CBE students hit the ground running

CBE Advisory Board Welcomes New Members 3 ♦ Taking AACSB to the Classroom 7 ♦ CBE on a Mission 8
Message From the Dean

Feature

Putting the KSAs to the Test

In the College

New Business

Spotlight

Alumni and Friends

CBE Advisory Boards

Donor Report
I was pleased to learn that business administration was the most popular choice for the 78 percent of incoming freshmen who had declared a major before beginning classes in August. This fall the College of Business and Economics welcomed 800 new students, which expands our enrollment to 3,216. This represents an increase of 164 students over our fall 2006 enrollment.

But it is the quality of CBE programs that matters most. As you know, we strive continuously to maintain and enhance that quality and take great pride in our AACSB International accreditation.

CBE is making great progress in preparing for the visit by the AACSB International review peer team in February. It has been a pleasure to reflect upon all that we have accomplished in the past five years. I’d like to share some of our achievements insofar as they align with the three AACSB standards: Assurance of Learning, Strategic Management, and the Participants Standard.

In reaching the benchmarks outlined in the AACSB Assurance of Learning Standard, CBE has increased offerings by expanding the number of programs as a result of successful curricula management. Since 2003 we have established a concentration in entrepreneurship, an MBA program and a graduate degree in accounting and business advisory services in partnership with the University of Baltimore, an undergraduate degree program with Quality Leadership University in Panama, and an undergraduate degree program with the University of DaNang in Vietnam.

To attain AACSB’s Strategic Management Standard, CBE expanded its facilities through financial strategies. Examples include:

Five Years Ago
- Classrooms: 13
- Computer Classrooms and Labs: 2
- Faculty, Staff and Support Service Offices: 86
- Student Study Lounge and Organization Space: 0
- Total state budget for CBE: $6.9 million per year

Today
- Classrooms: 19
- Computer Classrooms and Labs: 4
- Faculty, Staff and Support Service Offices: 111
- Student Study Lounge and Organization Space: 3
- Total state budget for CBE: $9.4 million per year

CBE addressed the guidelines outlined in the Participants Standard by strengthening its position as a premier college of applied business learning. Take a look at the following:

Five Years Ago
- Number of Graduates: 486
- Student Advising: voluntary
- Internships: 148
- Student Organizations: 6
- Career Services: Based in TU Career Center
- CBE Outreach Events: none known
- Number of Faculty Grants and Contracts Submitted: 0 at $0
- Number of Faculty Intellectual Contributions (research, presentations, etc.): 121

Today
- Number of Graduates: 723
- Student Advising: mandatory
- Internships: 610
- Student Organizations: 11
- Career Services: TU Match Program in CBE in addition to TU Career Center
- CBE Outreach Events: 8
- Number of Faculty Grants and Contracts Submitted: 7 grants for a total of $147,318
- Number of Faculty Intellectual Contributions (research, presentations, etc.): 195

With the start of yet another academic year, I’d like to express heartfelt thanks to all CBE alumni and friends who have so generously supported our work in the past. I am delighted to have been able to become better acquainted with members of the AASCB review team, as well as with new students, faculty, staff, partners and alumni. As always, I’m very proud of CBE graduates as they “hit the ground running” to launch successful careers. We look forward to another successful year as we strive to make our college the very best of its kind.

Shohreh A. Kaynama ’76
Dean and Professor, College of Business and Economics
CBE Advisory Board Welcomes New Members

Rita Costello, senior vice president of strategic marketing of CareFirst BlueCross BlueShield, Karen Deoley ’75, vice president of MacKenzie Commercial Real Estate Services, Drew Elburn, vice president of business development for The ACI Group, Steven K. Fedder, partner at Leitess Leitess Friedberg & Fedder P.C., Tom Iler, chief information officer of Advertising.com and F. James McGrath ’79, vice president of human relations for the U.S. Consumer Products Division of McCormick & Co., accepted Dean Kaynama’s invitation to join the CBE Advisory Board. The board’s Nomination and Membership Committee introduced the six members during its first meeting of the 2007-2008 academic year.

CBE launches Undergraduate Entrepreneurship Program

CBE is joining the ever-expanding ranks of U.S. colleges and universities that offer entrepreneurship as a formal field of study.

Required courses for the 24-unit entrepreneurship program, to be offered through the Department of Management, include Entrepreneurship and Small Business, Entrepreneurial Finance, Sales Management, Project Management, and a consulting workshop. Students may choose from up to nine units of electives, including an entrepreneurship practicum, international entrepreneurship, a business plan competition, and family business management.

CBE Dean Shohreh Kaynama says the program marks a first in TU history.

“By promoting entrepreneurial thinking, we are letting our students and society know that Towson, as a metropolitan university, highly values creativity and change,” she says. “We offer entrepreneurship as a tool that our students can use to stay competitive in a global business environment.”

Eight freshmen have thus far signed up for the program. CBE plans to begin offering the entrepreneurship program in spring 2008.

Former CBE Dean chairs Department of Accounting

Alan Leberknight returned in August as interim chair of the Department of Accounting. He replaces Doc Steedle, who had served in the position for the past 14 years.

Leberknight, dean of the College of Business and Economics from 1995 until his retirement in 2001, brings 24 years of banking experience to the position, including terms as president of the Bank of Baltimore and executive vice president of Signet Bank. He also served as TU’s interim vice president for administration and finance and chief fiscal officer from June 2005 to January 2006.

After retiring he spent two years as president and CEO of Port Discovery, where he is now a volunteer consultant and board member.

