Let me be the first to welcome you to a new academic year at the Perdue School of Business. As this is being written, the students are due back at the end of the week and our faculty members are gearing up for classes. In addition to this being the first newsletter for a new year, it’s also my first opportunity to introduce myself to many of you.

I joined Salisbury University on July 1. Most recently I served Tennessee Tech University as associate dean of the College of Business and held the Heidtke Chair of Finance. I joined Tennessee Tech in 1994 after completing my Ph.D. at Louisiana State University. In my pre-academic life, I was employed by Dean Witter, The Upjohn Company and Abbott Laboratories. My wife Terri is a pharmacist and I have three children, Jill, Brian and Laura.

The Perdue School and Salisbury University have a great reputation across the country. One of the things that attracted me to the University was the combination of high academic standards and student-focused learning. In addition, I believe that an emphasis on international education is requisite in today’s economy; I was also attracted by the focus on active learning activities at both the undergraduate and graduate level.

This is an extremely exciting time at the Perdue School. One of the most exciting things is the ongoing construction of the new business building. The LEED Gold-Certified, 112,000 square foot building is scheduled to be completed in June of next year. The state-of-the-art building will give our faculty new and exciting ways to give our students a truly world-class business education. The October issue of The Perdue News will focus on the new building.

Another area of emphasis will continue to be active learning. The Perdue School is one of the few schools in the nation that require that all undergraduate students complete an internship as part of their graduation requirements. Our M.B.A. capstone course is beginning another round of year-long consulting projects for firms. This year’s clients include Pohanka of Salisbury, Johnny Janosik Furniture and Southernboy’s Concepts. We are working to expand our employer universe; if you’d like to participate in these programs, please let us know.

In addition, the Accounting and Legal Studies Department has begun the AACSB Accounting Accreditation process. Less than 200 business schools worldwide have the separate accounting accreditation. Earning this accreditation will further enhance our academic reputation.

We will also celebrate National Business Women’s Week in October, have a week focusing on ethics in February and have a professional development week in April. These weeks will bring professionals to campus to speak to our students. Again, if you’d like to be a part of these emphases, please let me know.

We’re looking for a great year. I’m very pleased and excited to be a part of it. I look forward to meeting you personally in the near future.
The New and Improved BEACON Team

The Business, Economic and Community Outreach Network (BEACON) of the Franklin P. Perdue School of Business at Salisbury University is ready for the new academic year with a very strong team. Dr. Memo Diriker, director of BEACON, is proud to welcome the new and returning team members.

Sarah Bunch, M.B.A. (SU 2009), returns as BEACON’s full-time economic development and transportation planner. Sarah is on 100 percent loan to the GeoDASH initiative of BEACON and ESRGC from the Tri-County Council of the Lower Eastern Shore of Maryland, with funding from an Economic Development Administration grant from the U.S. Department of Commerce.

James Garrity, M.P.A. (SU 2008), M.B.A. (SU 2011), returns as the full-time Eastern Shore dashboard specialist. Jim is on 100 percent loan to the GeoDASH initiative of BEACON and ESRGC, from the Maryland Department of Business And Economic Development.

Gabriela Roncal, M.B.A. (SU 2011), returns as the BEACON senior practice manager for mornings.

Sujuan Ma, M.B.A. (SU 2011), has been promoted to the senior practice manager position for afternoons.

Sarah Messer, M.B.A. (SU 2011), and Eli Bulla, M.B.B. (Grenoble Ecole de Management 2011), M.B.A. (SU 2011), are the new BEACON graduate assistants.

DeAnna Orwig, B.S. (SU 2009), M.I.B. (Grenoble Ecole de Management 2011), and Thu Nguyen B.S. (SU 2010) return as BEACON research associates.

Dillian Shokley and Arek Manakyan, both Perdue School undergraduates, will be working as BEACON research assistants.

Molly Likovich joins BEACON as a part-time social media coordinator.

Dr. Stephanie Moore (Modern Languages and Intercultural Studies) will be BEACON’s BIENVENIDOS coordinator.

Call for Faculty Award Nominations

Faculty Awards are presented each year to one faculty member from each of the four schools. Was there a professor that made a lasting impression while you were attending SU? Is your current career track a result of the direction given by an SU Perdue School faculty member? Were your years at SU more memorable because of the teaching of a favorite Perdue School faculty member?

To see a list of faculty members eligible for this award, to review the guidelines and to submit your nomination, visit the Alumni Online Community at: https://salisbury.site-ym.com/?page=FacultyNominations

Marketing Students Raise Almost $9,000

Last semester was great for the Marketing 331 (Promotions Management) classes and even better for the community organizations they served. Through 11 student-run, community events, our students impacted the American Marketing Association, Horizons, Relay For Life, Kids of Honor, Wicomico County Board of Education, Life Crisis Center, Surf Rider, Maryland Coastal Bays, American Diabetes Association and the Salisbury Zoo. And they may have saved a life.

Unique projects this semester included raffling off a Butterfly Garden to raise money at the Salisbury Zoo’s Earth Day celebration, doubling the participation and dollars raised at Horizon’s Dodge Ball Tournament, and teaching students to cross the street safely.

Encouraged to make an impact on the community in personal way, groups rallied around their passions: the environment, cancer prevention and youth in our community.

Partnering with local organizations concerned about traffic safety, one group of students hosted “Safe Walk to School Day.” After seeking donated coupons from area businesses, SU students assembled at 7 a.m. on sidewalks near Route 50 with signs to encourage motorists to slow down and incentives for students to use the crosswalks instead of darting across the street in morning traffic as they walked from their homes to Wicomico Middle and High schools.

