DEAN’S MESSAGE

I hope this Dean’s Brief finds you all enjoying a spectacular spring and looking forward to a wonderful summer. The college had another banner year, culminating in the graduation of 851 undergraduates and 158 graduate students. This newsletter again highlights the generosity of our alumni and friends, the innovation and creativity of our students and the dedication and activity of our faculty. One of this year’s disappointments was the Governor’s veto of Florida’s “preeminence bill.” Passing this bill could have gone a long way toward returning the college’s base budget back to the budget we had when I arrived six years ago, allowing us to hire additional faculty as well as strengthen our ability to become a preeminent College of Business. President Eric J. Barron has written an open letter on this issue, which can be read here. As we move forward this coming year, you will see an updated strategic plan, specific implementation items for our Big Ideas and stepped-up fundraising for our new building, Legacy Hall. Please join us in these efforts.

TOP STORIES

FSU receives $5 million to embark on ‘Risk Initiative’ and names top-ranked risk management and insurance program
A $5 million gift to the College of Business from Dr. William T. Hold (’63 RMI) and The National Alliance for Insurance Education & Research was announced this past spring. The gift launched “The Risk Initiative,” an upcoming campaign to establish Florida State as a national leader in a number of academic fields that involve risk. In appreciation of their gift, the college’s top-ranked risk management and insurance (RMI) program was named the Dr. William T. Hold/The National Alliance Program in Risk Management and Insurance. To read more, click here.

InNOLEvation Challenge: Teams walk away with $250,000 in cash prizes and in-kind services
The Jim Moran Institute for Global Entrepreneurship held its first InNOLEvation Challenge, one of the nation’s largest collegiate business plan competitions with $250,000 in cash prizes and in-kind services. Launched with more than 75 student teams from across Florida State’s campus, the InNOLEvation Challenge culminated after more than seven months of intensive development and evaluation. Congratulations to High-Throughput Revolution, first-place winner. This team of biological sciences majors has developed new processes to modernize the drug discovery paradigm in ways that could dramatically reduce the cost of drug discovery. The student team received $150,000 in cash and in-kind services. To learn more about the other winners and competing teams, click here.

COLLEGE NEWS

Graduate level online Certificate in Sales Management now offered
Companies of all sizes increasingly are looking for specialized training for their employees. Developed around the core strength of the College of Business and its recognition as having one of the top sales programs in the nation, the graduate-level online Certificate in Sales Management provides specialized training for those advancing into sales leadership positions.
from various backgrounds ranging from sales to engineering. This slate of four courses (12 credit hours) can be completed in as few as two semesters. There are no pre-requisite courses or GMAT scores required to apply. For those students who have been accepted into the MBA program, these courses also can apply toward the degree. To learn more, click here.

Seeking nominations for 2013 Hall of Fame
The College of Business is seeking nominations through June 30 for the 2013 Hall of Fame. Established in 2003, the Hall of Fame honors and celebrates individuals who embody the qualities that make the college an extraordinary place to learn and grow. The inductees are College of Business alumni who have excelled in their careers and made significant contributions to the mission of the college. To learn more about the inductee qualifications, click here. To submit a nomination, click here.

New international exchange agreements added
The College of Business is committed to the internationalization of its curriculum and student life. Two new international exchange agreements were signed with Koc University in Istanbul, Turkey, and Kyung-Hee University in Seoul, South Korea. These exchange agreements allow our students to spend a semester or a full year of study and/or research abroad and vice versa. Koc University and Kyung-Hee University join our current partners, the Munich School of Management, Ludwig-Maximilians-Universität München, Germany; Ecole de Management Strasbourg, Université de Strasbourg, France and Groupe ESC Toulouse, France. The college also is in negotiations with Kozminski University in Warsaw, Poland, to host a graduate business seminar in 2013.

Military families attend entrepreneurship ‘bootcamp’
The Center for Veteran Outreach in the college hosted its First Annual Entrepreneurship Bootcamp for Veterans’ Families (EBV-F) April 10-17, with 14 participants. Much like the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV), the program begins with online training followed by a nine-day on-campus bootcamp teaching the skills necessary to run a business. Currently, this program is hosted by only the FSU College of Business and Syracuse University’s Whitman School of Management. To watch the video, click here.