Leberknight will remain at TU until a permanent chairperson is selected.

Timothy Sullivan chairs Department of Economics

Associate professor Timothy E. Sullivan is chairperson of the Department of Economics. He replaces George Georgiou, who stepped down before taking a sabbatical.

Sullivan’s work has appeared in The Encyclopedia of World Poverty, The Encyclopedia of Chicago History, American National Biography, among others. His numerous book reviews include more than 100 publications in Choice and Business Library Review in addition to his service as a regular reviewer of the American Reference Books Annual. Georgiou had served as chairperson for 12 years.

Jeffrey Michael named director of the CBE Center for Applied Business and Economic Research for Grants and Contracts

Associate professor Jeffrey A. Michael is director of the CBE Center for Applied Business and Economic Research (CABER) for Grants and Contracts. As the director, Michael will assist the dean of the College of Business and Economics in achieving college’s outreach objectives. His responsibilities include guiding the strategic direction of CABER as well as managing grants, contracts and proposal requests, in addition to establishing a collaborative system of networks with federal, state and local agencies in addition to the Division of Economic and Community Outreach and the Regional Economic Studies Institute at Towson University.

Joining CBE in 1999, Michael has collaborated with the TU Center for Geographic Information Sciences (CGIS) on externally funded grants. His research has been published in various journals including the Journal of Law and Economics, Southern Economic Journal and Environmental Science and Policy.
Towson University

**Meet Anne Marie Rose**
sophomore, business administration/marketing

With a 3.85 GPA, 19-year-old Anne Marie Rose not only met the requirements to become a business student—she's an entrepreneur and founder of Anne Marie Rose Jewelry Designs.

Rose underwent a competitive screening process before she could pursue her chosen major. As a pre-business administration student she was required to complete seven lower-level prerequisite courses with at least a 2.70 in addition to most lower-level general education requirements.

“The marketing concentration offers the skills I need to build my company,” Rose explains. “TU’s business program develops good presentation skills, and those skills are essential when meeting with heads of companies.”

Anne Marie Rose Jewelry Designs generated $5,000 in sales during the first six weeks of last summer. Rose works with seven area retail shops, sells her products wholesale and runs craft shows every weekend. She also holds home and children’s party programs that give guests an option to design their own jewelry. The company also repairs jewelry, sells bridal pieces and offers a fundraising program that includes a special line of awareness bracelets for the Susan G. Komen Breast Cancer Foundation.

Although she’s been in the business program for just a few months, Rose has applied her knowledge from the lower-level core business classes in internships at Network Publications, Inc., the Carroll Community Foundation, Studio Unknown, BlueRock Productions, and Taylor Royall Casting Agency. Between running her own business, holding internships and attending classes full-time, she serves as a Mary Kay independent beauty consultant and a bookkeeper for Pine Ridge Property Maintenance. She’s been involved with TU’s e-Business Association and Circle K student organizations. In addition, she has volunteered at Manor Care and the Ronald McDonald House.

Juggling work, internships, school, socializing and family is Rose’s greatest challenge. “I write a list every day so that I can make sure nothing overlaps,” she says.

Despite an incredibly demanding schedule, learning is always a priority.

And while she used to dislike group projects, Rose now says that business is one large group project.

“I realized that when you own a company, you have to divide the work and give employees projects that match their strong points.”

"Every class you take is important because you never really know which skill set you’ll need in the future," Rose says. "Diverse knowledge and skills really set a Towson business student apart in the job market."
Meet soon-to-graduate Ryan Shupert
senior, business administration/finance

Ryan Shupert was three semesters into an engineering program at an out-of-state university when he realized he was in the wrong field. He thought about transferring to TU almost immediately after listening to his brother recount his experiences as a former business student.

Despite his anxiety about the change, Shupert decided to enroll in CBE. He now studies finance and maintains a 3.59 GPA.

“The classroom experience at Towson is three times better than it is at other places,” Shupert says. “It’s great to be able to do real-world tasks like working in Microsoft Excel.”

Last semester, he enrolled in 19 units of coursework in addition to an internship in asset allocations administration at Ferris Baker Watts. He credits his business writing class in helping him with interoffice communication at his internship, as well as with résumé and memo writing.

“All of the upper-level business classes have helped me learn how to write and present information more clearly,” he says. “Statistics II helped me learn how to make a rational analysis from looking at a spreadsheet.

“I can’t say enough about Cornerstone. The class has even helped me analyze conflicts more easily.”

The cornerstone class also taught Shupert how to use campus resources. When working on a research project, he runs searches on Cook Library’s Hoovers or Wall Street Journal databases.

He also turns to business publications, noting that the university subscribes to most, if not all, consumer business magazines.

Shupert believes that all the CBE courses he took will prove useful when he launches his business career. He even credits classes that didn’t fall directly under his finance concentration with helping him understand the “big picture.”

“It’s important to learn how to look at a company and understand that practices ranging from good strategic management to accounting techniques play into marketing,” he says, “as well as into why people would or would not want to invest in a company’s product or service.”

Shupert points out that each CBE course devotes at least two class sessions on ethics and its importance to all aspects of business. His personal ethic, based on what he’s learned thus far, emphasizes the importance of maintaining good relationships with others.

“You have to impress everyone you meet,” he explains. “You never know who’s going to be on your team in the future or who could be in a position to offer you an opportunity.”
Meet Adina Mitnick Hollander ’04
accounting

Adina Mitnick Hollander knew she had scored well on the Uniform CPA Examination when she learned that she passed each exam section on the first attempt. But she never would’ve guessed that she was among the top scorers in the United States with all four scores averaging to 96 percent—a distinction that placed her among the top 10 percent in the United States, earning her the prestigious Elijah Watt Sells Award.