While there, one of our students engaged in conversation with a student contemplating dropping out of school and potentially ending his own life. “This kid just started talking about how bad things were at home. I’m so glad I was there to listen and even happier that the school authorities were there so I could connect the youth with adults that helped,” said one of the group members, “I wish we could be there every day.”

At the end of the project, students were asked what they learned. Here’s what they said: “Wow, this experience taught me how difficult it is to make an event happen.” “Our group became a great team. We worked so well together because we knew that it was about helping the kids.” “I realized this is what I want to do when I graduate.”
Meet the PSB Student Business Leaders

We are happy to welcome eight Student Business Leaders for the 2010-11 academic year. This year we will have Sara Gadoci, a Student Business Leader for two years returning for a third as a graduate student in our M.B.A. program. The remaining seven Student Business Leaders vary in majors and we are very lucky to have them here working with our faculty, staff, students and community members.

They are: Jamie Douglas a environmental issues and business administration with an economics track major; Amy Gilbert an accounting major; Nicole Glebocki an accounting major; Hunter McIntyre a management major, John Stockel a management major; Aislinn Sweeney a double major in accounting and information systems; and Janessa Wolf an accounting major.

To read more about our Student Business Leaders visit www.salisbury.edu/perdueadvising/SBL/studentbiz.html.

Some of the projects they will be working on this year include Freshman Open House, Junior Orientation, Group Scheduling, Community and Business Outreach, Scholars Day, Admitted Students Day, National Business Women’s Week, and so much more. Please make sure to welcome them when you see them and always feel free to e-mail them at: studentbusinessleaders@salisbury.edu

Freshman Open House

On Friday, August 27, the Perdue School of Business hosted a Freshman Academic Open House. This event was intended to be motivational, interactive and informative. The event was well attended with approximately 175 students present. Dean Wood began with a warm welcome. Student Business Leaders selected student volunteers to participate in a “game show” style event. Various topics were discussed such as AACSB accreditation, available major and minors, study abroad opportunities and student resources. The participants had a lot of fun picking out the best interview outfit. Students were then dismissed by major to meet with department chairs and faculty. After this information session, students and faculty were invited to a picnic on Devilbiss Hall lawn. The event was a huge success!

Khazehs Visit Dongbei University

Dr. Kashi Khazeh and his wife Melinda, assistant director of alumni affairs and annual giving at SU, received an invitation to visit the Dongbei University of Finance and Economics (DUFE) in Dalian, China. While there, Dr. Khazeh taught a two-week course in the international financial management area, and Melinda consulted with Dongbei officials interested in starting an alumni program at that university.

For the Khazehs, experiences ranged from the familiar to customs very different than those in the United States. “I used the same type of blackboards, same pull-down screen, same computer system (although some sites for business publications such as the Wall Street Journal were blocked)—basically the same type of classroom,” said Dr. Khazeh. On campus, even the language mostly remained the same. Dongbei students take classes in Chinese and English, meaning Dr. Khazeh’s lectures did not need to be translated. That luxury, however, did not extend into Melinda’s service as an alumni affairs consultant.

During their visit, the Khazehs dined with Ms. Ning Lu (Diane), a recent alumna, who received her M.B.A. from SU in May 2010. Overall the experience was enjoyable and something the Khazehs said they will never forget. It also helped strengthen SU’s ties with Dongbei.

Live Perdue School Webcam

Keep up to date on the progress of the new Perdue School Building by visiting the Live Perdue School Webcam. www.salisbury.edu/webcam/webcam2.html

Accounting and Legal Studies Department Chair Ken Smith meets with accounting majors
In the Spotlight …

- Stephen Adams and Frank Shipper’s (with Steve and Karen Manz) paper “Sustainable Performance With Value-Based Shared Leadership: A Case Study of a Virtuous Organization.” has been selected for publication in the Canadian Journal of Administrative Science.
- Stephen Adams was awarded Best Reviewer for Academy of Management, Management History Division in August.
- Jamie Emerson’s article “Oil Prices and Economic Activity: A Brief Update” was recently published in the Economics Bulletin.
- Doug Marshall, Bob Dombrowski, Mike Garner and Ken Smith’s article “The Accounting Education Gap” was published in June 2010 issue of The CPA Journal.
- Pat McDermott and Jinyue Sun (associate professor at the M.B.A. School and Research Fellow of Labor Economics, Centre for Labor Employment and Human Capital Development at Dongbei University of Finance and Economics, Dalian, China) co-authored “Chinese Labor Contract Arbitration: No Union, No Problem” to be published in the forthcoming eBook publication.
- Cengage Learning has requested permission to use Frank Shipper’s article “Perdue Farms Inc.: Does Project Managers Practice What They Preach, and Does It Matter to Project Success?” has been accepted for publication in the International Journal of Project Management.
- Perdue School Calendar

September 2010 Perdue School Calendar

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<td>Campus Closed</td>
<td>6</td>
<td>7</td>
<td>8 Faculty Meeting (Karen Tarnoff) 3:30 p.m. • CH122</td>
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<td>Labor Day</td>
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<td>15 Jr. Orientation 3:30 p.m. • Wicomico Room</td>
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<td>Bernstein Plan Q&amp;A Session 3:30 p.m. • CH118</td>
<td>21 Bernstein Plan Info. Workshop 3:30 p.m. • CH118</td>
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