Wine and Dine with CBE Graduates
Business Dialog

Contributors

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On the cover:

Bon appétit! CBE alumni offer a number of wining and dining venues in the Baltimore area.
During the summer I read about our country’s founding fathers, particularly Benjamin Franklin. One of this country’s greatest and most esteemed entrepreneurs, Franklin remains an inspirational figure more than 200 years after his death. His life stands as a model of what today’s current and future business leaders should aspire toward.

Ben Franklin had a multi-dimensional career as a moralist, inventor, statesman, printer, diplomat, scientist, civic leader and philosopher.

He worked continually to improve the quality of life for all humankind, with contributions that included bifocals, a simple odometer, the lighting rod, a flexible urinary catheter and an iron furnace/stove that allowed people to warm their homes more efficiently.

In his 20s, Franklin concentrated on one virtue per week in an effort to improve his character while “arriving at moral perfection.” This self-examination led him to identify 13 virtues: temperance, silence, order, resolution, frugality, industry, sincerity, justice, moderation, tranquility, cleanliness, chastity and humility.

As I contemplated Franklin’s virtues, I noted how similar they were to the College of Business and Economics’ KSAs (Knowledge, Skills and Attitudes). The KSAs—established in the mid 1990s—enable our graduates to perform successfully, both individually and as team members, in our applied business and economics programs.

KSAs highlight experiential learning, addressing communication, thinking, technology, ethics and values, accredited business content, diversity, practical excellence, leadership, entrepreneurship and community service, and job experience and career development.

KSAs are akin to Ben Franklin’s virtues in that they aim to mold character as students prepare to enter the work force and pursue successful careers.

This fall I am delighted to welcome more than 700 new students, five new assistant professors, nine new lecturers and our new executive-in-residence, Cliff Ishmael, to the college.

The 2005-2006 academic year will provide many motivational learning opportunities. One highlight will be a focus on entrepreneurship through panel discussions, guest speakers and the entrepreneurial accomplishments of TU alumni, of whom I am very proud.

I know I can continue to count upon the support of alumni and friends as the College of Business and Economics embarks upon another successful year.

Shohreh A. Kaynama
Dean, College of Business and Economics
Academy of Finance Scholarship Recipients Are TU Freshmen

David Biglari, Tyeisha Johnson, Austin Jones and Racquel Watson are the first Baltimore County public school graduates selected to receive the Academy of Finance Scholarship at Towson University. The four incoming freshmen begin their academic career in the College of Business and Economics this fall.

Jones, Johnson and Watson are 2005 graduates of Overlea High School; Biglari is a 2005 graduate of Lansdowne High School.

Members of the National Academy Foundation, Academy of Finance program at Lansdowne and Overlea high schools partnered with TU’s College of Business and Economics to create the scholarship last fall. The scholarship provides opportunities for Baltimore-area high school graduates to enroll at TU to pursue future careers in business and finance.

Erik Grooms, director of the program, says that TU is the first to offer a scholarship to students in the Academy of Finance.

“When I heard from Dean Kaynama that a scholarship would be provided to students, I was very excited,” says Grooms, a 1996 graduate of TU’s finance department.

“When the information was shared with students, they were ecstatic and immediately applied. Many had the grades, but SATs and the cost of college tend to intimidate many students in the program.”

The CBE dean has allocated $16,000 ($1,000 for the four recipients for four years). The Provost’s Office has offered an additional $1,000 per student per year.

CBE funding of the scholarship must be obtained through the generosity of donors and outside sources. If the goal of $16,000 is met, the CBE dean will match the total amount.

The College of Business and Economics established the scholarship in an effort to acknowledge the contributions of hard working students. As a “school within a school,” the academy introduces students to broad career opportunities in the business and financial services industry.

“The scholarship allows us to attract highly qualified students, while creating more diversity and enhancing our student body,” says Louise Laurence, CBE associate dean.

Established in New York City in 1982 by the National Academy Foundation, the Academy of Finance is a four-year college preparatory program offered by more than 275 U.S. high schools. The dean and associate dean of TU’s College of Business and Economics serve on its board.

“Since Towson University established this scholarship, we’ve seen an increased level of seriousness about the Academy of Finance program within the current student body,” Grooms says.

“The program has opened students’ eyes,” he adds. “Many have noticeably more motivation now that they have an opportunity to obtain a scholarship.”

For more information about supporting the Academy of Finance Scholarship, please contact TU’s Office of Development, 410-704-3375.
Wine and Dine With College of Business

Whether you’re going out for some of Baltimore’s best crab cakes or staying in for home cooking and a bottle of Riesling or Seyval, CBE alumni may be joining you.

Self-employed business owners rank first on the list of Top 25 employers of CBE graduates, including the home-grown entrepreneurs who own restaurants and entertainment venues throughout the Greater Baltimore region.

If you haven’t already heard about the following establishments, make plans now to visit them—and their CBE-alumni proprietors—during a lunch break, after a long day or as part of a special weekend.

On the Wine Rack

Basignani Winery Ltd.
15722 Falls Road
www.basignani.com

Bertero “Bert” Basignani ’74 owner

For the past 25 years, TU alumnus Bert Basignani has been making award-winning wines found throughout Maryland in nearly 100 wine shops and 30 restaurants.

Located just north of Butler, Md., on 18 beautifully landscaped acres, Basignani Winery uses old world cellar methods to produce 6,500 gallons annually.

This year Basignani released a Zinfandel, a first for the 15-year-old winery.

“My oldest son hadn’t had a wine named for him, so we named it ‘Erik’s Big Zin,’” Basignani says. “It has been received fairly well, and we’re fond of it ourselves.”

Basignani became interested in winemaking as a boy watching his maternal grandparents make their own wine.

“They made the best wine they could,” he explains. “My grandparents were good, very careful wine-makers.

“My grandmother was amazing when it came to gardening. She never read any books or took courses—it was all experiential learning. They named their wine after my grandfather, Scandiano,” he says. “It was always ‘Scandiano’s wine.”

A TU business and economics double major, Basignani recalls economics professor Irvin Winetraub’s classes with special fondness.

“I loved listening to his lectures because much of his course material concentrated on history,” he explains. “If I would have minored in any subject, it would have been history.”

Basignani graduated from TU in 1974, the same year he bought 10 acres on which his winery is now located. Basignani worked at Lawrence Construction Company, a family-owned business run by his father, while planting 60 vines on his property and pursuing winemaking as a hobby. He added two more acres just a year later.

He established Basignani Winery in 1986, a move that enabled him to more fully control all of the elements involved in successful winemaking.

“People encouraged Bert to start his own winery,” says his wife, Lynne Basignani. “He had a lot of support.

“Bert Basignani continued to work for his father until the business closed in 1999,” she continues. “Over the years, he’s honed his craft while making wine for fun.”

