In 2007-2008, 24 percent of all Salisbury University students who studied abroad did so on one of the Perdue School’s short (two to three week) programs held in the winter and summer terms. This is quite an accomplishment given that our school makes up 22.9 percent of SU’s total enrollment. Perdue study abroad programs were cited as one of our effective practices for enhancing student learning by the AACSB Board in their recent reaccreditation letter.

Last month, the 14th Global Winter Term Program was held in conjunction with our partner the Technical University of Berlin. Thirty-one students were accompanied by three faculty members (Dombrowski, Hoffman and Holloway). The 2009 program had a couple of firsts: accounting students outnumbered business students, 19-12; an alumna of the program joined as a faculty member, Prof. Susanne Holloway participated in the Rennes program in 2001 as a student; and we also held SU’s first international alumni reunion abroad (see related article on page 3).

Students in our global programs take a three-credit course taught by SU faculty; these are supplemented by guest lecturers from our host school and field trips to local businesses and to historic sites. The winter term program has been held in five different countries (Britain, Chile, France, Germany and Ireland). In 2003, the Perdue School launched its first summer program in conjunction with our new partner the Dongbei University of Finance and Economics (DUFÉ) in Dalian, China. In this program, SU students are joined by DUFÉ students in a course taught by SU faculty. This provides considerable cross-cultural interaction both in and out of class. In 2008 the summer program was held for the first time in Estonia in conjunction with the University of Tartu. Over the years some 393 students (including 62 M.B.A.s) and 26 different Perdue faculty as well as two Fulton School faculty have participated in our programs. Likewise, some 36 students from our partner schools in China, France and Germany have come to study at SU for a semester to a year.

Today the Perdue Global Programs continue to be coordinated by a faculty committee; Dr. Hong Yao serves as the school’s Global Programs coordinator. The program also receives administrative support from SU’s Center for International Education. In addition to our short programs, we are currently promoting semester abroad programs and dual degree programs with DUFÉ in China at the undergraduate level and with Grenoble Ecole de Management at the graduate level. We appreciate the support of these two partners as well as our other active partner schools, Rennes School of Business in France and the Technical University of Berlin in Germany. These partners form the base of overseas operations for our programs.

The genesis of the Perdue international programs began with the formation of the International Committee in 1992 and the launch of the International Business Track/Concentration in 1994. By 1995 we had launched SU’s first overseas program at Grenoble Ecole de Management at the graduate level. We also had student scholarships provided by the Perdue School, PNC (formerly Peninsula) Bank—thanks to the foresight of its former CEO Jeff Turner—and the SU Center for International Education.
Garrity and Bunch Join GIS/Dashboard Project

Jim Garrity and Sarah Bunch recently have joined the Collaborative GIS/Dashboard Project for Economic Development and Transportation Planning being undertaken jointly by BEACON and the Eastern Shore Regional GIS Cooperative (ESRGC) in the Henson School. This is a two-year project funded at $183,000 per year by the Economic Development Administration of the U.S. Department of Commerce and the Maryland Department of Business and Economic Development. Project partners include the Mid-Shore Regional Council (covering Caroline, Dorchester and Talbot counties) and the Tri-County Council of the Lower Eastern Shore (covering Somerset, Wicomico and Worcester counties). Drs. Memo Diriker and Mike Scott are the Principal Investigators. Dr. Danny Ervin, as director of ShoreENERGY, also will be participating in one component of the project involving the creation of map-based dashboards for various Biomass sources in the six counties. These dashboards will then be used for determining venture feasibility for potential Cellulosic Ethanol production ventures in the target counties. The Maryland Energy Administration and the Maryland Environmental Service are partnering with BEACON and the ESRGC for this component of the project. The overall project has four other major components. For more information about the project, contact BEACON at 410-546-6001.

PSB Students Aide Asbury Church in Efforts To Go Green

During the past three months, six Salisbury University students in the Franklin P. Perdue School of Business have worked with the Small Business Development Center to conduct extensive research to help Asbury United Methodist Church become more environmentally friendly.

