Drs. Ervin and Claggett co-hosted a Renewable Energy Conference on the SU campus in the Worcester Room on November 29th. Approximately 55 registered attendees participated in the conference. The program began with introductions and welcoming statements by Provost Jones and Dean Hoffman. Six distinguished speakers (listed below) made presentations addressing a variety of renewable energy technologies (ethanol production, bio-fuel research, wind energy, geothermal technology, solar applications, and approaching “nuclear renaissance”). The presentation format allowed for a short question and answer period after the formal presentation. The seventh and keynote speaker was the Assistant Director of Renewable Energy Programs at the Maryland Energy Administration, Mr. David Cronin. The event included a continental buffet breakfast at 7:30 AM and a buffet lunch at 12:45 PM. The distinguished speakers were: Professor Reggie Harrell of the University of Maryland’s Department of Environmental Science and Technology, Dr. Jennie Hunter-Cevera, President, University of Maryland Biotechnology Institute, Mr. Peter Mandelstam, Founder & President of Bluewater Wind, Professor Fred Kundell of Salisbury University’s Department of Chemistry, Mr. Dave Buemi, President & CEO of Prescient Marketing, LLC and Mr. Russ Starkey, Vice President, United States Enrichment Corporation (USEC).

On Friday, November 30th, the Maryland Association of CPAs, the Department of Accounting & Legal Studies, and Beta Alpha Psi sponsored a Town Hall Meeting. This update session on developments in the profession was attended by numerous accounting professionals, faculty and students. The highlight of the program was a Q&A session with three of our noted 2007 Goodman Accounting Challenge participants, Ashley Stern, Vincent Grey and Andrew Kehl. During this session, Tom Hood of the MACPA and the audience participated with these students in discussing the needs, attitudes and desires of Millennial accounting students. The session was a big hit as evidenced by audience comments at the close of the event. Kudos again to these fine students!
INFO majors Sujoy Chatterjee and Dominic Alascio recently presented their INFO 476 project, "Operation Computerizing Kids of Honor," supervised by Catherine Beise. Paula Morris provided the opportunity to assist Kids of Honor, a local non-profit organization, with their technology needs. The students integrated what they learned from their major coursework. They planned and documented the project, interviewed their clients, analyzed their needs, designed alternative solutions which they presented to the clients, then implemented the preferred solution by installing software, enhancing their web site, creating a groupware system for the staff to communicate and exchange documents, and developing several user manuals for training and support.

The fifth annual fall meeting of the Financial Planning Association (FPA) of MD was held on the afternoon of November 29th in the Worcester Room of the Commons Student Center. This meeting is jointly hosted every semester by the PSB/Dept. of Economics and Finance and the FPA of MD. Twenty-one SU students attended the meeting and networked with approximately 25 financial planning practitioners and others from the local area. Before the meeting, Dr. Claggett introduced Cynthia Malament, P.A., a practicing attorney on the Eastern Shore. She will be teaching the FINA 446 (Retirement Planning) in the 2008 spring semester. The program featured two distinguished guest speakers. The first, Mr. Roger Hyneman, Supervisor of Salisbury’s Social Security Administration office made an outstanding Power Point presentation covering the history, current status and other topics pertaining to Social Security. The second speaker was Ms. Carol Humphery, SHIP Coordinator at MAC, Inc. of Salisbury. She is very knowledgeable with respect to Medicare and its various programs. Finally, Mr. Mike Curley, ChFC, CEO of the FPA of MD was in attendance and he brought news of the FPA of MD to the group.

The Perdue School’s Small Business Development Center has hired Brooke Pramov as its new Training Coordinator for the Eastern Region of Maryland.

Pramov brings with her years of marketing and organizational management experience as the owner of Market Smart Consulting, Inc. in Salisbury, MD. She holds a B.A. with a concentration in Interpersonal Communication and Organizational Management from Salisbury University with a Marketing minor.

Her background and experience will be a valuable asset to the SBDC’s training program. Brooke may be reached at (410) 543-6516 or bapramov@salisbury.edu.
This semester, all students in Howard Dover’s Sales Management course (MKTG 333) were asked to propose projects with the express goal of developing partnerships for their focal non-profit organization. The focus of these projects was highly differentiated as students were asked to focus on the organization’s needs. A couple of specific examples:

- Students working with the Salisbury Fire Department were asked to work with the department to develop a more comprehensive volunteer fund drive. To accomplish this objective, the group suggested an expansion of the target market and developed both a PSA and press release to enhance the response rate. Look for the PSA on PAC 14 this week.
- Another group worked with Salisbury University’s own Theatre Department to successfully promote Oleanna. The group worked to develop awareness in the business school as well as the local business community regarding this unique play, which explores the issue of sexual harassment. Our own Dr. Calo facilitated discussion after some performances and students were able to earn a PD point for participating.
- Other groups worked with the Delmarva Blood Bank, the Delmarva Food Bank, Women Helping Women, the Humane Society, the Student Chapter of the AMA, the Salisbury Foundation, SWAC, ALA’s Asthma Walk and others. In some cases, thousands of dollars were raised, while in other cases, the organization’s awareness and partnerships in the community were enhanced by the students.

