



Rochester Institute of Technology

College of Business
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Year of Graduation _____ Degree _____

Home Address _____

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Home Phone _____ Check here if this is a new address.

Employer _____ Job Title _____

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Check here if this is a new job.

Class Note Information (to be included in an upcoming issue):

Return the form by mail to:

Mark Boylan
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A Publication of the College of Business Spring 2002

Newhouse Sets Example for Business and Life

Growing up in the Finger Lakes region, Sue Newhouse learned about competing at an early age. It came naturally.

"Looking back, I was quarterback of the girls' football team, and I enjoyed playing basketball with the guys," recalls Newhouse. "I think you just see that from people who like responsibility and leadership. Some people are just born with it."

Years later, this born leader transferred her game from recreational venues to the business arena. Today she is owner and president of Ajettix Inc. (formerly Axiom Corp.), a software development company in Henrietta that she co-founded in 1994 and became sole owner of last year. Over time, the COB alumna has watched her company grow from two to 45 employees.

Newhouse gives credit to her father for providing her with an early foundation in business. "I'd come home from school and find the newspaper open to the stock pages. He'd say, 'Take a look at what happened today.' My father enjoyed a successful career in management at AT&T while turning his passion for photography into a business. He was an entrepreneur at heart, but he never attended college. I think in that regard he lived part of his life through me."

She didn't disappoint her dad. After completing two years at Alfred State College, Newhouse transferred



Sue Newhouse

to RIT, the university he had chosen for her.

"Attending a larger school like RIT took the small world I came from and blew it wide open," she says. "It was incredible meeting people from all over the world and having the opportunity to interact with deaf students."

She majored in retail and earned a bachelor's degree in 1979. In her view, the most important benefit of studying at RIT was the opportunity to apply academics to the real world. Through a co-op with B. Forman department stores, Newhouse

learned a great deal about working in a challenging environment, and she discovered a passion for selling.

After graduation, Newhouse worked for two years at Sibley's department stores before shifting her career focus. She spent several years in banking and then became a marketing representative for TAD Data Services, which in turn led to a promotion as branch manager. Her efforts there resulted in two Kodak Quality One awards for exceptional customer service and first place in a national sales competition. In 1991, her team won the company's top award, Branch of the Year. After seven years at TAD, Newhouse joined Tobin & Associates as a senior marketing representative and really learned about small business.

Her combined work experiences helped Newhouse further develop leadership skills and put her more strongly in touch with her intuitive senses.

"I have a sixth sense," she explains. "I understand personalities, feelings, and the desire that each of us has to be appreciated. I've always been a top producer, so all of my managers treated me well. Still, I was forced to work under their constraints, and I just couldn't do it anymore."

Newhouse quit her job and became an entrepreneur focused on delivering high levels of technology services and customer satisfaction. As a result, Ajettix enjoys solid relations with many of Rochester's high-profile

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Dean's Message



Tom Hopkins

Looking back on 2001, we have many memories—some happy, and some sad. We've seen heroes, acts of courage and bravery, smiles, and tears. For us here in Rochester, there are bittersweet memories of what September 11 brought to our College of Business family.

We salute our New York City and Washington, D.C. alumni, and thank them for believing in us—allowing us to share their stories and feelings—and for supporting each other. Those of us who attended the COB alumni reception in NYC on October 11 will never forget the hugs, the tears, the smiles, and the gratitude for being

able to spend that evening together. Our hearts go out to those who lost family and friends and experienced the terror. Alumni around the world—from Venezuela, India, Pakistan, Uzbekistan, China, and more—contacted the college to express their concern for former classmates. E-mails came from all corners of the globe. We are a global community in many ways.

As we move into the new year, 2002 promises to be another action-packed, award winning year for the college. We have exciting academic achievements, such as the Sloan Center and an SAP grant, and the graduating class and student leadership core accomplished a great deal during January. Their Spirit Week plans brought local community leaders to campus, provided entertainment in the Lowenthal lobby, and then everyone danced the night away at the annual winter gala. Our Women's Alumni Network and COBRA (COB Recent Alumni) Network are ramping up plans for another trend-setting year, and the Alumni Advisory Council is well under way with the organization of this year's golf tournament.

We hope you enjoy this issue of *Dividends* and will continue to stay in touch with us—sharing college memories, updates on your families, and your new business and professional ventures.

Best wishes for a safe, happy, and healthy 2002.

Thomas D. Hopkins

Newhouse . . .

(Continued from page 1)

companies, including Eastman Kodak Company, Xerox Corp., and Wegmans.

"It's all about customer service and treating people the way I like being treated."

That philosophy is more than just a business strategy; Newhouse says it's how she lives her life. While much of her time is dedicated to doing business, she enjoys the opportunity to raise money for worthy causes such as the Heritage Christian Home.

"God has given me a gift," she says. "If I can use it to help others, then I love doing it."

