

DEAN'S MESSAGE

It has been five years since I first became Dean of the College of Business at Florida State University and I could not be more proud of all the faculty, staff, students and alumni have accomplished. Even though we have spent the last several years in the midst of an economic crisis and declining state funding, our alumni and friends have ensured that the College could continue to support our strategic direction of creating a premier College of Business. As you will see below, we definitely benefit from the generosity of many who continue to invest in our students and faculty. We have several major initiatives currently in process, including a brand new state of the art building and the funding of several of the university's "Big Ideas." Our focus continues to be on preparing our students for great careers. To that aim, we just graduated 1,004 undergraduates and 96 graduates, including 6 Ph.D.s this spring semester. I am pleased to also report that placement is definitely up this year with many students receiving several job offers. Some organizations where you may find new Noles include **Amerisure** (Charlotte), **Auto-Owners** (Little Rock), **Burger King** (Miami), **CB Richard Ellis** (Tampa), **Citadel Group** (Chicago), **CSX** (Jacksonville), **Cushman & Wakefield** (Orlando), **Deloitte** (New York), **Ernst & Young** (Tampa), **Equity One** (North Miami Beach), **Flagler Development Group** (Jacksonville), **Four Seasons Hotels** (Palm Beach/Boston/Atlanta), **Harris Corporation** (Melbourne), **KPMG** (Atlanta), **Lockheed Martin** (Washington, DC), **Market Action** (Chicago), **Old Course Hotel & Golf Resort** (Scotland), **Pappadaux Restaurants** (Houston), **PGA Tour** (Jacksonville), **PricewaterhouseCoopers** (Miami), **Protiviti** (Orlando), **Prudential Mortgage Capital** (Atlanta), **Raymond James** (Tampa), **The Ritz-Carlton Hotel Company** (Atlanta /New York City), **The Sembler Company** (St. Petersburg), **Societe Generale** (New York), **St. Andrews Links Trust** (Scotland), **Thomas, Howell, Ferguson** (Tallahassee), **Turnberry Resort** (Scotland) and **Walt Disney World** (Orlando). Additionally, our internship program is gaining momentum, and I thank all of you who provided internships. This initiative is really paying off as we see many of those internships turning into full-time positions. Finally, faculty research productivity is also at an all time high. In future Dean's Briefs we will spotlight many faculty who are contributing to the national and international quest for new knowledge discovery. I wish you all a great summer and Go Noles!

TOP STORIES

The Jim Moran Institute for Global Entrepreneurship at The Florida State University receives \$4.25 million to embark on 'The Entrepreneurial University'

Longtime Florida State University supporters have made a \$4.25-million gift that will expand the international reach of The Jim Moran Institute for Global Entrepreneurship based in the College of Business. FSU President Eric J. Barron and Caryn L. Beck-Dudley, dean of the College of Business, traveled to South Florida on April 4 to personally thank donors Jan Moran and The Jim Moran Foundation for their lead donations to establish "The Entrepreneurial University." The gift agreement was signed at The Jim Moran Foundation's headquarters in Deerfield Beach. [Click here to read more.](#)

Plans revealed for new College of Business building

Over the past year, the College of Business has recognized the need for a new building, which is planned for the corner of Academic Way and Dewey Street (the site where the Conradi Building currently sits). Plans include the construction of a five-story building consisting of 192,000 square feet, which amounts to a 67-percent increase in space. Highlights include a large lobby with three-story atrium, a large multipurpose event space, a trading room, a 300-seat auditorium, a student common area with coffee/food service and numerous classrooms, offices, centers and breakout rooms. The building's cost is estimated at \$65 million and will be primarily built with private funds, which are actively being sought. Additionally, there are numerous naming opportunities for individuals and companies. [Click here to view all the renderings.](#)



From left, Caryn Beck-Dudley, dean of the FSU College of Business; Melanie Burgess, executive director of The Jim Moran Foundation; Jan Moran; Tom Jennings, vice president for University Advancement at Florida State; and FSU President Eric J. Barron. The photo on the wall is of Jim Moran.



Aerial view from the North (Academic Way).

