From the Dean’s Office: A Time for Giving: ‘Tis the Season

As we approach the holiday season, we are often overtaken by the gift-giving mantra of our modern era. There are of course many forms of giving. In *A Christmas Carol* by Charles Dickens, the protagonist Ebenezer Scrooge is awakened to the act of giving by ghosts. What Scrooge learned was that the act of giving can yield very positive feelings as well as results. Today, in addition to exchanging brightly packaged gifts, people give back to others in the form of making a donation in the name of another or giving of their time in volunteer work. I am pleased to report that the Perdue School has been caught up in this spirit of giving and not just during this holiday season. Faculty and students have developed ingenious ways to learn business concepts while working on service projects that benefit the needy and the community. I will describe a couple of recent examples of these efforts.

Two marketing classes partnered this semester for a “Jail/Bail” event. This event required students to follow the steps in preparing for a sale, including developing a prospect list through verifying that the jail birds attended the event as promised. The students learned that developing the right prospect list was essential for success and had to deal with last-minute cancellations. Kids of Honor (a group helping at-risk kids) received commitments for over $7,000 due to the energy audit to improve the University’s green initiatives. These projects help support SU President Janet Dudley-Eshbach’s signing of the American College and University Presidents Climate Commitment to move the SU community toward climate neutrality.

Other examples of students combining their studies with giving to the community include students who participated in River Float in October on the Wicomico River to raise awareness for the work of the Chesapeake Bay Foundation. In November, students created a silent auction for the Shopper’s Fair to help support the Holly Center. Marketing students conducted drives for food and children’s items for the Maryland Food Bank and the Seton Catholic Center for the benefit of local communities.

Similar to Scrooge, we are awakened by the spirit of giving during this season and throughout the year. Our “ghosts,” however, are our creative faculty and energetic students who have found ways to learn about business while helping others. We at the Perdue School wish everyone a successful end of semester or work year and a safe and happy holiday season!
SU Students Place First In Goodman Challenge

Two teams from SU recently took first and fourth place in the annual Goodman Accounting Challenge. Members of the first-place included Christina Carrier, Megan Hammond, Jenna Nelson and Brittany Stern. Members of the fourth-place team included Amanda Nimmerrichter, Emily Phebus, Eric Siegfried and Seth Young.

Hosted by 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.

“The performance of our teams is undoubtedly due in part to the fact that we have been carefully selecting our best performers both in terms of academic achievement and our assessment of their ability to work well in teams,” said Dr. Kenneth Smith of the Accounting and Legal Studies Department, who, along with Dr. Patricia Derrick, serves as SU's advisor to the Goodman teams.

SU students on the first-place team earned $1,500 each, with an additional $2,500 going to SU's Accounting and Legal Studies Department. Students on the fourth-place team earned $100 each, with an additional $750 going to SU's Accounting and Legal Studies Department.

Salisbury has hosted at least one team in the finals each year it has participated, representing 10 of the top 25 teams in the past five years. No other school in the competition has matched this achievement. Additionally, SU is the first university to have sponsored two first-place teams in the past five years and to have hosted more than one team in a single year.

PSB Welcomes Donaway as UP Coordinator

Please welcome Tammy L. Donaway as the new Undergraduate Programs coordinator for the Franklin P. Perdue School of Business. Tammy comes to Salisbury University with over 10 years experience in the non-profit sector, working the last three years for Goodwill Industries of the Chesapeake. During her time at Goodwill, Tammy was primarily responsible for oversight of the Salisbury Career Center, which houses a clerical and computer skills program and an ex-offender program. As the Career Center manager, Tammy also focused her energies on strategic planning and program development. She also has experience in working with diverse populations in various settings, event planning and resource mapping. Tammy graduated from Salisbury University with her B.A. in communication arts; she acquired her M.Ed. from Wilmington University. Tammy will be responsible for the continued quality and growth of the ABLE program as well as working with faculty on professional development requirements and AACSB assurance of learning. Tammy can be reached at 410-548-5564 or on campus at ext. 85564.

Group Scheduling Fall 2008

Contributed by the Student Business Leaders

This semester’s group scheduling was both innovative and successful. The Student Business Leaders decided to continue the use of clickers during the group scheduling PowerPoint to involve students and to take a closer look at topics that many students have had trouble grasping. One of the main objectives of this year’s group scheduling was commitment to each student’s growth, both academically and professionally. The Student Business Leaders provided proper outlets for tutoring, offered free of service by the clubs and organizations in the Perdue School, and also spoke to students about the University Writing Center and the Center for Student Achievement. The Student Business Leaders thank the entire faculty who dedicated their time to help pre-professional students during program planning. The Student Business Leaders especially thank Dr. Debbie Easterling, Jamie Holmes-Kriger and James Walls for their continued support of the group-scheduling program. As always, feedback of our group-scheduling sessions is encouraged.

