

DEAN'S MESSAGE

It's fall in Tallahassee! Football is in the air! And last week we welcomed more than 200 recently admitted students at our new student welcome event. Everyone is excited to be back on campus and begin a new academic year.

This summer has been particularly busy as we have been preparing for the launch of "The Entrepreneurial University" big idea initiative. As I indicated in a previous Dean's Brief, the deans have been working with President Barron on ways we can transform FSU.

As part of the process, the College of Business prepared a concept paper that states: "Our vision is to see FSU be a leader and instill a spirit of entrepreneurial leadership at the Entrepreneurial University that fosters entrepreneurship across campus, not just a university with an entrepreneurship program.

"This would be a cultural shift, because it involves taking and rewarding risks, with the understanding that taking risks is essential to growth. As the Entrepreneurial University, FSU will create a culture that embraces creativity and innovation and builds an appreciation for the idea that those who take risks gain the greatest benefit."

The College is very excited to take a lead on this initiative. I have been traveling with President Barron as we present this idea to our alumni and friends. For those of you who can attend these Big Idea events across the country, we look forward to seeing you. For those who cannot attend the events, we would love to receive your feedback. We will be reviewing, revising and fine-tuning these ideas throughout the semester and will provide ways in which you can follow our progress. Stay current through [Facebook](#), [Twitter](#) and [LinkedIn](#).

Thanks for all you do and Go, 'Noles!



TOP STORIES

What's your BIG idea?

That's what **The Jim Moran Institute for Global Entrepreneurship** in the College of Business is asking all FSU students. And during Entrepreneurship Week — "eWeek" — September 16-23, students will be inspired to achieve their dreams and have an opportunity to see what it takes to be a successful entrepreneur.

The eWeek concept reflects the university's ongoing transformation into "The Entrepreneurial University" and a campuswide emphasis on creating a culture among students, faculty and staff that embraces entrepreneurship, creativity and innovation; and the idea that those who take calculated risks can gain enormous benefit. Learn more [here](#).



\$250,000 at stake for FSU students with BIG ideas

Florida State University students with big ideas and great business plans stand to win \$250,000 in cash and prizes in one of the world's largest and richest business-plan competitions — the inNOLEvation Challenge Business Plan Competition organized by **The Jim Moran Institute for Global Entrepreneurship**. The InNOLEvation Challenge is open to all current FSU students, and the competition kicks off Sept. 27 with a business abstract workshop. Learn more [here](#).



COLLEGE NEWS

U.S. News and World Report Rankings Released

We are pleased to report the College of Business remains one of the top 50 public business schools and continues to offer some of the best undergraduate business programs in the nation, according to rankings released this week by *U.S. News and World Report* for its 2012 edition of “America’s Best Colleges.”

FSU’s College of Business has been recognized for its undergraduate specialty areas in insurance and risk management and in real estate. The insurance and risk management program is ranked No. 7 overall and 6th among public universities, while the real estate program is ranked No. 11 overall and 8th among public institutions. Learn more [here](#).

The Dedman School of Hospitality secures its place at FSU

In June 2009, Florida State University announced the Dedman School of Hospitality would become a “stand-alone” program operating as an independent, industry-specific school with its own admission and degree requirements — and would become financially independent. Program director **Jane Ohlin** is pleased to announce the Dedman School of Hospitality’s success in meeting its enrollment and financial goals, while maintaining its 100-percent placement of graduating students. The number of students has increased from 250 to 514 and more than 280 company recruiters view the Dedman graduates as top notch. Additionally the Dedman School faculty have added dynamic coursework now available to FSU’s entire student body.

Record-breaking number of internships

The College of Business is proud to announce 198 internships were recorded this summer for academic credit — the highest number recorded for a single summer. Internships provide a great opportunity for students to gain on-the-job training and to network with professionals in their fields before joining the workforce. Internships help bridge the gap between college and the work world and allow students to experience life in the job arena. For more information about our internship programs, contact **Tim Middleton**, director of Internships and Career Services.

Third new class of MSF students show promise

Led by Master of Science in Finance (MSF) Program Director **Gary Benesh**, the Department of Finance started its third new class of 33 select master’s students this summer boasting an average GPA of 3.6. Slightly less than a year in duration, the three-semester, lock-step program consists of 10 three-credit hour finance courses and a professional development series. Almost 100 percent of MSF students in the first two years have been placed successfully or have entered doctoral programs. Learn more at msf.cob.fsu.edu.

