On Saturday, November 3rd, the four SU accounting students whose team qualified for the finals of the Goodman Accounting Challenge, competed in Norfolk against teams from James Madison University, Virginia Tech and the University of Virginia. SU members Ashley Stern, Vincent Grey, Christopher Harper and Andrew Kehl performed well enough to “capture the silver medal”. Goodman and Company awarded each member of the team a check in the amount of $1,000 for their second place finish out of 24 teams that participated in this year’s tournament. The order of finish was University of Virginia, SU, James Madison University and Virginia Tech. Dr. Patricia Derrick served as faculty sponsor for our illustrious team, escorting them to Norfolk to participate in the Final Challenge. Way to go Pat and way to go team!

3rd Annual Shore Fraud Conference

On Friday, November 2nd, The Delmarva Chapter of the Institute of Management Accountants, the Department of Accounting & Legal Studies, and the SU Chapter of Beta Alpha Psi hosted the third Annual Shore Fraud Conference on campus. The event was a sellout in which accountants came from as far away as Rockville, Washington, DC, and Baltimore to attend. The event was well received and many SU alums were in attendance. The Department of Accounting & Legal Studies would like to thank Ellen Fykes for her efforts in coordinating with the Commons staff for food and refreshments, room preparation and setup, Dr. Robert Dombrowski for his work in coordinating the event, and Frank Abel for his tireless effort in putting together the program and coordinating with the IMA.

Capital One Executive Speaks

The Perdue School Executive Leader Speaker Series hosted Mr. James Mendelsohn, Vice President of Corporate Strategy for Capital One Financial Corp. Capital One is best known to the public for its clever advertising of its credit cards. The firm has also diversified into banking, auto loans and equity lending. In his address, Mr. Mendelsohn described his firm’s use of data for developing unique competitive positions in the market place. He noted that innovation, such as pricing instruments based on the customer’s risk profile, as key to his firm’s competitive advantage. Mr. Mendelsohn also described the various career opportunities available with his firm such as, business analyst, data analyst, statisticians, etc. The ability to think logically and be creative are two sought after traits in Capital One employees. Prior to arriving at Capital One in 1999, Mr. Mendelsohn held various marketing positions with Darden Restaurants (Red Lobster & Olive Garden), Perdue Farms, and Proctor & Gamble. He holds a BS from the Wharton School of the University of Pennsylvania and received his MBA from Salisbury University. Capital One is a Fortune 200 firm located in McLean, VA with over 800 offices in the US, Canada, and Europe.

Goodman Challenge

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Summer ‘08 Trip

Summer Trip to Scandinavia: Estonia & Finland, May 20-June 8. This summer study program offers students a chance to experience one of the European Union’s newest and fastest growing economies, Estonia. The host university is in the heart of the city of Tartu and nearby housing will make it accessible. The SU program will include a visit to Tallinn, the capital city and home to many multinational subsidiaries. Tallinn is a beautifully preserved medieval old town replete with towers and walls. We will also take a ferry and visit Helsinki the capital of Finland. Both of these countries are listed in the top 25 most competitive/business friendly economies in the world. In the summer you will also experience the land of the midnight sun. For info contact Dr. Hong Yao hxyao@salisbury.edu or Dr. Marc Street mdstreet@salisbury.edu

Broadbanding

On October 30, Tom Calo made a presentation to the Department Managers in the Wicomico County Government on the subject of Broadbanding. The County is considering the adoption of a Broadbanding approach to its compensation design. Broadbanding is a compensation method whereby the number of job grades is reduced, while the salary ranges of the grades are expanded. This approach encourages lateral movement of employees into jobs, and focuses compensation more on market competitiveness rather than the grade of the job.

M&T Info Session

Learn about Management job opportunities in banking (for Perdue school MBA’s and Seniors only). Hear from SU alums employed by M&T Bank. Job opportunities are available on the Eastern Shore and Maryland.

Where: HH 117
When: Thursday, November 15th
Time: 4:00 pm - 5:00 pm
*Seating is limited. Please RSVP to Janine Vienna at 410-548-3983 or jmvienna@salisbury.edu no later than Tuesday, November 13th. Refreshments will be served.

MBA and Undergraduate students in Dr. Vienna’s Sports Marketing and Management class were treated to a presentation by Dennis Mannion, the Vice President of Business Ventures for the Baltimore Ravens in charge of overseeing all of the Raven’s revenue, image and brand-generating properties. Mr. Mannion announced to the students, even before the news media was alerted, that he accepted a position as the Chief Operating Officer for the LA Dodgers to begin in a few short weeks. Mr. Mannion is one of only a handful of sports executives in the country who has experience in all four professional major sports leagues: the NFL, NBA, NHL and MLB. Students learned about the value of branding, lifestyle marketing, the winner’s triangle and how to position fans to disciple the product to name a few of the topics Mr. Mannion discussed. The response of the students was very positive that they learned a lot of valuable tools for sports marketing and what it takes to succeed in the professional sports business. Many thanks to Mr. Mannion for spending time with the Sports Marketing and Management students!

