



Christian Brothers University  
SCHOOL OF BUSINESS

FALL 2005

# School of Business NEWSLETTER

## Dean's Message



Welcome to the inaugural edition of the School of Business Newsletter.

We hope each edition will provide you - current students, alumni, and friends - with features of interest, news of current activities in the School and University, and updates on faculty, student, and alumni achievements.

My first year as Dean of the School of Business has been a busy and exciting one. The School has been designated as the new home of the well regarded Seidman Town Hall Lecture Series. Under the direction of Dr. Mike Ryan, we will be hosting three events on campus this academic year on the topic "The Crisis in Health Care in America." (See accompanying article on page 3)

In a move to align the School of Business more closely with the business community, we have reformed our advisory board as the Dean's Advisory Council. Our first meeting was held on September 20 with three more meetings planned for this academic year. We are enormously honored to have these distinguished individuals on our council and grateful to these community leaders who have so generously offered to share their time and expertise to help improve the School of Business. A list of Advisory Council members for 2005-2006 is on page 2.

There are many changes taking place at CBU. In terms of administration, Mr. Lance Forsdick is serving as interim president for the fall term. We are indeed fortunate to have Mr. Forsdick with us during this interim period. A graduate of the School of Business, Trustee of CBU and former Chairman of the Board of Trustees, he brings an enormous amount of knowledge about and concern for CBU combined with an impressive background in business. In the spring, Br. Vincent Malham, F.S.C. will return to CBU from Bethlehem University in Palestine to become the next Brother President of CBU.

As the academic year begins, we are reviewing a university wide strategic plan that will provide a roadmap for continued growth of the institution. This plan includes several School of Business specific initiatives that will be of interest to current students as well as alumni. Internally, the School of Business is in the process of updating and revising our own Strategic Plan to work in concert with and in support of the university-wide initiative. Our plan focuses more directly on specific quality improvement objectives with the ultimate goal of achieving AACSB accreditation.

These are truly exciting times for the University and the School of Business. This year marks the 50th anniversary of both the Business and Engineering programs at CBU. To quote Dr. Eric Welch, Dean of the School of Engineering, "We have a proud history; but more importantly we have many outstanding opportunities in our future." I look forward to sharing all of them with you.

Best Regards,  
Lynn Phillips Kugele, Ph.D.  
Dean, School of Business

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## New Format For MBA Program

Starting in the summer of 2005, the MBA program adopted a cohort-based format for incoming students. In the cohort program, students will enter with a group, and stay with that group for the duration of the two-year program. Each class in the program meets once a week for four hours over an eight-week time frame. Additionally, there is an occasional required Saturday class where students are exposed to a special topic not normally covered in the MBA curriculum. These “Super Saturdays” are also open to the community, enabling MBA students to network with business and community leaders. Classes for the second Fall 2005 cohort begin October 17. The first 2006 cohort will start on January 4, 2006.

## New Graduate Programs Starting Up

Beginning in the Fall of 2005, CBU will be offering a completely new degree, the Master of Arts in Executive Leadership. The new program will be offered in collaboration by the School of Business and the School of Arts. The interdisciplinary focus will allow students to examine both the theory and practice of leadership. The first group is scheduled to begin this fall, and a second group is forming for classes beginning in Spring 2006.

Additionally, CBU will offer a graduate certificate in Ethical Leadership. This nine-hour program is designed for executives or rising executives in profit, non-profit, religious, government, or educational organizations.

For information about admission requirements for any of these programs, call Ms. Angela M. Nelson, Assistant Director, MBA Program, at 901.321.3319, e-mail [mba@cbu.edu](mailto:mba@cbu.edu) or visit [www.cbu.edu/mael](http://www.cbu.edu/mael).

## Dean's Advisory Council

The new Dean's Advisory Council held its first meeting on September 20. Members of the council include:

- ▶ Amit Bhandari (First Horizon National Corporation)
- ▶ Henry Brenner (Heritage Capital Advisors)
- ▶ Ben Bryant (Cook Systems International)
- ▶ Steve Dunavant (Thompson Dunavant PLC)
- ▶ David Farmer (Smith & Nephew)
- ▶ Tom Fehrmann (National Commerce Financial Corp.)
- ▶ Mark Giannini (Service Assurance Corp.)
- ▶ Dick Hackett
- ▶ Ross Harris (AIMS Logistics)
- ▶ Dr. Dianna Johnson (UT Health Sciences Center)
- ▶ Melvin Jones (Black Business Directories)
- ▶ Chris Kelley (Barret School of Banking)
- ▶ Steve Lawrence (Morgan Keegan)
- ▶ Brian Splan

And from CBU...

