this esteemed award.

On the fundraising side, I’d like to personally thank you if you elected to support FSU’s 36-hour online fundraising effort, The Great Give, this past week. I am pleased to report the university surpassed the campaign’s $161,000 goal by nearly $33,000. If you didn’t participate in the university’s first-ever online campaign, you can still make a gift to the College of Business by visiting our online website and giving to the program of your choice!

Thank you for all you do, and Go ‘Noles!

TOP STORIES

Alumni inducted into the College of Business Hall of Fame

The College of Business has selected three outstanding and accomplished alumni to be inducted into its Hall of Fame. Tim Cole (‘79 Marketing), Dr. William T. Hold (‘63 Risk Management/Insurance) and J. Michael Pate (‘68 Business Administration) will officially be inducted into a prestigious group of 26 business leaders on Thursday, March 29, at the 10th Annual Hall of Fame Dinner & Ceremony. Click here to read more.

FSU’s Online MBA Program ranked in nation’s Top-20 for first-rate faculty

U.S. News & World Report’s 2012 edition of Top Online Education Program rankings places the Florida State University College of Business’ Online Master of Business Administration program at No. 20 nationally in terms of faculty credentials, training and online teaching experience. FSU is the only university in Florida ranked in the Top-20. Click here to read more.

COLLEGE NEWS

Student incubator company vies for Top-5 position in nationwide contest

Wordio, a student incubator company that develops mobile applications that instantly transforms written content
on the web into audio and allows you to listen to your favorite web articles while driving, exercising or simply relaxing, is a Top-20 finalist in the Intel Innovators Challenge. This nationwide campaign is seeking the most innovative ideas from college students and will award a prize of $100,000 in seed funding to the winner. Currently in second place, Wordio is seeking to become one of the Top-5 teams, which means they will pitch to five high-profile investors from Silicon Valley via Skype for the prize.

The Jim Moran Institute for Global Entrepreneurship featured in Florida’s Bottom Line
Florida’s Bottom Line, a quarterly economic review publication from Florida’s Chief Financial Officer Jeff Atwater, published an article, “Entrepreneurs: A Key Component of Florida’s Economic Recovery,” which covers the numerous programs and innovations encouraged through Florida State University and The Jim Moran Institute and how we are helping to improve the economy. Click here to read more.

The Entrepreneurial University Initiative is featured on Bloomberg’s “Money Moves”
FSU President Eric J. Barron was interviewed on Bloomberg’s “Money Moves” program, where he touted FSU’s campus-wide Entrepreneurial University initiative. The $200+ million initiative is intended to inspire creativity among students and faculty, build for the future, celebrate entrepreneurship and innovation across campus, cultivate and train tomorrow’s entrepreneurial leaders and provide support and valuable expertise to entrepreneurs and business owners across Florida. Click here to see the entire interview.

Student entrepreneurial businesses open on campus
The FSU College of Business Entrepreneurship Program reached a milestone in December! Two student businesses have a physical presence in retail space on campus, thanks to COB alumnus Tom Petrillo, a supporter of the Entrepreneurship Program. Spear It Tutoring and Sincerely Yours Monogramming Co. are sharing space in the Oglesby Union next to Einstein’s. This is the first time any of our COB student-run companies have had a physical presence on campus.

Student Entrepreneurs, grateful for business success, give back
Three FSU College of Business students, David Russell, Alex Wolniewitz and Tom Brady, presented Dean Caryn Beck-Dudley a $500 check as thanks for the encouragement and resources from the college that have allowed them to start up and grow a new and profitable business. The entrepreneurship students came up with a way to capitalize on their classmates’ note-taking skills and compensate them for their hard work through an entrepreneurial venture called Moolaguides.com. Moolaguides.com allows students to upload and sell their class notes online. Started just over a year ago, the innovative students report the sale of more than 10,000 study notes at FSU, which has earned students who posted their notes a total of nearly $90,000. Click here to read more.

InNOLEvation Challenge Business Plan Competition attracts big ideas
Seventy-eight Florida State University students with big ideas and great business plans submitted business abstracts vying for the InNOLEvation Challenge Business Plan Competition’s $250,000 in cash and prizes. Organized by The Jim Moran Institute for Global Entrepreneurship, a panel of experienced business professionals ranked each abstract based on published rating criteria. Forty student business ideas were advanced to Stage 2 of the competition which centers on business plan development. These 40 student groups are being mentored by a combination of The Jim Moran Institute staff, faculty advisers and leaders in the Florida business community. Click here to learn more about this business plan competition.

Professional Sales Program takes a technological leap forward with gift from alumni
Thanks to a gift from two FSU COB alumni, students and faculty in the college’s Professional Sales Program now have access to a state-of-the-art behavioral research and training facility. Among other innovations, the new
facility will help them acquire the latest skills relating to the use of mobile technology for a wide array of business applications.

