

# PERDUE SCHOOL OF BUSINESS

## Great Leaders = Great Teachers

Participants in the Perdue School Executive Leadership Lecture Series illuminate their paths up the corporate ladder to benefit SU's business students. Last year, three distinguished leaders shared their stories of success. SU alumna Jennifer Falor, North America direct-to-consumer human resources business partner for Nike, Inc., discussed her role in the corporate world and how she combined her passion for sports with business. Prior to joining Nike, she spent 15 years with Limited Brands, the parent company of Bath and Body Works and Victoria's Secret, among others. Jack DeBoer, founder of four hotel chains and the current chairman of Hix Corporation and Consolidated Holdings, Inc., discussed his long-time career in real estate, his passion for flying and insights presented in his book *Risk Only Money: Success in Business Without Risking Family, Friends and Reputation*. McCormick and Company Chairman, President and Chief Executive Officer Alan D. Wilson (below) charted how he has led the spice company to a record \$3.7 billion in sales. Previously, Wilson worked at Procter & Gamble, where he held progressively responsible positions in product supply, procurement and manufacturing.

## \$100K in Fundraising Reached

Students in Paula Morris' marketing and promotions classes reached a \$100,000 milestone. Each year, Morris tasks students with developing and promoting fundraisers for local charities to give them real-world experience. Last fall, the multi-year total of contributions topped \$100,000. The biggest project students embarked on led to a marketing campaign that remains in use today. In 2005, a team from Morris' class conducted a \$20,000 in-kind study to create a slogan for the Wicomico County Department of Recreation, Parks and Tourism. More than 40 organizations have benefited from the students' efforts. In a recent semester, they earned nearly \$7,000 through events such as Puppy Palooza (below), laser tag and bowling tournaments, a fashion show, and a 5K run.



## A Global "Case" for Learning

Business students throughout the world are benefitting from research published by Management and Marketing Department faculty (chair Dr. Frank Shipper below). Their case studies on companies that have employee stock ownership plans are receiving national and international recognition. The National Center for Employee Ownership pledged support for these studies, offering the Perdue School an unsolicited \$10,000 grant from its Rosen Ownership Opportunity Fund. In the past three years, Perdue School case studies have been published in five different languages (English, Chinese, Korean, Spanish and Portuguese) and in at least four textbooks from Cengage Learning and other publishers. They are estimated to reach some 300,000 students around the globe and have received praise from educators at institutions throughout the United States.



## Competent Competitors

In the business world, competition is key – and SU students are winning. They brought home the gold ... and the silver ... and the bronze during the Direct Marketing Association of Washington Education Foundation’s (DMAWEF) Collegiate MAXI Competition. Student teams (below top) throughout the mid-Atlantic were challenged to create a marketing plan for the Chevrolet Volt for area automotive dealer Ourisman Chevrolet. SU’s three entries swept the competition. Students from the winning teams automatically qualified to participate in DMAWEF’s “Mentor for a Day” program, through which they visited with DMAWEF member firms (below center) to develop an understanding of career opportunities within those companies. At the World Collegiate Sales Open, 10 percent of the third-round competitors were from SU. Designed to mimic real-world activities that a sales representative would need to master, the event is a multiple-round competition to determine the best sales students. SU also fared well at the National Sales Challenge (below bottom), placing seventh in the United States. Marketing and information systems major Jessica Beever placed third overall in the challenge.



## Perdue Hall: A Marriage of Technology & Tradition

Last fall, the University celebrated the partnership that made the newly opened \$55 million Perdue Hall possible. The traditional academic exterior houses the latest resources in business education, including \$3.1 million in new technology. In 2006, the Arthur W. Perdue Foundation gave \$8 million for the construction of the new building – the largest private donation for a capital project in SU history. Remaining funds came from state and private donations. The 113,000-square-foot building features the 200-seat Bennett Family Auditorium. With a 25-foot-long by 9-foot-high screen and two Christie digital projectors with blending image technology, the room has three high-definition video cameras for recording and streaming presentations. The facility also houses four dedicated research labs, allowing users to observe

market tests, focus groups and more behind a two-way mirror, and includes a 70-inch LCD screen for displaying videos. The Business Outreach Services Suite is headquarters for the school’s community outreach efforts. Of particular interest to local entrepreneurs, businesses and service organizations are the Business, Economic and Community Outreach Network (BEACON) and Maryland Small Business Development Center. Included are incubator offices and training and collaboration rooms. The most visually exciting part of the new building is the Franklin P. Perdue Museum of Business and Entrepreneurship. A treasure trove of Perdue family and business archives and memorabilia, the museum was designed as a teaching tool, spotlighting the core ideals and values of Perdue Farms.