The entire family—Lynne and children Elena, Erik, Laurence and Marisa—is involved in the business. Bert is the winemaker, while Lynne and son-in-law Griffin Taylor manage the winery’s products, as well as the oversight of the tasting room and special-event planning. Elena, Erik, Laurence and Marisa lend a hand when needed, mostly at festivals and special events.

The winery makes nearly a dozen blends, including three sweet wines: Riesling, Vidal and Blush; five red wines: Marisa (named after Basignani’s daughter), Cabernet Sauvignon, Lorenzino Reserve (named after his father and son), Merlot and Piccolo; three white wines: Chardonnay, Seyval and Elena (named after another daughter); and two zinfandels: a grade zinfandel and Erik’s Big Zin.

Riesling is the most popular, the vintner says,
though he personally prefers the reserve Cabernet.

“People tend to like sweet wines, so we sell more of them,” he explains. “Sweet wine is better with food, and it can be enjoyed after meals.”

Basignani has built a market at regional festivals, including Wine in the Woods, Great Grapes Wine & Music Fest, Maryland Wine Festival, Autumn Wine Fest, and the Riverside Wine Festival.

“Our wine sells really well at festivals,” he adds. “From the beginning we had a great response and began selling out.”

Basignani’s 2002 Cabernet Sauvignon won the gold medal in the Governor’s Cup Competition at the 2004 Maryland Wine Festival; the 1999 Lorenzino Reserve received the same honor in 2003. The 2005 Los Angeles County Fair awarded bronze medals to the 2002 Cabernet Sauvignon and 2002 Lorenzino Reserve. At the 2003 Los Angeles County Fair, the 1998 Lorenzino Reserve and 1999 Cabernet Sauvignon received bronze medals, while the 1999 Lorenzino Reserve earned a silver medal.


“I enjoy making wine,” Bert Basignani says. “And I look forward to meeting new and interesting people in this business.”

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Pinehurst Wine Shoppe
6242 Bellona Avenue

Robert “Bob” Schindler ’76
owner

Although Bob Schindler’s Pinehurst Wine Shoppe features an assortment of wines from all over the world, he also stocks varieties produced closer to home.

“I’ve been selling Bert Basignani’s wine for years,” Schindler says. “I think his wines are very well made.”

Schindler opened the specialty shop nearly 20 years ago with partners Mike and Al Schudel. With between 15,000 to 20,000 facings in stock, Pinehurst has been recognized over the years as “Baltimore’s Best Place to Start a Wine Cellar,” “Baltimore’s Best Wine Shop,” and the purveyor of “Baltimore’s Best Spanish Wines.” Schindler’s expertise has been hailed as “Baltimore’s Best Wine Advice.”

That comes as no surprise, given the proprietor’s desire to please a discriminating clientele. “I get to meet incredible people who own their own businesses or who just truly love wine,” Schindler says.

“I like to think that we take good care of them.”

A specialty vendor, Pinehurst sells wines not typically found in liquor stores.

“We’ve had a good reputation for a long time,” Schindler says of his fine-wine business. “We can get types of wine that other places cannot—people from all over Maryland have heard of us.”

In addition to the day-to-day challenges of running the shop, Schindler offers event and party-planning services to clients that include national corporations and the National Aquarium in Baltimore.

He credits his success to his experience as a TU business major.

“I probably owe my career to a minimester course, Geography of Alcoholic Beverages,” he says. “It was a great class, and it piqued my interest in wine.

“Five years ago, Towson University’s Auburn Society asked me to teach a few classes about wine. I accepted, of course, and enjoyed every minute.”

(continued on next page)
In the Dining Room

Della Rose’s Avenue Tavern
8153-A Honeygo Boulevard

Joseph “Joe” Della Rose ’77
owner

Located in White Marsh, Md., Della Rose’s Avenue Tavern serves a good-sized lunch crowd and typically remains busy throughout happy hour and into the evening.

The Italian-American menu features wraps, appetizers and salads, with proprietor Joe Della Rose’s favorite dish, baked lasagna, prominently identified. Entree prices range from $6 to $18.

Like other CBE alumni who decided to pursue livelihoods in the food, wine and hospitality industry, Della Rose says Professor Irving Weintraub’s course, Geography of Alcoholic Beverages, played a role in his career decisions.

“It was challenging, but at the same time I enjoyed it because the subject interested me,” he explains. “When I signed up for courses, I always looked for professors who were active in the business community or the real world.”

Della Rose worked at the restaurant—a family business since 1944—as an undergraduate. Eventually he assumed charge at the original East Baltimore location.

The business also operated from a Belair Road site before Joe and his wife, Josie, moved it to The Avenue in 1998.

Della Rose says he’s has enjoyed watching his regular patrons’ families grow up over the years.

“When you’ve been in this business as long as we have, your customers become like an extended family,” he says.

Little Havana-Restaurante y Cantina Cubana
1325 Key Highway

www.littlehavanas.com

Timothy Whisted ’89
owner

Known for its “Sunday Funday” brunch and waterfront dining, Restaurante y Cantina Cubana customers enjoy bottomless Bloody Marys and Mimosas from an open-air deck.

The nouveau Cuban cuisine includes such favorites as pork tenders, calamari and the Cuban sandwich. Prices range from $5.50 to $19.95.

Timothy Whisted enjoys running the restaurant with his

brother and partner Christopher Whisted ’87. “Chris and I started the restaurant with our own two hands,” he explains.

Before Timothy Whisted set foot at TU, he says he knew he wanted to open his own restaurant.

“My professors helped me learn about the rest of the world,” he says. “That helped me feel more comfortable with starting my own business and working with the whole world in general.”

Mother’s Federal Hill Grille
1113 S. Charles Street

www.mothersgrille.com

David “Dave” Rather ’91
owner

Before opening Mother’s in 1997, Dave Rather ran an event-planning business that included visits to the New Orleans Jazz Fest, while brother and partner Andy worked in the seafood business in the U.S. Virgin Islands.

Mother’s attracted a diverse clientele and in 2003 its fresh fish and tuna specialties earned it City Paper’s Best of Baltimore honors.

“Selecting a good location that has a good demographic and a great revenue base is extremely important,” Rather explains. “It’s important to do something you enjoy, because a business is most profitable when it’s fun.”

In 2002 Dave Rather purchased the nearby 8x10 Club,
temporarily renamed the Funk Box), a venue for local, regional and national touring bands from varying genres.

Rather credits his experience at TU with teaching him how to learn from his surroundings and experiences and apply those lessons to his businesses.

“I feel really good about being able to make two of my dreams come true,” he says. “I love music, so listening to music seven days a week is very fulfilling.

“I also love to socialize and meet new people at the restaurant.”