- ▶ Dr. Tony Aretz (Academic Vice Presiden)
- ▶ Dr. Bev Pray (Director, Graduate Programs in Management)
- ▶ Dr. Claire Nash (Chair, Department of Accounting, Finance and Business Law)
- ▶ Dr. Lynn Kugele (Dean, School of Business)

# Campus News (continued)

## Graduation 2005

School of Business students honored at the 2005 Commencement include:



The School of Business banner, carried by (left to right), Brent Glasgow, Richard Brady, and Craig Hill.

- ▶ Delta Sigma Pi Scholarship Key: **Archana Jain** (Information Technology Management)
- ▶ Memphis Chapter, Tennessee Society of Public Accountants Award: **Cameron Johnson** (Accounting)
- ▶ Wall Street Journal Award: **Tal Yatsiv** (Management) (Also, a complete list of the winners, nationwide, including Tal, was published in the September 22 issue of the *Wall Street Journal*)
- ▶ School of Business Faculty Achievement Award: **Marina Aronchik** (Information Technology Management)

In addition, **Richard Brady** (Management & Finance) and **Timothy Wardlow** (Economics/ Finance) were graduated from the CBU Honors Program. Tim also was one of the banner carriers for the University banner.



Tal Yatsiv (2005)



## 2005 Founders' Day Dinner

The 2005 Founders' Day Dinner will be held October 29 at the Hilton Memphis. This year's honoree will be **Robert H. Buckman**, CEO of Memphis-based Buckman Laboratories and author of *Building a Knowledge-Driven Organization*. Make your reservations by calling Ms. Angela M. Nelson at 901.321.3319.

← 2004 honorees Pete Aviotti and Shelby County Mayor AC Wharton

## Seidman Town Hall Lecture Series

The Seidman Town Hall Lecture Series, a long-time Memphis institution, is in its second year at CBU. This year's topic for the 2005-2006 lecture series is "The Crisis in Health Care in America". The series will begin with a breakfast presentation on Wednesday, November 2. Breakfast will begin at 7:00 a.m. and the panel discussion will run from 7:30 a.m. to 9:00 a.m. Panelists will include: Cristie Travis, a member of the executive committee of the National Business Coalition on Health and the CEO of the Memphis Business Group on Health; Gary Shorb, president of Methodist Healthcare and Memphis Chamber of Commerce president; and Elizabeth Casteel, managing director of health, life, and communications for FedEx. Each will share their perspective on the problems facing payers, providers, and patients in the attempt to provide quality care at affordable costs.

The series was established in the late 1960's in memory of M. L. Seidman by Mr. and Mrs. P.K. Seidman. M. L. Seidman was the founder of an international accounting firm, and maintained an active interest in public issues. Lecture themes have varied over the years, but have always focused on public philosophy, ethics, and social policies.

## CBU In The News

Finance professor **Dr. Jeff Schultz** has been tapped as an expert by *Business Week*. Dr. Schultz contributed to a June 27 Business Week [article](#) on Marvel Entertainment, the home of – you guessed it – Spider-Man and the X-Men. On a more somber note, Dr. Schultz is also the consulting expert for WMC-TV Action News 5 on the Northwest airlines mechanics' strike and bankruptcy.

**What would you do for a friend?** Management major **Travis Hill** donated a kidney. In the September 18 issue of the *Memphis Commercial Appeal*, columnist Wendi C. Thomas told the [story](#) of Travis and his life-long friend, Reburto Lawson. When Travis discovered that Reburto needed a kidney, his response? As Travis told the interviewer, "When he told me he needed a kidney, I was like, 'I got you. Look no further.'" Both Travis and Reburto are doing well.

