I want to introduce you to the Perdue School Advisory Council. The Council represents an important component of the school’s structure and is essential to its mission, curriculum and programs. With their expertise and knowledge of the Perdue School, the Council is a critical resource for me in interfacing with the business community and ensuring that our programs are grounded in practice.

Comprised of prominent business executives, the Council reflects the distinctive needs of the Perdue School. Each member cultivates external support and serves as an advocate for the school with the business community and other stakeholders. For example, Henry Hanna serves on the Salisbury University Foundation Board, Bruce Rogers serves as the Perdue School fundraising chairman and Greg Olinde lends Bay National Bank’s sponsorship to the Executive Leadership Series. Other members have served on the Dean’s Search Committee. In 2008 members of the Council met with the AACSB Review Team as part of the reaccreditation process.

The Council is involved in myriad endeavors. This year, it established the Franklin P. Perdue School of Business Leadership Award to recognize a businessperson or organization that demonstrated extraordinary leadership that impacted the University, school or community. The inaugural award was presented to R. Alan Newberry, CEO of Peninsula Regional Medical Center at a luncheon in his honor. The business community responded enthusiastically to applaud this recognition of leadership.

Joe Ollinger recently was appointed to chair the Council meetings. As the new chair, he will assist in setting the meeting agendas and provide communication between the Council and school. According to Joe, “the Council’s overall goal is to make the Perdue School one of the premier business schools in the Mid-Atlantic region. As chair, I look forward to being involved in setting the direction for the school’s future.”

Two key roles of the Council are to participate in our strategic planning and accreditation processes—the knowledge and expertise of the membership make the Council a resource for seeking solutions and charting the school’s direction. The Council annually reviews the school’s strategic plan to ensure it is relevant to today’s business culture and our AACSB report to ensure it adheres to the standards set forth by our accrediting agency.

As dean, I am very grateful to each of the members and appreciate their roles in helping to bring the Perdue School to its next level.
PSB Pays Tribute to Newberry

The Perdue School awarded Alan Newberry, the former president and current CEO of Peninsula Regional Medical Center, with its inaugural Franklin P. Perdue School of Business Leadership Award.

SU President Janet Dudley-Eshbach presented Newberry with a plaque at an award luncheon attended by members of PRMC’s Board of Trustees and Executive Council, SU administrators, and members of the business community.

Dr. Richard Hoffman said “the Perdue School Advisory Council established this award to pay tribute to area business leaders for their contributions to the University and greater community. Newberry is a fitting inaugural honoree for this award, setting a high standard for future recipients.”

Joe Ollinger, chair of the Advisory Council, nominated Newberry for his exceptional leadership style. The nominating committee, chaired by Doug Wilson and including Greg Olinek, Dee Marshall and Bruce Rogers, selected Newberry based on the growth and success of PRMC and the standards of excellence the medical center attained during his tenure.

According to Ollinger, “Newberry is an exemplar of what constitutes a leader.” During his 17-year career at Peninsula Regional, Newberry made a significant impact on the greater Salisbury area. Additionally, the Medical Center employs almost 200 SU alumni and provides internship and clinical educational experiences to hundreds of SU students. Peninsula Regional has earned a number of national awards during Newberry’s time, including the prestigious HealthGrades Distinguished Hospital Award for Clinical Excellence, placing it among the top 5 percent of hospitals in the United States.

Seventh Annual Financial Planning Meeting

During the afternoon of October 27, the PSB, its Department of Economics and Finance, and the Financial Planning Association (FPA) of Maryland hosted a meeting of students, financial planning professionals, SU faculty and other interested persons in the Worcester Room of Commons. This was the seventh annual similar fall meeting and there were some 24 individuals present along with Mike Curley, ChFC, executive director of the FPA of Maryland, his wife and Perdue Dean Dick Hoffman. Dennis Hudson, ChFC & CRPC of Main Street Wealth Management and Sean Babik of John Hancock, Inc. co-presented a program that described annuities and their features. The recent financial crisis has created new interest among clients and practitioners as they are frequently looked upon as a more certain approach in an era of pronounced uncertainty. In this rapidly changing environment, correct answers with respect to annuities are often hard to find. Nevertheless, those in attendance learned of some of the benefits and dangers of these versatile financial planning devices as several real-world examples were used during the presentation.

Henson Award Honors Morris & Kids of Honor

When a struggling student graduates from high school, it can be a victory beyond compare.

Paula Morris of the Management and Marketing Department has played a part in many of those victories as the founder of Kids of Honor, Inc., a non-profit organization that strives to give local youth the help they need to achieve that goal.

Paula accepted the Community Foundation of the Eastern Shore’s 2009 Richard A. Henson Award of Excellence, honoring outstanding non-profit organizations on Maryland’s Lower Eastern Shore, on behalf of the organization. Community leader Jan Perdue presented the award during the foundation’s annual meeting.