Despite a limited amount of free time, Newhouse enjoys a variety of interests. A self-proclaimed "Oprah freak," she's collected more than 100 videotapes of the popular talk show. She says Oprah's Angel Network, which encourages viewers to reap the rewards that come from giving to others, is a source of inspiration. In addition, she enjoys reading, researching nutritional health, and traveling and is particularly fond of skiing. "If I could go to Aspen every year, sign me up," she jokes.

Newhouse is grateful for her success and the benefits it has brought to her life. She encourages her staff and anyone striving for excellence to work hard and stay positive.

"You have to get to know yourself and have pride in everything you do. With that in mind, every time you go out there, do the best job you know how and that will create success."



CONGRATULATIONS TO THE CLASS OF 2002 student Commencement speakers: Kevin Sheldon (MIS) and Kelly Doyle (MBA). Alumni interested in volunteering for the COB commencement ceremony at noon on Saturday, May 25, should contact Janine Ludgate at 585-475-6170.

Young Alum—Rising Star: Braden Smith

When Braden came to RIT, he was still unsure of his career goals, but exposure to corporate finance rapidly changed that. Just six short years after graduation, Braden has insurance, securities, and commodities licenses in three states and is vice president of development trust/wealth management at Fifth Third Bank in Chicago.

After graduating in 1996, Braden accepted a position with a local finance firm but moved shortly thereafter to New York City for a great opportunity at Salomon Smith Barney. He was happy to be home and closer to his family, but he missed his RIT connection. Hearing that the COB Student Leadership Core was traveling to NYC in 1999, he offered

his assistance. Those 15 students—now alums—remember him guiding them along Wall Street, through the NY Stock Exchange, and then “on the floor” at Salomon Smith Barney. “He answered questions for hours and showed us ‘behind the scenes’—something we never would have experienced on our own,” states alumna Melissa Vasilev. “His commitment and advice helped in our development as professionals.”

In 2000, he planned and sponsored

an MBA recruitment program in midtown Manhattan. The college hopes to continue hosting this extensive new project in the future.

In August 2001, Braden and his wife, Amy, made Chicago their permanent residence. As a member of the Council on the College of Business, the Chicago Chamber of Commerce, and the Shedd Aquarium Organization, Braden continues to look for ways to connect RIT and its students to the business world.

EMBA Ranking

RIT is again being recognized for the high quality of its business education. The Executive MBA (EMBA) program has been named among the “Best of the Bunch” in a recent survey conducted by *Business Week*, and RIT was ranked as a leader in the area of e-business. *Business Week* determined the rankings by surveying EMBA directors and recent EMBA graduates of 82 accredited programs across the country. The rankings are available online at www.businessweek.com/bschools/.

Within the past year, RIT also ranked at the top of an annual exit survey of recent EMBA graduates. That poll, conducted by AACSB—an international organization that accredits business schools—and the Executive MBA Council, found that RIT’s program outperformed those offered by the nation’s other top business schools. In judging overall performance, 92 percent of RIT’s EMBA graduates rated the program as excellent. That compares to an average of 71 percent of students from all 38 schools participating in the survey.



Leaders from the College of Business and Gleason Corp. celebrated their new partnership at a recent reception. Among those on hand were (left) Dean Thomas Hopkins, Gleason President David Burns, and Associate Professor Daniel Joseph.

Gleason Partnership Offers Unique Opportunity

The COB is teaming up with a prominent local company to create a first-of-its-kind educational venture. Gleason Corp., a worldwide supplier of gear production technology, has agreed to bring its expertise to a unique three-way partnership between Gleason, COB, and SAP America.

SAP is a leading provider of enterprise resource planning (ERP) software, which supports complex business transactions. Competence in these types of enterprise-wide applications is increasingly in demand, and COB faculty will now be able to include hands-on access to SAP software in courses that

nurture technology and process management capabilities.

“We’re grateful to the people at Gleason Corp. for making this significant opportunity possible,” says Thomas Hopkins, dean. “It allows us to help students better understand the nature, application, and limitations of enterprise resource planning and related new forms of business processes.”

Most business schools that incorporate SAP into their curriculum must bear the expense of both installing hardware on campus and maintaining the highly complex software. In this case, SAP donated its

(Continued on page 7)

Sloan Printing Industry Center Creates Nationwide Forum

President Albert J. Simone recently announced that RIT has become a member of an elite group of universities through a new partnership with the Alfred P. Sloan Foundation. As a result of the affiliation, RIT has launched the Sloan Printing Industry Center.

"This innovative think tank for the printing industry marks a crowning moment for our printing school," he stated. "We're grateful that the Sloan Foundation has chosen RIT to foster cutting edge analysis and idea exchange with industry partners, a historic focus of RIT's mission."

Through the collaborative efforts of the College of Business (COB) and the College of Imaging Arts and Sciences (CIAS), RIT became the 13th university to host a Sloan Industry Center, joining a list of renowned institutions that includes Harvard University, MIT, and Carnegie Mellon University.

The Sloan Foundation chooses an

academic community for an Industry Center based on its expertise in a particular discipline. The center generates a pipeline of data and observations that flows between researchers and industry representatives. The resulting analysis helps to target what customers want and how companies can deliver upon those demands.

