Carrie Oleynik
Managing Editor
Jackie Durbin
Laura Lewis
Jan Nelson Lucas
Stuart Zang
Editors
Pat Dideriksen
Designer
Kanji Takeno, Sofia Silva
Photographers
Shannon Arehart
Michele Hoffman
Contributors

The Business Dialog is published twice a year by the College of Business and Economics. Please send comments and contributions to Business Dialog, College of Business and Economics, Towson University, 8000 York Rd., Towson, MD 21252-0001. e-mail: coleynik@towson.edu 410-704-3342

Please send address changes to Alumni Relations, Towson University, 8000 York Rd., Towson, MD 21252-0001.

Robert L. Caret
University President
Shohreh Kaynama
Dean
College of Business and Economics
Louise Laurence
Associate Dean
College of Business and Economics
Louise Smith
Assistant Dean
College of Business and Economics

www.towson.edu/cbe

Towson University’s policies, programs and activities comply with federal and state laws and University System of Maryland regulations prohibiting discrimination on the basis of race, color, religion, age, national origin, sex, disability and sexual orientation.

DP0305.075
As the academic year draws to a close, I would like to share some good news with you. First and foremost, the Maryland Higher Education Commission approved a joint Towson University/University of Baltimore Master of Business Administration program. This milestone in our institutional history is due in large part to our faculty’s efforts and the persistence of President Robert L. Caret.

Faculty achievements correlate directly to student accomplishments. Our faculty members have worked continually to ensure that we offer high-quality, relevant programs, all the while generating an impressive array of intellectual contributions, including national and international presentations, journal articles, editorships, and learning and pedagogical research. Their dedication to teaching and students is evident in the nearly 56,000 student credit hours they logged during the course of this academic year. I am proud of our faculty and deeply indebted to them for their efforts on behalf of our students and the community we serve.

Student organizations connect CBE to the community by bringing in guest lecturers, performing community service, and raising the student body’s level of awareness and engagement. They have also contributed a wonderful new Web site to CBE, www.towson.edu/cbe.

I am fortunate to work closely with some of the best business leaders in our community, so I am reminded daily of the value CBE students, faculty, alumni and advisory boards place on quality business and economics education. This continuing emphasis has enabled countless CBE graduates to launch successful careers and fulfill their dreams.

The CBE-sponsored events this year included networking/recruiting events, guest lectures, panel discussions, leadership forums, and the inauguration of the CBE Lecture Series. This year also marked the beginning of The Associate competition, which has provided a memorable educational experience for some of our best and brightest students. We are grateful to Ed Hale, CEO of 1st Mariner Bank and owner of the Baltimore Blast indoor soccer team, for his commitment to – and participation in – this unique program. It has been a great experience for me and my students to get to know him. We appreciated the opportunity to learn from his business acumen and deep-rooted values.

It has been exciting to reconnect with various CBE alumni and to stay in touch with our graduates. They can be found at virtually all of the state’s top employers, including Northrop Grumman Corp., Black & Decker, Legg Mason, Inc., T. Rowe Price Associates, Inc. and M&T Bank, to name a few. It would be impossible to enumerate all their accomplishments here but I am nevertheless very proud of every single one of them.

I hope you will enjoy this inaugural issue of Business Dialog. Our future is bright with possibilities, and CBE continues to garner respect and recognition for its time-tested fundamentals: integrity, hard work and ethical values.

Shohreh Kaynama
Dean, College of Business and Economics
Towson University
March 15 was a red-letter day for TU: CBE faculty and university administration learned that the Maryland Higher Education Commission had granted preliminary approval for a joint TU-University of Baltimore Master of Business Administration degree program.

“We are excited and gratified by the approval,” said President Robert L. Caret in his announcement to the campus. “We have the largest business program in the Baltimore area and are poised to grow and mature that program to serve the region’s needs. Based on a collaborative philosophy and building on the strength of the two institutions, the joint M.B.A. will offer a very high quality program that will provide needed access in the public higher education sector. We also think this innovative step is another example of institutions in the University System of Maryland working in partnership for the benefit of Maryland.”

The universities submitted the proposal for review in April 2004 and again in October 2004. President Caret and UB President Robert Bogomolny appointed a task force, composed of members from both institutions. Provost James Brennan, Associate Provost Deborah Leather, CBE Dean Shohreh Kaynama, and Department of Finance Chairperson Tom Basuray represented TU.

Basuray, who came to CBE in 1986, said he remembers hearing that CBE wanted an M.B.A. when he arrived. “Gaining approval is like winning the Major League pennant after 19 years,” he added.

The proposed program will advance the universities’ distinct mission-based goals and create an effective and efficient mechanism for supporting the state’s economic development in the Baltimore metropolitan region. TU and UB agreed to adopt UB’s current M.B.A. program and will add two new specialization tracks, Sports Management and Business Security, based on faculty strengths.

The joint program is accredited by AACSB International – the Association to Advance Collegiate Schools of Business. Both universities agree to ensure that the program maintains this accreditation. Current UB students can elect to enter the program or receive a UB-only degree. Diplomas will bear the names of both institutions.
Imagine higher education without computers or e-mail. Students type or write assignments, ditto machines print handouts and exams, and department secretaries type tests and correspondence. Because student records are stored on microfiche, it takes as long as three days to retrieve a transcript.

This was the College of Business and Economics in its infancy — more than three decades ago — and change was in the air.

Ray Castaldi, Rita Fritjers and Michael Seganish were faculty in the business and economics departments, both located in Linthicum Hall, back in 1970.

“Early on we got some of the best female students,” says accounting professor Michael Seganish. “In those days families with the money to send a child away to college usually sent their sons. The daughters stayed home and enrolled at Towson. For us, this was a good thing.”

It wasn’t until July 1, 1982, that the university established the School of Business and Economics (SBE), encompassing the departments of accounting, business administration and economics. Total university enrollment had reached 14,000, with 9,000 undergraduates.