Annual wine festival hosted by the Dedman School of Hospitality

The Third Annual North Florida Wine & Food Festival, featuring fine wines and tantalizing foods, takes place Saturday, Oct. 15, at the Osceola Grill and outdoor terraces on the 6th floor of the University Center, overlooking Bobby Bowden Field at Doak Campbell Stadium. The admission is \$30 per person (age 21 and older with photo ID), and includes tastings from a selection of more than 300 wines — many from the “reserve” or “single-vineyard” category. Delicious food items, catered by the University Center Club, will be available for purchase. Also included in the event is a silent auction featuring luxury travel packages. All proceeds will support Dedman School of Hospitality educational programs. To learn more and purchase tickets, visit www.winefoodfest.com.

CAT Center shows reduced loss projections

The Florida Catastrophic Storm Risk Management Center recently completed a pilot study concerning inspections of coastal university properties to determine their vulnerability to hurricanes. The data collected was run through hurricane loss models comparing results achieved with and without secondary modifiers. The results showed modeled-loss projections were reduced by 10 percent to more than 20 percent from pre-inspection levels. The

Center also completed two grants that identified, defined, evaluated, and reported on new finance concepts for encouraging windstorm mitigation. Methods of creating local finance programs that encourage home mitigation were presented to local governments through several seminars. For more about the CAT Center and its research, click [here](#).

'Trends in Business' seminar held for business leaders

The MBA Early Career Board is hosting the second Trends in Business Management seminar on Sept. 21 at the FSU Alumni Center. Providing professional development for business leaders, this year's speakers and topics include **Dr. Doug Stevens**, MBA program director and associate professor of accounting, "Does morality matter in business and economics?"; **Ryan Dietz** (MBA 2009), associate at STRUCTURE Commercial Real Estate in Tallahassee, "Making lemonade in a market full of lemons"; **Dr. William Christiansen**, Finance Department Chair and Bank of America Professor of Finance, "Analyzing the current business environment"; and **Jean Bates** (MBA 2008), founder and co-owner of Lucy and Leo's Cupcakery in Tallahassee, "Building your business' community presence." To read more and RSVP by Sept. 19, click [here](#).

DEVELOPMENT NEWS

The **American Real Estate and Urban Economics Association** has established the **AREUEA Fund** with a gift of \$180,000. The fund will support the efforts of the Center for Real Estate Education & Research, within the College of Business, and provide administrative and technical support to the AREUEA, whose purpose is to advance scholarly research in real estate and urban economics.

Mrs. Mary L. Clark established the **Thomas D. Clark Jr. Scholarship for Excellence** in memory of her husband ('77 PhD) to serve as a lasting tribute of his commitment and dedication to the U.S. military, higher education and the FSU College of Business. The \$25,000 charitable gift will provide annual support to an undergraduate or graduate student who is a veteran of the U.S. military and currently enrolled in the College of Business.

In 1999, **Madeline Rolland** established an endowment and documented \$1.05 million in her will to the College of Business and the College of Music at FSU. The endowment is called the **Madeline Duncan Rolland Endowment in Florida State University's College of Business and Music Performance Hall**. After she passed away, the first distribution of her planned gift was made. In July 2011, \$272,800 was distributed to the College of Business to be used for faculty development.

The Hyatt Corporation made a generous gift to the **Dedman School of Hospitality Fund**, which is used to support the faculty, students and activities of the School.

Chuck Hardwick ('62 FIN; '64 MBA) made a generous gift to the College of Business **Dean's Discretionary Fund**. This fund assists in the overall development of the College of Business in its pursuit of academic excellence.

CenturyLink made a generous gift to the **Business Services Fund and Information Technology Services General Development Fund** in the College of Business.

Florida Commerce Credit Union made a generous gift to support the **Junior Achievement Program** in the College of Business' Jim Moran Institute for Global Entrepreneurship.

Interline Brands, Inc. made a generous gift to support the **Sales Program Foundation Fund** in the College of Business.

Max E. Milam ('83 ACG) pledged funds to the **College of Business Facilities Enhancement Fund**.

The estate of **James E. Hickey** ('56 MAR) made a generous gift to support the College of Business **Dean's Discretionary Fund**.

Software for Real Estate Professionals, Inc. made a generous gift-in-kind of software to the **Real Estate General Development Fund** in the College of Business.

Bob ('73 MAR) and **Pam Sasser** made a generous gift to establish the **Bob and Pam Sasser Marketing Excellence Fellowship** in the College. Their gift will provide funds to support marketing students in the College.

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. To give to the College, click [here](#).

ALUMNI NEWS

COB Alumni Receptions

This summer the College of Business hosted two alumni receptions at the homes of two alumni. **Bob Sasser** ('73 MAR), president & CEO of Dollar Tree Store Inc., hosted a reception on May 12 for College of Business alumni in Wake Forest, N.C. **Bill Rafferty** ('79 ACG) and **Jose Ortiz** hosted a reception on May 19 for alumni at the home of Bill and Cindy Rafferty in Coral Gables.