COLLEGE NEWS

‘War paint for today’s business world’ continues to gain momentum - The latest face to don war paint belongs to Dr. C.F. Sirmans. A postcard campaign aimed at the real-estate business community and AACSB deans touts Sirmans’ recognition as the world’s most prolific author in the discipline of real-estate research according to *Real Estate Economics* and the *Journal of Real Estate Finance and Economics*. The postcard also highlights the real-estate program and its top rankings along with the Center for Real Estate Education & Research. [Click here to view the postcard.](#)

EBV Program earns White House praise and EBV Foundation receives \$1 million from Wal-Mart and Sam’s Club Military Families Promise initiative - In recognition of its support of the nation’s veterans, the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV), in which Florida State University is one of seven collegiate partners, was represented at the White House recently during the launch of a new national initiative, Joining Forces. First lady Michelle Obama and Jill Biden spearheaded the new program, which supports and honors members of the military and their families. Also announced as part of the Joining Forces launch was a \$1-million grant to the EBV Foundation from the Wal-Mart Foundation to support the boot-camp program at its seven major university partners, as well as facilitate the expansion of the program to additional schools. The funds will also support small-business training for more than 100 military family members through the Entrepreneurship Bootcamp for Veterans’ Families program (EBV-F), to be offered only at Florida State University and Syracuse University. [Click here to read more.](#)

College bestows honor for ethical leadership in Florida - The College of Business, along with Ron Sachs Communications and Foundation for The Associated Industries of Florida, announced the winners of the second annual Sunshine State Ethics in Leadership Award — the only award of its kind in Florida — on April 14. The award honors two individuals (one in the private sector and one best known for service in the public sector) who have demonstrated a deep and unwavering commitment to the highest levels of integrity, ethical behavior and principled leadership. The College of Business presented the public-sector award to **Talbot “Sandy” D’Alemberte**, president emeritus of Florida State University, and the private-sector award to **Steven L. Evans**, entrepreneur and retired IBM executive of 30 years. [Click here to read more.](#)

Student Business Incubator receives grant - The **Jessie Ball duPont Fund** awarded **The Jim Moran Institute for Global Entrepreneurship** a three-year \$97,000 grant to fund efforts to expand involvement of minority-led student businesses in the **Student Business Incubator (SBI)**. This is the first round of funding the SBI has received since opening its doors in September. [Click here to read more.](#)

New state-of-the-art sales lab unveiled - The dust has settled, the drywall is up and a plaque outside the door that reads “Stephen C. Leonard Sales Laboratory” is affixed to the wall; the Florida State University College of Business’ latest learning laboratory is complete. Made possible by a \$125,000 gift from **Stephen C. Leonard** (MAR ’79), the newly renovated sales laboratory celebrated its ribbon-cutting on Feb. 3. The Stephen C. Leonard Sales Laboratory boasts eight large role-play rooms, each equipped with state-of-the-art skills assessment tools including a recording system that allows for simultaneous live viewing and digital recording of sales role-playing. The gift also provides the opportunity for annual software upgrades and license renewals. [Click here to read more.](#)

Certificate in Free Enterprise and Ethics now offered - The College of Business announces the creation of the Certificate in Free Enterprise and Ethics, offered by the **BB&T Center for Free Enterprise** in the Department of Finance. The certificate program was created to help students develop a deeper awareness and understanding of the ramifications of a host of ethical issues viewed from a variety of economic, societal, civic, legal and personal value system perspectives, as they relate to business practice in a free-enterprise economy. [Click here to read more.](#)

Corporate reputation management is center of new Master’s in Marketing - Today, companies must take a 360-degree view of themselves and engage in marketing activities that manage their reputation among a variety of key stakeholders (i.e. customers, employees, government, media and society). With this in mind, the Department of Marketing has launched a Master of Science in Marketing (MSM) with the unique context of corporate reputation

management. Effective spring 2011, the MSM Program has two paths to completion: a standalone MSM Program and a combined Bachelor's/Master's Program for top undergraduate students in the marketing or professional sales majors. ***For more information, click here.***

Andrew Watkins, assistant dean for development, joined the College of Business in March, filling the position vacated by Spencer Sealy. In his new role, he will direct the College's fundraising initiatives to enhance academic programs, create professorships and eminent scholar chairs and establish scholarships and fellowships. Watkins has been with Florida State University since 2003 as a senior major gift officer for the College of Education. Watkins brings a wealth of experience to the College of Business, including his work on four comprehensive higher-education campaigns and raising more than \$48 million. A 1994 FSU alumnus, he earned his undergraduate degree in economics and political science, an MBA from the College of Business and a master's degree from the College of Education. Watkins is currently working on his Ph.D. in higher education.