The Peppermill Restaurant & Lounge
1301 York Road
Adam “Rick” Ziegel ’79
owner

Thanksgiving, Christmas Day and the Fourth of July are the only days when you won’t find the doors open at the Peppermill Restaurant & Lounge, located just a few miles north of Towson University in Lutherville, Md.

Co-owner Rick Ziegel, who got his start in the business as a teenager, worked as cook at the Turf Inn Restaurant in Timonium while attending TU.

“I worked a lot, so I suppose I made the decision back then that I wanted to become a business owner,” he explains. “I was very concerned with being able to make a good living.

“I could have pursued a career in stockbroking or banking, but I was already making a decent salary in the industry I was in, so I stayed with it.”

The Peppermill has been a hit since it first opened in 1982 and attracted more than 400 patrons between the lunch and dinner hours. With two menus per year and entrée prices ranging from $19.95 to $25.95, diners still clamor for the crab cakes, meat loaf, pot roast, roast pork loin and breaded pork chops.

“I like to plan what’s on the menu based on what both the customers and I enjoy,” Ziegel says. “My mother used to make those dishes.”

Wining and Dining From the Student Perspective

Food and wine are as inseparable as peanut butter and jelly. During the five years I spent as an executive chef, I realized the importance that wine brings to the dining experience. I educated myself about fine wines, then spent a year specializing in pairing wines with food at Beltway Fine Wine. Now I find myself enjoying wine-tasting with close friends who share my passion.

Most of my vacations tend to be centered around destinations that are perfect for discovering new wines. In 2002 I went to Burgundy, France, and spent four days in the Cote d’Or tasting some of the world’s greatest Pinot Noir and Chardonnay with friends. We toured vineyards, cellars and the famous Hospice de Beaune. The highlight of the trip was a dinner at the top Michelin-starred restaurant in Beaune, which included 17 courses and wines paired by the wonderful sommelier.

This past spring break, I found myself in Niagara-on-the-lake, Ontario, where I visited wineries and tasted icewines. Niagara-on-the-Lake is famous for its bed and breakfasts, and for its summer Shaw Festival. The town, situated where the Niagara River flows into Lake Ontario, is surrounded by some of the best vineyards in North America. Despite the 90+ point rating that Robert Parker, the influential wine critic, bestowed on wines from Inniskillin, I thought the star icewine came from a tiny winery called Strewn. Strewn does not have a U.S. distributor, so I brought back several bottles for my cellar.

It’s hard being a student and a wine collector. Unfortunately, over the past few years my cellar has shrunk rather than grown, which might be the price I’m paying for going back to college later in life. I hope to rebuild my collection after I graduate in May.

Food and wine continue to be an important part of my life, and I am excited about the wineries I’ll be visiting next June when I travel to Italy.
The Maryland Council on Economic Education (MCEE) has moved its offices from the Auburn House to the first floor of Stephens Hall.

MCEE is a nonprofit, nonpartisan education organization that enhances economic and financial literacy by providing teacher training, instructional materials, curriculum consultation and selected student programs to the state’s K-12 schools.

For more than 50 years MCEE has collaborated with the Maryland State Department of Education to promote economics instruction and assessment as defined by state learning standards, the Maryland School Performance Assessment Program (MSPAP) and the High School Assessment (HSA) program.

MCEE aims to help Maryland schools provide K-12 students with economic and financial knowledge as well as with the decision-making skills they’ll need to be informed consumers, savers and investors, productive workers and involved citizens.

Education and Training

MCEE coordinates a network of affiliated Centers for Economic Education at colleges and universities throughout Maryland in addition to fund-raising, professional conferences, general management training and curriculum planning.

Its activities include:
• Free teacher workshops and courses to prepare teachers. Since 1983, the more than 35,000 teachers who have attended these training programs have taught more than two million children.
• Individualized assistance to develop curricula that include economics and financial instruction, as well as developing assessments to measure learning.
• Lesson plans and other classroom materials—mostly free—for teacher use.
• The Maryland-D.C. Stock Market Game, a 10-week simulation activity offered each fall, spring and summer to assist students with the development of a basic understanding of equities markets while sharpening their economics, math, research, analysis and decision-making skills.
• The Maryland Economics Challenge competition, a national, two-division competition for high school students designed to enhance economic awareness and test each student’s knowledge in such areas as macroeconomics, microeconomics, international economics and current economic events.
• A poster contest for students in grades 1 through 8, with winning posters featured in the MCEE’s official Economic Concepts Calendar for the academic year.
• Advocacy, through the Maryland Coalition for Financial Literacy Division, for a financial education graduation requirement in all of the state’s school systems.

Teaching Materials

Teacher-training workshops, which are customized to meet school system needs, goals and requirements, are aligned with Maryland State Department of Education standards within the Voluntary State Curriculum and the Core Learning Goals. The National Council on Economic Education publishes many of the materials provided to participants, including:

Financial Fitness For Life

An exciting multi-level personal finance economics program that helps students apply economic concepts.

Learning, Earning and Investing

A multifaceted, comprehensive investor education program designed for students in grades four through 12 with a 16-lesson middle school and 23-lesson high school book that teach long-term investing strategies and benefits.

The Wide World of Trade

MCEE offers 11 hands-on lessons to enhance middle school students’ understanding of issues such as the benefits and basis of trade, trade barriers and foreign currency markets.

MCEE’s focus on middle school economics consists of 19 lessons divided into units, including supply and demand, opportunity cost, productive resources and trade barriers. MCEE’s focus on mathematics and economics for grades 6-12 includes lesson plans designed specifically for mathematics teachers, student activities and background information on economic content and how it relates to mathematics. Lessons may be applied to almost any mathematics course and are correlated to the National Standards for Mathematics.

TU’s Center for Economic Education and the CBE

Towson University’s MCEE Center is one of the first of its kind. Over the years, MCEE staff worked closely with both the private and public sectors to promote statewide economic education while offering for-credit and noncredit courses and workshops at the undergraduate and graduate levels through the Department of Economics.

In coordination with TU’s vision, CBE provides strong outreach programs that create dynamic relationships beyond the campus.

“These relationships promote economic and societal development and academic linkages that enhance the teaching and learning environment,” says Shohreh Kaynama, dean of the College of Business and Economics. “Equally important, they involve the college in the business and civic community.”
**Goodbye Associate, Hello Real World**

Recent graduates join the work force

The Associate represents nothing less than a success story for its eight participants, all of whom graduated from TU last spring shortly after the competition ended.

All are employed and have been offered good positions by various Baltimore-area companies. In addition to the two finalists, two additional participants now work for Edwin F. Hale, CEO and chairman of the board of 1st Mariner Bank and owner of the Baltimore Blast indoor soccer team. Hale, who reprised the role of Donald Trump in The Apprentice, taught students important business lessons throughout the competition.

“Finding this job will lead me to even more successes in the years to come,” Matthew Leebel says. “As facilities operations manager for Hale Properties, I appreciate the different aspects of my position. I complete different tasks each day and—unlike many other jobs—there is no monotony.”