To view photos of these and other College of Business events, click [here](#).

FACULTY NEWS

William Bolander (MAR), an assistant professor, joined the College this fall and is teaching Professional Selling. Bolander received his Ph.D. in marketing with a minor in management from the University of Houston.

Bud Fennema (ACG) was appointed by Governor Rick Scott to the Board of Accountancy for a term beginning August 15, 2011, and ending October 31, 2014. Additionally, Fennema was selected as the recipient of the 2011 John Castellan Service Award by the Executive Board of the Society for Judgment and Decision Making (SJDM).

Ron Frazier (MAN) was named the second entrepreneur-in-residence in The Jim Moran Institute of Global Entrepreneurship. Frazier oversees The Jim Moran Institute's Student Business Incubator and the InNOLEvation Challenge Business Plan Competition in addition to teaching courses in the undergraduate entrepreneurship curriculum.

Tim R. Holcomb (MAN) was elected to a two-year term on the executive committee of the Business Policy and Strategy Division of the Academy of Management.

Michael Holmes (MAN) was appointed for a three-year term as the secretary and newsletter editor for the Business Policy and Strategy Division of the Academy of Management.

Robyn Jarnagin (ACG), assistant in accounting, joined the College this fall and is teaching Financial Accounting and Reporting I and Tax II. Jarnagin received her B.S.B.A., MBA and J.D. degrees from the University of Montana and an LL.M. from New York University. Prior to coming to FSU, she taught taxation, financial, managerial, and cost accounting and governmental/not-for-profit accounting at Montana State University and the University of Montana. Jarnagin worked as a practicing CPA and tax attorney prior to her teaching career.

Chad G. Marzen (RMI) joined the College this fall as an assistant professor of legal studies. Marzen was an adjunct lecturer at Creighton University in Omaha, Nebraska, where he taught international law. For the past three years, he was an associate attorney for Engles, Ketcham, Olson & Keith, P.C., where he practiced primarily insurance law and insurance defense litigation. Marzen received his Juris Doctor in 2008 from the Saint Louis University School of Law.

David Orozco (RMI) was appointed as a staff editor for the *American Business Law Journal*, the premier journal for business legal studies faculty.

Jerry Osteryoung (MAN), director of Outreach Services of The Jim Moran Institute, The Jim Moran Professor of Entrepreneurship Emeritus and professor of finance emeritus, was appointed by Florida Governor Rick Scott to the Judicial Qualifications Commission.

John Peloza (MAR), an assistant professor, joined the College this fall and is teaching Strategic Corporate Communication. Peloza received his Ph.D. in management with a major in marketing and a minor in psychology from the Haskayne School of Business in Calgary, Alberta, Canada.

Darren Plum (RMI) joined the College this fall as an assistant professor of legal studies in business. Plum's previous teaching experience includes Nevada State College; the University of Nevada, Las Vegas; and Regis University in Denver, Colorado. He received his Juris Doctor from the University of Las Vegas, Las Vegas.

Tracy Stewart (FIN), a visiting professor, joined the College this fall. She has been a business instructor since May 2001 at Flagler College in Tallahassee. Previously she was corporate governance manager at the Florida State Board of Administration (SBA), where she was responsible for coordinating corporate governance activities and policies of the \$130 billion public pension fund. Stewart received her MBA at FSU.

STUDENT NEWS

Kelsey Reddick (MAR), a student in the College's combined BS/MS program in marketing, is featured in a student profile on FSU's Blackboard website. Reddick credits the positive influence of Dr. Michael Hartline, Charles A. Bruning Professor of Business Administration and marketing department chair, and each of her professors in the College of Business for the enthusiasm she has developed for her field of study.

Elizabeth Nealing (MAR) and **Kelsey Reddick** (MAR) were awarded the **2011 Bob and Pam Sasser Marketing Excellence Fellowship**. Made possible by the generosity of Bob and Pam Sasser, the fellowship is awarded each summer to two top students in the Master of Science in Marketing (MSM) program. It is a highly selective and exclusive honor available only to the best and brightest MSM students.

David Sikora (MAN), a Ph.D. student, is the recipient of the prestigious Society for Human Resource Management (SHRM) Foundation Dissertation Grants – and the first FSU student to win one of these awards. He is one of four from a nationwide competition to receive a \$5,000 grant to support his dissertation research.