PricewaterhouseCoopers, which offered Hollander a position before she graduated, recently promoted her to senior associate. She worked in the Baltimore office for a year before marrying and moving to New Jersey. Her position with the Big 4 accounting firm now gives her the flexibility to telecommute from home as she cares for her 8-month-old son.

As senior associate, Hollander has taken on supervisory responsibility, which she says she enjoys.

“When I’m reviewing other people’s work, it puts me in the position of being a coach or a leader,” she says. “I often advise new associates that in order to succeed you have to look for opportunities and take advantage of the resources you have around you.”

“Everything you go through in life affects you,” Hollander says. “Where I am now is influenced by my Towson experience.”

She says her interest in accounting developed at a young age. Looking back, Hollander says she always enjoyed mathematics and working with numbers.

“I heard that Towson’s accounting program was excellent from talking to others who had gone through it,” Hollander says. “My parents lived in Baltimore, and I knew I wanted to live at home, so going to Towson made sense.”

Among her favorite courses in the program were the advanced accounting courses. She adds that some of what she learned about finance also helped her.

“When you’re in school it’s hard to know what you’re going to come across later,” Hollander says. “I’m glad Towson gave me a well-rounded education that will continue to serve me well.”

More about recent TU business graduates

Number of 2006-2007 graduates: 723
Graduate Survey Results
Response Rate: 43.7 percent
Employment
Accepted full-time position: 40 percent
Attending graduate school: 10 percent

Average Salary
All BUAD grads: $37,264
Accounting: $46,889
e-Business: $40,000
Finance: $36,875
Human Resource Management: $32,875
International Business: $48,000
Marketing: $32,566
Management: $40,337

Survey administered by the CBE Office of Student Academic Services

Top 20 Employers of CBE Graduates
Self-employed
Social Security Administration
State of Maryland
Northrop Grumman Electronic Systems
Bank of America
T. Rowe Price Associates Foundation, Inc.
Black & Decker Corporation
Legg Mason, Inc.
M & T Bank

Towson University
CareFirst BlueCrossBlueShield
Baltimore County Public Schools
Baltimore Gas & Electric Company
SCetH Group, LLC
Johns Hopkins University
Baltimore County
Deutsche Bank, Alex. Brown
United States Government
Wachovia Corporation
Department of Defense

Report generated by the TU Development Office Information Technology Team
AACSB International accreditation continuously challenges business schools to perform at the highest level. AACSB accreditation tells prospective students, faculty and employers that an AACSB International accredited school produces graduates who are prepared to succeed in the business world.

Taking AACSB accreditation to the classroom

Maintaining AACSB International accreditation is a distinction that places CBE in the top 10 percent of the world’s business schools and in the top one-third of all U.S. business schools.

To achieve accreditation, business programs must satisfy the expectations of a wide range of quality standards relating to strategic management of resources, faculty qualifications, interactions of faculty and students in the educational process and achievement of learning goals in degree programs. These standards are linked to the school’s mission.

What value does AACSB accreditation bring to CBE students, faculty and staff? Six share their perspectives below.

Jennifer Carey
Student, UB/Towson MBA program
Associate Director, Admission and Financial Aid
Oldfields School

“AACSB accreditation speaks volumes about the quality of the program and its faculty. Because Towson is dedicated to maintaining accreditation standards, I know that I will be prepared for the next stage in my career and that my degree will be held in high regard.”

Eva deFrancisco
Assistant Professor, Department of Economics

“Having AACSB accreditation affects me in my role every day. It makes me work even harder to maintain and improve the already high quality of teaching and research taking place in the College of Business and Economics.”

Cliff Ishmael
Executive-in-Residence, College of Business and Economics

“AACSB accreditation creates a source of competitive advantage for students in the College of Business and Economics. In the professional experience course I teach, we talk about the importance of graduating from an AACSB-accredited business school and how it can be leveraged as an advantage.”

Quincey Johnson
Coordinator of Communications Writing and Cornerstone, College of Business and Economics

“I am proud to be part of an institution where excellence is the standard. The accreditation process forces us to truly think about what it means to be good at what we do and helps us learn what we need to do to meet the future needs.”

E. Garland Keesling III
Professor, Department of Marketing & e-Business and Chair, AACSB Oversight Committee

“Having been educated in AACSB accredited programs, I gained an appreciation for the quality of the faculty in competitively preparing me for the next stage in my life. Now I’m able to take that same advantage to the classroom and help positively impact my students in preparing them for successful futures in the work force.”

Alison Miller
Student, Marketing and International Business

“Towson’s business and accounting accreditation had a major impact on my decision to transfer to TU because it reflects the quality of the classes, professors and administration. When I graduate, I want to have a degree that employers recognize as the ‘cream of the crop.’”
Rewind to 1996. TU’s School of Business and Economics becomes the College of Business and Economics (CBE) shortly after receiving AACSB International accreditation for both its business and accounting programs. Moving forward, the CBE mission and core values statements remain a driving force as the college grows in size and stature.

During academic year 2003-2004, CBE leadership initiated an annual review process of the CBE mission statement and strategic plan. The process involved in the evolution of the CBE mission and core value statements since then is outlined below.
Spotlight

CBE Vision, Mission and Core Values Vision

To be widely recognized as a premier college of applied business learning.