DEVELOPMENT NEWS

Peter D. Jones pledged \$100,000 to establish the Peter D. Jones Student Investment Support Fund in the College of Business. This fund allows the College to purchase Bloomberg stock market trading software for the Student Investment Fund for a five-year period.

Andy Mitchell (MAR '74) established the **Marvin A. "Mitch" Mitchell, Sr. Behavioral Laboratory** with a \$50,000 gift. The gift will provide a much-needed behavioral research and training facility in the College of Business, and allow the College to acquire state-of-the-art technology that will permit faculty and students to conduct behavioral research and train on the use of mobile technology in a wide array of business applications.

Richard D. Dixon, Esq. (JD/MBA '72) established the **Richard Dixon Family Endowed Scholarship** with a joint \$50,000 gift to the College of Business and the College of Law. This endowment will award at least one scholarship every year to a law student enrolled in the JD/MBA joint-degree program.

Eric (MAR '77) **and Jan Faulkner** (MAR '77), of San Antonio, TX, recently documented a \$25,000 deferred gift to the College of Business. Their gift is designated for general support, such as program, student or faculty support.

Cushman & Wakefield, through the courtesy of **Larry Richey**, a Real Estate Center executive board member, pledged \$25,000 to support the Center for Real Estate Education & Research.

The College of Business thanks and appreciates all alumni for their generous financial gifts, which continue to support our scholarships, student life, teaching and learning and areas of greatest need. These gifts allow us to meet unexpected needs, provide budget relief and address the College's highest priorities in order for us to maintain the quality of our education.

ALUMNI NEWS

Nominations are being accepted now through June 30 for the tenth annual **College of Business Hall of Fame**. Hall of Fame candidates are selected based on their record of exceptional professional and personal achievement. Candidates must be College of Business alumni and cannot be inducted into the Hall of Fame posthumously.

The criteria include:

- Graduated from the FSU College of Business (any degree)
- Exceptional Career Background
- Significant Professional Recognitions (Industry/Association awards)
- Community Involvement and Recognition
- Service to the College of Business and Florida State University

To nominate a deserving College of Business alumnus to Hall of Fame, ***click here.***

John Culver ('82 HOS), president of Starbucks Coffee International, spent two days on campus sharing his international experience and business prowess with students. On April 19, Culver spent the day networking and presenting to students in the Dedman School of Hospitality along with his college classmate **Joe Douglas** ('83 HOS), CEO of Captiva Restaurant Group. Culver also served as the Charles A. Bruning Distinguished Speaker on April 20.

William "Bill" Gardner III ('80 MBA; '84 DBA) was selected as this year's recipient of the 2011 Distinguished Doctoral Alumni Award. Gardner is the Jerry S. Rawls Professor in Organizational Behavior and Leadership, director of the Institute for Leadership Studies and coordinator of the Area of Management at the Rawls College of Business at Texas Tech University.

FACULTY & STAFF NEWS

TJ Atwood (ACG) was chosen as a Highly Commended Award Winner at the 2011 Literati Network Awards For Excellence for her article entitled "The market mispricing of special items and accruals: One anomaly or two," which was published in *Review of Accounting and Finance*.

Randy Blass (MAN) was appointed to the U.S. Small Business Administration's Council on Underserved Communities, a 20 member committee representing a diverse range of backgrounds and geographic areas.

Atira Charles (MAN) received the Guardian of the Flame Award for her outstanding teaching and support of students. Only eight faculty university-wide were selected for this prestigious award by The Burning Spear, an elite FSU student leadership organization.

Cesar Douglas (MAN) has been appointed the new chair of the Department of Management beginning August 1 replacing Annette Ranft who is leaving for the University of Tennessee.

Woody Kim (HOS) was recognized as the 5th leading researcher worldwide among esteemed authors of hospitality research. He is cited at this rank in a study entitled "Hospitality and Tourism Research Ranking by Author, University and Country using six major journals: The first decade of the new millennium," appearing in the upcoming edition of the *Journal of Hospitality and Tourism Research*, which was written by K. Park, W.J. Phillips, D. Canter and J. Abbott.