Junior **Erica Leyva** (ACG/FIN) and senior **Mallory Weatherly** (ACG/FIN) were selected to attend *Fast Forward*, a three-day leadership development program sponsored by KPMG LLP. Just over 100 students from the U.S. and Canada were chosen to attend this elite program because they exhibit KPMG's core values and are leaders on campus and their communities.

IN THE NEWS

Bad Bosses – With the July opening of "Horrible Bosses," the University capitalized on the hype surrounding the movie by promoting the work of **Wayne Hochwarter** (MAN). Hochwarter's research on the often-volatile employee-boss relationship struck a chord internationally. The Associated Press picked up the story, which was distributed in dozens of media outlets in Canada, including the *Toronto Sun* and the *Winnipeg Sun*, and throughout the United States. In addition, the United Kingdom's *Daily Mail*, *London Free Press*, *The Sydney Morning Herald*, *Bloomberg Businessweek*, *Business News Daily* and *Business Insider* also featured the research.

Hochwarter's research continued to strike a chord with media throughout August. *The Times of India* picked up the story, as well as *The Well-Being Journal*, *Chicago Sun-Times* and *Arizona's East Valley Tribune*.

Reuters quoted **G. Stacy Sirmans** (REE) on his real estate expertise both in July and August.

In August, *Military.com* covered the Entrepreneurship Bootcamp for Veterans with Disabilities, which is coordinated by **Randy Blass** (MAN), program director, and housed in The Jim Moran Institute for Global Entrepreneurship.

Gary Knight (MAR), along with two co-authors, published a column in four international newspapers for 9/11: *Japan Today* (*Terrorism and international business*), *Shanghai Daily* (*Global business overhauled since September 11*), *The Korean Times* (*Terrorism and international business*) and *Le Figaro* (*Les entreprises continuent de lutter contre le terrorisme*).

2012 FALL CALENDAR

Aug. 29	Fall Classes Begin
Aug. 24	The Jim Moran Institute 'Advice: Straight Up' Expert Speaker Series Reception
Aug. 25	The Jim Moran Institute 'Advice: Straight Up' Expert Speaker Series with Dana Williams, director of Marketing & Communications, Southwest Airlines
Sept. 6	New Student Welcome
Sept. 14	"Coffee & Careers" Panel Session and Workshop
Sept. 15	Dean's Speaker Series with Greg Collier ('90 FIN)
Sept. 16	Recent Alumni Board Meeting
Sept. 16-23	The Jim Moran Institute's Entrepreneurship Week (eWeek)
Sept. 17	MBA Early Career Board Meeting
Sept. 21	Corporate Networking Night for Master's Students
Sept. 21	Trends in Business Management Seminar
Sept. 27	Rollo Knight Ethics Seminar with Dr. Rob E. Atkinson, FSU College of Law
Sept. 27	InNOLEvation Challenge Business Plan Competition Workshop
Oct. 5	Dedman School of Hospitality Internship Expo
Oct. 13-15	EBV National Conference in Orlando
Oct. 15	MBA Preview Day for Prospective Students
Oct. 19	The Jim Moran Institute 'Advice: Straight Up' Expert Speaker Series Reception
Oct. 19-21	FSU Sales Institute Fall Showcase, Job Fair & Sales Competition

Oct. 20	The Jim Moran Institute 'Advice: Straight Up' Expert Speaker Series with Chris Brogan, president/CEO of Human Business Works and guest Q&A speaker, Rami Jabaji, associate marketing manager for PepsiCo/SoBe Beverages
Oct. 20	MBA Reception in Tampa for Alumni & Prospective Students
Oct. 21	Accounting Professional Advisory Board Meeting
Oct. 25	MBAA Ethics Seminar with Mark O'Bryant, CEO of TMH
Oct. 27	MBA Reception in Atlanta for Alumni and Prospective Students
Oct. 27-28	FSU Real Estate Trends & Networking Conference
Nov. 3	Bruning Speaker Series with Lynne Lummel ('76 BUS)
Nov. 9	MBA Reception in Tallahassee for Alumni and Prospective Students
Nov. 12	MBA Alumni Tailgate (FSU vs Miami game)
Nov. 17	Leadership & Scholarship Awards Dinner
Nov. 18	Marvin A. "Mitch" Mitchell, Sr. Behavioral Laboratory Ribbon Cutting Ceremony
Nov. 18	COB Board of Governors Meeting
Nov. 18	Dedman School of Hospitality Alumnus of the Year Award Ceremony
Nov. 19	Homecoming All-College Tailgate
Nov. 19	SOH/Dedman School of Hospitality Tailgate Party
Dec. 7	"Coffee with Caryn" for graduating students
Dec. 16	Master's Hooding Ceremony