## Our Faculty

IT professor **Dr. Dan Brandon** is the author of a forthcoming book entitled *Project Management for Modern Information Systems*. Published by Idea Group, the book concerns the application of modern project management and software engineering methods and technology to the construction of IT systems. The book will be available in December 2005.

To order, go to [www.idea-group.com](http://www.idea-group.com).

The CBU School of Business faculty are pleased to welcome our newest member, Professor **Don Nyonna**. Don joins the Department of Accounting, Finance and Business Law for the Fall 2005 semester. Most recently, Don was at the University of Mississippi, where he completed work for his Ph.D. in finance; he expects to make a trip back to Oxford in December to receive his degree. Don also has an MBA from the University of Texas, Pan American and degrees in mathematics from the University of Science and Technology in his home of Ghana, and from the Norwegian University of Science & Technology in Trondheim, Norway. We visited Professor Nyonna recently, and, for a change, asked him the questions.



## Ten Questions for Professor Nyonna:

- 1. Like best about Memphis?** "The environment. It's a more diverse place than Oxford, and I like big cities. Also, Memphis has a better climate than Norway – much warmer!!! And, it's not as hot in Memphis as in south Texas. I haven't had time to see much of Memphis, but I'm looking forward to it."
- 2. Like best about CBU?** "Wow, where do I begin? Everyone here is so friendly. If you ask for directions, people just don't point in the general direction – they walk you to wherever you're going. The LaSallian tradition, too."
- 3. Favorite city?** "I loved Oxford, Mississippi as a graduate student, and I think that Memphis will become my favorite city. Trondheim, the city in Norway where I completed my first graduate degree, is very pretty but very cold."
- 4. Favorite class to teach?** "I like the Financial Management II class, where we have the time to look at corporate financial management in depth. My first degrees were in mathematics, and I enjoy the change of working with numbers that have a practical application."
- 5. Last book read?** "The textbook for one of the classes I'm teaching this semester, "Investments: A Global Perspective."
- 6. Best movie?** "I haven't had much time for movies lately. I enjoyed Hotel Rwanda and The Passion of the Christ."
- 7. Advice to incoming freshmen?** "You're not coming to college for grades and the diploma. The reason you're here is to gain knowledge, and the grades are just a by-product. Gain the knowledge, and you don't have to worry about grades."
- 8. Advice to graduating seniors?** "What you've learned in the classroom is different from what you'll need to know in the world outside of the university. The best student in the class isn't necessarily the best in the real world. You need other skills, such as the ability to work with other people."
- 9. Investment advice?** "Buy low and sell high !!! Seriously, it's extremely difficult for any investor to outperform the market. If a broker or financial advisor promises to make you significantly higher returns, be suspicious and very careful."
- 10. Favorite ice cream flavor?** "French vanilla"

# Alumni News

- ▶ **Paoli Banchetti** ('05) spent the last two weeks of September in Italy, retracing her family's roots. In a recent e-mail, she tells us:

*"We just had lunch. I had maccharoni with spinach and sausage pesto and chianti!! It was fabulous! Italy is awesome and we are having a great time. We were able to trace my grandmother's family back to my great great grandfather and should be getting more information sometime in the next few weeks. I may be able to apply for my dual Italian citizenship sometime in the near future!!"*

- ▶ **Cindy Medus** ('02, MBA '04) has relocated from Memphis to Atlanta, where she's Senior Sourcing Manager for Acuity Lighting Group.
- ▶ Hola! from **Gretchen Morillo** ('05). Gretchen is working on a master's degree in International Hotel/Tourism Management.
- ▶ **Daniel Russell** ('04) is still with ALSAC, the fund-raising arm of St. Jude. He's very happy in his job as a Database Analyst.
- ▶ **Cynthia Thompson** ('00, MBA '03) is the HR Director for the Memphis facility of Northrop Grumman Corp. She's also an adjunct faculty member here at CBU, teaching Human Resource Management and Principles of Management.
- ▶ **Tal Yatsiv** ('05) is in New York, working in credit derivatives for JP Morgan Chase. He has recently been promoted, and, in a recent email, he tells us:

*"It's been a good experience so far; great people to work with (we need to get more CBU people up here!)"*

Send us your news and suggestions! Mail to [BusinessNewsletter@cbu.edu](mailto:BusinessNewsletter@cbu.edu)