The Marvin A. “Mitch” Mitchell Sr. Behavioral Laboratory was established with a $50,000 gift from businessman Andy Mitchell and his wife, Kathy Ireland Mitchell, both 1974 graduates of the College of Business. Their gift has allowed the College to acquire cutting-edge technology, housed within the laboratory, enabling faculty and students to conduct important research relating to consumer behaviors. As important, it introduces the next generation of business professionals to the use of the latest mobile technology as a sales tool. Click here to read more.

First Recent Alumni Achievement Award Winner Named

Brian Murphy, a 2000 graduate in accounting and finance and president and CEO of ReliaQuest, an international consulting and recruiting firm based in Tampa, was named the recipient of the College’s first Recent Alumni Achievement Award. The award, which was presented to Murphy at the College’s Leadership and Scholarship Awards Dinner this past November, was established in 2011 by the College of Business Recent Alumni Board and honors College of Business alumni of the past 10 years who have made significant professional and personal achievements since graduation.

Exemplary faculty and staff recognized

Six faculty and staff members were recognized with the College of Business Core Values Award at the annual College of Business Leadership and Scholarship Awards event. The COB Core Values Award is the ultimate College-wide acknowledgement, recognizing and honoring COB faculty and staff who exemplify the College’s core values: Excellence, Integrity, Respect, Leadership and/or Innovation. In the name of each recipient, $1,000 is donated to a Core Values Scholarship fund or to a College endowment fund of their choice. The 2011 recipients are:

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<th>Staff recipients</th>
<th>Faculty recipients</th>
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<tr>
<td>Loreen Kollar</td>
<td>Gary Benesh</td>
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<td>Leslie Mille</td>
<td>Randy Blass</td>
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<td>Cheryl Tharp</td>
<td>Lise Diez-Arguelles</td>
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FACULTY & STAFF NEWS

Demetra Andrews (MAR) received the William R. Jones Outstanding Mentor Award from the Florida Education Foundation during the annual McKnight Doctoral Fellows Conference in October.

Randy Blass (MAN) has accepted the position of director of The Jim Moran Institute for Global Entrepreneurship. Blass will work closely with Tim R. Holcomb (MAN), who continues to provide strategic leadership as the executive director of The Jim Moran Institute, and will provide the lead on the Entrepreneurial University Big Ideas Initiative.

Blass was also invited to The White House Symposium on Promoting Economic Recovery and Job Creation Through Faith-based and Neighborhood Partnership held Sept. 22, 2011, in Washington, D.C. Faith and community leaders from across the country were invited to join the White House, the U.S. Small Business Administration and other federal agencies and nonprofit peers for a symposium on strengthening the role of faith-based and neighborhood partnerships in economic development and job creation. Important progress the Administration had made in this area was explored and best practices for moving forward were highlighted.

Patricia Born (RMI) has been appointed as the Payne H. and Charlotte Hodges Midyette Eminent Scholar in Risk Management and Insurance and director of the Center for Insurance Research. Born’s research interests include
insurance market performance, insurance regulation, products and medical professional liability, and management of catastrophic risks. A much sought after lecturer, she most recently shared her expertise in risk management and insurance at Fudan University in Shanghai, China; Sungkyunkwan University in Seoul, South Korea; the Ludwig-Maximilians Universität, in Munich, Germany; and Universität Hohenheim in Stuttgart, Germany.

Mike Brady (MAR) has been named department chair of the Department of Marketing, replacing Mike Hartline who was promoted to associate dean for Strategic Initiatives.

Jim Dever (MAN) is the recipient of the Transformation Through Teaching recognition through the nomination of a student. Established by the FSU Spiritual Life Project, the initiative is designed to honor full-time faculty who have had an intellectual, inspirational and integrative impact on a student. Dr. Dever is one of 18 professors campus-wide to receive this recognition.

Mike Hartline (MAR and Dean’s Office) has been promoted to associate dean for Strategic Initiatives. His responsibilities include: strategic planning and innovation; new program development; executive education; international programs; internships and career services; funded research/C&G including the Marketing Institute; research center outreach coordination; corporate and community relations; facilities; and fundraising.

Charlie Hofacker (MAR) has been appointed the Carl DeSantis Professor of Business Administration.

Shelly Greenberg (ACG) has been named to the editorial board for the journal Issues in Accounting Education.

Rhoda Icerman (ACG) has been named director of the Master of Accounting (MAcc) program.

Bruce Lamont (MAN) has been named the Williams Eminent Scholar Chair in Business in recognition of his outstanding scholarship, teaching and service. In his new role, Dr. Lamont will move from his associate dean for graduate studies position back to the Department of Management, where he will mentor doctoral students.

Jerry Osteryoung (JMI) received the Servant Leadership Award at Leadership Tallahassee’s 17th annual Distinguished Leadership Awards Dinner. The award honors an individual who has demonstrated consistent community leadership and begun to achieve results beyond a single field of endeavor, combining efforts in the business and nonprofit sectors.

David Paradice (MAN and Dean’s Office) has been promoted to senior associate dean for Academic Programs. His responsibilities include: liaison with department chairs for all things academic; curriculum/advising/recruiting for undergraduate and graduate students; assessment; AACSB accreditation; strategic planning and innovation; and fundraising.