The Jim Moran Institute holds successful minority business conference in South Florida
Drawing close to 115 participants, The Jim Moran Institute for Global Entrepreneurship’s 2nd Annual Minority Business Conference taught small-business owners and aspiring entrepreneurs how to take their businesses and enterprising ideas to the next level. Held at the Hallandale Beach Cultural Community Center, breakout sessions featured workshops by legal, marketing, organizational and technology experts from the Broward County area. To read more, click here.

Accounting Department posts top numbers
The Master of Accounting (MAcc) program had 106 students enrolled this past semester and experienced a nearly 100-percent career placement, with 70-percent of students having offers from one of the Big 4 firms upon graduation.
Hillison Fund is fully endowed
The Department of Accounting is pleased to announce the Bill Hillison Professorship Fund is fully endowed, thanks to generous donations from alumni and friends. Named after Professor Bill Hillison, who retired in 2009 after 30 years at FSU, the endowed fund provides a stipend in perpetuity and is awarded to a highly productive faculty member for a three-year term. The Department of Accounting’s new funding initiative is the Center for Accounting Excellence, which will be instrumental in continuing its tradition of excellence in accounting education at FSU. To learn more about this new fund, click here.

Renovations to take place in Rovetta
A number of key renovations are slated for the Rovetta Building this summer. The Graduate Office will receive a new renovated space, and a graduate classroom is being renovated to improve seating and flexibility, as well as to add state-of-the-art instructional technology. A new space for the college’s own Marketing & PR Agency also will be created to allow for enhanced creativity and collaboration in promoting our programs and activities. The entire second floor of the Rovetta Building will receive a facelift while creating new space for the Center of Insurance and the Catastrophic Storm Risk Management Center. Additionally, the Center for Real Estate Education and Research will gain new space. When you are back on campus this fall, come see our new look!

The College of Business mourns the passing of Dr. E. Joe Nosari
The College of Business mourns the passing of Joe Nosari, longtime COB faculty member and FSU associate vice president for academic affairs. Dr. Nosari came to FSU in 1970 as an assistant professor of finance and, after achieving the rank of professor, held the positions of associate dean for academic programs and associate dean for administration. Dr. Nosari served as interim dean of the College of Business from 2005-2006. A newly established scholarship honors Dr. Nosari and benefits FSU finance majors. To make a gift, click here and please designate it to the E. Joe Nosari Memorial Scholarship, Finance.

Accounting Professor Alice Nichols dies
Longtime accounting professor Alice Nichols died on February 17. She is survived by her husband, Eugene Nichols. Dr. Nichols taught in the Accounting Department from 1956 to 1993, the year of her retirement. Dr. Nichols was known for setting demanding standards for her students. Many of her former students, now with CPA firms, expressed, on many occasions their appreciation for her expectation of high-level performance in her courses.

DEVELOPMENT NEWS

Fundraising Begins for Legacy Hall
We have completed initial activities toward raising $65 million to construct Legacy Hall, the future home of the College of Business. Promotional materials and a case statement have been developed in consultation with our Board of Governors and FSU senior administration. Our next step is to develop a complete fundraising strategy. We have received early pledges of $1.5
million that will help us move closer to developing full architectural and engineering plans for the building.

**Scott (’94 FIN & ACG) & Holly Bodenwebel** donated $23,000 to support the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) program. Of this gift, $8,000 was used to purchase computers for participant use during the program. The Bodenwebers have been continuous donors of this program since it was first held on FSU’s campus in 2008.

**Harold** and **Barbara Chastain** have added another $1 million to the J. Harold and Barbara Chastain Eminent Scholar Chair in the Department of Management/Insurance, Real Estate & Legal Studies, which is the largest endowed position in the College of Business.

**Jim Douglass** (’70 BUS) donated $25,000 to support the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) Program. Douglass has been a continuous donor of this program since it was first held on FSU’s campus in 2008.

