

Diriker Named Influential Marylander

Dr. Memo Diriker, the founding director of SU's Business, Economic and Community Outreach Network (BEACON) was named one of 2013's Influential Marylanders.

He was selected for *The Daily Record* honor, which recognizes those who have "made truly significant impacts in their fields and continue to be leaders in the state." The Baltimore-based business newspaper applauds successful citizens in nine categories, including education.



At BEACON, an outreach of SU's Perdue School of Business, Diriker advises private, public and nonprofit sector organizations, and specializes in the use of scenario analysis and demographic, business and economic trend forecasting. He has led grants and sponsored research projects totaling over \$16 million.

Diriker chairs the Council of Economic Advisors for Wicomico County and is vice president of the Salisbury Area Chamber of Commerce and the Network of International Business Schools. He is a member of the Governor's Elderly Migration Task Force and serves on advisory boards for Kids of Honor, a program helping youth graduate from high-school, and Angarai International, Inc., an award-winning consulting service. He also is part of the Leadership Maryland Class of 2012.



Competing With the Best

Once again, Perdue School students are dominating at national competitions.

A student team placed first at the Enactus ethics competition. Enactus is sponsored by over 100 major corporations including BB&T,

Walmart, KPMG, Coca-Cola and Unilever. SU also won the competition in 2011.

This year, each student team was asked to develop and present a strategy to solve an ethical dilemma faced by textile giant Inditex. In the case, the company was providing funding for community centers and working with a non-governmental organization to identify problem areas such as literacy to better assist contractual workers in Tangier, Morocco. While effective, the program's expense led the company to consider whether to continue funding in those areas or move operations to another country where labor and infrastructure may have been less expensive.

The SU team's response was to advise Inditex to continue funding operations and outreach in Tangier, Morocco. Students on the SU team included information systems major Henry Hunt, business and political science major Katie Joy, finance major Julian Scott, and senior marketing and public relations major Corey Salemi.



In addition SU's team placed in the top 10 of the International Collegiate Sales Competition at Florida State University. Amanda Abbott and D'Arcy Devine progressed to the quarterfinals of the event, while Amy Kavanek became SU's first semifinalist in the competition. Besting institutions including the University of Alabama and West Virginia University, Salisbury was one of the few schools in the competition sending all three students on its team at least to the quarterfinal round. Some 27 institutions fielded teams. In addition to competing, students at the event were able to network with recruiters from *Fortune* 500 companies.

Shipper Receives Fellowship

Dr. Frank Shipper, Management and Marketing Department, received the prestigious Kevin E. Ruble Fellowship from Rutgers University.

The fellowship, presented by Rutgers' School of Management and Labor Relations, includes a \$15,000 award.

Shipper plans to use the prize to research and write a new book on employee ownership in business, tentatively titled *Shared Entrepreneurship: A Path to Engaged Employee Ownership*.

Generally, shared ownership and employee engagement are examined and written about separately, said Shipper, who has researched the benefits of employee engagement and employee ownership in companies domestically and internationally. He hopes the book will allow scholars and business leaders to see how the two interact to yield shared entrepreneurship.





Koval Earns Teaching Award

Mike Koval, Accounting and Legal Studies Department, was named one of the nation's top legal studies educators, earning the Academy of Legal Studies in Business' prestigious Charles M. Hewitt Master Teacher Award.

The honor is presented annually to a legal studies faculty member teaching at a business school. The award highlights faculty who lead the way in incorporating new subject matter, cultural shifts, and advances in pedagogy and technology into their classes.

In 2003, Koval gave up his full-time private law practice to become a stay-at-home dad to his new triplets. Seeking to re-enter the job market three years later, he was hired at SU to teach legal environment and business law.

As one of four finalists, Koval attended the academy's annual conference in Kansas City, MO, making a presentation before a crowd of some 200 peers. "My focus is on engaging students with course content on the first day of class," he said. "I shared a method for faculty to teach law in that first class, rather than just read the course syllabus and tell students how their grades will be calculated."

As this year's winner, Koval received \$500 and the traditional golden apple trophy. He chairs the panel to evaluate nominations for next year's award and moderated the presentations at the academy's 2013 conference in Boston.

Entrepreneurship Competition Celebrates 25 Years and Expansion

After 25 years of rewarding excellent student business plans, the Perdue School expanded its annual Bernstein Achievement Award into a three-part Entrepreneurship Competition.

The new format offered over \$20,000 in prizes to students. Previously, Bernstein winners earned a top prize of \$5,000, which many have used to spark successful endeavors.

The three-part, daylong event started with a new "Invest in My Idea" poster session that took over the first floor of Perdue Hall. Some 30 participants visually shared their business ideas with judges, fellow students, faculty members and other spectators who mingled through the exhibit areas over the course of two hours. The top 15 earned \$300 each and a spot in the new Gull Cage, a "shark tank" competition that allowed them to deliver one-minute verbal pitches to judges, followed by four minutes of Q&A.

This year, Senior Anthony Zangara and his business partner Nicholas Neuman's business plan for expansion of their Quikshakes business, which will create new jobs in Maryland with multiple shops and additional employees, so impressed judges of the competitions, the duo walked away with \$14,300 in prize money to support their growth. They opened their first Quikshakes location in a YMCA in Abingdon, MD, in January. Providing all-natural smoothies and shakes, and education about nutrients, the team topped \$1,600 in sales on its first day and is on pace to hit \$140,000 in sales in the first year. They already are looking to add two more locations: YMCAs in Ellicott City and Elkton, MD.