Under the leadership of Dean Andrew C. Luff (1982-1985), the school held its first advisory board meeting, hosted a six-part lecture series, and inaugurated Outreach Day to provide high school students with an opportunity to meet SBE faculty and staff. Accounting, marketing and management became independent programs.

Sam Barone assumed the position of dean in 1986, and the college continued to grow. Most of the SBE relocated to Stephens Hall Annex or Linthicum Hall as Stephens Hall underwent extensive renovations. In the mid-’80s the Introduction to Business course became a General Education course option. During that time Barone spearheaded efforts to attain accreditation by AACSB International – Association to Advance Collegiate Schools of Business, the premier accrediting agency for bachelor’s, master’s and doctoral degree programs in business administration and accounting.

“Accreditation meant a lot,” says Seganish. “It was recognition of how far we had come.”

In 1987 SBE modified its curriculum to meet AACSB standards and to better prepare students for graduate school and careers.

AACSB accreditation in business administration followed in 1992, a milestone confirming that the school’s commitment to quality and continuous improvement met the highest standard for business schools worldwide. “It was satisfying to be accredited,” says Ray Castaldi, Department of Accounting. “I knew we would meet the criteria before it actually happened.”

Stephens Hall renovation was also completed in 1992, and both business and economics moved back into the building.

In 1994 the Department of Accounting received AACSB accreditation, making Towson at that time the only University System of Maryland institution with an accredited undergraduate accounting program. Towson University had joined the ranks of nationally accredited universities in business administration and accounting.

Ray Castaldi stepped in as acting dean when Dean Barone died in 1994. The school appointed Alan Leberknight as its next dean the following year.
In 1996 the School of Business and Economics opened the CBE Student Center, now known as Student Academic Services, and on April 1 of that year, it changed its name to the College of Business and Economics.

Throughout the ‘90s, the College of Business and Economics continued to grow. In 2001 Alan Leberknight left CBE, and the college enrolled its first e-Business majors.

In 2002 Shohreh Kaynama ‘76 became dean. Since then CBE has grown to become the largest undergraduate business school in the metropolitan area with more than 2,465 majors. The college has 74 full-time and 40 part-time faculty members and several are Fulbright scholars. The College of Business and Economics is Stephens Hall’s major tenant, with some office and classroom space allotted to the Department of Mathematics.

Today, CBE is moving forward with new programs, student accomplishments and business partnerships. Currently CBE comprises five departments: accounting, economics, finance, management and marketing and e-Business. The college also offers a program in business excellence. Accounting graduates have ranked among the top scorers nationally on the CPA exam. They have scored above the national average in all but two of the past 14 years.

The college has also led the way in developing academic partnerships. Last fall it launched a joint graduate program in accounting with the University of Baltimore, and this spring the Maryland Higher Education Commission approved the much-needed joint MBA program with the University of Baltimore.

CBE now offers the only undergraduate degree in e-Business among the 11 campuses in the University System of Maryland.

Kaynama describes the e-Business program as “catering to the unique needs of our business community by preparing students with the knowledge and skills to develop, host and maintain online businesses in terms of both Web-based applications and business strategies.”

In addition, CBE and the Community College of Baltimore County are planning to offer a 2 + 2 program in e-Business.

CBE students participate in a variety of business-related organizations, some old, some new, including the Student Leadership Council, the American Marketing Association, Wall Street Investment Club, Financial Management Association, Society for Human Resource Management, Economics Club, e-Business Association, Beta Alpha Psi, Beta Gamma Sigma, Alpha Kappa Psi and Students In Free Enterprise.

The college’s Beta Gamma Sigma chapter competed in an Outstanding Chapter Competition and took home Gold Chapter Awards for two consecutive years. CBE organizations have organized field tours, guest speakers and community service activities.

Last fall the TU Foundation gave the Wall Street Investment Club another $10,000 to invest based on its track record during the previous academic year, bringing the total to $15,000.

(continued)

---

### CBE Deans

<table>
<thead>
<tr>
<th>Year</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1982-1985</td>
<td>Andrew Luff</td>
</tr>
<tr>
<td>1986-1994</td>
<td>Sam Barone</td>
</tr>
<tr>
<td>1994-1995</td>
<td>Ray Castaldi</td>
</tr>
<tr>
<td>1995-2001</td>
<td>Alan Leberknight</td>
</tr>
<tr>
<td>2001-2002</td>
<td>Al Avery</td>
</tr>
<tr>
<td>2002-present</td>
<td>Shohreh Kaynama</td>
</tr>
</tbody>
</table>

---

### Timeline

- **1970**: Business Administration becomes separate department
- **1976**: TSC granted university status, renamed Towson State University
- **1981**: Department of Accounting established
- **1982**: School of Business and Economics formed
- **1983**: First advisory board meeting for School of Business and Economics
- **1986**: Stephens Hall renovation begins
The foundation and CBE jointly administer a special scholarship for qualified students who are members of the Academy of Finance in Baltimore County. Scholarship funds for up to five of the participating students have been allocated. Throughout the year, the College of Business and Economics sponsors lectures, leadership forums, networking and recruiting events, open houses and reunions. The dean works very closely with three advisory boards: the College of Business and Economics Advisory Board, the Accounting Advisory Board, and the e-Business Advisory Board. CBE’s strategic five-year plan has been linked with the university’s strategic plan, Towson University 2010: Mapping the Future.

Patricia Atkinson, director of Student Academic Services, has worked with CBE for 20 years. “I’m proud to be a part of this college,” she says. “In a relatively short time we’ve become a major educator of accounting, business and economics graduates. And, under the leadership of Dean Kaynama, we’re being propelled toward recognition as a major contributor to Maryland’s workforce and citizenry.”