**Genivia, Inc.**, a not-for-profit corporation, made a gift of $150,000 to fund the Genivia Incubator Grant for outstanding FSU undergraduate and graduate students engaged in entrepreneurship programs and initiatives, with a focus on computers, information technologies or other innovative technologies. *To read more about this gift, click here.*

**Jorge Morales** (’70 MAN) made a generous estate gift to the Dean’s Discretionary Fund. Morales is the chairman and CEO of Information and Computing Services in Jacksonville.

The **Tom James Company** made a gift of $80,000 to be the inaugural product sponsor for the newly created International Collegiate Sales Competition (ICSC) to be held this fall at FSU with 36 participating schools. The Tom James Company also is supplying $5,000 of product/merchandise to be awarded as prizes for the competing students during the ICSC. The mission of the ICSC is to enhance the selling profession by encouraging and developing the critical skills needed by today’s collegiate sales graduates and by fostering best practices among sales organizations worldwide. *To read more about this gift and the ICSC, click here.*

A gift from **The Villages’ FSU Friends Club** will benefit undergraduate students in the Dedman School of Hospitality’s PGA Golf Management program. Their generous gift of $6,000 will benefit two students, one male and one female, each fall in the amount of $1,000 for the next three years. *To read more about this gift, click here.*

**ALUMNI NEWS**

The College of Business inducted three outstanding and accomplished alumni into its 2012 Hall of Fame. **Tim Cole** (’79 MAR), executive vice president for sales for Del Monte Foods; **Dr. William T. Hold** (’63 RMI), co-founder and president of The National Alliance for Insurance Education & Research; and **J. Michael Pate** (’68 BUS ADM), founder and president of J. Michael Pate Consulting and former publisher and president of the Tallahassee Democrat and The Sun
News (Myrtle Beach, NC). The three alumni were celebrated March 19 at the 10th Annual Hall of Fame Dinner & Ceremony. They join a prestigious group of 26 business leaders who have already received the Hall of Fame honor. To read more, click here.

**Julie Dunn** (‘94 MAR), vice president of Brand Revenue and Account Management for Turner Network Sales, served as the spring Dean’s Speaker. With her presentation, “Brand You,” Dunn talked to students about how to get noticed in the job market and how to find the right career fit. She also spoke about her work with Turner’s 10 linear news and entertainment networks. To watch her presentation, click here.

The Florida Supreme Court announced **Ricky Polston** (‘77 ACG, ‘86 LAW) as the state’s 55th chief justice starting July 1, 2012. Polston taught accounting courses as an adjunct professor for several years.

**John Rivers** (‘89 MAR), chef and CEO of 4R Ventures, LLC, served as the Charles A. Bruning Distinguished Speaker this past spring semester. From president to pit master, Rivers’ diverse career experience spans two decades and ranges from managing a billion-dollar pharmaceutical distribution operation to opening one of the fastest-growing new restaurants in the southeast with his Texas-inspired 4Rivers Smokehouses. To watch his presentation, click here.

**Clyde P. Stickney** (‘65 ACG; ‘67 MAcc; ‘70 Ph.D.) was selected as this year’s recipient of the 2012 Distinguished Doctoral Alumni Award. In 1984, Stickney was appointed the Signal Companies Professor of Management in Dartmouth’s Tuck School of Business, from which he retired in 2003. To read more, click here.

**Gary Wilson** (‘85 RMI) was inducted into the FSU Alumni Association’s Circle of Gold in April. The award is one of the Alumni Association’s highest honors and is given to individuals whose remarkable accomplishments reflect the range and quality of a Florida State University education and bring credit to the university.

Eight COB alumni were selected by peers as recipients of the FSU Alumni Association’s first-ever Thirty Under Thirty Award, created to recognize the outstanding accomplishments of FSU’s young alumni. Each recipient must show exceptional achievement and significant contributions to his or her profession, community/society or university. Additionally, the recipient must exemplify outstanding professional and personal development through traditional channels or innovative approaches. The COB alumni award winners are:

- **Gamal Codner** (‘07 MAN & RMI), account executive, Wells Fargo Insurance Services (Atlanta, Ga.)
- **Dawn Gunter** (‘04 MAN & HR MAN, ‘06MBA), business manager, Taylor County Health Department (Perry, Fla.)
- **Jessica Hanson** (‘08 MBA), federal and international public affairs director, Property Casualty Insurers Association of America (Alexandria, Va.)
Joshua Montagna (’05 MAN & FIN), vice president, Corporate & Commercial Banking, BankUnited (Fort Lauderdale, Fla.)