Mission

Towson University’s internationally accredited College of Business and Economics offers high-achieving students, at both the undergraduate and graduate levels, a quality, accessible and comprehensive business-relevant education that prepares them to compete in a global economy. The college provides faculty members who exercise a balance of theory and application, who meet academic and professional standards in scholarship and practice, and who provide a responsive and responsible learning environment. CBE engages in outreach that involves alumni, business partners and community leaders in promoting economic, educational and societal advancement.

CBE Core Values

The College of Business and Economics values and commits to inclusiveness in its decision-making process by preparing students for life beyond college. It creates a culture that nurtures lifelong learning, enabling outreach that strengthens organizations and communities within our sphere of influence. CBE fosters an environment that respects all people and their diverse roles and contributions respecting freedom of inquiry. The college values openness, fairness, honesty, accountability and ethical behavior.

Doug Ross teaching a business strategy class

Sept. 2006  Ross assigns the task of updating the CBE Strategic Plan and providing feedback on the revised mission statement to students in his Business Strategy class (MNGT 481).

Oct. 2006  The CBE Advisory Board Strategy Committee reviews the process for developing mission statement definitions and measures.

The comments provided by Ross’ Business Strategy class are received by the Strategy Committee to be incorporated in the mission statement and strategic plan.

Nov. 2006  The CBE Advisory Board Strategy Committee and the full CBE Advisory Board review the revised vision, mission definitions and measures.

The CBE Advisory Board returns the document to Ishmael and Ross for further review.

Jan. 2007  The CBE Strategic Plan is updated to include the comments of Ross’ Business Strategy class.

The document is forwarded to CBE chairs, directors and staff for review.

The CBE Advisory Board Strategy Committee approves the revised mission statement.

Feb. 2007  CBE chairs, directors and staff comments are incorporated into the revised draft.

The revised mission statement definitions, measures and strategic plan are forwarded to the CBE Advisory Board Strategy Committee for comment.

Mar. 2007  The CBE Advisory Board Strategy Committee’s comments are incorporated and a mission statement measurements matrix is developed.

The measurement matrix is forwarded to the CBE Advisory Board for final approval.

Apr. 2007  The CBE Advisory Board approves the implementation of the revised mission and measurements matrix.

May 2007  The CBE Council approves the mission statement and its accompanying measurement matrix.
How does bundling your products or services impact consumer decisions?

By Judy Harris

Adopted from Consumer Preference for Product Bundles: The Role of Reduced Search Costs, co-authored with Edward A. Blair, Department of Marketing, University of Houston C.T. Bauer College of Business, as part of a research series of published and unpublished work. It appeared in the Journal of the Academy of Marketing Science in October 2006.

“I’ll take combo number 3, please.”

Do you often find yourself grabbing a combo meal at the closest fast-food joint on the run between back-to-back meetings? Or when purchasing a hot-ticket item like a new car, do you opt for what seems like the perfect package? If so, then you are choosing what marketers call bundles.

Fast-food restaurants may offer combo meals to increase the sale of side items, while car dealers can offer option packages to encourage consumers to purchase more than they would typically. Marketers commonly bundle two or more products or services into a single offering as a way to influence consumer choice.

Despite the ubiquity of bundles, little research has examined the factors that might drive consumer preference for bundles versus individual items. This is an important issue not only from a scholarly perspective, but also from a practical point of view. As your marketing team gains a better understanding of when bundles are valued more highly than the items alone, your company will be in a stronger position to encourage consumers to purchase bundles.

What is order of evaluation?

If a consumer encounters a bundle relatively early in the decision-making process, then his or her decision to choose a bundle may be seen as a way to reduce the processing effort needed to evaluate individual items. However, if bundles are encountered later on by the consumer, the ability of the bundle as a way to avoid processing effort is reduced. In fact, considering a bundle at this point may actually necessitate more processing effort if the value of the bundle is weighed against the individual items. These effects should be strongest among those consumers who are less able or willing to engage in the effort.

Designing a fast food menu so that the combo meals are seen first should increase the likelihood that consumers order the meal. "Results show that consumers prefer bundles in situations when search costs are reduced by the choice of a bundle."
Important drivers of bundle preference include reduced search and assembly costs. Through a series of studies, we conducted several experiments to examine order of evaluation and motivation to process information. Results show that consumers prefer bundles in situations where search costs are reduced by the choice of a bundle.

First, we conducted three focus groups comprising senior citizens, MBA students and undergraduate students. The first group included 10 members of a local church group ages 55 to 70. The second session included 18 students ages 26 to 32 and 52 enrolled in an evening MBA class at a large university. Our third study included 18 undergraduate students ages 21 to 33. In each session, participants discussed what they liked and disliked about bundles. From our groups, the points about bundles that drew the most agreement in all three sessions include bundling’s ability to reduce search time and decision complexity.

Next we conducted two experiments using order of evaluation to analyze the process of how bundling allows consumers to reduce search costs. The first experiment included 40 participants; the second experiment featured 117.

As stimuli, we created two versions of a stereo equipment catalog. Both versions included two bundles of complete stereo systems as well as 70 individual components of various makes, models and price ranges. The two versions of the catalog were identical except that in one version the systems (or bundles) were placed at the front of the catalog, while the systems were placed at the back in the other version.

Important drivers of bundle preference include reduced search and assembly costs. Through a series of studies, we conducted several experiments to examine order of evaluation and motivation to process information. Results show that consumers prefer bundles in situations where search costs are reduced by the choice of a bundle.