We still need volunteers! There are still time slots available to sign up to ring the bell for the Salvation Army’s Red Kettle Campaign on Friday, December 12, at the Centre at Salisbury from noon-6 p.m. The sign-up sheet is located in CH128. This is a small way that each of us can give back to the community!
Fourth Annual Shore Fraud Conference

On Friday, November 7, the Delmarva Chapter of the Institute of Management Accountants, in partnership with Beta Alpha Psi Accounting Honor Society and the Perdue School Accounting and Legal Studies Department, hosted the fourth annual Shore Fraud Conference. The event was well attended with over 100 participants coming from Delaware, Maryland, Virginia and the District of Columbia. Speaker Tracy Coenen is a nationally recognized expert on fraud. This was a good opportunity for fraud professionals, accountants, auditors, educators, students, etc. to learn about fraud from a “world-class” practitioner. Many thanks to Frank Abel for his tireless effort in coordinating the conference!

Alumni Perspective

“I took one course with Dr. Tylor Claggett which was one of my most challenging courses at SU. I was a marketing major and I took Dr. Claggett’s Finance 311 course in the fall 2007 semester. I worked diligently the entire time thinking, ‘I am a marketing major and I will never use any of these mathematical equations in my career.’ Well, now I found that I was TOTALLY WRONG. I have a sales position at the company Seneca One Finance; our company purchases future structured settlement/lottery annuities for investment companies. Every day I am using time value of money in my sales pitch. While I do not do the actual time value of money calculations for my clients, my pitches require me to frequently explain the concept of TVM. While sales is the main focus of my job, what allows me to be a step above the rest in my industry is my understanding of TVM and how to explain it in layman’s terms. This class, more so than any other class at Salisbury, gave me the tools I needed to be extremely successful at my job. In this highly competitive, cut-throat work environment I have out lasted, in my short tenure, many employees; and I was the youngest hire in the companies history. Thanks to your class I have been able to excel at this job that by next year will be earning me a six-digit salary, which is very impressive for a 22 year old fresh graduate. I just wanted to take time to thank you for your help and the tools you have provided me with to excel.”

— Lisa Urben, B.S. ’08 - Sales, Seneca One Finance

Jail & Bail Success

On November 19, Salisbury University hosted the inaugural Kids of Honor Jail & Bail. The event raised over $7,000 for Kids of Honor, Inc., a local non-profit organization that strives to improve the lives and futures of struggling students by empowering them to graduate from high school.

The event was a collaboration of students from Howard Dover’s Sales class and Paula Morris’s Promotions class. Students from the sales class recruited “jailbirds” that would attempt to raise as much money in an hour as possible to be jailed out. In a last minute twist on the event, these jailbirds had to compete with recruits by the Kids of Honor organization to raise the highest cumulative bail. Dover was delighted that the student liaisons between the Sales and Promotions classes who “learned valuable lessons that could not be learned without such an experience.”

The jailbirds—who included members of Salisbury University and the outside community such as Joe Albero, Dr. John Frederickson, Jim Ireton and Mark Thompson—volunteered their time to support Kids of Honor. During the event, DJ Roxi and DJ Skinny from KISS 105.5 and DJ Chubb Love from OC 104 encouraged listeners to call in and donate or donate online.

The students involved and the Kids of Honor organization thank everyone who helped to make the event a success!
In the Spotlight …

- Wu, Ying (2008) “Measuring China’s Monetary Sterilization and Autonomy in the Era of Globalization: 1995-2005,” accepted for publication in *Journal of Asian Economics*; the paper was earlier accepted for presentation at the 18th ACAES (American Committee for Asian Economic Studies) annual conference held in Italy this summer.

- Brian Hill presented “Have State Tax Interdependencies Changed Over Time?” (co-authored with John Deskins) and “Time to Retire? The Effect of State Fiscal Policies on Retirement Decisions” (co-authored with Tami Gurley-Calvez) at the National Tax Association conference in Philadelphia, PA, on November 20.


- The proposal for ESPRIT SV (Science Visualization) Project has been approved by MDHC’s ITQ (Improve Teachers’ Quality) grants for $116,841. This is a collaboration between the Seidel School (Ed Robeck), Henson School (Mara Chen), Fulton School (Andrew Sharma) and Perude School (Jing Quan). The goal of this project is to explore the effective ways of using SV to improve the STEM instructions in the K-1 to K-12 schools in the lower Eastern Shore counties.

- Dr. Ying Wu, along with Drs. Arvi Arunachalam, Brian Hill and Kashi Khazeh, served as a panelist in SU President’s Economic Forum held in the Wicomico Room of the Guerrieri University Center, November 13.

- Congratulations to Ellen Fykes, Program Management Specialist for the Economics and Finance Department, who has been selected as the PIN Employee of the Month for November 2008! She was selected for her outstanding performance and teamwork. Way to go Ellen!

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### December 2008 Perdue School Calendar

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**Salisbury University**