CBE continues to forge ahead with superb computer facilities offering multimedia and up-to-date business software for classroom presentations and projects. Wireless connectivity to the Internet is available in both academic buildings and residence halls.

Plans for future facilities include a financial analysis lab/trading room, conference/team meeting areas, student team breakout rooms, learning laboratory and more business and e-Business technology classrooms. The Center for Applied Business and Economics Research (CABER) has just opened, with students, faculty and business partners teaching, learning and talking about the latest topics in the business arena.

The College of Business and Economics takes pride in its past – and strives to attain an even brighter future.

Got Paint?
Management class spruces up city schools

Jarrett Brown was one of 16 members of CBE professor Bill Smith’s Management 482 class who spent a Saturday in April painting and landscaping at Baltimore’s Callaway Elementary School. The group effort, part of the city’s Believe program, also included other TU students and community volunteers.

Smith’s classes have been involved in service projects like this since 1997.

“What begins for most students as part of a class requirement often becomes much more than that,” he says. “After every project students will express a strong sense of pride and satisfaction about ‘helping out.’ But service projects are about more than just students feeling good about themselves. As future business leaders they should also learn the importance of playing a positive role in their communities.”
The Center for Applied Business and Economic Research (CABER) recently opened on the first floor of Stephens Hall. CABER uses the college’s resources to meet the education and knowledge needs of Baltimore-area business niches and governments who have a history of hiring CBE graduates. Acting as the research and outreach arm of the CBE, CABER treats these companies as clients, galvanizing CBE faculty and students to become engaged with them in research, life-long learning, intellectual partnerships, outreach, sharing economic knowledge and consulting.

CABER provides education and training, research and consulting, and outreach and economic development services to business and organizations closely affiliated with the CBE.

Education and Training
Seminars, workshops and speakers series
On a regular basis the center conducts workshops, seminars and speakers series on topics and issues relevant to current practices and trends in the business community. It also provides custom training and noncredit courses in business to enhance the community’s knowledge and skill base.

Collaboration and sharing between business and academy with CABER acting as facilitator
The center serves as a point of contact and facilitator between businesses and the college in bringing students and faculty together with companies and vice versa. The goal is to create a forum in which CBE students and faculty can learn from business professionals’ real world experience.

Examples of some activities include:
• “Executives in the Classroom”
• “Trading places,” in which a member of a business partner group becomes a student for a day and a student goes to work in his or her organization
• hosting career and networking events
• company tours

Research and Consulting
Clearinghouse and Repository for External Grants and Contracts
The center also serves as a repository for all relevant information and resources on securing and writing successful grants and contracts for various government and non-government agencies. CABER’s staff assists faculty with identifying targets and subsequently helps them write and submit proposals in collaboration with other units in the university.

Custom Research Studies
The center conducts original research, utilizing CBE faculty and students and planning studies as needed to answer clients’ questions. Such projects include feasibility studies for starting or expanding businesses, economic impact analyses, e-Business solutions and strategic and human resource plans for businesses and economic-development programs.

The CABER director works with clients to define research objectives, then develops a proposal for the study to be conducted. Upon the client’s approval, work proceeds under the direction of one or more faculty members with expertise in the relevant area. CABER also tries to use undergraduate and graduate student assistance in these projects when possible, as one of the center’s goal is to enhance the educational mission of the college. These commissioned studies are conducted on a fee-for-service basis, with fees set to cover the cost of faculty and student time, and materials.

Outreach and Economic Development
Service Learning and Community Service
The center oversees and seeks opportunities for CBE faculty and students to engage in community-service and service-learning projects. CABER also provides limited pro bono research studies for the not-for-profit organizations as a community service, and is involved in service-learning projects involving students and faculty. CABER can play an important role in building bridges and overcoming administrative obstacles for busy faculty and business professionals, who at times leave these initiatives to be done at the last minute. The center ensures that internship, co-op, service learning and civic-engagement initiatives in the college will be inclusive and ongoing rather than individual and personal.

CABER Online Library
In the CABER library the center maintains and keeps much of the information and knowledge it generates from a variety of sources. CABER maintains volumes of data from the U.S. Census Bureau and other government agencies, focusing especially on Maryland. Much of this information is and will be stored in computer databases, allowing CBE to generate custom reports.

The CABER library also maintains data on local economic and business activities, such as building permits, sales taxes and other economic indicators at the state and county levels. Information from the center’s library is generally provided to users for a nominal charge to cover compilation, duplication and shipping.
Six successful Baltimore-area women sent a powerful message to an audience of male and female students: “In today’s corporate world, it doesn't matter if you are a man or a woman – you can make your dreams come true.”

“When you apply for a position, you usually feel you are the best possible candidate or it’s an opportunity that you really want,” Robin Budish, a panelist in the March 9 Women In Leadership Forum, explained. “If there’s something you really want to pursue, there’s always a way. If it’s meant to be, it will happen.”

The panel, comprising Robin Budish, executive director of the Historic Charles Street Association; T. Eloise Foster, associate dean for program development and business affairs at the University of Maryland School of Medicine; Myra Gorman, vice president of product development at Community Analytics; Tricia Hamilton, chief operating officer at Northwestern Mutual Financial Network; Deborah Kielty, president and executive director of the World Trade Center Institute; and Nina Paules, co-founder and CEO of ABN Leadership Group, Inc., offered recommendations based on their professional experiences.

“I like how Myra [Gorman] talked about how she changed her major when she was not sure about what she wanted to do,” said Jessica Nemeth, a senior finance major. “Her gut told her to switch her path – it made you, in the audience, feel OK about being confused.”

In addition to advice about career choices, participants discussed interviewing, first jobs out of college, obstacles in both international and domestic markets, importance of mentoring, and other related subjects.

“A lot of things they said were very true,” said Nina Henry, a senior mass communication major. “You have to know yourself and believe in yourself, set goals and plan. You have to know where you’re going in order to accomplish goals.”