First, we conducted three focus groups comprising senior citizens, MBA students and undergraduate students. The first group included 10 members of a local church group ages 55 to 70. The second session included 18 students ages 26 to 32 and 52 enrolled in an evening MBA class at a large university. Our third study included 18 undergraduate students ages 21 to 33. In each session, participants discussed what they liked and disliked about bundles. From our groups, the points about bundles that drew the most agreement in all three sessions include bundling’s ability to reduce search time and decision complexity.

Next we conducted two experiments using order of evaluation to analyze the process of how bundling allows consumers to reduce search costs. The first experiment included 40 participants; the second experiment featured 117.

As stimuli, we created two versions of a stereo equipment catalog. Both versions included two bundles of complete stereo systems as well as 70 individual components of various makes, models and price ranges. The two versions of the catalog were identical except that in one version the systems (or bundles) were placed at the front of the catalog, while the systems were placed at the back in the other version.

Participants who evaluated the bundles first were more likely to choose a bundle (61 percent vs. 18 percent for participants with bundles in the back), and were more likely to mention that the bundle would be easier to purchase (57 percent vs. 11 percent for participants with bundles in the back). Participants with the bundle in the front also took less time to make a purchase choice (an average of 6.6 vs. 9.5 minutes). We then replicated this test to a larger sample size, extending the study to test the moderating effect of motivation to process information. Echoing the results obtained from our first round of participants, more chose bundles when they were presented early. Also, this effect was stronger among participants with less motivation to process information (lower motivation: 38.71 percent vs. 14.81 percent; higher motivation: 21.43 percent vs. 35.48 percent).

Do customers prefer bundles?

Our studies confirm that when bundles offer an opportunity for meaningful simplification of the decision, they can be an attractive option even if no price savings are offered. Offering a large discount on a bundle relative to the separate components may be tantamount to throwing profits away. The results also suggest that preference for bundles will be highest when they are presented as the first purchase option. In our research, this was accomplished by placing the bundles earlier in a catalog. In an online context, bundles might be presented on one page and require click-through to individual items. In a retail context, one bundle might be placed earlier in the dominant traffic flow. Likewise in a context such as fast-food menu boards, one might place combos on the left-hand side if consumers process such information from left to right.

“Offering a large discount on a bundle relative to the separate components may be tantamount to throwing profits away.”

“Offering a large discount on a bundle relative to the separate components may be tantamount to throwing profits away.”
Alumna credits corporate success to TU, business experiences

Not many people can say they’ve been business travelers most of their adult life.

But Suzanne Ligouri Burke ’80 can. Rather than enroll in a university immediately after high school, Burke went on to a community college nursing program, which removed her from what she termed a “small neighborhood life” to a bustling, dynamic new world at The Johns Hopkins Hospital. After receiving her associate’s degree in nursing, she took a position as a research assistant in The Johns Hopkins University School of Hygiene and Public Health.

She quickly moved to more challenging roles within the administration of The JHU Medical Institutions with her most significant role in Employee Relations and Human Resources, where she was primarily responsible for recruiting medical professionals throughout the United States and Canada. This required developing innovative networking programs with other university hospitals using marketing, demographic research, public relations, interviewing and placement skills, speeches, and magazine articles to keep Johns Hopkins as the number-one choice for employment for medical professionals.

The duties prompted her to enroll as an evening student in TU’s business administration program.

“I had no idea my career path would take me in the direction it did, but once it was clear that my job required mental agility, verbal acuity and masses of creative spontaneity, not to mention business savvy, I knew I had to go back to school,” Burke explains. “Being seat-of-your-pants smart is one thing, but being seat-of-your-pants educated is something else altogether.

“Once I combined smart with educated and added a whole range of experiences that preceded my university training, it all combined to enable me to become a successful corporate contributor.”

Shortly after graduating from TU, Burke left Baltimore for Chicago for a position as personnel manager of Signature Financial Marketing in Evanston, Ill., before moving permanently with her husband, David, to Malibu, Calif., where they have enjoyed west coast life ever since. She says she still considers Baltimore her home and enjoys entertaining her Malibu friends with crab cakes shipped from a Cockeysville restaurant. She returns to Baltimore several times a year to visit her twin, Sharon, who is also a successful TU graduate.

In Malibu, the Burkes founded The Burke Group (TBG) in 1981. As executive vice president and director of their four corporations, Burke provides financial, legal and administrative oversight to the world’s largest labor relations consulting firm.

TBG specializes in labor relations and provides consulting services to management in companies seeking labor relations solutions. TBG’s multilingual staff accepts assignments in the United States, Canada, Central America and Mexico as well as the United Kingdom and Europe and provides comprehensive leadership guidance and training to all levels of management.

The firm has several U.S. offices as well as a resident director within the United Kingdom.

“All business that operates in a global arena has to be on top of the law and world politics at all times and make constant adjustments in order to assure that our clients receive the most effective advice,” Burke says.

Burke credits a TU course in Labor Relations and Arbitration and its moot-court classroom experience in providing her with a meaningful introduction to analyzing case studies and understanding contracts.

“We were all case studies in the making,” Burke recalls. “Not only did we learn how to employ the National Labor Relations Act, but we also learned legal posture and language, which is very important in any corporate setting.”

She also says her TU business writing course helped her to hone her ability to use language effectively in the workplace.

“Proper use of language and grammar is an exceedingly important skill in any job,” Burke adds. “Unfortunately, it’s getting lost in today’s computer-dependent world. Computers may be able to check spelling, but they can’t write reports and memos.”