Brianna Lindner, financial analyst for outdoors and home products marketing for Black & Decker Corp., says the competition better prepared her to connect with members of the business community before the interviewing process.

“Interviewers were amazed and impressed with how we handled real-life situations and issues related to the case studies” she says.

The College of Business and Economics will host another round of The Associate next spring. Boardroom sessions will take place on the same evening each week, depending on which executive chooses to assume the Donald Trump role.

The next version of the competition will improve on the way participants received their case studies: They’ll get them during the weekly boardroom sessions rather than the following evening.

Student applications are due on December 1 for the spring competition.

“No other business program in the area holds anything like this,” says Amanda Knott, management development associate at 1st Mariner Bank. “The Associate represents why students come to Towson—to build relationships, to learn and to become part of a community that’s devoted to helping you succeed.”

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**Auditioning for The Apprentice**

Alumnus represents TU at tryouts for NBC hit

By Kareem G. Nakshbendi ’01

I was excited when I heard that Towson University talent had a chance to be showcased on national television. I was specifically looking forward to seeing TU’s high-caliber alumni go toe-to-toe with alumni of some of the other educational institutions. I really did not see show business as one of my career goals before Mark Burnett and NBC visited TU, even though I had opportunities to audition for a private casting call for The Apprentice this past July. However, when the Office of the Dean notified me, I knew I had to come out to represent my alma mater.

I opted not to tell anyone that I was trying out until the night before the audition. I decided to wait because I did not think it was worth mentioning until I was absolutely sure that I was actually going. Everyone I told thought I had the perfect personality to be on the show and to win a chance to compete for a position with Donald Trump.

As soon as I opened my eyes on the morning of the audition, I thought of my favorite pair of cuff links and tried to remember where I had put them. My second thought was, “Should I wear my pink tie and blue pinstriped suit or the red power tie and black suit?” I went with pink and blue.

Out of a group of about 60, I was one of six people wearing a full suit. We waited in a main room, with groups of six interviewed every 15 minutes. When my name was finally called, I led a group of people into a room containing two tables put together with one interviewer behind them. I was surprised to see him wearing a baseball cap and more casual attire, but at the same time it made the process more comfortable.

I went right up to the interviewer, introduced myself and shook his hand.

Until this point I had been completely relaxed throughout the whole process. I was a little nervous when the interviewer asked the first question. It had been four years since I was on a job interview, so I was a little out of practice. But everything went smoothly after that first question.

The process had only three sections: We were asked to state our names and occupations. Next we had a heated “discussion” on a sensitive topic to see how we would interact as a group and, finally, a section that would define what made us “memorable.” It was over in 15 minutes, and I was on my way back to Washington, D.C.

I feel honored to have been part of another wonderful event hosted by TU’s Office of Alumni Relations. I hope that TU graduates’ work ethic, sincere motivation to excel and fantastic personalities start to leave more Tiger prints in prominent places.

Nakshbendi is still waiting to hear whether he’ll be an Apprentice cast member.
CBE Celebrates 10th Anniversary of James L. Dunbar Jr. Endowment

Scholarship endowments truly are the gifts that keep giving.

Since his family established the James L. Dunbar Jr. Memorial Scholarship in June 1995, increasing numbers of recipients have been able to pursue a degree in business administration with a concentration in marketing, or an e-Business and marketing double major. Awardees include a growing number of Honors College students, as well as those earning mass communication certificates in advertising and public relations.

“The program has been honored by truly outstanding individuals through the years,” says Garland Keesling, professor of marketing & e-Business. “We’ve had some great students who have blessed us and honored the memory of James Dunbar.”

The James L. Dunbar Jr. Memorial Scholarship endowment honors a TU student better known to his family and friends as “J.” At 36, he decided to complete his college education while working at Dunbar Armored, a family-owned business and the nation’s largest independent armored transportation company.

“He was compassionate, sensitive, intelligent and honest,” says his mother, Gwenyth Dunbar. “J. was very conscientious and immersed himself in his studies.

“He always read a lot and loved learning. He demanded excellent grades of himself and did extra work to achieve them. Towson University was the learning center for him—he liked everything about the school.”

In fall 1994—three years after entering TU—J. learned he had pancreatic enzyme deficiency. He entered the hospital a week later, where he was diagnosed with pancreatic cancer. CBE made arrangements shortly thereafter to award his degree with honors.

“Before enrolling at TU, he had spent much of his time enjoying the things that he loved, including physical fitness, cars (a 1965 Corvette was his ‘baby’), motorcycles and music,” his mother says. “Once he began classes, he concentrated mostly on achieving a degree in business.”

Professor Keesling, who has worked in the Department of Marketing and e-Business for more than 16 years, adds that most of the scholarship’s 33 recipients have met with Mrs. Dunbar at a luncheon once or twice a year.

“Gwenyth is always so pleased to spend time getting to know the scholars on a more personal level. She wants to know about their academic achievements, their backgrounds and professional aspirations,” Keesling says. “She is such a delight to work with, not only because of her passion to honor her son’s memory, but also to recognize and assist outstanding students who in many respects mirror his dedication and qualities.”

Scholarship/Graduate Reception

James L. Dunbar Jr. Reception honors best and brightest

The College of Business and Economics’ best and brightest students are honored each May at the James L. Dunbar Jr. Outstanding Graduates and Faculty Recognition Reception.

This year more than 60 accounting, economics, finance, management, international business, human resources and marketing & e-Business students were recognized. Of those, three were recipients of the James L. Dunbar, Jr. Memorial Scholarship.

Dean Shohreh Kaynama introduced the Dunbars to thunderous applause at this year’s event.

A past recipient, Stephanie Shapiro ’05, says the reception unifies CBE students. “It is a great way for us to say goodbye to everyone who helped us contribute to the college,” Shapiro says.

“The Dunbars are acting on their belief that an applied business education is important,” she adds. “Mrs. Dunbar is very outgoing and well-liked.

“One thing that really meant a lot to me,” she continues, “is how Mrs. Dunbar remembers each student’s name. She takes a personal interest in everyone.

“Receiving the scholarship money is a great help. Knowing that you’ve met a wonderful person and won a prestigious award is a memory that will last forever.”

Gwenyth and James L. Dunbar
Five assistant professors and nine lecturers have joined CBE’s faculty as part of the university’s continuing efforts to enhance applied business and economics education.

Department of Accounting

Yu Cong, assistant professor, will teach accounting information systems and accounting principles. His professional service includes work with Rutgers Accounting Research Center, Journal of Emerging Technologies in Accounting and consulting services to Panjin Petrochem Corporation and Chengdu Cigarette Factory, both located in China.

