Mr. R. Michael Menzies, Vice Chairman of Independent Community Bankers of America (ICBA, the only national trade association that exclusively represents community banks in the United States), was invited to give a guest lecture in Dr. Ying Wu’s MBA class on October 11, 2007. The lecture covered topics concerning the changing U.S. banking sector and the unfolding subprime-mortgage debacle. The financial and economic impacts of these events were also discussed. Mr. Menzies provided MBA students with a great learning opportunity to connect what they have learned from their coursework to what is happening in the real business world. The lecture was enthusiastically delivered and well received by the audience.

During his forty-minute lecture, Mr. Menzies shared his rich business experience and insightful perspectives with the audience. Mr. Menzies provided a good overview of many of the issues facing the financial services industry today. Among the timely topics discussed were: the present and future of U.S. banking and nonbanking financial institutions; evolving monetary payment system and banking regulations; subprime mortgages, their securitization and the resulting “structured finance” products, and challenges confronting regulators. After the lecture, Mr. Menzies answered students’ questions both during a follow-up Q&A session of twenty minutes and after the class. Dr. Richard Hoffman, Interim Dean of the Perdue School of Business, attended the lecture and gave a gift to Mr. Menzies on behalf of the School in thanking him for the successful lecture and for his support to the MBA education at Salisbury University. Dr. Herman Manakyan, Chair of Department of Economics and Finance, and other finance faculty also attended the lecture.

Mr. Hickman has served as the Regional Director of the SBDC for over five years. Prior to being appointed as the Director, he served as a Business Consultant for the SBDC. He has also worked with other government agencies and private businesses to develop and expand businesses on the Eastern Shore. The SBDC–Eastern Region provides training and consulting services to a wide variety of start up and business expansion clients in the eight counties of Maryland’s Eastern Shore from its three offices. In addition to his work as SBDC Director, John is an adjunct professor at the Perdue School where he teaches Small Business Consulting and Applied Business Learning. He is a board member and chair of Junior Achievement of the Eastern Shore and serves as an advisor to several community loan funds.

Before joining the SBDC, Mr. Hickman held a number of positions in banking, marketing of both recreation services and agricultural products, and management that have allowed him to put to practical use the knowledge he acquired while earning his degrees. These skills have allowed him to increase sales, make recommendations for improvement, and prepare business plans and forecasts for expansion within the companies.

John N. Hickman holds a Bachelors of Science in Agricultural Economics from North Carolina State University and a Masters of Business Administration from the College of William and Mary. He is an Eastern Shore native and grew up on his family’s farm.
Meeting Facilitator, Tom Calo

On Saturday, October 13, Tom Calo facilitated the annual Goal Setting session of the Mayor and City Council of Salisbury. The Mayor and Council meet annually to review the accomplishments of the current year and to set goals for the upcoming year. The goals that are established are then communicated to the city department heads, who in turn establish their annual departmental objectives. This is the fourth consecutive year that Tom has facilitated this annual meeting.

Executive Leadership Series

Please mark your calendars for the fall Perdue School Executive Leadership Series with James Mendelsohn, Vice President of Corporate Strategy, Capital One Financial, at 3:30 p.m., Thursday, November 8, 2007, in the Great Hall, Holloway Hall. A reception will immediately follow the lecture in the Social Room.

Mr. Mendelsohn is responsible for overseeing the various organizations that provide consumer, market, and competitive data used to help inform the company’s business decision making. His responsibilities also include management of strategic consumer research, competitive intelligence, customer loyalty and satisfaction, as well as brand, advertising, and media research.

Mendelsohn joined Capital One in 1999 to help build the company’s marketing research organization. During his career, Capital One has emerged as one of the largest customer franchises in America, with 50 million customer accounts and one of the nation’s most recognized brands.

Prior to Capital One, Mendelsohn led research efforts for Darden Restaurants, Inc., the operators of the Red Lobster and Olive Garden chains. While at Darden, he focused on new product development, corporate business development, guest satisfaction, and operations improvements. Mendelsohn also led the marketing research department at Perdue Farms and built a supermarket consulting practice providing ECR and category management for perishables. He began his research career at Procter & Gamble.

Mendelsohn is a member of the Executive Board of the Coca-Cola Center for Marketing Research at the University of Georgia and the Board of Directors of the Washington Shakespeare Theatre.

Meet SBL Sarah Bunch

Sarah Bunch is originally from Mayo, MD and is currently an undergraduate student at Salisbury working toward a duel degree in Marketing and Management with a minor in Finance. She will be graduating in May 2008 and plans on staying with the Perdue School to earn her Master’s in Business Administration. This is her second semester as a Student Business Leader and she really enjoys helping other students throughout their college careers. Along with her SBL position she also works at BEACON, is a member of FMA, volunteers with Kids of Honor, and tutors. Sarah enjoys being part of the Perdue School and try’s to get involved wherever she can!

Visit us at www.salisbury.edu/perdue

"Interactions between Welfare Caseloads and Local Labor Markets” by Brian Hill and Matt Murray accepted for publication in Contemporary Economic Policy.

Turn it off!

You can help the University save thousands of dollars by turning off classroom projectors. Projectors are frequently being left on in the classroom and this is draining the University of thousands of dollars. It is hard to remember to turn the projectors off, but this one fact may help: The bulbs cost $400-$500 each.

Lucy Hearne from Classroom Technology said it would also be helpful if faculty locked the remote in the cabinet.
Ni Hao. This piece did not hit the press last week so we are running one week behind.

Once again I am sitting here with a torrential downpour outside of my apartment. This is from typhoon Krosa, now a tropical storm. Krosa was pretty tough on Taiwan and the Province of Fujian, but eased up as it hit us. That said, trees are down, roads flooded, some people have been evacuated, and Renae and I were drenched walking home from Mandarin class this morning.