While acquiring experience in both professional and classroom settings, Burke also learned the importance of striking a balance between work and her personal life.

“I learned early on that when you are married, raising a family and involved in work day-to-day, you make compromises to maintain a successful and enduring relationship,” she says.

“It was easy to choose to be an ‘anchor’ and remain close to home, which allowed me to raise my daughters while being involved in a strong corporate entity.”
CBE helps feed Maryland’s hungry

It was an offer she couldn’t refuse.

In 2006, when CBE advisory board member Fred Mirmiran asked Dean Kaynama to join the Maryland Food Bank board of directors, she didn’t hesitate to say “yes.”

That’s because feeding the hungry is a cause close to the hearts of both Kaynama and Mirmiran, president and CEO of Johnson, Mirmiran & Thompson.

“The United States is one of the most affluent countries in the world—no one should be hungry here,” Kaynama says. “Being part of the Maryland Food Bank involves working with others to come up with social solutions for hunger as well as channeling food that would otherwise be wasted to those in need.”

“The Blue Jean Ball is a great way to get people engaged in our mission and in the act of helping to feed the hungry.”

This year the Maryland Food Bank board more than doubled the amount raised at its Blue Jean Ball to $250,000. The annual fundraising event, held at the Maryland Food Bank’s 87,000-square-foot warehouse, attracted 550 guests who danced to classics like *Shout* and *YMCA* under sparkly disco balls. Highlights included live and silent auctions as well as food provided by Steve de Castro of Ruth’s Chris Steak House, Blue Sea Grill and Babalu Grill.

Board members spearheaded sponsorship, ticket sales, and the auction effort for the Blue Jean Ball. They also assisted with public relations, contributed personal items as donations and called upon friends for sponsorships, auction items, in-kind donations and more.

“Our board was a dynamic influence on this year’s Blue Jean Ball,” says Deborah Flatenman, CEO of the Maryland Food Bank.

“The Blue Jean Ball is a great way to get people engaged in our mission and in the act of helping to feed the hungry.”

More important, the money raised at the Blue Jean Ball enables the organization to distribute a million pounds of food and more than 780,000 meals to hungry Marylanders.

Kaynama has taken an interest in other Maryland Food Bank programs, including the BackPack Program that provides 35,000 backpacks each week to children from food-insecure homes nationwide. At host sites, each child’s backpack is stuffed with enough food to last Friday through Monday, thus ensuring that children and their families don’t go hungry over the weekend.

And, since Kaynama joined the Maryland Food Bank board, CBE marketing students have worked with the organization on market-research projects. CBE will also hold a collegewide food drive this fall. The department that collects the most food will select a student for Kaynama to mentor for a day.

While Kaynama views her involvement with such a worthy cause as an invaluable opportunity to help her fellow citizens, she adds that sitting alongside a generous, hardworking and warmhearted colleague like Mirmiran adds to the experience.

“Fred has such a big heart,” she says. “He works so hard to help others and is so modest and unassuming.

“He demonstrates daily why helping Maryland’s hungry is a cause to stand behind.”

For more information on how to become more involved with the Maryland Food Bank, visit www.mdfoodbank.org.
The members of the CBE Advisory Board and Accounting 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 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.