“It is such an honor to receive this prestigious award. We are blessed to work in such a caring and giving community,” said Morris. “Empowering youth to graduate from high school takes a lot of work. Many caring people share this award.”

Founded in 2001, Kids of Honor enhances 17 local youth programs by encouraging personal responsibility among their participants. Daily, Kids of Honor reaches about 500 youth in programs they already attend. Monthly, about 350 families are invited to attend Kids of Honor gatherings.

Additionally, Kids of Honor hosts a weekly club for high school youth. The results of their efforts have paid off. One hundred percent of its participants have graduated on time or ahead of schedule.

SU Wins Goodman Challenge

SU’s team recently took first place in the annual Goodman Accounting Challenge, giving Salisbury back-to-back wins in the competition. Members of the first-place team included senior Ross Crosby, second-degree student Audrey McKenzie, and seniors Kyle Smith and Brittany Stern.

“We have entered 15 teams into the preliminary challenge over the past seven years, 11 have made it to the finals, and we have won it three times,” said Dr. Kenneth Smith, who co-advises the team with Dr. Pat Derrick, both of the Accounting and Legal Studies Department. “No other school has placed more than four teams in the finals over this same time period.”

Hosted by the Virginia-based Goodman & Co., one of the nation’s largest accounting and consulting firms, the challenge is an interactive and educational competition created to promote the integrity of the accounting profession and recognize outstanding students. The contest is open to those in Maryland, Virginia and Washington, D.C.

During the contest, each student team takes a pre-qualifying test at its home campus. The five highest-scoring teams compete in the final challenge, a six-hour exam hosted by Goodman in Glen Allen, VA.

Students on the first-place team earned $1,500 each, with an additional $2,500 going to SU’s Accounting and Legal Studies Department.
Fifth Annual Shore Fraud Conference

The fifth Annual Shore Fraud Conference was held November 13 with approximately 150 business professionals, SU faculty and students attending the event. The conference was sponsored by the Delmarva Chapter of the Institute of Management Accountants, Beta Alpha Psi Accounting Honor Society, and the Perdue Accounting and Legal Studies Department.

The keynote speaker for the event was Toby J. F. Bishop, director of the Deloitte Forensic Center for Deloitte Financial Advisory Services LLP, Chicago, IL. His address was titled “Corporate Resiliency: Managing the Growing Risk of Fraud and Corruption.” He is a contributing author and member of the board of editors of Business Crimes Bulletin. He has been named five times in Accounting Today’s Top 100 Most Influential People in the Accounting Profession.

Ryan C. Hubbs, senior staff internal auditor and investigator for Entergy Services, Inc., New Orleans, LA, was the second speaker. His responsibilities include conducting internal investigations and investigative audits on a myriad of issues including contractor fraud, employee fraud, conflicts of interest, ethics violations, policy and procedural violations, to name a few. Hubbs has researched and worked extensively on the design and implementation of Entergy’s Fraud Risk Assessment Program. His presentation addressing the topic of “Detecting and Preventing Employee Expense/Purchase Schemes During a Fiscal Crisis” was well received.

The afternoon session, “Fraud Prevention in Difficult Economic Times,” was conducted by Gerard M. Zack, Zack is the president of Zack Accounting and Consulting PC., which specializes in providing fraud prevention consulting and investigation services, internal audit, training, and internal control services for businesses, nonprofit organizations and government agencies throughout the United States and Europe. Zack has focused most of his career on audit and fraud-related services. He is recognized as one of only nine Fellows in the 50,000-member Association of Certified Fraud Examiners based on his contributions to the anti-fraud field.

A highlight of the Conference was Bill Perry, president of the Delmarva chapter of the Institute of Management Accountants, presenting Dr. Ken Smith, chair of SU’s Department of Accounting and Legal Studies, with a $2,000 check. This contribution will be used to support the SU Foundation’s Excellence in Accounting Program as well as the activities of the Iota Pi chapter of Beta Alpha Psi.

By virtue of the generosity and support of conference speakers (past and present) and the supporting organizations, each year the Shore Fraud Conference has succeeded in bringing world-class fraud practitioners to the SU campus. Mark your calendars now for the sixth annual Shore Fraud Conference on Friday, November 12, 2010.

PSB Participates in Fed Challenge

On November 3, Perdue students participated in the 2009 Fed Challenge, an annual competition hosted by the Federal Reserve Bank of Richmond. College students make presentations about the economy and recommend monetary policies that the Fed should implement. Although SU’s team did not win, the judges of the competition were very impressed by the team’s presentation and the answers the team provided in response to their questions. The team’s advisor, Dr. Jonathan Munemo, was happy with the team’s performance and the impressive manner in which the team represented SU at this competition in which 16 other teams participated. Members of the team included seniors Marie Bush, Sean Connor, William Norat and Michael Winter, and junior Jeffrey King. When asked to comment about their experience with the Fed Challenge, the consensus-view among the students was that it was a very rewarding experience. This is because the Fed Challenge allowed them to apply what they had learned in the classroom to the real world and to understand the “big picture” of things. In addition, students also pointed out that the Fed Challenge provided them with valuable lessons on how to make a good presentation in a professional setting.