CBE’s Center for Applied Business and Economics Research (CABER) hosted the event.

Dean Kaynama honored as one of Maryland's Top 100 Women

*The Daily Record* has named CBE Dean Shohreh Kaynama to its 2005 Maryland Top 100 Women. The award recognizes women who have a record of significant achievement in their professions and a demonstrated commitment to community service.

Kaynama, a TU alumna, founded Towson’s undergraduate e-Business major and is one of two founders of a graduate program in communications management. She has presented her scholarship at numerous national and international conferences. She serves on the boards of the National Academy Foundation – Academy of Finance, Maryland Council on Economic Education and the Small Business Resource Center, among others. She has been active with the American Iranian Cultural Association and volunteered for the Maryland Food Bank and the Baltimore County Board of Education. She has also participated in a 50-mile bike ride for the American Diabetes Association and a walk for the Juvenile Diabetes Research Foundation.
P.M. Forni, author of *Choosing Civility*, inaugurates Lecture Series

Guest speaker addresses workplace civility, manners

**Choosing civility means choosing to do the right thing for others – for the ‘city.’ The by-product of doing justice to others is the enrichment of our own lives. I hope that we will never tire of rediscovering that being kind is good for the kind.**

– P.M. Forni

P.M. Forni, author and director of The Civility Initiative at Johns Hopkins, gave TU students considering jobs in the business world more to think about than interviewing techniques and salary negotiations: being courteous to their co-workers.

“Civility and good manners are not trivial matters,” Forni told about 300 faculty and students attending the March 31 kickoff of the new College of Business and Economics lecture series.

Drawing on his years of research in civility, Forni explained that rudeness leads to a less productive workplace, as employees care more about getting ahead than getting along.

“Many of us have not spent much time thinking about how discourteous behavior affects us in our workplace and our personal lives,” said Louise Laurence, associate dean of the College of Business and Economics.

“Dr. Forni teaches us to think about civility and its impact in ways that we may never have considered.”

Forni, author of *Choosing Civility: The Twenty-Five Rules of Considerate Conduct*, teaches Italian literature and civility at Johns Hopkins University. In 1997, he co-founded the Civility Initiative – then known as the Johns Hopkins Civility Project. The project involves academic and outreach activities aimed at assessing the role of civility and manners in society.

Forni’s series of commentaries, *Speaking of Manners*, airs on WYPR, a National Public Radio affiliate in Baltimore. He has appeared on ABC’s *World News Tonight* and BBC’s *Outlook*. His work has also been covered by publications such as *The New York Times*, *Times of London*, *Panorama*, *The Washington Post*, *The Wall Street Journal*, *Los Angeles Times*, and *The Sun*.

J. William Murray, a retired senior vice president of AllFirst, is generously funding the lecture series that will cover prominent issues faced in local, national and global markets.

For more information about next year’s guest speaker, please visit www.towson.edu/cbe.
Throughout the spring semester, eight CBE students have starred in The Associate competition, TU’s adaptation of the NBC hit series The Apprentice. As students competed for a position with Edwin F. Hale, CEO and chairman of the board of 1st Mariner Bank and owner of the Baltimore Blast indoor soccer team, they learned important business lessons and formed strong bonds.

“This is a unique and once-in-a-lifetime opportunity for our students to show their business acumen while they learn invaluable lessons from one of the most successful leaders in our community – Ed Hale,” says Shohreh Kaynama, dean of the College of Business and Economics. “The Associate has become a prime example of what President Caret, who partnered passionately with Mr. Hale to evaluate the eight candidates, has envisioned in terms of TU as Maryland’s Metropolitan University. It provided the ‘learning sandbox’ where our students, faculty and business partners played in a meaningful way. I couldn’t be more grateful to Ed Hale for his unconditional and genuine devotion to our students and faculty.”

During the competition, Hale provided professional insight, instead of harshly firing someone. At times he would introduce his decision with a kind, but firm, “I’m sorry, but I have to let you go.”

“The Associate is becoming a classroom with real-world experience, where Ed is the teacher,” says Laleh Malek, coordinator of internship, career services and professional experience and lecturer in the Department of Marketing & e-Business. “He presents them with stories about his experiences, business decisions and real situations. He has been a wonderful role model each time he visits the campus.”

The candidates received case studies on Wednesdays. Baltimore-area companies including Apogee Designs, Miles and Stockbridge, Gevity, Weber Shandwick and TriAlliance Real Estate participated by presenting students with real-life projects. Case studies included preparing proposals for CEO, CFO and diversity roundtables, creating a marketing campaign for tenant replacement, and finding solutions to reduce overhead costs and improve operational efficiency and communication.

“The Associate is becoming a classroom with real-world experience, where Ed is the teacher,” says Laleh Malek, coordinator of internship, career services and professional experience and lecturer in the Department of Marketing & e-Business. “He presents them with stories about his experiences, business decisions and real situations. He has been a wonderful role model each time he visits the campus.”

The candidates received case studies on Wednesdays. Baltimore-area companies including Apogee Designs, Miles and Stockbridge, Gevity, Weber Shandwick and TriAlliance Real Estate participated by presenting students with real-life projects. Case studies included preparing proposals for CEO, CFO and diversity roundtables, creating a marketing campaign for tenant replacement, and finding solutions to reduce overhead costs and improve operational efficiency and communication.

“In this competition everyone cares. It’s been energizing to be a part of an experience with students – they have an impressive level of competence.” – Ed Hale

The candidates received case studies on Wednesdays. Baltimore-area companies including Apogee Designs, Miles and Stockbridge, Gevity, Weber Shandwick and TriAlliance Real Estate participated by presenting students with real-life projects. Case studies included preparing proposals for CEO, CFO and diversity roundtables, creating a marketing campaign for tenant replacement, and finding solutions to reduce overhead costs and improve operational efficiency and communication.