CBE ADVISORY BOARD

**Mike Donahue ’74**
Board Chairperson
Partner
Systems and Process Assurance
Pricewaterhouse Coopers, LLP

**Stephanie Beran ’80**
Vice President of Risk Management
Legg Mason, Inc.

**Art Casserly ’75**
Vice President
1st Mariner Bancorp

**Rita Costello**
Senior Vice President of Strategic Marketing
CareFirst BlueCross BlueShield

**Karen Deeley ’75**
Vice President
MacKenzie Commercial Real Estate Services

**Drew Elburn**
Vice President, Business Development
The ACI Group

**Steven K. Fedder**
Partner
Leitess Leitess Friedberg & Fedder P.C.

**Ellen R. Fish**
President
Towson Community Bank
a division of AmericasBank

**Thomas Iler**
Chief Information Officer
Advertising.com

**Gergana Iotina ’98**
Attorney at Law
Siskind, Grady, Rosen & Hoover, P.A.

**Deborah G. Jonas**
Manager, Organizational Development & Communications
Black & Decker

**Shafig Khan**
Vice President of eCommerce
Marriott International, Inc.

**F. James McGrath ’79**
Vice President of Human Relations
U.S. Consumer Products Division
McCormick & Company, Inc.

**Pepper Karen Mintz ’89**
Account Executive
HNP Pharmaceuticals

**Fred Mirmiran**
President & CEO
Johnson, Mirmiran & Thompson

**George Reynolds**
Director, Industry & University Initiatives
Electronics Systems Northrop Grumman Corp.

**Glenn Ross ’81**
Managing Director
Archstone Portfolio Solutions

**Louis E. Sapperstein**
Vice President & Shareholder
Rosen, Sapperstein & Friedlander, Chartered

**Deborah Tillett ’76**
Executive Vice President
BreakAway, Ltd.

**Katie Weishaar ’04**
Vice President
Marketing & Strategy
Community Analytics

CBE ACCOUNTING ADVISORY BOARD

**Ella Bartels ’95**
Assistant Controller
14 Commerce

**Tamara Basso Bensky ’93**
Meyers and Stauffer LC

**Ronald M. Causey ’86**
Director
SC&H Group, LLC

**Todd Feuerman ’87**
Director
Ellin & Tucker, Chartered

**Jay A. Goldman**
Director
RSM McGladrey, Inc.

**Alia K. Kashlinskaya ’96**
Senior Manager
Mergers and Acquisitions Tax
KPMG LLP

**Daniel J. Kenney**
Principal
Reznick Group, PC

**John Kraft**
Clifton Gunderson LLP

**Matt Leber ’01**
Manager
Deloitte & Touche, LLP
Audit and Enterprise Risk Services

**Deborah Norris**
CPA
Herzbach & Company, P.A.

**Nancy S. Palmer**
General Manager
Caves Valley Golf Club

**Ernie Paszkiewicz**
Gross, Mendelsohn & Associates

**J. Kyle Richards ’98**
Chernoff & Richards, P.A.

**Robert W. Sharps ’93**
Vice President
T. Rowe Price Associates, Inc.

**John F. Short**
Washington Federal Practice
PricewaterhouseCoopers, LLP

**William J. Tiganelli ’77**
Senior Vice President
Federal Reserve Bank

**Sathya Vardhana**
Audit Manager
Legg Mason & Co., LLC
Kevin Davenport ’05 BUAD/Fin is a spokesperson for Quality Building Corp., a company that specializes in buying problem houses in all price ranges and restoring them for sale.

Christopher Frew ’04 BUAD/Mktg started a new scientific division within TechUSA to provide staffing solutions to the pharmaceutical and biotechnology industries. As an account executive, he helped grow this new division to a total of eight employees within the first year.

Steve Green ’05 Acct deployed over the summer to Afghanistan and Iraq, where he will continue investigative work with the U.S. Army Audit Agency.

Wendy Chernak Hefta ’85 is the owner and operator of PSP Press, Inc., DWH Office Services and Assistant on Call organizing services. She is also the author and publisher of The Complete Jewish Wedding Planner. She and her husband, David, just celebrated their 22nd anniversary. Their oldest daughter, Stephanie, completed her freshman year at TU with a 4.0. Another daughter, Amy, started TU this fall with a photography scholarship. Their son, Daniel, and youngest daughter, Rebecca, are starting 10th grade and 7th grade, respectively.

Andy Ho ’99 BUAD/Mngt works as an accountant for the City of Baltimore’s Employees’ Retirement System.

Lance Johnson ’93 is employed at 1st Mariner Bankcorp. He was recently named vice president.

Steven Kruskamp ’05, works for 1st Mariner Bankcorp. where he was recently promoted to officer.

Bonnie Gladmon McFadden ’97 BUAD/Mngt married Scott J. McFadden, a U.S. Navy lieutenant, on July 1, 2006.

Tonya L. Waller ’93 BUAD/Fin married Gregory L. Primus, M.D., an orthopedic surgeon, on March 18 in Puerto Rico, where they met. They live in Chicago.

Share Your News

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 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.

PERSONAL INFORMATION (Please print)

Check one: ☐ Dr. ☐ Mr. ☐ Ms. ☐ Mrs.
Name__________________________________________Class Year__________
Major/Concentration________________________Name at Graduation____________________________
Address__________________________________________________________ (Circle one: home or business)
City__________State________ZIP________Country________________________
Phone________________________E-mail________________________________
If business address, company name________________________Position/Title________________
Previous Address (if you are sending this to update your address)________________________

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

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?
__________________________________________

I WOULD LIKE TO HELP CBE STUDENTS BY: (Please check all that apply)
☐ Speaking about my professional experience, company
☐ Conducting informational interviews or arranging or industry job shadowing
☐ Arranging a tour of my company or organization
☐ Serving as a mentor/professional coach
☐ Coordinating internships
☐ Supporting CBE scholarship(s)
☐ Providing job listings within my organization
☐ Discussing my CBE experience with prospective students
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 of Business and Economics from July 1, 2006 to June 30, 2007. Great care was taken to ensure the accuracy of this listing, and we would appreciate your sharing with us any errors or omissions. Please direct inquiries to Shannon Arehart, manager of stewardship programs and donor relations, at 1-866-301-3375 or sarehart@towson.edu. Thank you.

$100,000 and above
Molly F. Shock ‘75
Archer Capital

$25,000 to $49,999
Aramark Corporation
Northrop Grumman Electronic Systems

$10,000 to $24,999
Michael Bernstein
Susan J. Ganz
Midstate Federal Savings & Loan SC&H Group, LLC

$5,000 to $9,999
William G. McGowan
Charitable Fund
Kenneth V. Moreland ‘78
Reene A. Moreland ‘79
Anita L. Stark
Greg H. Stark

$2,500 to $4,999
Shohreh A. Kaynama ‘76
Helen Murray
J. William Murray
Talcott Gran Charitable Trust
Marcia Zercoe ‘82

$1,000 to $2,499
AmericasBank
Beverlai A. Barone
Edward H. Ben ‘93
Stephanie M. Beran ‘81
Black & Decker Corporation
Arthur C. Casserly ‘75
Ronald M. Causey ‘86
Clifton Gunderson LLP
Kenneth R. Davis
Linda C. Donahue
Michael X. Donahue ‘74
Ellin & Tucker, Chartered
Ellen R. Fish
Jeremiah J. German
Pearl S. German
Grant Thornton, LLP
Cross, Mendelsohn & Associates, P.A.
Hertzbach & Company P.A.
Gergana Emilova Iotina ‘98