Ashley Ross (’05 MAR), senate finance director, Republican Party of Florida (Tallahassee, Fla.)

Shannon St. Val (’08 FIN & REE), examiner, Financial Industry Regulatory Authority (New York, N.Y.)


Clint Wallace (’04 REE & RMII), partner, Scott & Wallace LLP (Tallahassee, Fla.)

Jessica Hanson (’08 MBA) also was one of six honorees from the Thirty Under Thirty to be selected for the inaugural Reubin O’D Askew Young Alumni Award, the highest honor bestowed upon young alumni by the FSU Alumni Association.

The College of Business and its Recent Alumni Board partnered with the FSU Alumni Association to hold an alumni networking reception at Chelsea Manor in New York City. More than 50 COB alumni attended the event, and FSU President Eric Barron and his wife, Molly, also stopped by to mingle with the crowd. Special thanks to Sam Boukerrou (’08 FIN), Brittney Brock (’07 ACG) and Ashley Tavalario (’09 FIN & MULTI BUS) for their efforts in planning the event.

STUDENT NEWS

A team of COB undergraduates beat out 19 other universities from across the globe to bring home the prestigious first-place trophy from the 2012 McDonough-Hilltop Business Strategy Challenge (MHBSC) held at Georgetown University in Washington, D.C. this spring. The FSU team included Chase Eller (ACG/FIN), Orlando Remak (FIN/ECON), Antoine Brandon (FIN/ECON) and Kelli Lampkin (ENT/MAN/SALES). In addition to the first-place title, each team member won $2,000 worth of Kaplan test-preparation services. To read more, click here.

Senior team Jeanette Rouisse (MAR) and Kelli Lampkin (ENT/MAN/SALES) won 2nd runner-up at the 14th Annual National Collegiate Sales Competition (NCSC). Rouisse also placed 4th individually out of 128 students from top university sales programs from across the U.S. and Canada. To read more, click here.

MBA students Jamey Ballo, David Gutos, Jacob Kuta, Sophie Parkinson and Savannah Snow won the final round of the Target Case Competition and $4,000 in prize money. The competition, held on the FSU campus, was judged by Target Corporation representatives. Faculty members Deb Armstrong (MAN), Tim Holcomb (MAN) and Michael Holmes (MAN) worked with the students in preparing for the case competition.

The college’s Students in Free Enterprise (SIFE) team won the Regional Competition Champion for its multi-media presentation, which advanced the team to the national level. The FSU COB team is one of 18 teams advancing from more than 60 competing teams. This marks the second year in a row the chapter has advanced to nationals under the leadership of faculty advisor Gary Smith (FIN). The team included: Kelli Lampkin (ENT/MAN/SALES), SIFE president;
Katharine Kiernan (FIN/MAR), SIFE president for operations; Karl Flesher (SALES and MAR); and Tom Galatis (FIN/REE), vice president for membership. The support team included John Speaks (ACG), technical and equipment engineer; Alison Rand (ACG/FIN), vice president of finance; and Natalie Minton (ENT/SALES), presentation projectionist. To read more, click here.

Michael DiNicola (MAR & MIS) and his two teammates from Florida A&M University took first place in the poster competition at the 2012 Annual ARTSI (Advancing Robotics Technology for Societal Impact) Conference, held at Norfolk State University in March. To read more, click here.

Alexis Allen (MAR), a doctoral student, was named the 2012 Society for Marketing Advances Doctoral Fellow.

Todd Bacile (MAR), a doctoral student, was awarded a 2012 College of Business Outstanding Teaching Award.

Jill Bisco (RMI), a doctoral student, was selected as the 2012 Spencer Scholar by the Spencer Educational Foundation, Inc.

Barbara Bliss (FIN), a doctoral student, was awarded a 2012 College of Business Outstanding Teaching Award.

Dominique Gehy (FIN), a doctoral student, was awarded the 2011-2012 McKnight Fellowship and also was chosen to receive an American Finance Association Doctoral Student Travel Grant to attend next year’s annual meeting in Chicago.