Each project was a learning lab for the students to learn by executing their own sales process. In several instances, students reached beyond the class to request assistance from other Perdue faculty members. Thank you for assisting these students with your support, your time, and your contacts.

MKTG 660 Strategic Marketing

Student teams in Memo Diriker’s MKTG 660 Strategic Marketing class have been working with the Knowland Group, LLC of Salisbury. Knowland is the leading Reader Board database and data mining company in the hospitality industry. The student teams were asked to help Knowland explore viable marketing strategies for expanding their offerings and increasing their market share by growing further in international markets. Mike McKean, CEO, and Ari Hantske, CMO of Knowland were in class last week hearing final recommendations from each team. (Ms. Hantske is a Perdue School graduate).

The two executives remarked in their written evaluations of the teams’ recommendations that the quality of the work was clearly beyond their expectations. One part of the semester-long project was structured as a mini competition. Knowland was so pleased with the result that, in addition to awarding token prizes, they have extended formal job offers to two of the members of the winning team.

In The Spotlight ...

- Brian Hill presented his paper (co-authored with Jill Caviglia-Harris) “Developing Outcomes Assessment Tools to Evaluate and Improve Economics Programs” at the Southern Economic Association Meeting in New Orleans, LA.
- The Student Government Association of Salisbury University presented Dr. Marc Street with a Faculty Appreciation Award in recognition of his outstanding contributions to campus life.

Foogie Company Finishes 9th Globally

Congratulations to Foogie Company (Derek Barnhart, Dan Evans, and Jeremy Townsend)! Competing against other companies of classmates in a strategic management simulation, they finished the simulation with a stock price of $222.11. This put them 9th among all companies participating in this simulation globally. Other companies that found themselves with metrics in the top 50 at points throughout the semester were Blink (Lorilei Barsh, Heather Douglas, Steve Price, and J.P. Rothenberg) and Brilliant Shot (Steven Musgrove, David Swears, and Benjamin Turner). Often times there were well over 1,000 companies in the simulation. Great job on your performance and for doing an outstanding job representing Salisbury University!
Ni-Hao from Shanghai, China

A professor’s life is always busy—here and in the U.S. I find myself writing recommendations for students in the U.S., attempting to arrange for a Chinese PhD Fulbright to study at SU for a year, working on grant proposals, communicating with former students about various requests for help, trying to arrange for a Chinese Nursing professor to study at the University of Maryland School of Nursing, conducting field research in Dalian, working on journal articles, and other such activities that continue unabated. I wonder if many people understand the breadth of our activities outside the classroom.

Censorship redux—Now that I have been here a little longer, I run into subtle censorship. I think my msn.com is a Chinese version. For example, when various friends told me about the brouhaha over China refusing to allow a U.S. navy ship to land in Hong Kong, I was unaware of the story. I cannot get on Wikipedia from here. My students have never heard of Lech Walesa, although I am not sure if that is generational, censorship or both.

Measure of progress—We have a favorite foot massage place that we visited quite often in September and early October. We have been busy since then but recently returned to see them. My son and daughter now speak a little Mandarin to the employees such as “Patrick is missing his front tooth” and other banter. They could not communicate before. It’s fun to see their progress. In the classroom I can say to the students don’t worry, the exam won’t be difficult and other Mandarin phrases from general recall. The Chinese appreciate our efforts to learn their language and are such a hospitable culture. The best back-handed compliment I could ever receive was when one of my students said she was encouraged to speak up in English and not be embarrassed because she saw how I spoke Mandarin.

Mandarin Class—In Mandarin class I learn much about other cultures as well as China. This is because to practice our Mandarin we break into small groups or dyads and talk about our life. For example, I learned from a Korean classmate that her husband’s 15 year old nephew had come to study in a private Korean school in China to avoid the harsh pressures of high school education in Korea.

Today we had an exercise where we had to discuss one new friend we have made in China. I discussed my retired professor friend, Lao Xi, and how he plays bridge. Renae talked about her new Chinese friends such as our gatehouse guard and our neighbor who shuttles her and the kids around town. I noticed that we were the only students who talked about new friends who were Chinese! The Korean students all talked about other Koreans they befriended, one Japanese student talked about a new Korean friend, and one Japanese student still hasn’t made any friends.