My last article was long as I had the holiday week to write. Things are picking up now as I am completing two syllabi, preparing lectures for the Fulbright Lecture Program, and working hard in my Mandarin class. I am excited about my Fulbright Lecture Program activities across China as I have been invited to lecture at universities in Guangzhou and Sichuan Provinces as well as nearby Jiangsu Province. There are a few other exotic locations where I would like to take the family so I am trying to line up lectures there as well.

Today I will free associate on the topics of banks, barber poles, road rage, censorship, diversity, homesickness, and pajamas.

**Banks** – In general Chinese banks provide terrible service. Lines are long and you have to take a number and wait an ungodly amount of time for a simple transaction. I try to avoid the banks by using my Bank of America card at China Construction Bank cash machines. There is no transaction fee. The maximum amount you can withdraw is 2500 yuan so if you need more money you just redo the transaction and get another 2500. Chinese ATM’s are often out of cash because the maximum denomination is a 100 yuan note (about $13) and it takes a lot of notes as the amount of your transaction increases.

My most interesting bank experience to date was when I walked into the Bank of China in Shanghai and handed over my Dalian Bank of Shanghai passbook to make a deposit. The teller looked at me and said that they did not recognize a Dalian Bank of China account in Shanghai. You what? I had to open another Bank of China account. Thank goodness I did not need my Bank of China Dalian savings and that I am visiting Dalian this week to do a lecture and to clean out that account.

**Road rage** – There is little to no road rage in China. I have not seen any. Near collisions are a way of life between pedestrian, bike, scooter, car, and truck in no particular pairing. People don’t give dirty looks - they move on. I think China would be at a standstill if the Chinese acted the way many Americans act on the roads and highways. I much prefer the “get over it and move on” approach to driving and pedestrian travel that I see in China.

**Homesick** – As I type I am listening to my Sirius Satellite Radio through the Internet (70’s/ Old School). The morning began with live viewing of the Ravens squeaker over the 49’ers. After the game, before I headed to my morning Mandarin class, I listened to the postgame show on WBAL. I am up to date with Prison Break and CSI episodes. There is a website called Mininova where one can download TV programming, etc. similar to peer-to-peer music networks. Thus, I can get all of the U.S. shows, including HBO, I want. We are overwhelmed with KFC, McDonald’s, Starbucks, Taco Bell, and Pizza Hut. These establishments are considered “fine dining” where one takes a date to impress her. (I am not joking and buy YUM on a dip in the market.) There is a Papa John’s pizza that delivers to our home. Our ketchup spices and seasonings are from McCormick of Hunt Valley, Md. I had to come to China to taste McCormick ketchup as they don’t sell it back home – sounds like a good topic for a marketing paper. I can buy a Black and Decker (Towson, Md.) tool, and there is a wide array of other American products. Almost every restaurant has Coke, Pepsi or both and Budweiser is a premium brand that one can order (no thanks). Thus one can enjoy as much or as little of his or her culture as he or she so chooses.

Given the world market now that the “Do Not Disturb” home telephone solicitation list is expiring in the States I am afraid that the solicitors will find me in China.

**Diversity of China** – I have noticed striking differences between the people of DongBei (the northeastern part of China where Dalian is located) and East China (Hua Dong where Shanghai is located).

First, in restaurants in the Northeast I am used to hearing diners yell/scream in very loud voices across the room to the waiter or waitress. I thought that this was common practice in China. In fact, such conduct is not found in Shanghai restaurants except in one that advertises itself as a Northeast Chinese restaurant where one can find traditional DongBei dishes and the cultural touches of one’s province such as the loud yelling at waiters. A Shanghai man is considered by women to be a good catch as they do the cooking, are sensitive, etc. On the other hand, the DongBei man is characterized as sitting on his couch barking orders to his wife.

There are many variations on these overblown stereotypes but I can report that in my limited view regional differences here are much greater than in the U.S.

Another difference between the regions is in driving. The drivers in Shanghai are pretty good and I could see myself driving here if I lived here long enough. As for Dalian, forget it. I cannot count how many times I thought I was taking my life into my own hands in Dalian taxis including one time where the cab driver not only ran a red light but swerved into the oncoming traffic lane so that the red light camera could not get a good shot of his license plate.

**Censorship** – I have not been blocked from any sites. I admit that I do not go out of my way to test the breadth of Internet political freedom in China. I was recently advised by a high ranking Australian bank executive that there were 50,000 Internet censors prowling the net to ensure that speech is under control.

**Pajamas** – I have no idea why but I see residents in the local neighborhoods and in the mall going about their business in their pajamas. This knocks one back the first time or two. This unusual practice is contrary to Americans in their jjs darting in and out of their homes to collect their newspapers.

**Barber Shops** – Barber poles are prominently lit late at night in almost every Chinese area. Some of these barber shops have scantily-clad women sitting in the chairs with a “come hither” look about them. While I have seen people getting their hair cut at some barber shops late at night, more than fine grooming or hair bobbing is being coiffured in some of these establishments.

This raises the important issue of rule of law, in particular the enforcement of the law. This solicitation is out in the open despite being illegal. I can’t think of any parallel in the U.S. where there exists such a chasm between law and the enforcement of the law.

Here is a picture of me on the way to Mandarin class standing near the friendly neighborhood fowl vendor. We enjoy watching the patrons weight the chicken in their hand and give it a good once over before selecting the lucky meal.

Please forgive any typos in this script; all such errors are my fault. I have to edit on my laptop as I do not have access to a printer. I miss the hard copy edit and I am sure our resident grammarians have taken note.