Yvette Holmes (MAR), a doctoral student, was awarded a 2011-2012 McKnight Fellowship.

Tim Jones (FIN), a doctoral student, was awarded a 2011-2012 McKnight Fellowship.

Andrea Laos (ACG), a master’s student, was selected for a prestigious internship as a postgraduate technical assistant with the Financial Accounting Standards Board (FASB). The FASB plays a crucial role in the economy by issuing financial accounting standards that govern corporate financial reporting. Laos will begin the year-long internship in January 2013. To read more, click here.

Brad Karl (RMI), a doctoral student, was awarded a 2012 College of Business Outstanding Teaching Award.

Jennifer Sexton (MAN), Ph.D. student, received the university’s Outstanding Teaching Assistant Award. This prestigious award is only presented to six students campus-wide.

Karen Sherrill (FIN) was awarded a Legacy Scholarship.
Rueben M. Stokes II (MAR), a master’s in marketing student, was elected student body president of the FSU Student Government Association.

Katina Thompson (MAN), a doctoral student, was awarded a 2011-2012 McKnight Fellowship.

Michelle Zorn (MAN), Ph.D. student, was awarded a 2012 College of Business Outstanding Teaching Award.

FACULTY & STAFF NEWS

Congratulations to the following faculty members:
Grant Tenure:
• Kenny Reynolds (ACG)

Grant Tenure and Promotion to Associate Professor:
• Don Autore (FIN)
• Danling Jiang (FIN)
• April Knill (FIN)
• Jeff Smith (MAR)

Promoted to Full Professor:
• Randy Dumm (RMI)
• Jeff Paterson (ACG)
• Doug Stevens (ACG)

After many years of service to the College of Business, the following esteemed faculty retired at the end of the spring semester:
• Richard Corbett (RMI) – 33 years
• Philip Downs (MAR) – 34 years
• Joe Icerman (ACG) – 35 years
• Mark Martinko (MAN) – 34 years
• Steve Payne (MAN) – 12 years

Willy Bolander (MAR) was appointed to the editorial review board of the Journal of Personal Selling and Sales Management (JPSSM), the best outlet for sales-related research.

Mike Brady (MAR) is a recipient of a University Graduate Mentor of the Year Award.

William Christiansen (FIN) was awarded the Christopher J. Campbell Distinguished Alumni Award at the spring Master’s Hooding Ceremony for his ardent and longtime support of the MBA program.
Joe Cronin (MAR), Jeff Smith (MAR) and Jeremy Wolter’s (MAR doctoral student) paper, “An Empirical Analysis of Consumer-Company Identification Measures,” was selected as the best paper in its track at the 2012 American Marketing Association meeting.

Mike Hartline (Dean’s Office) was elected to a two-year term as vice president for development for the Academy of Marketing Sciences (AMS).

Charlie Hofacker (MAR) and Ron Goldsmith’s (MAR) paper, “The Marketing of Information in the Information Age,” was selected as the best paper in its track at the 2012 American Marketing Association meeting.

Ernie Lanford (DSH) was selected to serve a two-year term as chairman of the Board of the FSU Varsity Club. The club’s purpose is to perpetuate the legacy, tradition and values that come from participating in FSU athletics, and it consists of former FSU athletes who have graduated and lettered in a sport at FSU.

Kathleen McCullough (RMI) and Chad Van Iddekinge (MAN) were selected as Developing Scholars for the 2012-13 academic year. This award is very competitive, with only six faculty members selected campus-wide.

Jane Ohlin (DSH) was presented the Burning Spear’s Guardian of the Flame Award for demonstrating a dedication to students and advancing FSU as a leading institution of higher education. The Burning Spear is a student organization composed of diverse current and former student leaders.

Pat Pallentino (MAR) was selected as a winner of a 2012 Hormel Meritorious Teaching Award and was recognized at the Marketing Management Association Conference in Chicago in March.

Alishia Piotrowski (DSH) was nominated for a 2012 Leadership Award sponsored by the FSU Division of Student Affairs. The award recognizes students, faculty and staff who epitomize the definition of leadership by their exemplary contributions to the FSU community through achievement, service or organizational leadership involvement.