Ruby Lee (MAR) received the Best Competitive Paper Award for her paper, "Leveraging Network Structural Embeddedness to Enhance Innovation: Evidence from Chinese Firms," at the Consortium for International Marketing Research held in Atlanta.

Jessica Rollins, an academic program specialist in the College of Business, received a 2010-11 Undergraduate Advising Award.

C.F. Sirmans (RMI) won *The Appraisal Journal's* 2010 Richard U. Ratcliff Award for his article "Office Property DCF Assumptions: Lessons from Two Decades of Investor Surveys." Articles were judged on the basis of pertinent appraisal interest, provocative thought, logical analysis, perceptive reasoning clarity of presentation and overall contribution to the literature of valuation.

Stacy Sirmans (RMI) is the new chair in the Department of Risk Management/Insurance, Real Estate & Legal Studies, replacing Jim Carson who is leaving for the University of Georgia.

Jeffrey Smith (MAR), who had the highest ranking research proposal this year, was appointed the Doug Dunlap Research Scholar.

Lee Stepina (MAN) was elected to the Faculty Senate Steering Committee.

Doug Stevens (ACG) is the new MBA Program Director, where his responsibilities will include providing oversight for the recruiting and admissions processes for all MBA programs, overseeing curriculum and policy issues and serving as the advisor for the student MBA Association.

The College of Business '*Business As Usual Team*,' comprised of Dean's Office staff members **Andrew Watkins**, **Kim Tabah**, **Marissa Walton** and **Audra Oven** and team coach and paparazzi **Leslie Mille**, took 1st Place in the Philanthropic Division of the inaugural Abandoned Fields Adventure Race held at Tom Brown Park on April 23. An initiative of the Knight Creative Communities Institute, the race featured more than 200 participants in teams of four or fewer who biked, navigated obstacles, canoed and took part in mental challenges, completing 17 tasks within four hours. The team's prize of \$250 was donated to the College of Business' greatest need fund for this fall's student-centered activities.

STUDENT NEWS

Delta Sigma Pi and the College of Business congratulate this year's winners of the Delta Sigma Pi Scholarship Key, **Arletys Rodriguez** (MAR/MULTI BUS) and **Scott Steele** (FIN/ECO). The award recognizes two students graduating with the highest grade point average in the College.

Megan Barcia (MAR) and **Daniella Padron** (ACG) were inducted into the FSU Oscar Arias Sanchez Hispanic Honor Society.

Eric Brisker (FIN) and **Steve Lanivich** (MAN) were selected by the Ph.D. Policy Committee as recipients of this year's College of Business Outstanding Teaching Assistant Award.

Bailey Hein (FIN & MAR) was selected as the College of Business' Humanitarian of the Year, a distinction that recognizes students who exhibit tremendous commitment to service. Hein has completed more than 800 hours of service during her three and half years at FSU through organizations such as Alternative Break Corps, C.H.I.C.S. at FSU, Westminster Oaks, Salvation Army, Children's Miracle Network, American Cancer Society, Leukemia and Lymphoma Society and Prevent Child Abuse America.

Stephanie Lawson (MAR) was selected as a recipient of the University Outstanding Teaching Assistant Award. With only six selected university-wide, this award recognizes exemplary teaching by graduate-student TAs and demonstrates the university's commitment to teaching excellence and student learning.

Holly Spencer (MBA) presented her paper, "The Impact of the BP Oil Spill in the Gulf of Mexico on the State of Florida's Hotel Industry," in March at the Southeastern Travel and Tourism Research Association's annual conference in Destin.

Congratulations to the **FSU Students in Free Enterprise (SIFE) team** for placing as a regional winner at the 2011 USA SIFE Regional Competition held in Atlanta on April 4. Team presenters at the competition were **Kelli Lampkin**, FSU SIFE president; **Ahnaysa Diaz**, FSU SIFE president-elect for the 2011-12 Academic Year; **Rachel Pope** and **Jacob Robinson**. The audio-visual equipment was run at the competition by **Bryan Bormann** while the time management/monitoring at the competition was provided by **Shelby Homko**. Team members providing support and assistance throughout the competition were **Katharine Kiernan**, **Ana Ng** and **Hattica Ramos**. Professor **Gary Smith** (FIN) is the faculty advisor for the SIFE organization.