The students—William Christensen, Joe Brewer, Kyle Bloomfield, Bruce Richardson, Jessica Roeder and Jennifer Carter—have conducted research in many different fields to explore how the church may lessen its environmental impact. Some main topics the group focused on were the feasibility of constructing a “green” parking lot, utilizing rainwater, lowering energy consumption, making the building more energy efficient and recycling efforts.

With the information gathered, Asbury hopes to lower its environmental impact in the future. Asbury plans to promote “going green” to local businesses and as the community as a whole.

SBDC Welcomes Haggerty

Lois Haggerty has joined the Maryland Small Business Development Center (SBDC) Eastern Region as a full-time business consultant. For the past 21 years, Haggerty was a small business owner and independent business consultant assisting a wide range of clients in evaluating new and expansion business opportunities, and developing effective customer-focused strategies. Her business consulting experience and expertise include market opportunity assessments, market strategy formulation, marketing plans, business and marketing coaching, business plans, and strategic plans. She has extensive experience consulting to both start-up and expanding small businesses across several industries, including manufacturing, distribution, technology, agriculture, healthcare and public sector economic development. Prior to establishing her consulting practice, Haggerty was the director of planning and market research at a 365-bed medical center in San Francisco, CA, with responsibility for strategic planning, market research and business development. She holds a B.A. from Ohio State and an M.S. from Rutgers University. She can be reached at ljhaggerty@salisbury.edu

Maryland SBDC provides confidential business consulting services to help area businesses develop and refine business plans, solve problems, find sources of capital, and develop strategies to support growth and profitability. This service is offered at no cost. Maryland SBDC also provides low-cost training on a wide range of topics to help aspiring entrepreneurs and existing small business owners strengthen their business skills.

Maryland SBDC, located on the campus of Salisbury University, serves small businesses in the eight counties of Maryland’s Eastern Shore. They also have an office at Chesapeake College in Wye Mills and satellite offices in Cambridge and Denton. For more information or to schedule an appointment, call 410-548-4419.
U alumni living and working throughout Europe met in Berlin, Germany, on January 10-11 for a two-day alumni event. Close to 20 alumni enjoyed a reception on Saturday night and a brunch on Sunday morning at the famous 12 Apostles restaurant in downtown Berlin. After brunch on Sunday a number of alumni toured the town.

The alumni event was the brainchild of Dr. Richard Hoffman, professor of international business and interim dean of the Perdue School of Business, and Dr. Robert Dombrowski, professor of accounting. Both faculty members have been leading winter term study abroad trips to France and Germany for over 10 years, and they have been instrumental in bringing French and German students to study at SU. Hoffman and Dombrowski were in Berlin with 31 current SU students for a two-week study abroad program featuring coursework in International Business and International Accounting. The faculty leaders took this opportunity to bring together European alumni from the Perdue School’s M.B.A. program. Over the past decade, dozens of French and German exchange students have completed the M.B.A. in the Perdue School while on exchange from their home universities, the Technische Universität Berlin in Germany and the Grenoble Ecole de Management and Rennes Ecole de Management in France.

The Perdue faculty members reached out to the SU Center for International Education and the Office of Alumni Affairs for help planning the event. As the current associate director of the Center for International Education, a long-time international student advisor and an SU international alumni of alumni relations and annual giving.

The alumni event was such a hit that the alumni decided to form the very first SU European Alumni Network to help SU alumni throughout Europe to stay in touch with each other and with their American Alma Mater. Vincent Pichard (M.B.A., ’07) from Rennes, France, and Timo Troge (undergraduate student, ’03) from Berlin, Germany, were voted co-presidents of the new European Network. The alumni have already begun planning the next event to be held in January 2010 in the city of Grenoble, nestled in the Alps in southern France.

The new European Network of the Alumni Association is actively looking for SU alumni who are living and working in Europe. If you would like to join the new European Network, visit the SU European Alumni Association Chapter on Facebook or check the SU Center for International Education Web site www.salisbury.edu/INTLED/ISS/ for more information or e-mail me at axliskowska@salisbury.edu.