His research interests include digitized financial reporting, assurance of AIS and continuous auditing, and private information in capital market. He holds a doctorate from the Graduate School of Management at Rutgers University, as well as master's and bachelor's degrees in engineering from Dalian U Tech.

Cong's work has been published in Business Economics and Management, Dalian University Press, and Science and Technology Review in China.

Department of Economics

Assistant professor Finn Christensen will teach multiple courses, including health economics, price theory and statistics for the department.

Christensen’s research focuses on microeconomics with an emphasis on social interaction, economics of the family, game theory and industrial organization. His work has been published in the Journal of Business Research.

He holds a doctorate and a master’s degree in economics from Cornell University, as well as a bachelor's degree in economics and French from Bradley University.

Department of Management

Assistant professor Nhung Nguyen, who specializes in sub-disciplinary areas of management and special topics in human resources, will instruct principles of management and human resource management.


Nguyen holds a doctorate in management from Virginia Commonwealth University, a master's degree in industrial/organizational psychology from the University of Tennessee and a bachelor's degree in English from Hanoi University.

Department of Marketing and e-Business

Lawrence Burgee is moving from the Department of Management to the Department of Marketing and e-Business, where he will teach courses in e-Business.

He has held various positions at Loyola College in Maryland, Baltimore Gas & Electric Co., Mercantile Safe-Deposit & Trust Co., First National Bank of Maryland and the U.S. Army Ballistic Research Laboratory.

Burgee holds a doctorate and a master’s degree in information systems from University of Maryland, Baltimore County, an M.B.A. from Loyola College in Maryland, a bachelor's degree in information systems from Wesley College and an associate's degree in data processing from Harford Community College.

Assistant professor Erin Steffes will instruct courses in e-Business and marketing. Steffes' research interests include profitability, customer lifetime analysis, relationship marketing, and internal marketing and affinity marketing. Her work has been published in Marketing Letters.

She holds a doctorate in management science, an M.B.A. from University of Texas at Dallas and a B.B.A. in marketing from the College of William and Mary.

Lecturers

New lecturers include Robert Miller in the Department of Accounting, Vera Case in the Department of Business Excellence, Marcelin Diagne, Iz Osayimwese, Jason Palmateer and Vadim Shilov in the Department of Economics, Theodore Rugemer in the Department of Finance, Jeffrey Li in the Department of Management and Jennifer Plantier in the Department of Marketing and e-Business.
For the past 25 years, the cruise industry has exhibited a growth of more than 8 percent annually. In 2003, eight million North Americans took a cruise. No wonder! Where else can a person get away from the stress of everyday life for as little as three days to more than 100 days?

The cruise ship is more than a hotel, resort or means of transportation—the cruise is a destination in itself.

Destinations

While cruise ships sail all over the world, major cruise destinations include Africa, Alaska, Antarctica, Asia, Bahamas, Canada and New England, Caribbean—Eastern, Western, Southern; Central America-Mexico, Panama; Europe—Northern, Western; Eastern Mediterranean, Western Mediterranean; and Pacific—Hawaii, South Pacific, Australia and New Zealand.

The Cruise Experience

The two most common methods of transportation to the port of embarkation are driving and flying. Whether you drove or flew to the port, in-processing is the same, and after you have finished you are directed to the gangplank.

After going through security, the first activity is a buffet lunch, which is normally available from noon until dinnertime on the first day of cruising. Typically, bar waiters are roaming among the diners selling drinks (paid for with a cruise card). On days other than embarkation or debarkation, lunch is served in the dining rooms, salad bars, hamburger/hot dog bars and ice cream bars in addition to room service.

Once the buffet is completed, the rest of the afternoon can be spent lounging by the pool, relaxing in a bar, or touring the ship. Some passengers choose to return to their cabins to see if their luggage has arrived. Up to 6,000 pieces of luggage frequently are delivered onboard.

When it is time for the ship to set sail, there is usually a “sail away” party held on the ship’s open pool decks. All the bars are open and spa and hair appointments can be made.

The next major activity is dinner, with early dinner is served around 6 p.m. and later dinner is served around 8:30 p.m. Meals contain five courses, and the menu changes every night. Tables are assigned and generally consist from anywhere between two to 12 people. Some cruise lines are stopping assigned seating. However, if seats are assigned, it is suggested that passengers eat in the dining room on the first night in order to meet fellow travelers to determine on whether or not to change tables. Dress for the dining room varies, although the first and last nights are usually casual as passengers have either not yet unpacked or are in the process of packing.

Facilities on cruise ships include, but are not limited to dining rooms, bars/ lounges, casinos, swimming pools, spas, saunas, steam rooms, whirlpools, theaters, weight training machines, cardiovascular equipment, jogging tracks, putting greens, game arcades, libraries, card rooms, wedding chapels, shops, Laundermats, medical centers, discos, photo shops, Internet cafes, etc.

Cruise Lines

The following are sketches of some of the major cruise lines that are members of the Cruise Lines International Association (CLIA).

Carnival considers itself the “world’s most popular and fun ships” cruise line. This is an excellent cruise line for athletic passengers, honeymooners and young families.

Number of Ships: 21
Total Lower Berth Capacity: 40,894
Lower Berth Capacity of Largest Ship: approximately 3,000

Celebrity, owned by Royal Caribbean, is considered to be a premium cruise line specializing in gourmet foods. This line is for travelers who are looking for a relaxing cruise, along with excellent food and service.

Number of Ships: 10
Total Lower Berth Capacity: 16,018
Lower Berth Capacity of Largest Ship: approximately 2,000
Get on Board With Cruise Tourism (continued)

*Costa,* with a theme of “cruising Italian style,” is noted as Europe's No. 1 cruise line. Owned by Carnival Cruise Lines, this line's only presence during the winter months in North America and the Caribbean. Costa specializes in cruises for Europeans, especially those of Italian heritage.
Number of Ships: 10
Total Lower Berth Capacity: 15,567
Lower Berth Capacity of Largest Ship: approximately 2,700

*Crystal* is a luxury cruise line for the affluent who desire luxury and personal attention. The casinos on ships are managed by Caesars Palace.
Number of Ships: 3
Total Lower Berth Capacity: 2,960
Lower Berth Capacity of Largest Ship: 1,080

*Cunard* has a long tradition of luxurious, trans-Atlantic crossings. Owned by Carnival Cruise Lines, it attracts individuals who desire luxury, personal attention, access to expert lecturers and low-key entertainment. It is particularly suited for those individuals who desire the British influence.
Number of Ships: 3
Total Lower Berth Capacity: 5,079
Lower Berth Capacity of Largest Ship: 2,620

*Disney*, an extension of Disney theme parks, is designed to accommodate large families. Entertainment is similar to that at the Disney parks, restaurants are themed and the Disney cartoon characters sail on the ships.
Number of Ships: 2
Total Lower Berth Capacity: 3,500
Lower Berth Capacity: 1,750 (both ships)