Johnson, Mirmiran & Thompson, P.A.
Deborah Jonas
KPMG LLP
Alan M. Leberknight
Michael Thomas Lyons ‘95
Maryland Business Council
The Mirmiran Foundation
Fred F. Mirmiran
Nancy S. Palmer ‘79
Howard Platt
Reznick Group
Rosen, Sapperstein & Friedlander, Ctd.
Ross IA, LLC
Glenn E. Ross ‘81
RSM McGladrey, Inc.
Louis E. Sapperstein
The Schwab Fund for Charitable Giving
Ronald H. Seher
Sherry L.R. Seher
Pamela G. Sharps ‘92
Robert W. Sharps ‘93
Siskind, Grady, Rosen & Hoover, P.A.
T. Rowe Price Associates Foundation, Inc.
A. Andrew Tignonelli
Deborah A. Tillett ‘76
Mitchell Patrick Tracy ‘76
James K. Wilhelm Jr. ‘87
The Carl M. Woolford Foundation, Inc.
Barbara Young
Michael J. Young ‘81

$500 to $999
Arthur E. Bell Jr. & Associates
Manoj Thomas Basuray
Lawrence J. Bansky
Tamara B. Bansky ‘93
Brian M. Davis ‘97
Deloitte Services LLP
John A. Filler ‘94
Ira M. Gilberg ‘93
Grant Thornton Foundation
John L. Kenneally ‘79
Louise Laurence
Legg Mason, Inc.
McCormick & Company, Inc.
Ricky Scott Rubin ‘93
Stuart N. Rudlo ‘92
Barbara L. Shifflett ‘79
Steigman & Company
Stoy, Malone & Company
David E. Ullman ‘82

$250 to $499
Thomas H. Blackburn ‘75
Martin Freedman
Ora Freedman
Nancy L. Gerling
Beth Ann Heidel
Maurice Duane Heidel ‘75
Michael J. Kearney ’84
E. Garland Keesling III
Sidney Levin ‘74
Angela F. Mease ‘85
John J. Mease Jr.
Jeffrey A. Michael
Robert J. Miller
Elizabeth Leblong Morrison ‘88
William D. Morrison ‘86
Marguerite L. Phillips ‘77
Daniel E. Popovich
Sherry L. Randles ‘98
Jack I. Reader ‘82
Richard B. Rosecky
Donald L. Rosenberg
Deborah G. Rosier ‘02
Ahmad S. Shadman
Timothy E. Sullivan
Robert W. Tyler II ‘88

$100 to $249
Sylvia H. Adams ‘73
David J. Antol
Susan M. Antol
William John Archer Jr. ‘83
Eric S. Bader ‘98
Michelle L. Barrows ‘04
Lori A. Battle ‘90
Geoffrey Kellogg Benedict ‘98
Tristine Janelle Benedict ‘98 ‘04
Jeff Binford ‘03
Lawrence J. Blair Jr.
Sharon A. Blair
Michelle L. Blanchard
G. Michael Bogucki ‘81

Matt S. Bralove ‘05
Helen H. Brogan-Vansant ‘83
Stacy M. Brown ‘88
Jennifer M. Caramanico ‘91
Michael F. Cashen ‘78
Mordechai B. C. Cohen
Ruth M. Cohen ‘00
Christina Marie Copper ‘97
Elmoro Cross
Lana L. Cross
Thomas K. Cazwlytko ‘84
Mark J. Darrell ‘82
Kristi L. Donovan ‘97
John Ensor
Bruce A. Eppard ‘74
Donna M. Fields ‘81
Edward B. Fields III ‘82
Kirk Willis Fowler ‘96
Melissa L. Fowler ‘97
Anita C. French ‘85
Gregory A. French ‘82
Patrick D. Gahagan ‘94
Edward Neil Gamber ‘81
Dick Gilliam
Kathryn M. Gilliam
Kenneth H. Goad ‘80
Suzanne C. Goad ‘83
Lois Jean Graham ‘90
Regina D. Gramm
Robert A. Gramm
Michele A. Hanzook ‘97
Richard L. Harrison ‘79
Robert J. Harvey ‘78
Maria M. Hendershot
Robert R. Hendershot
Herrmann Technologies, LLC
Carter R. Herrmann ‘92
Carol A. Hess ‘88
Charles K. Hester ‘97
Wendy A. Hester ‘97
Timothy N. Hopkins ‘80
Mary J. Hoskins ‘83
James P. Hughes
Joan T. Hughes
Kevin D. Jackson ‘84
Wesley Howard Johnson ‘87
William G. Kern ‘99
Jeffrey M. Klima ‘01
Mary E. Kruft

Shannon Arehart, manager of stewardship programs and donor relations, at 1-866-301-3375 or sarehart@towson.edu. Thank you.
The Towson University Foundation, Inc. is a 501(c)(3) corporation established with the approval of the Board of Regents, and has the mission of providing the means for private contributions to be used for the benefit of the institution.

A copy of the foundation’s current audited financial statement is available upon request at the Towson University Foundation, Inc., Towson University, 8000 York Road, Towson, Maryland 21252-0001. Documents and information submitted to the State of Maryland under the Maryland Charitable Solicitations Act are available from the Office of the Secretary of the State, State House, Annapolis, Maryland, 21401 for the cost of copying and postage.
UB/Towson MBA Open Houses

NOVEMBER
13  University of Baltimore
    Thumel Business Center
    6 to 8 p.m.

DECEMBER
5    Towson University
     Minnegan Room
     6 to 8 p.m.

R.S.V.P. online at mba.ubalt.towson.edu or at 410-837-6565.