I hope your fall is going well. The semester is starting to wind down and the students (and faculty) are getting ready for the holiday season. It’s been a busy time this fall. A few of the happenings include…

The third week of October marked the second annual Perdue recognition of National Business Women’s Week. This year over 40 business and professional women spoke to almost 50 classes. The week also featured Jennifer Falor as our Executive Leadership Speaker. Falor is an alumna of the Perdue School and is currently the HR Business Partner with Nike. Before Nike, she worked for Limited Brands and Victoria Secret. In addition to the ELS lecture, Falor held a case discussion with a couple of the Perdue management classes and faculty.

Tom Hershey was named the recipient of the 2011 Franklin P. Perdue Leadership Award. The Perdue School Advisory Council annually recognizes extraordinary leadership in the business community with this award. Hershey is the owner of the three Arby’s franchises in Salisbury. However, Hershey is better known for his service and in giving back to the community. He was one of the founding board members of the Community Foundation of the Eastern Shore, now the second largest community foundation in Maryland. In addition, Hershey has been awarded the Distinguished Eagle Award, the highest honor that can be given to an adult by the National Council of the Boy Scouts of America.

The second annual Community Leadership Panel was held November 10. The panel, sponsored by the Perdue School Career Advisory Board and Salisbury Area Chamber of Commerce Young Professionals, brings area leaders and young professionals in to meet with students in an informal setting followed by a panel discussion between the area leaders. This year’s panel includes John Allen Jr. (Pepco Holdings), Ron Forsythe (UMES), Peter Jackson (Qualcomm - retired), Duke Marshall (Duke Marshall Insurance), Bruce Rogers (Sherwood of Salisbury), Kathleen McLain (WDMT) and Stephanie Willey (Comcast Spotlight).

November 28 is our first Senior Seminar. The seminar brings together our graduating students for a lecture and discussion by a visiting executive. We’re pleased to welcome Dan W. Butler, former president of U.S. Smokeless Tobacco (UST) Company, a subsidiary of Altria Group Inc. Before joining UST, Butler served Kraft Foods, where he was executive vice president and general manager of its $4 billion Nabisco Biscuit Division. Butler holds a bachelor’s degree from Lehigh University and a Master of Business Administration from Harvard.

Have a great Thanksgiving.
In my role as vice president of sales of SunGard, I advise large financial services companies on enterprise technology that ensures client operations are compliant with today’s complex regulatory environment. My seven-year tenure at SunGard represents my longest stay at any single organization. SunGard has afforded me the opportunity to work for an information technology company that thrives in an extremely fast-paced environment of an industry that changes frequently. As a large firm, our technology offerings vary dramatically and include wide variety of uses. Some examples include university billing systems, electronic signature systems and Facebook surveillance tools. The latter is a product in my division, so I work closely with the social media tool and I am proud to have the opportunity to understand the Facebook world ahead of my kids.

As far as my personal life goes, I have been married to my beautiful wife Ginny for 13 years and we have two fantastic kids Elyse (11) and Brady (8). I spend much of my spare time coaching youth sports, including lacrosse, and I also make sure to save some time to relive my youth through participating in a multitude of sports such as lacrosse, hockey and triathlons.

Women have been starting their own businesses and advancing in the business environment in unprecedented numbers throughout recent year. From October 17-21, the Perdue School held National Business Women’s Week (NBWW). This was the second year that the business school has taken part in the celebration, a week that has been held nationally since 1928 to give students a chance to learn more about these leaders. Over 26 women were invited to give classroom lectures, providing students the opportunity to learn more about these leaders. Each woman shared the ups and downs of her career and how she has gotten where she is today. Students were encouraged to participate in open discussion at the end of each lecture to gain insight and advice from the women.

Dr. Peggy Naleppa shared that being the president and CEO of Peninsula Regional Medical Center is no easy task. After 35 years of experience in the industry, she has learned many lessons. Dr. Naleppa shared with us a unique quote describing what keeps her motivated: “It’s not what keeps you up at night. It’s why you get up in the morning.” Interviews conducted by Student Business Leaders featuring Dr. Naleppa, Lisa Woodward and Susan Wilgus can be found on SU’s Web site.

Students learned the importance of not only the advancement of women in business but also the importance of loving your career. NBWW is a reminder that there are no limits on the success of women in business.

The Perdue School of Business thanks all the guest speakers who participated in National Women’s Business Week.
**Community Leadership Panel**

On Thursday, November 10, the Salisbury University Career Advisory Board and Salisbury Area Chamber of Commerce Young Professionals hosted a Community Leadership Panel. The panel discussion was intended to be informative and interactive. Among those items discussed were personal career stories, successes and challenges along the way, and breaks in one’s personal career path, followed by a question and answer session. The event was well attended with approximately 120 students and community members present.

**Thanks to the panelists who participated:**
- John Allen, Vice President of Delmarva Power
- Ronald Forsythe, Vice President of Technology at UMES
- Peter Jackson, Retired Senior Vice President of Qualcomm
- Kathleen Mclain, General Manager of WMDF-TV
- Bruce Rogers, Owner of Sherwood of Salisbury
- Stephanie Willey, Sales Manager for Comcast Spotlight

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**MKTG 331 Student-Hosted Events**

**Save the Racks**

On October 22, Save the Rack was held on the Salisbury University campus. This event, held by marketing students, raised money for local breast cancer organization Women Supporting Women. Guest speakers shared their personal experiences of surviving breast cancer. Representatives from Mark make-up products and Thirty-One purses sold their products and donated proceeds toward the cause. T-shirt sales, bake sales and seven raffle baskets raised a combined total of $700 to be donated to a great giving organization that assists women in need during their battles with breast cancer.