SUCIE Grant

Over the years, the Perdue School has established long-term relationships with several business schools overseas [i.e., Dongbei University of Finance and Economics in China (DUFU), University of Tartu in Estonia, Grenoble Ecole de Management (GEM) in France and the Technical University of Berlin in Germany]. While the Perdue School has a strong presence in two of the largest business areas in the world (outside the U.S.), it does not yet have a relationship with a business school in Latin America. Such a relationship would represent a logical move considering the development of Mercado Común del Sur (Mercosur) and the increasing number of business students looking for opportunities to improve their language skills and to learn more about some of the fastest developing markets in the world (Chile, Argentina and Brazil). For instance, this new relationship will be particularly relevant for students with international business majors and/or business students with Spanish minors.

The $4,000 grant will be used to travel to Buenos Aires and explore establishing a relationship with a local university.

ESRGRC & BEACON Awarded $540,000

The Obama administration is working to expand broadband Internet technology to underserved parts of the nation—with the help of two SU organizations.

The Eastern Shore Regional GIS Cooperative (ESRGRC) and the Business, Economic and Community Outreach Network (BEACON) have received $540,000 for a two-year project to research and map broadband infrastructure in Maryland.

The grant is part of some $2 million awarded to Maryland through the National Telecommunications and Information Administration’s State Broadband Data and Development Grant Program.

“This project goes beyond answering the question, ‘Where is broadband now?’ and answers the critical question, ‘Where and what should broadband be in the future for a prosperous and competitive Maryland?’ said Dr. Memo Diriker, BEACON director. “With this project, the Eastern Shore will have a very important seat at the planning table where the future of Maryland’s information technology infrastructure will be crafted.”

BEACON will host focus groups throughout the state to explore opinions about the future of broadband in Maryland.

The ESRGC will create maps associating some 3.5 million addresses in the state with accessibility, quality and affordability of broadband service.

“The future of broadband is critical to the future of business and economic development of the Eastern Shore. The Perdue School is pleased to be part of the efforts through BEACON to facilitate the development of affordable and expanded Internet services on the Shore. This grant is a wonderful opportunity to move this effort forward,” said Dr. Richard Hoffman, interim dean of the Perdue School.
n Arvi Arunachalam was one of four international panelists discussing the global financial markets at Business Colloquium held at Henson Center, UMES on November 19.

n Bill Burke led three workshops at the ISECON/CONISAR 2009 conference in Washington, D.C., on November 5. The titles of the workshops were “Using video an YouTube to enhance the INFO program,” “Learning from the Journal of Information Systems Education,” and “Enhancing Knowledge Application: Developing a Systems Development Life Cycle Workbook.”

n During 2009 Bill Burke conducted 46 ABLE employer site visits to discuss their business model, our interns and the ways to build a partnership with the PSB. Some of the employers he visited were: Target, Mid Atlantic Farm Credit, Impact Technology Group, Rommel Holdings Inc, South Moon Under and Wilgus Insurance Agency.


n Sandy Hentschel’s MKTG 330 class incorporated real-life marketing into social media for Corporate Crap. Groups of students created videos for Corporate Crap and posted them to YouTube and Facebook. They gained valuable experience in marketing as well as technology. The firm founder, Richard Van Gelder said of the students, “They have done a magnificent job.” The group that received the most hits received gift cards.

n Justin Kelley, PSB 2001 graduate majoring in information systems and finance, president of Impact Technology Group, met with Bill Burke’s INFO 211 and 311 classes on November 16 to discuss: “Value of IT to business,” “Value of knowledge and expertise in Access and Excel,” “Value of an INFO degree,” “Value of double majoring,” “What to expect in the IT industry.” “What is important to highlight in job interviews” and “Where to look for jobs.” He also shared his experience as an entrepreneur. Additionally, Justin met with Dean Dick Hoffman and Bill for a tour of the TETC and a review of the new PSB building plans.

n “Do project managers practice what they preach, and does it matter to project success?”, co-authored by Karen Papke-Shields, Catherine Beise and Jing Quan, has been accepted to the International Journal of Project Management for publication.

n “IT is not for everyone in China,” Jing Quan’s (2005) article in Communications of the ACM is among the top 500 most cited articles in the area of information science in China, according to the Chinese Academy of Sciences, National Natural Science Foundation of China- and Elsevier-sponsored project Scopus Seeking Future Star of Science.


n Darrell Wilson, adjunct lecturer of marketing, recently was selected to co-chair the Marketing Communications Committee for the American Gas Association (AGA) for 2010. Darrell will move to chairman of the committee in 2011.

n Ying Wu’s paper “Exchange Rates and Prices under Processing Trade: A Macroeconomic Analysis” has been accepted for publication in a forthcoming issue in the Atlantic Economic Journal.