“We are getting an excellent experience from this competition,” says Associate candidate Matthew Leeble. “I don’t know how many people in our graduating class have planned three roundtable events, consolidated two buildings for an industrial design firm, or developed a marketing plan for a commercial real estate company. But, I do know a few who have.”
The Domino Effect

When Laleh Malek, coordinator of internship, career services and professional experience and lecturer in the Department of Marketing and e-Business, isn’t in the classroom, she’s taking the CBE education experience to new places.

This spring marked the kickoff of The Associate, where eight candidates vied for a position with Ed Hale, CEO of 1st Mariner Bank and owner of the Baltimore Blast indoor soccer team. Malek conceptualized the idea for the project and introduced it to the student body and the CBE Board.

Malek, who teaches Principles of e-Business, Principles of Marketing, Internet Marketing and International Marketing, has also been the key organizer for the college’s networking/recruiting events, the annual Women In Leadership Forum and lectures including “DeMystifying the Myth of Sales” and “Palisades Toys: a Discussion on Starting a Business and the Use of the Marketing Mix in Business.”

Another Malek project is TU MATCH, a program that matches students to businesses who are seeking interns. (The chair of the CBE Advisory Board, Suzy Ganz, president and CEO of Lion Brothers Co., Inc., named the program.) TU MATCH has filled as many as 20 to 25 positions with companies such as Black & Decker, Bionicare, G1440, Community Analytics, Emerging Technology Council and Stanton Communications.

“I ask company representatives questions to pinpoint the qualified student for the particular position,” Malek explains. “Companies have been happy with the program and started talking to other businesses in the area; success has come through a domino effect.”

In addition, Malek advises the e-Business Student Association and oversees the professional experiences courses (BUSX460). In the future, she expects to teach more courses in e-Business.

Since arriving at CBE in fall 1999, working with students remains the highlight of her job. Working with the faculty and the dean constitute a close number two.

“It’s really rewarding to see what our students can accomplish,” Malek says. “The faculty has been extremely supportive. Our dean, Dr. Shohreh Kaynama, in allowing new ideas to take hold, has played a huge role in our success. It’s really great to work with someone who is willing to work on new projects while promoting our college and students. Dr. Kaynama is 100 percent supportive if you present an idea to her that will benefit students.”

Companies have been happy with the program and started talking to other businesses in the area; success has come through a domino effect.

– Laleh Malek
Take a Journey Overseas With Fulbright Scholar

Adventure to Vietnam builds relationship between the University of Da Nang and TU

By Donald Kopka, Department of Management
January-August 2004

It was crowded and bustling in Bangkok as I arrived 30 years after my last visit. I immediately noticed how the city had changed. The open spaces I remembered, along with highways, no longer exist. Buildings have cropped up everywhere amid an overhead transit system and substantial highways. Two days later, I left Bangkok for Da Nang to start my Fulbright assignment and settle in to my new living situation. Da Nang, which was honoring the first day of the Tet New Year’s holiday when I arrived, has pretty much anything a person would want with plenty of places to eat and shop. One thing I really like about the city and the Vietnamese lifestyle is the presence of cafes, in which you can find tables spread throughout gardens with trees and flowers.

Before I began teaching, I attended the Supporting Industries Symposium, which emphasized government policy in fostering business. It lent me further perspective on the economic policy and business situation in Vietnam. Shortly thereafter, I began my work at the University of Da Nang’s College of Economics and Business Administration, teaching two courses on entrepreneurship and business strategy for the Department of Business Administration.

It struck me how much effort teachers at the university put into obtaining and translating English business materials especially from the United States.

Upon meeting with the rector (dean) of the college, I asked him how I might contribute a little extra. He suggested that I help improve the faculty’s English speaking skills, which led me to teach an English language class for the faculty. As part of the course, I had the group compose a course syllabus to learn about American teaching methods while practicing their English. (Typically, these professors write what will be covered in the next class session on the chalkboard.) The faculty indicated that after being exposed to a syllabus, they were ready to develop syllabi for their own courses.

With the conclusion of teaching in May, I was able to travel to the northern part of the country with my good friend who visited me from Hawaii for two weeks. Our northern trip of some of the most interesting sites included Hanoi, Sa Pa – with its minority ethnic groups – Ha Long Bay, Hue, Ba Na, and Hoi An.

Although my Fulbright Scholar assignment ended officially on June 30, I extended my stay to finish writing a proposal to build long-term relationships between the University of Da Nang and TU.

I can best describe my Fulbright experience in Vietnam in one word – fun. I enjoyed the people, the food, the social life, the customs, and greatly value the very close relations with my Vietnamese colleagues. During my first weeks here, I sensed it would be hard to leave; I was right.

The Fulbright Program is sponsored by the U.S. Department of State’s Bureau of Educational and Cultural Affairs. Fulbright scholar recipients are selected on the basis of academic or professional achievement, in addition to demonstrating remarkable leadership in areas of knowledge.
On the Lookout

The CBE curriculum’s concrete, measurable and attainable objectives prepare graduates to perform – individually and in teams – immediately upon entering the job market. The following students’ knowledge, skills and attitude (KSAs) are sure to propel them to success.

**THOMAS EDWARD DOWLING**

**Major:** Economics/Political Science  
**Favorite Class:** Econometrics  
**Dream Job:** a position in international development economics and policy analysis for an institution such as the World Bank or USAID.  
**Personal Business Ethic:** “Lead, follow or get out of the way.”

**Extracurricular/Internship Experience:** vice president, Student Leadership Council; president, TU Economics Society; business and circulation editor, TU’s *Journal of International Affairs*; Beta Gamma Sigma Business Honors Fraternity; Pi Sigma Alpha Political Science Honors Fraternity; volunteer mentor and adviser, Baltimore County Public Schools Model UN; TU representative, 2004 Student Conference on U.S. Affairs; research analyst, Sage Policy Group Inc.; captain/team founder, TU Federal Reserve Challenge; and director, “Teach Them to Cook,” which teaches marketable culinary skills to the homeless.