**Bowling Extravaganza**

Recently, a night of bowling was held at Cherokee Bowling Lanes in Fruitland to raise money for the Kids of Honor organization. Tickets were $25 per person, which paid for two games of bowling, a drink, a hotdog and shoe rentals. Many students from Kids of Honor showed up and had a great time. Area businesses were also represented, including Bay Runner Shuttle, Pohanka of Salisbury and Enterprise, to name a few. By the end of the night, a bowler anonymously gave $250 to sponsor a student in Kids of Honor for one year. Overall, the night was a joyous success, raising over $1,000.

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**‘You Are on Target’ Award**

Elizabeth LeCallett and Jules Waxman are the winners of the “You are on Target” Leadership Award sponsored by the Target Corporation. The award is given to one junior and one senior woman enrolled in the Perdue School of Business who exemplify outstanding leadership qualities. They each received a $100 Target gift card.

**Toys for Tots**

The Perdue School of Business supports Toys for Tots again this year! Last year’s donations were so impressive that organizers have added more drop-off locations this year! Items are being collected through December 15.

Drop-off locations are on the first floor at Mr. Arthur’s Café in the Atrium and at the Perdue Museum, on the second floor main hallway, and on the third floor in the Dean’s Office, room 359. Bring a new, unwrapped toy as a donation to help this wonderful cause.

Please support this holiday tradition of giving to those less fortunate. For more information, contact perdueschool@salisbury.edu.
In the Spotlight …

- A group of Dr. Jamie Emerson’s students from Economics 403 participated in the College Fed Challenge competition at the Federal Reserve Bank of Richmond, Baltimore Branch, on November 2. The team consisted of Aubree Appel, William Conndon, Zachary Hayes, Arthur Holley and Aghogho Oghojevwe. The team did not move on to the next round of the competition, but they did a good job representing the Perdue School and SU in this competition.

- Dr. Wayne Decker presented the paper “The Impact of a Firm’s Prior Reputation and its Response to a Whistle-blowing Incident upon the Firm’s Image” at the annual meeting of the International Association of Business and Economics held in Las Vegas in October. The paper was also published in the conference proceedings. Decker served as a session discussant, as well.


- Dr. Ying Wu presented a working paper, titled “Structural Challenges to Keynesian Demand Management in the Post-Bubble Era: Evidence from the U.S. and China,” in a Perdue School brown-bag seminar on November 4. It is a study related to a series of his recent Guest-Fulbright Lectures given in China, focusing on the evidence of how the deleveraging process in the U.S. and financial repression in China compromise the effectiveness of Keynesian macroeconomic policies.

- By invitation, Dr. Ying Wu serves on the Editorial Board for the official newsletter of the Asia-Pacific Economic Association.

Hershey Earns Leadership Award

When it comes to business, W. Thomas Hershey is a leader. When it comes to philanthropy, he has been called “simply among the finest of men.”

Now, he has a new title to add to his long list: Perdue Leadership Award recipient. Founded by SU’s Franklin P. Perdue School of Business in 2009, the award pays tribute to area business leaders for their contributions to the University and greater community.

Hershey began his professional career working at *The Daily Times* and then gained a strong background in the real estate business by managing apartments, general real estate sales and home construction. He went on to become the owner of three Arby’s restaurants in Salisbury and served as founding chairman of the board for Chestertown’s Heron Point retirement community. He has also served on the board of Peninsula United Methodist Homes, Inc. and currently serves as vice chairman First Shore Federal Savings and Loan Association.

It is his community service efforts, however, that have touched the lives of thousands on the Delmarva Peninsula. He served as chairman of the Community Foundation of the Eastern Shore and co-chair of its Kresge endowment challenge. That effort developed into the Perdue-Kresge Challenge, raising over $12 million in new endowment funds for 19 local non-profits, including SU. During that campaign, Hershey chaired a successful campaign to benefit Wesley Theological Seminary.

Hershey has also served as president of the Mid-Delmarva Family YMCA and Salisbury-Wicomico Economic Development Corporation, vice president of the United Way of the Lower Eastern Shore and chairman of the Salisbury School. He has been a member of the Asbury United Methodist Church since 1965 and presently is leadership chairman. He served on the Peninsula Regional Medical Center capital campaign advisory committee and the SU President’s Club. He also is a lifetime member of the Greater Salisbury Committee.

In addition, he has helped raise funds for Junior Achievement, Wor-Wic Community College, Del-Mar-Va Council Boy Scouts of America, Ward Museum of Wildfowl Art Foundation and Salisbury Neighborhood Housing.

An Eagle Scout, he has served at the district and council levels of the Boy Scouts of America and received its Distinguished Eagle Award, the highest honor that can be given to an adult by its national council.

He also has been honored with the Salisbury Jaycees’ Distinguished Service Award and Rotary Club of Salisbury’s Four-Way Test Award.

“Undoubtedly, Mr. Hershey has demonstrated exceptional leadership through advancement and service to the Delmarva community,” said Marshall Hotels and Resorts Principal Dee Marshall, who nominated him for the Perdue accolade.

The name of each year’s Leadership Award winner is engraved on a plaque in the Perdue School. Each honoree also receives a commemorative award.