*Holland America*, owned by Carnival Cruise Lines, is oriented toward individuals who desire gracious and attentive service without having to pay the price for a luxury line. The line tends to attract younger passengers on its newer ships, in addition to those who were previously attracted to the line's ambience and charm. The officers, food and service reflect the line’s Dutch heritage.
Number of Ships: 13
Total Lower Berth Capacity: 16,319
Lower Berth Capacity of Largest Ship: 1,800

*Norwegian* has pioneered the concept of free style cruising, in which passengers can choose where, when, and with whom they wish to dine. This line is oriented toward sports buffs and highly active individuals who want an unstructured and fun-oriented cruise. The line features “homeland cruising,” in which ships sail from 14 Canadian and U.S. cities, and has “American flagged” some of its ships in order to have Hawaii-only cruises.
Number of Ships: 11
Total Lower Berth Capacity: 17,598
Lower Berth Capacity of Largest Ship: N/A

*Princess* is owned by Carnival Cruise Lines and noted to be the leader of the Alaskan market, also sailing to Tahiti, Australia, New Zealand and Europe. Princess introduced personal choice dining where passengers have a choice of times, dinner table partners and assigned tables. Each class of ships attracts different types of passengers.
Number of Ships: 14
Total Lower Berth Capacity: 19,740
Lower Berth Capacity of Largest Ship: more than 3,100

*Radisson Seven Seas* attracts affluent, active and independent travelers who require outstanding service. One ship, the Paul Gaugin, sails year-round in Tahiti. All gratuities, wine with dinners, soft drinks and juices are included in the fare.
Number of Ships: 6
Total Lower Berth Capacity: 3,954
Lower Berth Capacity of Largest Ship: 700

*Royal Caribbean* is ideal for younger people and families that desire high-energy cruises. On its largest ships, promenades contain shops, bars, pubs, street entertainment, free pizza and ice cream.
Number of Ships: 19
Total Lower Berth Capacity: 43,470
Lower Berth Capacity of Largest Ship: 3,100

*Silversea* is designed for the affluent passenger who is interested in exceptional service and not in production shows or high-energy activities. Except for certain wines, all beverages and gratuities are included in the fare.
Number of Ships: 4
Total Lower Berth Capacity: 1,368
Lower Berth Capacity of Largest Ship: 388

*The Yachts of Seabourn*, owned by Carnival Cruise Line, is not intended for those who are interested in Las Vegas-style shows or a big ship atmosphere, but who demand the ultimate in service and destination experiences.
Number of Ships: 3
Total Lower Berth Capacity: N/A
Lower Berth Capacity of Largest Ship: 624

*Windstar*, also owned by Carnival Cruise Line, is known as “180 degrees from the ordinary” and marketed to individuals who want a luxury experience on a sailing ship. Windstar ships are considered to be elegantly casual with a relaxed atmosphere.
Number of Ships: 3
Total lower Berth Capacity: 604
Lower Berth Capacity of Largest Ship: 308

(continued on next page)
Entry-Level and Other Employment Positions

There are many employment opportunities available within the cruise line industry. However, the prime, entry-level position is travel agent. Many travel agents are designated as “cruise only” agencies.

Positions in cruise lines fall into two categories: shore-side and ship-side.

Shore-side positions include reservation agents, advertising and public relations. An excellent way to start in the cruise industry is to apply for a reservation agent position and then work your way up the ladder. Individuals are also needed in the “air-sea” and “special services” departments. These are positions that act as intermediaries with the travel/cruise agents. The primary position in the shore-side industry is that of district manager, who is assigned a territory and is responsible for soliciting travel/cruise agents, who in turn will promote that particular cruise line. These managers make calls on the travel/cruise agents, conduct seminars and trade shows, and often invite the agents to inspect or visit ships when in port. District managers are also responsible for working with travel/cruise agents on cruise nights, giving presentations to groups and selling companies on incentive travel or rewards for company personnel. The district manager also works with the regional manager in supplying information to all interested parties and handling complaints. There are also shore-side positions during embarkation and debarkation that involve the flow of passengers, including checking in passengers, directing passengers to the right places and answering questions.

Ship-side positions require sailing on the ship and are normally relegated to crew and staff positions with a contract of up to one year. These positions include but are not limited to room stewards, bartenders and dining room staff. Crew members usually work seven days a week and up to 16 hours per day.

There are entry-level positions available in the purser’s office, casino, entertainment, cruise director’s staff, activities, photography, and children and teenagers’ programs. The show and tour excursion departments are excellent opportunities as positions in the various shops on board. The hours are long, but the opportunities for travel and meeting new people are limitless. Room, board and laundry are included in the job.

The cruise segment of the tourism industry is an exciting and growing market. Cruises give the traveler the opportunity to visit different destinations in a relaxed, carefree environment. There is a cruise ship line for almost every interest and market segment.

About the Authors

William F. Grazer, who died last August, was a retired professor in the Department of Marketing and e-Business, who specialized in marketing research and advertising. He received numerous awards, including the College of Business and Economics Distinguished Teaching Award, Lambda Chi Alpha Teaching Award (both at TU) and the Direct Marketing Educational Foundation Fellowship Award. His work was published in many publications, including the Journal of the Academy of Marketing Science, The Transportation Journal, The Journal of Industrial Marketing Management and The Journal of Vacation Marketing.

A native of Richmond, Va., Grazer received his bachelor’s degree in business administration from St. Bernard’s College in Cullman, Ala. From 1964 to 1969, he served as captain of the Air Force Strategic Air Command in the United States and South Pacific. Before joining TU’s faculty, he taught at University of Maryland, College Park, Clemson University and the University of Baltimore. He earned his master’s and doctoral degrees in business from the University of Maryland, College Park.

Allan R. Miller, associate professor in the Department of Marketing and e-Business, has been teaching at the university-level for more than 30 years. Miller has traveled extensively and has visited every continent except Antarctica as he inspected more than 100 cruise ships. He has refereed more than 30 publications, authored nearly 15 additional publications and has made nearly 20 presentations. His expertise has been featured in nearly 20 local and national media outlets, including The Sun, Philadelphia Business Journal, WJZ-TV, WBFF/WNUV-TV and WMAR-TV in Baltimore. His accreditations include Certified Travel Industry Executive (CTIEIE), Certified Travel Counselor (CTC), Master Cruise Counselor (MCC), Certified Niche Specialist (CNS), Certified Australia Specialist, and Certified KIWI Specialist.

Allan R. Miller, a tourism and travel expert, has inspected more than 100 cruise ships while visiting every continent except Antarctica.
Beta Gamma Sigma Honors Alumnus, TU Chapter

A prominent alumnus and TU’s business honor society chapter have been singled out for international honors.