**R. THOMAS KOERBER**

**Double Major:** Business Administration/Molecular Biology, Biochemistry and Bioinformatics  
**Favorite Class:** Professional Experience  
**Dream Job:** director of National Institutes of Health  
**Personal Business Ethic:** “Everyone deserves to be treated fairly.”

**Extracurricular/Internship Experience:** webmaster for CBE; web-master for TU’s Honor College; teaching assistant in the department of biological sciences; student consultant for CBE Student Academic Services; member of CBE Advisory Board; secretary for the Student Leadership Council; vice president for Students in Free Enterprise (SIFE); member of Beta Gamma Sigma; member of Beta Beta Beta Biological Sciences Honor Society; member of Golden Key International Honour Society; coordinator of Junior Achievement Campus; volunteer for Hampstead Volunteer Fire Department; volunteer for Special Olympics; vice president and chairman of K-family for Circle K; and technology officer for Excelsior.

**STEPHANIE SHAPIRO**

**Double Major:** Business Administration/Marketing and e-Business  
**Favorite Class:** Professional Experience  
**Dream Job:** to work in advertising/marketing/PR/sales  
**Personal Business Ethic:** “The great leader is he of whom the people say, ‘We did it ourselves.’” – Lao-Tzu

**Extracurricular/Internship Experience:** president, e-Business Association; president, Student Leadership Council; president, University Residence Government; student ambassador; treasurer, National Residence Hall Honorary; director of communications, e-Business Association; senator, Student Government Association; member of TU’s Modified Presidential Search Committee; president, Building Council/University Residence Government; advertising intern, *Baltimore Business Journal*; marketing research analyst intern, G1440; student consultant, CBE Student Academic Services; marketing and service representative, MEDTherapies, Inc.; and marketing assistant, MEDIQ/PRN Life Support Services, Inc.
Ones webmaster for the College of Business and Economics, I’ve constantly improved the Web site (www.towson.edu/cbe) to incorporate a more appealing design and user functionality. Starting with a simple static and plain Web site, I transformed it into a database-driven site that can be updated (in the administration section) from just about any location in the world.

My original design, which incorporated many of TU’s brand marks, was a vast improvement. The Web site is now even better and more professionally designed, thanks to marketing and e-Business double major Steve Kruskamp. These changes reflect the college’s changing marketing strategy and facilitate the flow of information to all users. Students can easily access degree requirements, course prerequisites, organization and scholarship information. Pre-Business students can now calculate their GPAs for the seven lower-level core prerequisites, enabling them to determine what grades are needed to successfully transition to full business administration majors.

In addition to online report generation, the entire pre-Business (PBUA) program is run through an online process. All PBUA and BUAD program documents are online, giving departments access to information about BUAD applications, transfer credit petitions, catalog selection petitions and change of major forms. This process facilitates information retrieval rather than locating – and referring back to – paper copies.

CBE faculty members can now manage their own information through a faculty/staff login that allows them to connect to the college’s Web site through TU’s system. Once authenticated, they have an array of choices depending upon permissions. However, all faculty/staff members can now maintain information online about publications and intellectual contributions, professional memberships and affiliations, honors, awards and areas of expertise. Administrators can then easily report this information to AACSB International – the Association to Advance Collegiate Schools of Business. The process of filing reports with AACSB would normally require months of preparation to maintain accreditation, but the site’s administration section reduces the process to seconds.

A new section created specifically for alumni will be unveiled soon. “Access CBE” will allow all graduates to reconnect with their alma mater and fellow classmates.

The CBE Web site is continually evolving to include more user-friendly functionality. My goal – of enabling administrators to focus on more difficult tasks rather than mundane information input and report generation – has been more than fulfilled.

Visit CBE at www.towson.edu/cbe.

– R. Thomas Koerber ’05
Get out your pick ax and start digging for gold in the College of Business and Economics. When R. Richard Geddes ’84 thinks about his experience as an economics and finance major at Towson University in the early ’80s, he remembers faculty sharing information with him as valuable as “gold in a gold mine.”

“It’s hard to overstate how useful my Towson degree has been to me and how it changed my life,” Geddes says. “I blossomed at Towson because of the environment and the attention I got as a student. The professors always had time to talk to me. They were generous with their time and would talk to me for as long as I wanted. The benefits have been tremendous.”

Geddes was appointed as a senior staff economist to President George W. Bush’s Council of Economic Advisers (CEA) in March 2004 and started a one-year term on Aug. 1, 2004. He is one of 10 senior economists working with the CEA, which advises the president on national economic policy, apprises the government’s programs and activities, and analyzes economic developments.

For Geddes a highlight of serving on the CEA included meeting the president in early February, after the Economic Report was published.

“It’s truly astounding to be in the Oval Office with the president, thinking about all the history, in that part of the West Wing,” Geddes recalls. “President Bush spent some time talking to us on a whole range of topics; it was a pleasurable experience and something I’ll definitely never forget.”

In addition to serving on the CEA, Geddes is an associate professor of policy analysis and management at Cornell University. He received his M.A. and Ph.D. in economics from the University of Chicago. In 1984 he received The Wall Street Journal award in economics. From 1991 to 2002, he taught economics at Fordham University in New York. In 1995 he was a visiting faculty fellow in the Program in Civil Liability at Yale Law School and served as a consultant to the United States Postal Service in the last postal rate case. Also in 1995, he was a consultant to the Australian Price Surveillance Authority and to the Progress and Freedom Foundation in Washington, D.C. He directed the Visiting Fellows Program at the Institute for Humane Studies at George Mason University in 1996 and was the Henry Salvatori Fellow at the Heritage Foundation in 1997. He was a national fellow at the Hoover Institution from 1999 to 2000. From 1998 to 2001 he served on the board of directors for the McGannon Communications Center at Fordham University.