Mark Roof was selected as the college’s new director of Internships and Career Services. Roof previously worked in the Undergraduate Advising Office and has been the interim director of the Internships and Career Services since February, in addition to his advising role.

Holly Sudano (ACG) is the recipient of an FSU 2011-12 Undergraduate Teaching Award.

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.

IN THE NEWS

Study documents the importance of supportive spouses coping with work-related stress
The growth of two-income families and increasing levels of job stress are two of the most significant work trends affecting American businesses and families in recent years. Having just one stressed-out spouse can harm couple’s work and home lives – but what about when it’s both? A new study conducted by Wayne Hochwartler (MAN) examines the role of support in households, where daily stress is common to both spouses. To read more, click here. To read a story in PsychCentral.com on his study, click here.

Also, Hochwartler’s “Bad Boss” research continues to gain momentum on National Public Radio. Hochwartler and actress, NPR commentator and author Annabelle Gurwitch were featured on Minnesota’s Public Radio, the largest regional public radio channel in the U.S., with 1.2 to 2.2 million daily listeners. To listen to this interview, click here.

Employers feel no love for unscrupulous practice of ‘service’ sweethearthng
Appearing in U.S. News & World Report, a new study by Michael Brady (MAR) and Michael Brusco (MAR) finds that some frontline service employees, who are rewarded for hikes in customer loyalty and satisfaction, also may engage in “service sweethearthng,” a clandestine practice that costs their employers billions of dollars annually in lost revenue. To read more, click here.

MSM-RMI program director discusses online education trends
Kathleen McCullough (RMI), program director for the college’s Master of Science in Management degree with a major in Risk Management and Insurance, discusses the trends in online risk management and insurance programs. To read more, click here.

CALENDAR

MAY
21-25 FSU COB Sales Educators’ Academy held at Rollins College

JUNE
7 Joint Alumni Reception in Tampa with Business, Nursing, Communications & Information, Human Sciences and Libraries
19-21 Professional Sales Team students represent FSU at Laird Plastics Manager (Phoenix)
19-27 Entrepreneurship Bootcamp for Veterans with Disabilities (EBV)

AUGUST
11 Summer Commencement
22-25 Professional Sales Team students represent FSU at Interline Brands National Conference
27 Fall classes begin
SEPTEMBER
1 FSU vs. Murray State Football Game @ Tallahassee
4 New Student Welcome Event, 6-8 p.m., Union Ballroom
6-7 Small Business Leadership Conference in Tampa
8 FSU vs. Savannah State Football Game @ Tallahassee@ Tallahassee
11 Bruning Speaker Series, John Thiel, BOA/Merrill Lynch
12 MBA Dress for Success Fashion Show
14 Dedman School Interview Prep Workshop (DSH students only)
15 FSU vs. Wake Forest Football Game @ Tallahassee
19 Corporate Networking Night
20 Advice Straight Up with Colin Brown
22 FSU vs. Clemson Football Game @ Tallahassee
27-28 Center for Human Resources Annual Fall Meeting (Sarasota)
28 COB Recent Alumni Board Meeting
29 FSU vs. USF Football Game @ USF

OCTOBER
3 Dedman School Internship Expo (DSH students only)
5 Internal Professional Sales Team Competition via web video
6 FSU vs. NC State Football Game @ NC State
11 Leadership & Scholarship Awards Dinner
12 COB Board of Governors Meeting
12 Dedman School’s Society of Hosts Alumni Reunion
13 FSU vs. Boston College Football Game @ Tallahassee
19-21 The International Collegiate Sales Competition
20 FSU vs. Miami Football Game @ Miami
25-26 FSU Real Estate Network’s 18th Annual Real Estate Trends Conference
26 Professional Accounting Advisory Board Meeting
27 Homecoming All-College Tailgate
27 FSU vs. Duke Football Game @ Tallahassee

NOVEMBER
2 E-Month Event
8 FSU vs. Virginia Tech @ Virginia Tech
9 E-Month Event
16 E-Month Event
17 North Florida Wine & Food Festival (tentative date)
17 FSU vs. Maryland Football Game @ Maryland
24 FSU vs. Florida Football Game @ Tallahassee

DECEMBER
14 Fall Commencement