Several COB students received awards at FSU's annual Leadership Awards Night Ceremony held April 5:

- **Jesid Acosta** (FIN & INT AFF) – Angie Cintron Memorial Scholarship
- **Ashley Jantscheck** (FIN & RMI) – Dean of Students' Cup and Student Seminole Award
- **Cobretti Williams** (FIN & ECON) – Student Activities Instant Impact Student Leader of the Year Award
- **Brenae Robinson** (RMI) – Academic Leadership Award
- **Brock Howard** (FIN & RMI) – Student Seminole Award
- **Colin O'Connor** (FIN) – Student Seminole Award
- **Delwynn Freeman** (MAN) – Sean A. Pittman Award
- **Ryan Hersch** (FIN) – Who's Who Among Students in American Universities & Colleges
- **Michelle Porter** (MAR) – Who's Who Among Students in American Universities & Colleges

The COB Office of Internships & Career Services hosted two “**Coffee & Careers**” workshops during the spring semester, which focused on helping students become more prepared in finding a job and entering the workforce. The Jan. 13 workshop featured a panel of local business leaders and alumni who talked to students about what companies look for in new hires and gave tips on how to transition into the professional world. The panelists were **Jeannie Booth**, community relations/newspapers-in-education manager, *Tallahassee Democrat*; **Priya Hiraga** ('01 Political Science), director of human resources for Tallahassee Primary Care Associates; **Tyler Huston** ('07 Multinational Business), financial representative/college-unit director, Northwestern Mutual Financial; **Rachel Rust** ('07 Human Resources Management), human-resources manager, PATLive; and **LaTanya White**, owner, Concept Creative Hospitality Group and 71 Proof, LLC. The panel was moderated by **Steve Halsell** ('05 Finance & Management), chairman, College of Business Recent Alumni Board and board member, Tallahassee Network of Young Professionals. The second “Coffee & Careers” workshop was held on March 24 and featured **Erin Ennis** ('90 MBA), a COB Board of Governors member, who coached students on professionalism in the workplace.

Florida State University Phi Beta Lambda (PBL) members traveled to Tampa for the 61st Annual Florida Phi Beta Lambda State Leadership Conference, March 10-13, bringing home a remarkable 22 award designations. PBL individual events focused on skills useful in leadership and career development and the following COB members received individual awards: **Christina Lynch** (ACG/HR MAN), placed 1st in Management Concepts, 1st in Strategic Analysis & Decision Making, and 2nd in Human Resource Management; **Chirag Shah** (FIN/MAR) placed 4th in Business Presentation, 4th in International Business and received a Who's Who State Officer plaque, Millionaire's Club Certificate and a CMAP Executive Level Pin; and **Yessenia Hernandez** (a declared freshman business major) received a CMAP Executive Level Pin.

The **Women in Business (WIB)** student organization held its annual conference on January 21. The fourth annual conference, themed, “*Your Best Foot Forward - Taking Steps towards a Successful Future,*” focused on what college students need to do now to prepare for their careers after graduation. **Susan Cuthbertson** ('90 ACG & FIN), founder and president of Cuthbertson & Associates, was this year's keynote speaker. For more information on the conference, visit <http://www.cob.fsu.edu/wib>.

CALENDAR

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| MAY | 19 | Private Alumni Reception , Coral Gables, FL |
| | 24 | Ashby Stiff Little Dinners Series |
| | 27 | JMI Board of Advisor's Meeting |
| JUN. | 2-5 | FSU Sales Institute sponsored Sales Educators' Academy , Orlando, FL |
| | 7 | Ashby Stiff Little Dinners Series |
| | 9-17 | Entrepreneurship Bootcamp for Veterans with Disabilities (EBV)
-9 th Opening Ceremony
-16 th Closing Ceremony |
| | 14 | Ashby Stiff Little Dinners Series |
| AUG. | 6-14 | Global Business Seminar , Sydney, Australia |
| | 24 | The Jim Moran Institute 'Advice: Straight Up' Expert Speaker Series Reception |
| | 25 | The Jim Moran Institute 'Advice: Straight Up' Expert Speaker Series |