M.B.A. Student Highlight:
Wendy Brady

For many students, it is difficult to imagine working at a full-time professional career while simultaneously handling the pressures of college academics. The difficulties of such a scenario are magnified at the graduate level as the academic workload increases and your available free time decreases.

However, one student tackling this very challenge is Wendy Brady. Inspired by her mother and two friends who had already completed master's degrees and encouraged by her boss, Brady decided to return to her Alma Mater on a part-time basis to earn her Master of Business Administration from the Perdue School of Business.

Brady graduated from Salisbury University in 2005 with a Bachelor of Science in accounting. She is currently working at George, Miles & Buhr (GMB), a local engineering firm, as the assistant comptroller. Not long after Brady began working at GMB, she realized that she wanted to continue her professional development through an educational benefit program at work. The Perdue School M.B.A. program provided the perfect opportunity for Brady to study at a local, accredited business school with like-minded individuals while exposing herself to new information and ideas that she could immediately apply to her workplace.

Although the constant juggling of work, school, family and social commitments can be quite challenging, Brady believes her academic studies benefit significantly from her work and life experiences. She believes she is better able to apply the course material to real-life scenarios making the material covered in class more relevant and subsequently easier to comprehend. Unlike her undergraduate experience, Brady believes the greatest reward of the M.B.A. education is not simply getting the grade; rather, it is in the application of learned material to benefit her career.

Having grown up in the Salisbury area, Brady knew she was extremely lucky to have such a well-respected, accredited institution at her disposal. The luxury of being able to work and study in the same area, created an ideal situation for her to manage work, college and her family. It was an opportunity she could not pass up. In addition to the education, Brady enjoys being surrounded by fellow students who have an equal interest in the subject matter and a willingness to actively participate in the learning process.
In the Spotlight …

- It’s a girl! Kirsten and Theodore Passyn are proud to announce the arrival of Sophia Anne who was born on December 2, weighing 7 lbs. 4 oz.
- It’s a girl! Arvi and Marie Arunchalam are proud to announce the arrival of Rachel who was born on December 11, weighing 6 lbs. 5 oz.
- Wayne Decker presented the paper “Sports Involvement, Gender and Goofing Off at Work Among Future Chinese and U.S. Managers” (co-authored with Tom Calo and Hong Yao) at the annual meeting of the Decision Sciences Institute in Baltimore. He also served as a session chair.
- The SGA of Salisbury University presented Drs. Marc Street and Jill Caviglia-Harris with a faculty appreciation award for their “Outstanding Commitment to Our Students.”
- Dr. Kashi Khazeh’s paper (co-authored with Bob Winder) “Measuring Transaction Exposure Using Value at Risk: A Comparison of Two Different Time Periods” was presented at the annual meeting of the Association for Global Business in Newport Beach, CA (November 2008). (Published in Conference Proceedings).
- What Steve Adams is doing at Stanford from the Bill Lane Center’s newsletter: “On Tuesday, Professor Stephen B. Adams of the Perdue School of Business took up residence in the bullpen. He will be with us for the remainder of the academic year as a Visiting Scholar and is working on a book manuscript about the role of large institutions, including the federal government, in the development of Silicon Valley.”
- Jing Quan’s paper “The Perceived Attributes of Wi-Fi Technology and the Diffusion Gap Among University Faculty Members: A Case Study” has been accepted for publication in Communications of AIS (with Eric Lu and Xubin Cao).
- Salisbury’s Promise Chair George Whitehead commended Professor Paula Morris and several of her students for their involvement on Gimme 5 Youth Day. The students helped planned the event and raised $2,000 in donations for this event. The event was a huge success due to their help.
- Dr. Pat McDermott has been invited to speak at the University of Melbourne School of Law about “Labour Law Enforcement in China and Australia.”
- Please welcome Judith Gallons as the new administrative assistant for the Economics and Finance Department.
- Congratulations to Michele Nelson, program management specialist, who has been selected as the PIN Employee of the Month for February 2009! She was selected for her positive attitude, energy and enthusiasm, and a pro-active collaborative approach to her job. Way to go Michele!

February 2009 Perdue School Calendar

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