In his spare time Geddes enjoys spending time with his family. He is married and has a 3-year-old daughter, Lillian. He enjoys traditional martial arts (karate-do), scuba diving, sailing, hiking and jogging. Geddes also likes to keep in touch with past and present faculty at Towson University, including James Dorn, professor of economics; Henry Sanborn, professor emeritus of economics; Richard Vatz, professor of mass communication; and Brenda Logue, professor emeritus of mass communication.

“I was taught by world-class professors at Towson who took me under their wing” Geddes says. “Looking back, it was truly amazing.”

Marcia Zercoe ’82 establishes Tamara M. Woroby Endowment

When economics professor Tamara Woroby received a phone call from the CBE dean, Shohreh Kaynama, invoking her to have lunch with Marcia Zercoe ’82, she was thrilled at the thought of seeing one of her former students.

“She was the perfect student,” Woroby says of Zercoe. “She got exceptional grades, if not the highest.”

The next time Woroby heard from the dean, it was to let her know that Zercoe was setting up an endowment fund in her honor.

“When I found out I felt extremely lucky,” Woroby says. “This is a once-in-a-lifetime opportunity, and it was so unexpected.”

The Tamara M. Woroby Economics Scholarship Endowment will award a scholarship annually, beginning this fall, to an outstanding economics senior. Woroby, Zercoe and George Georgiou, chair of the Department of Economics, are in the process of reviewing candidates.

“Meeting Dr. Woroby again and now getting to know her personally has been such a treasure,” Zercoe says. “Her unsurpassed talents as a professor are outdone only by her personal gifts of kindness and friendship. Establishing the Tamara M. Woroby Economics Scholarship Endowment was a small way of saying ‘thank you.”

Zercoe, who graduated with a double major in economics and business administration with a concentration in finance, was hired in 1982 as a money market trader and was soon managing more than $1 billion in money market funds. She obtained a master’s degree in finance from Loyola College. The Baltimore Life Insurance Co. then hired her to manage their investment portfolio, making her at age 25 the first female and youngest recruit for the position in company history. A few years later, she joined Provident Capital Management (a subsidiary of PNC) in Philadelphia to co-manage the fixed-income operation, where she eventually became director of fixed income. She then accepted the offer for a partnership at 1838 Investment Advisors, an independent investment management company, where she led the fixed-income group.

“The right direction and a positive attitude combined with hard work is a guaranteed formula for success,” Zercoe explains. “Towson University gives students the tools. We all know Wall Street is a sea of Ivy league graduates, but if a Towson graduate embraces those tools and applies the ‘formula,’ such perceived barriers do not matter. I believe my career is living proof of that.”

Zercoe served on the TU Foundation Board and headed its Investment Committee for six years. She also served as the board’s treasurer and vice president. She now serves on TU’s Board of Visitors and was appointed by Gov. Robert Ehrlich to serve on the board of the Maryland Teachers and State Employees Supplemental Retirement Plan.

Aside from her board membership, Zercoe left the investment world in 1998 to raise her twin daughters, go back to school for a career in interior design, and start her own company. She enjoys staying in touch with some of her former classmates at TU as well as forming new friendships with board members.

“I’m pleased that the endowment will continue through time,” Woroby says. “It says a lot about how gracious Marcia Zercoe is.”
Mike Gill likes to joke about being “the luckiest boy ever born in Timonium.” Fortune has indeed smiled on the business executive and CBE graduate – with a nomination to the University System of Maryland Board of Regents.

“When Gov. Ehrlich’s office called to tell me my name was being submitted, I said, ‘Fantastic!’” Gill recalls. “The Board of Regents has a huge responsibility to the state, to the 13 USM institutions and to over 130,000 students. Having fellow Towson alum and close friend David Nevins close by has made a huge difference.

“I’ve studied the history of the Board of Regents and its roles,” he adds. “I think my business background and long association with Towson gave me a jump start.”

Good luck notwithstanding, it’s clear that Gill owes the lion’s share of his success to smarts, vision and hard work. After earning a business degree in 1973, he worked for IBM, Ernst & Young and American Teleservices. In 1984 he founded AMERICOM to provide sales and tech services to the burgeoning wireless industry. With SOLECTRON’s acquisition of his 1,200-employee company in 2000, Gill moved on to head HoytCapital, a Timonium-based venture-capital firm. Gill is an active investor in another wireless community, headquartered in Wayne, Pa.

His fast-paced career never kept him away from his alma mater, however. He’s stayed involved – and deeply committed – in a variety of roles, including the search committee that returned Robert L. Caret to TU as president and as chairman of a re-energized Board of Visitors.

Gill is on the Board of Regents Finance Committee, which recommends all tuitions and approves capital projects. He also serves on the Organization and Compensation Committee, which evaluates the performance of the presidents of the institutions as well as their annual performance objectives. In addition, Gill is the vice-chairman of the USM capital campaign working group and will play a lead regent role that will look at technology transfer in the state of Maryland. “I’ve followed the history of the Board of Regents and its role, and I understand that the USM member institutions have differing needs and missions,” he notes.

“Serving as a regent is a once-in-a-lifetime opportunity,” he adds. “Public higher education has never faced more challenges. I love it, there’s much work to be done, volumes of information to study, significant needs and priorities from each of the institutions. I enjoy working with my fellow regents, we all understand that we are the de facto board of the 13 schools and research centers that make up the USM.”

Gifts benefiting Towson University’s College of Business and Economics and its students may be given in honor or memory of a loved one, to commemorate a special occasion or simply as a special gift from you. Contributions support the CBE’s commitment to deliver a high-quality education to its students and top-notch programs that provide real business solutions to benefit the entire business community.