Zip Code—Renae joined the American Women’s Club of Shanghai. She noted to me that she was the only member of the Club from our zip code. We Americans are also a little clannish, tending to bunch up in certain areas.

Alcohol—It’s that festive holiday time of year and I know a few of you are enjoying a drink here or there. In China, there are no laws barring alcohol consumption due to age. In my Mandarin class many of the Korean and Japanese students will talk about their weekend activities which include the drinking of alcohol. My Mandarin textbook discusses the various social aspects of student life and they include passages on students getting together to cook various world dishes and drink alcohol. In the vignette on shopping, the text talks about how the supermarkets workers are helpful as they teach one how to ask for two bottles of beer in Mandarin. In another reading the students visited the zoo and then went to dinner and drank alcohol. I could only think to myself that if the students were in the U.S. and under 21, they would be arrested and charged with a crime, have to hire a lawyer for thousands of dollars, perform community service in lieu of conviction, and face a university discipline board. They may also be investigated to see if they showed up drinking on Facebook. If I tried to explain this cultural difference to these fellow students they would think I was crazy. For example, how could I explain that a passage about students cooking their national dishes and drinking alcohol and having fun would be politically incorrect in the U.S.? Note that this discussion has nothing to do with the issue of drinking and driving which is considered a serious offense here as well.

In a related matter, a Fulbright law professor colleague recently commented to me that it was hard for her to explain the U.S. exclusionary rule regarding evidence unconstitutionally seized by the police because her students uniformly indicated that they had never had an interaction with the police. I would venture to observe that this is much different from Salisbury. The only police activity we have seen is showing up after a traffic accident or setting up traffic checkpoints to catch people riding unregistered motor bikes. On a day to day basis police-citizen interactions are more likely in the U.S.; in China it appears that as long as you are not engaged in the wrong political conduct, you will seldom interact with the police.

No ‘One’ China—China FULLbrighters communicate regularly. My colleague at Xiamen University School of Law brought her daughter to Shanghai for her 10th birthday celebration. While Shanghai, Beijing, and most other cities that I have visited have a ready supply of Starbucks, McDonald’s, KFC and western food and products in their supermarkets, this is not the case in Xiamen. Her experience has been so different from ours - few people speak English in Xiamen and there is a minimal western presence. She is usually the only westerner at the store or walking in town. This underscores that when one speaks of “China” one must be careful due to China’s diversity.

Smoking—Chinese are heavy smokers and there is no regulation of smoking conduct so that one can be seated near a heavy smoker. Our U.S. companies are doing their best to sell as many cigarettes as they can. The local newspapers are just starting to discuss the issue of second hand smoke.

Chicken Feet and Win-Win Negotiation—The Chinese believe that chicken feet are a delicacy—much more desirable than tasteless chicken breast. This makes for a great example in teaching win-win negotiation. In this lecture we teach that parties need to probe to understand what it is that a person wants in a negotiation to be competent to fashion win-win proposals. Using such probing, one learns that when a Chinese person and American bargain over a chicken, different parts have different relative values; each person can get what they value most by probing instead of cutting the chicken in half.

Adversary Legal System—The Chinese do not have cross-examination or depositions in their legal system. I play a DVD of me deposing a witness in U.S. litigation and the students are entertained. One law school requested that I duped the DVD and give them a copy. Given the Chinese proclivity to duplicate DVD’s, I hope that I do not return to China in 5 years and find that I am familiar to young lawyers.

Driven Out—I brought the book “Driven Out” with me. It is an account of the discrimination faced by Chinese immigrants to the Western U.S. during the Gold Rush era. Many students seem to know a lot more about this than I was taught. As I explain to my students in our Human Resources Management class, so many Americans or their forebears suffered discrimination yet we never seem to learn from having been on the receiving end.

Nanking—The 70th anniversary of the “Rape of Nanjing” is this week; it is being publicized here with the opening of a remodeled museum. For those of you unfamiliar with this history, the movie “Nanking” is gut wrenching but well worth watching. To the older Chinese, this suffering is not forgotten. They refer to Japanese as “guozi” – which means devil.

Christmas and New Year—I have arranged a Fulbright lecture in Guangzhou on December 20 and we then take the train from Guangzhou to Hong Kong to spend Christmas week. I was informed that clothes and makeup are cheaper in Hong Kong than on the mainland. We come back home on the 26th. On New Year’s Eve, we have rented a room at the Hyatt on the Bund, overlooking the Huangpu River; the kids will have their first chance to swim since coming to Shanghai and we watch fireworks over the river at midnight.

Happy Holidays, Yukuai Shendanjie (Merry Christmas), and Kuai le Xinnian (Happy New Year). I have enclosed a picture of me and the kids amidst the holiday shopping throngs.