Martin Mintz ’60 is one of three recipients of the 2005 Beta Gamma Sigma Business Achievement Award. Beta Gamma Sigma, an international honor society for the Association to Advance Collegiate Schools of Business (AACSB), presented an award to TU’s chapter for nominating Mintz.

Mintz is president and CEO of Northern Pharmacy and Medical Equipment, one of the largest and most diverse independent medical supply companies in Maryland with sales of nearly $25 million.

“Mr. Mintz’s love of life and willingness to make a difference in the lives of others has brought this honor to him,” says Shohreh Kaynama, dean of the College of Business and Economics. “He has exhibited the spirit, drive and innovation of a true entrepreneur.”

“This award means a lot to me,” Mintz says, “not only because of the prominent people who’ve previously received it, but because TU’s chapter of Beta Gamma Sigma nominated me for what I’d done in my life, for the community and for other people.”

Mintz’s commitment to serving patients includes nearly a dozen past and present memberships in organizations such as the Medical Equipment Association of Maryland, American Pharmaceutical Association and the Governor’s Commission on Healthcare Policy and Financing.

He is the recipient of many awards and honors, including the Innovative Pharmacy Practice Award by Dupont Pharmaceuticals (2001), TU’s Distinguished Alumni Award (2002), and the University of Maryland School of Pharmacy Alumnus of the Year Award (1988). Northern Pharmacy was one of the top five candidates for the 2004 Ernst Young Entrepreneur of the Year Award.

After graduating in the top 5 percent of his class at TU, Mintz pursued graduate education at the University of Maryland School of Pharmacy.

He credits his success to his days as a member of TU’s lacrosse team.

“The experiences we have working together in organizations and teams in college teach us that things don’t come easy—that it requires teamwork to get things done successfully,” he says.

“I was lucky to play lacrosse at TU. I met a lot of nice people, some of whom are my closest friends today. I could call them and ask for anything, and they would be there.”

The honor society established the Beta Sigma Business Achievement Award in 1998 to recognize individuals for significant achievement in business through the traditional corporate route, demonstrated over a career or by a singular achievement that has advanced the field of business and contributed to the community and to humankind. Past recipients have included the president and CEO of The Ryland Group, the president and CEO of GE Industrial Systems, a retired vice president and controller of Dow Chemical Co., and the chairman of Dillard’s, Inc.

Beta Gamma Sigma membership is the highest recognition students in undergraduate, graduate and doctoral business programs can receive internationally. TU’s 43-member chapter received the Outstanding Chapter Award in 2001 and 2002.

Council Enhances Student Experience

One of 11 student organizations in the College of Business and Economics, the Student Leadership Council (SLC) comprises officers from nearly all CBE student organizations.

The SLC works closely with the dean to promote student needs and inform student organizations about college-related issues and initiatives.

In addition to fostering communication between the dean and students, the SLC builds and maintains strong relationships with CBE alumni.

“When we meet with alumni, we will often showcase what the students in the college are doing,” says Thomas Dowling, SLC president.

“We are grateful to be able to work with some of the college’s most successful alumni, who often visit the campus to provide insight.”

SLC’s president and vice president of council affairs both serve on the College of Business and Economics Advisory Board.

“Without the dean’s support, the student organization would not have the momentum,” Dowling adds.

“Attending the advisory board meetings enables us to develop relationships with some of the college’s most successful alumni,” he says. “We have a comprehensive picture of what is going on, and people know who we are.

“We are a part of something that is making a difference, providing students with a voice and educating them about how the college works. It’s a way for students to get the most out of their Towson experience.”

Established in 2002 by Dean Kaynama, the SLC participates in team-building and leadership exercises. Members participate in an annual trip to the Genessee Valley Outdoor Learning Center, one of the East Coast’s largest outdoor challenge courses, in Parkton, Md.

“We like to go to Genessee Valley at the beginning of the year,” says Jessica Fox, SLC vice president of council affairs. “Our meetings are more comfortable after the members have had a chance to get to know each other better.”

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Profile
Ronald Causey '86’s successful management career at a Big Six international firm lead him to co-found Stout, Causey & Horning, one of the fastest growing CPA firms in the country. In the past four years, SC&H has grown from 70 employees in two locations in Hunt Valley, Md., to more than 200 employees in six offices in four states.

Causey, a summa cum laude graduate, recognizes that SC&H is among the top 25 employers of graduates from TU’s College of Business and Economics. Nearly 40 TU graduates now work in the firm’s Hunt Valley location.

“When I think of Towson University graduates, I think of good work ethics—people who knew how to work and go to school,” Causey explains. “The university serves a very important need in the community.

“The professors I had at TU were great; I have fond memories of them. I appreciate my Towson experience and appreciate the value of my education. It has been a very important part of my life.”

In 2004 SC&H made a $50,000 commitment to establish an accounting endowment fund at the university under the firm’s name. “The university has been an essential part of our firm’s growth and success,” Causey says. “It made sense to recognize that in giving back to Towson. As an employer who depends on Towson graduates, we acknowledge Towson’s need for funding scholarships and faculty development.”

Last spring Causey received the CBE Dean’s Recognition Award, from the College of Business and Economics sponsored by TU’s Office of Alumni Relations, in honor of his professional experience and expertise.

He serves on the TU Accounting Advisory Board as well as the Villa Julie Accounting Advisory Board and is the head coach of the varsity wrestling team at Hereford High School. He and his wife and three children live in Baltimore County, where he remains in touch with people he met as an undergraduate.

“Many of my Towson friends work at Stout, Causey & Horning or have been very successful in the Baltimore-area business community,” he says. “One of my classmates was the best man at my wedding.”

As Causey continues to strengthen and develop ties to his alma mater, SC&H continues to grow and prosper.

“The only limitation to the firm’s growth is finding the right people,” he says. “If we are to keep growing and pulling in high-quality individuals, SC&H needs to have an active presence at TU.”
Masters of Maryland is a series of events created by CBE alumnus Lawrence Fiorino ’84, who teamed with Towson University and The Daily Record to raise awareness of individuals, companies and organizations that are using technology to create breakthroughs in profitability, cost reduction and competitive advantage.

Since the program began nearly two years ago, the number of Masters of Maryland sponsors has grown from three to nine, with the number of annual events expected to increase from two to three.

The founding sponsors: G1440, Towson University and The Daily Record have been joined by Comcast, GB Tech, Whiteford Taylor Preston, Smart and Associates LLP, Villa Julie College and the Maryland Department of Business and Economic Development.

Aside from founding and serving as the CEO of G1440, Fiorino is an active participant in the effort to increase awareness of technology in Baltimore-area businesses.

“It’s great to attend these events because the subject matter and format is unique,” he says. “You gain the opportunity to hear knowledgeable speakers discuss technology in Maryland’s work force and are reminded of how technology is integrated into our everyday lives, both at work and home.