Jeff Smith (MAR) has been named director of the Master of Science in Marketing (MSM) program.

Chad Van Iddekinge (MAN) was elected as a Society for Industrial and Organizational Psychologist (SIOP) Fellow. Fellow status is an honor bestowed upon SIOP Members (and international affiliates) who have shown evidence of unusual and outstanding contributions or performance in I-O psychology, through research, practice, teaching, administration and/or professional service.

**STUDENT NEWS**

Todd Bacile (MAR) and Christine Ye (MAR) were named 2011 Society for Marketing Advances Doctoral Fellows. Alexis Allen (MAR) will be the 2012 AMA Doctoral Consortium Fellow.
Dominique Gehy (FIN) was chosen to receive an American Finance Association Doctoral Student Travel Grant to attend this year’s annual meeting in Chicago, Illinois, from January 5-8, 2012. This is the academic finance profession’s most prestigious conference. Gehy’s research shows that short selling activity improves pricing efficiency in the financial markets. Her first-year paper found that regulatory constraints on short selling can have unintended consequences that reduce pricing efficiency. In her second-year paper, she shows corporate executives pay attention to the actions of short sellers when deciding whether to issue new securities.

Dominique Gehy (FIN), Yvette Holmes (MAR), Tim Jones (FIN) and Katina Thompson (MAN) were awarded 2011-2012 McKnight Fellowships and Karen Sherrill (FIN) was awarded a Legacy Fellowship.

Eric Gooden (ACG) was awarded a $10,000 KPMG Minority Accounting Doctoral Scholarship, renewable for up to five years at $10,000 a year.

Under the leadership of Ronald Pierno (ACG), faculty advisor, the Beta Rho Chapter of Beta Alpha Psi was recognized internationally as a “Superior Chapter” and far exceeded the minimum requirements of Beta Alpha Psi, excelling in the areas of academics, professionalism and leadership.

The Professional Sales Team competed in the National Sales Challenge at William Patterson University with our largest number of students participating (eight students) yet. One of our teams, Bryan Grube and Monica Bernhard, finished with an overall rank in the Top 10 (9th, specifically) and Bryan ranked 5th overall for his individual scores across two selling events. Dr. Willy Bolander served as their faculty advisor.

MBA students Eric Brennan, Ryan Drew, Jacob Kuta and Aylin McGinnis will represent the FSU College of Business at the Florida Intercollegiate Case Competition in Tampa on Feb. 10-12 and compete for a $10,000 grand prize. Faculty members Lise Diez-Arguelles (MAN), David Orozco (RMI), John Peloza (MAR) and Doug Stevens (ACG) served on the panel selecting this year’s team participants.

SPRING CALENDAR

FEBRUARY

2 Real Estate Market Strategies Event in Miami
8-9 Spring Seminole Sales Showcase and Job Fair
7 Los Angeles Alumni Reception with the FSU Film School
10 Thomas Howell Ferguson P.A. presents the John Perry Thomas Accounting Speakers Series – Don Moser, University of Pittsburgh
13 Real Deals & Entrepreneurs in Real Estate (Cyrus Sharp)
17 Center for Insurance Research Health Insurance Symposium
22 Jennings Executive Speaker Series
22-24 FSU Insurance Days

MARCH

2-11 Global Business Seminar (Strasbourg, France and Frankfurt, Germany)
3-5  Professional Sales Team competes in National Collegiate Sales Competition at Kennesaw State University

5-9  Spring Break

16  Thomas Howell Ferguson P.A. presents the John Perry Thomas Accounting Speakers Series – Dennis Beresford, University of Georgia

17  The Jim Moran Institute Minority Business Conference, Ft. Lauderdale, FL

21  Jennings Executive Speaker Series

22  Bruning Distinguished Speaker Series, John Rivers, Chef & CEO of 4Rivers Smokehouse

29  Leadership Day

29  Hall of Fame Dinner & Ceremony

29-31  FSU/UF Critical Issues Real Estate Symposium, Gainesville, FL

30  Board of Governors Spring Meeting

30  Thomas Howell Ferguson P.A. presents the John Perry Thomas Accounting Speakers Series – Richard Frankel, Washington University

APRIL

2  Real Deals & Entrepreneurs in Real Estate

9  Real Deals & Entrepreneurs in Real Estate

10-18  Entrepreneurship Bootcamp for Veterans’ Families (EBV-F)

11  Real Estate Market Strategies Event in Orlando

12-14  4th Annual FSU SunTrust Beach Conference, Sandestin, FL

13  Dean’s Speaker Series, Julie Dunn (Turner Networks)

13  InNOLEvation Shark Tank Finale, Turnbull Center

16  Real Deals & Entrepreneurs in Real Estate

18  The Jim Moran Institute’s Advice Straight Up Reception

19  The Jim Moran Institute’s Advice Straight Up, Janet Gurwitch, Founder & Former CEO, Laura Mercier Cosmetics

20  Distinguished Doctoral Alumni Award, Clyde Stickney

27  COB Master’s Hooding Ceremony

MAY

16  COB/Law School Joint Reception in Washington, D.C.