The College of Business and Economics also encourages individuals to consider including Towson University Foundation, Inc. in their estate plans. Bequests may be unrestricted or directed toward a specific purpose, such as a named scholarship or a particular project or program. For more information, please contact the Development Office:

Towson University
Development Office
8000 York Road,
Towson, MD 21252-0001

1-866-301-3375
www.towson.edu/development

Gifts & Support
The members of the College of Business and Economics Advisory Board serve as an advisory group to the dean, department chairs and staff of the College of Business and Economics. The public looks to the advisory 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. Currently, the board comprises five committees: strategy, friendraising and fundraising, student development, outreach and advocacy, and development and membership.

Anirban Basu*
Chairman & CEO
Sage Policy Group, Inc.

Mike Donahue ’74*
Partner, Global Risk Management Solutions
PricewaterhouseCoopers, LLP

Larry Fiorino ’84 * **
President & CEO
G1440

Ellen Fish * **
Senior Vice President
Commercial Banking Division
Provident Bank

Susan Ganz * **
CBE Advisory Board Chairperson
President & CEO
Lion Brothers Co., Inc.

Michael Horn ’91
President & CEO
Palisades Toys

R. Thomas Koerber ’05
Student Consultant
College of Business and Economics

Alan Leberknight
Former Dean, College of Business and Economics
Past President, Port Discovery

Penny Lewandowski
Edward Lowe Foundation

Pepper Karen Mintz ’89
Account Manager
Neighborcare

Fred Mirmiran
President & CEO
Johnson, Mirmiran & Thompson
JMT Engineering

Raymond Nichols
Chairman and CEO
BSC America, Inc. Cos.

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

Howard Rosen
President
RS&F

Glenn Ross ’81 * **
Principal
Asset Strategy Consultants

Bryan Thaler ’97 *
Investment Counselor
Van Sant and Mewshaw, Inc.

Deborah Tillett ’76
President
BreakAway, Ltd.

William Tignanelli ’77 *
Senior Vice President in Charge
Federal Reserve Bank, Baltimore Branch

Patrick Tracy ’76
Director
American Express Tax & Business Services

* met with CBE students
**presenter/speaker/panelist to CBE community

CBE Advisory Board In Action
Recent accomplishments of the 19-member CBE Advisory Board:

- helped CBE gain the approval of its first outreach and research center – CABER.
- assisted the college in formulating its long-term strategy.
- provided guidance to the dean in terms of positioning the college in the community.
- gave support to make the college visible in the various sectors of the community.
- suggested the “TU MATCH” concept. CBE implemented the idea and will expand the idea in CABER to offer quality career services to our students and community. Following advisory board suggestions, CBE held the first CBE Networking Event with 260 students and 11 employers in attendance.
- recruited CBE student interns
- recruited recent CBE graduates
**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 it to Class Notes, Office of the Dean, College of Business and Economics, Towson University, 8000 York Rd., 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 __________________

Home Address ____________________________________________________________________________

City ___________________ State ________ ZIP ________ Country __________________

Previous address (if you are sending this to update your address) __________________________________________________________

Home phone ___________________ E-mail _____________________________ Is your spouse a CBE alumnus(a)? ☐ Yes ☐ No

Spouse name ____________________________ Children’s name, birthdates ________________________________

**BUSINESS INFORMATION** (Please complete this section or send us your business card)

Company ___________________________________________ Position/Title _____________________________

Address ___________________________________________________________________________________

City ___________________ State ________ ZIP ________

Business phone ___________________ Fax _______________________________

E-mail ____________________________ Web page URL _______________________

Industry type ____________________________________________

(Please check one) I prefer to receive mail at: ☐ home ☐ business — I prefer to receive e-mail at: ☐ home ☐ business

By what name do you prefer to be addressed? _______________________________________________________

**HERE’S MY NEWS** (please feel free to attach a separate sheet of paper) ____________________________________________________

__________________________________________________________________________________________

__________________________________________________________________________________________

__________________________________________________________________________________________

You have my permission to include my news in the class notes section of the next Business Dialog ☐ Yes ☐ No

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

What CBE or TU activities most interest you? ______________________________________________________

**I WOULD LIKE TO HELP CBE STUDENTS BY:** (please check all that apply)

☐ Speaking about my profession, company or industry

☐ Arranging a tour of my company or organization

☐ Coordinating internships

☐ Providing job listings within my organization

☐ Informational interviews or arranging job shadowing

☐ Serving as a mentor/professional coach

☐ Supporting CBE scholarship(s)

☐ Discussing my CBE experience with prospective students
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, parents, faculty, staff, corporations, foundations and other organizations who have supported the College of Business and Economics throughout the past year. The compilers have carefully reviewed the names that appear. However, errors and omissions may occasionally occur. If your name is listed incorrectly, please accept our apologies, and do not hesitate to bring the mistake to our attention by calling 1-866-301-3375 or e-mailing us at annualfund@towson.edu. Thank you.
This report reflects those gifts received from July 1, 2003 through June 30, 2004.

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.
# Calendar of Events

## May 2005

- **May 21**  
  Outstanding Graduate and Faculty Recognition Reception  
  6-9 p.m.  
  University Union, Potomac Lounge

- **May 22**  
  Class of 2005 Graduation Ceremony  
  Towson University

## June 2005

- **June 8**  
  Masters of Maryland  
  "How Technology is Helping Maryland Grow"  
  Kevin Manning, President of Villa Julie College  
  5:30 p.m.  
  McCormick & Schmick's, Pier 5 Inner Harbor  
  Baltimore

- **June 22**  
  CBE Advisory Board Meeting  
  7:30-9 a.m.  
  Administration Building, Room 424

For more information on upcoming events, please visit [www.towson.edu/cbe/events](http://www.towson.edu/cbe/events).