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In The Spotlight ...

Meet SBL Josh Weikers

Joshua Weikers is from Carroll Country, Maryland. He will be graduating in May of 2009 with a degree in Finance with a specialization in investments. Joshua is currently pursuing summer internships in Baltimore, New York, and North Carolina. His ultimate goal is to work for an investment bank. He keeps busy at Salisbury University; he is the president of FMA, a member of Beta Alpha Psi, FPA, and is a resident assistant. This is Joshua’s first year as a Student Business Leader and he enjoys it very much. Working with his Living Learning Community has been the highlight of Joshua’s SBL position thus far. Joshua’s main reason for attending Salisbury University was to attend the prestigious Franklin P. Perdue School of Business.

Bill Burke’s peer reviewed paper titled: Experiential Learning in Systems Analysis and Design was presented this past weekend by Bill at this year’s ISECON 2007 conference in Pittsburgh. Additionally, Bill conducted a workshop at the ISECON 2007 conference on the tools and techniques he uses for experiential learning.

Brian Hill presented his paper “Impacts of Property Tax Limitations on Education Spending” on Friday, November 9th as part of Econ/Finance Brown Bag seminar series.

Gerry DiBartolo was named Capital Athletic Conference Coach of the Year as he led the men’s soccer team to their sixth conference title.

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Our anniversary was this past Friday night. We began by taking the kids to meet Cal Ripken. He is touring China as a goodwill ambassador for the State Department. Our nation could not have a more decent, personable representative.

Baseballs are hard to find in China. I brought extra baseballs that I had corralled from my son’s little league. People at the consulate did not have balls for Cal to sign so I gave them my extras. One person, the Romanian Counsel General, was very grateful and promised me some fine Romanian wine for the favor. I was pleased to report to him how much I enjoyed teaching two Romanian students in the MBA program at the Perdue School.

After the Embassy, our eldest daughter took our younger children to the birthday party of a Chinese girl that she tutors. It was a good chance for them to make new local friends and gave Renae and me a chance to dine alone. We began with drinks on a balcony at a restaurant on the Bund overlooking the Huangpu River. The lights of Shanghai and the illuminated boats plying the Huangpu were picture perfect postcard views.

We had dinner at an upscale restaurant named Sasha’s in an upscale mansion in the French Concession part of the city. Then it was time to get back home to the family. Our only dance of the night was back at home where we danced to a “YouTube” edition of the Chinese pop song, “Marry Me Today”, a song we learned in our Mandarin class that aptly describes my feelings for Renae.

We have been very busy this week. Our university Mandarin classes were cancelled for a 3-day student tour of the beautiful city of Hangzhou and the surrounding area. We began with a boat ride on the beautiful West Lake of Hangzhou. As we walked around the lake with our twenty-something Mandarin laoshi (teacher), she indicated how she would love to come to the U.S. to teach. She is a very good teacher and would be a great addition to our education system. However, it is not that easy for people to leave China – even for a contract teaching job. We so often take our many liberties for granted. Conversations with the many Chinese who dream of visiting or working in America remind me of the difference between a dream and a fundamental right.

We then visited the city of Shaoxing, the home of the famous Chinese poet, Luxun. We ended the trip with a visit to Keyan, a beautiful park with a lake and Buddhist carvings over 1300 years old. We have been touring with college students from all around the world, Korean, Japanese, Italian, French, African, Arab and more. They are a lot of fun and are very nice to us.

We took a train back to Shanghai on Wednesday morning ahead of the group so that I could teach a class; we then rushed to the airport and flew to Chengdu in Sichuan province. I am finishing this piece after completing my first two lectures at the University of Electrical Science and Technology of China (UESTC). It was a good turnout and our host’s hospitality has been impeccable. I will discuss Chengdu more next week after we seek the Pandas and sample more of the cuisine.

Some words and observations:

Circus and Photos – We attended the famous Shanghai Circus on Saturday night. The circus (sans animals) with acrobatics is similar to the Cirque de Soleil but with traditional Chinese artistry. It was wonderful. I once again observed that similar to Americans and maybe even more, the Chinese do not follow rules just because they are posted or announced. We were explicitly advised that no photos were allowed to be taken during the show. However, flashbulbs went off during the show and ushers would sprint to the offender and tell them to stop it but no further punitive action was taken. This relates to rule of law as the phrase “rules are made to be broken” seems to best describe the Chinese attitude.

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November 11 – As I interact with the Korean and Japanese students, who show great respect for the United States, I am reminded of our veterans. How many countries have done what ours has done for the people of South Korea or have rebuilt and protected a nation that we vanquished in war like we did with Japan? (I have some very sad North Korea stories I will share with you at some later point.) Near Chengdu there is a monument to the valiant efforts of the Flying Tigers who were critical to the Chinese war against the Japanese.

While the U.S. has had some ups and downs in the foreign relations arena, I am happy to report that those who I meet here respect our country. This holiday has become even more special for me because I am out of the country and am reaping the benefits of our veterans’ past efforts, contributions and sacrifices. Some things become more obvious from afar.