“From a Towson University alumnus’ perspective, the events bring together many TU alumni, who learn—and network—at each event. Alumni gain exposure to new ideas and are reminded of the value they gained as Towson graduates.”

A true innovator, Fiorino created the idea to hold networking and speaking events during a breakfast meeting with Christopher Eddings, publisher of The Daily Record, in December 2003. And as chairperson of the CBE Advisory Board’s outreach committee, he considered CBE Dean Shohreh Kaynama’s intention to start a graduate program in e-Business when deciding to name the series Masters of Maryland.

Fiorino was recently elected a vice chair of the Greater Baltimore Technology Council and honored as a 2005 Innovator of the Year by The Daily Record for his active role in the development of Builder 1440.

For more information on upcoming Masters of Maryland events, go to www.mastersofmaryland.com or contact Fiorino at Lfiorino@G1440.com.
CBE Advisory Boards

The members of the CBE Advisory Board, Accounting Advisory Board and e-Business Advisory Board serve as advisory groups to the dean, department chairs and staff of the College of Business and Economics. The public looks to the board members to assure that the integrity of the College of Business and Economics is maintained in its external and internal fiscal, legal and policy matters through membership guidance, advocacy and development.

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THE CBE ADVISORY BOARD IN ACTION

Recent accomplishments: Academic Year 2004-2005

- provided financial support and seed money for CABER and CBE
- continued to engage the college in formulating its long-term strategic plan
- Suzy Ganz, the chair of the advisory board, was the recipient of TU’s Beta Gamma Sigma Chapter Honoree award and shared her Top 10 Keys to Success, which was presented to upcoming graduates during the awards reception
- analyzed the composition of the existing board
- introduced Dean Kaynama to Ed Hale, CEO and chairman of the board for 1st Mariner Bank and owner of the Baltimore Blast indoor soccer team, who served as the executive for The Associate competition
- served as mentors to various student groups, including the e-Business Association and the Wall Street Investment Club
- served as guest speakers at career development forums for graduating seniors and students enrolled in the professional experience course in the business excellence program
- coordinated informational tables and served as representatives at networking/recruiting events
- met with students participating in The Associate competition and interviewed the final four candidates providing Ed Hale with feedback
- recruited CBE student interns and recent CBE graduates

THE ACCOUNTING ADVISORY BOARD IN ACTION

Recent accomplishments: Academic Year 2004-2005

- assisted the Department of Accounting in developing alumni relationships, resulting in increased financial support to the program
- established new endowments
- conceived and planned the third annual Accounting Alumni Reunion, resulting in renewing connections with many alumni
- reviewed accounting enrollments and assessment data regularly
- provided internships with their firms to CBE students
- made class presentations that have helped accounting enrollment and placements grow
CBE Alumni: Your friends from the College of Business and Economics want to know what’s new with you. Just complete this form and send us updates on your personal and professional accomplishments to Class Notes, Office of the Dean, College of Business and Economics, Towson University, 8000 York Road, Towson, MD 21252-0001, or visit us online at http://www.towson.edu/cbe/alumni.

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Circle One:  Dr.  Mr.  Ms.  Mrs.

Name __________________________________________________________________________________________Class Year_____________

Major/Concentration____________________Name at Graduation __________________________________________________________

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HERE’S MY NEWS (attach a separate sheet of paper, if necessary)____________________________________________________________

______________________________________________________________________________________________________________________

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You have my permission to include my news in the Class Notes section in the next Business Dialog  ☐ Yes  or  ☐ No

WE WANT TO KNOW: What are your hobbies or interests? ______________________________________________________________

☐ Speaking about my professional experience, company, or industry

☐ Arranging a tour of my company or organization

☐ Coordinating internships

☐ Providing job listings within my organization

☐ Conducting informational interviews or arranging job shadowing

☐ Serving as a mentor/professional coach

☐ Supporting CBE scholarship(s)

☐ Discussing my CBE experience with prospective students

“Are Entrepreneurs Made or Born?
The Hypomanic Temperament of American Entrepreneurs”

The College of Business and Economics cordially invites you and a colleague to attend this fall’s Lecture Series event as two experts debate the issue.

Listen to how entrepreneurs are born, not made

John D. Gartner, Ph.D.
Assistant Professor of Psychiatry
School of Medicine
Johns Hopkins University

Lloyd Shesky, Ph.D.
Clinical Professor of Managerial Economics and Decision Sciences
Kellogg School of Management
Northwestern University

Listen to how entrepreneurs are made, not born

Entrepreneurs Are Made, Not Born

Wed., Nov. 16 • Stephens Hall Theatre • 7 p.m.
For more information, visit www.towson.edu/cbe or call 410-704-3342.

Book Signing – Dr. Gartner will be signing his most recent book, Hypomanic Edge: The Link Between (a little) Craziness and (a lot of) Success in America
Dr. Shesky will also hold a signing for his most recent book, Entrepreneurs Are Made, Not Born
Copies of both books will be available for sale during the event.
The College of Business and Economics Donor Report

We are deeply grateful to our donors for investing in Towson University’s College of Business and Economics, its students and its mission. Your generous support contributes immeasurably to the intellectual and cultural life of the university, helping to attract the people and support the programs that make Towson a distinctive institution of higher learning.

On these pages, we recognize and honor the alumni, friends, students, faculty, staff, corporations, foundations and other organizations that have supported the college throughout the past year. The compilers carefully reviewed the names that appear; however, errors and omissions may occasionally occur. If your name is listed incorrectly, please accept our apologies and bring the mistake to our attention by calling 1-866-301-3375 or e-mailing us at towsonfund@towson.edu. Thank you.

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We are pleased to recognize the generous financial support of the following individuals who made gifts to the Towson University Foundation between July 1, 2004, through June 30, 2005.

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2004-2005
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On these pages, we recognize and honor the alumni, friends, students, faculty, staff, corporations, foundations and other organizations that have supported the college throughout the past year. The compilers carefully reviewed the names that appear; however, errors and omissions may occasionally occur. If your name is listed incorrectly, please accept our apologies and bring the mistake to our attention by calling 1-866-301-3375 or e-mailing us at towsonfund@towson.edu. Thank you.
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Calendar of Events

October 2005

Oct. 26 Accounting Advisory Board Meeting – 7:45-9 a.m., Chernoff & Richards, P.A.

Oct. 28 Beta Gamma Sigma Induction – 6-9 p.m., Susquehanna Terrace, University Union

November 2005

Nov. 16 CBE Lecture Series
“Are Entrepreneurs Made or Born?: The Hypomanic Temperament of American Entrepreneurs”

featuring John Gartner, author of Hypomanic Edge: The Link Between (a little) Craziness and (a lot of) Success in America and Lloyd Shefsky, author of Entrepreneurs Are Made Not Born – 7-9 p.m., Stephens Hall Theatre

For more information on upcoming events, please visit www.towson.edu/cbe/events.