Under the direction of Frank Cost, CIAS associate dean, and Patricia Sorce, associate professor of marketing and former COB associate dean, the new center will create a forum for printing companies and associations nationwide, and help build the partnerships needed to sustain growth and profitability in a rapidly changing market.

Faculty and graduate students will examine issues related to the growth of digital technology and the impact of new electronic media—including DVD, e-books and the Internet. The center, based within



CIAS, will disseminate its findings by publishing; teaching; and sponsoring conferences, workshops, and symposiums.

"The printing industry has an acute need for a center dedicated to developing a rational understanding of opportunities for business expansion, technology adoption, and cost reduction," states Cost. "In some cases, new technology is key."

CIAS is a world leader in graphic communications education and applied research. Its School of Printing Management and Sciences offers expertise in graphic media, printing systems, and traditional and electronic publishing.

The partnership with COB serves to emphasize Sloan's longstanding tradition of applying a broad multi-disciplinary approach to industry investigations and findings. "The strategic challenge of coping with technological change and the globalization of markets in the printing industry can be an exemplar for other industries facing similar issues," explains Sorce.

The Alfred P. Sloan Foundation awarded RIT \$500,000 over three years for the creation of the Sloan Printing Industry Center. RIT has committed \$2 million to the center's operation, and each of 16 charter industry members have pledged \$25,000 for year one.

The center becomes the latest example of RIT's First in Class initiative, enhancing the university's commitment to collaborative opportunities with industry and government.

"The Upstate Economy Post September—The Role of Banks"

was presented by Brian Hickey, president, Rochester Division, M&T Bank, at Oak Hill in December 2001 as part of the college's breakfast briefing series. Below: Arthur Lowenthal with members of the Lowenthal Group at Oak Hill. (The Lowenthal Group was founded in 1990 to support college activities. These student leaders, named in honor of RIT founder Max Lowenthal—Arthur's grandfather—now represent the college at on- and off-campus activities locally



Above: Brian Hickey; Berta Rivera, M&T Urban Scholar 2001; Tom Hopkins, Dean



Guest Essay: The Only Job Title I Have Is “Volunteer”

Upon graduation I thought I had the perfect background to start a professional career, earn a large salary, and work for a Fortune 500 company. In 1999, markets were opening all over the world, and I had a degree in international business and marketing, spoke a foreign language, had a résumé filled with extracurricular activities, and work experience. I had also established valuable contacts in the business community.

Hard to believe that was only three years ago. You might think I would have a large bank account by now and would be climbing the corporate ladder. But here’s the reality: Would you believe that I am making less than \$300 a month and the only job title I have is “volunteer”?

I have been a volunteer in the Peace Corps for two years now, serving in the country of Guatemala. I not only speak Spanish every day, but also an indigenous language called Q’ekchi, although the latter not nearly as well as the former. I work with the native Mayan population as well as the Latino population—men, women, and children. My main responsibility is teaching fundamental business concepts to small business groups. I am also an English teacher, a youth counselor, and a tourism promoter. It’s hard to explain exactly what I do; it is easiest just to say that I do what I can.

My most important job, I feel, is my everyday interaction with the community—the stares received and the smiles returned; the fears overcome and the questions answered; the stereotypes erased and cultural norms learned. It goes both ways. I learn as much as I teach, and I receive as much as I give. I wish I had some sort of instrument to measure how much I have done, because progress is hard for me to calculate. I can see it when a woman starts to speak out in front of a group of people for the first time, or when I return to the store and see they are now using new bookkeeping techniques. But it seems very small, the amount of progress we are

achieving for such a large amount of work. They say that’s just the way it is.

The best thing I have established here is *confianza*, the Spanish word for trust. I can enter one of the communities where I work and am recognized, invited to lunch, and treated better than I would have ever expected. If we are eating, and there are only a few pieces of meat for 30 people, I can be sure of getting the biggest portion, and I can

walk around these communities without fear, because the people know me and protect me. In return, I use everything I have learned to try and help them.

Some days I love my job, and some days I hate it. I’ve thought of returning home many times. Something just keeps me here. Who knows? Maybe I’ll stay another year.

Duane Shearer, Class of 1999, can be reached at duane_shearer@yahoo.com.

COB Names 2 New Kemper Scholars

Two COB students have been added to the growing list of Kemper Scholars at RIT. William Gavett, from Walton, N.Y., and Jeffrey Kryger, of Cortland, N.Y., are this year’s honorees. Both are first-year students majoring in management information systems (MIS).

The program, sponsored by the James S. Kemper Foundation, seeks to connect summer business experience with undergraduate academic learning. In addition to grant money, students receive paid summer positions within Kemper Insurance at their choice of several locations in the United States.

“We’re proud of the Kemper Foundation’s on-going commitment to supporting the quality of an RIT business education,” says Dean Thomas Hopkins. “It’s a prestigious program that allows students to tap into their full potential.”

Since 1997, seven COB students have been named Kemper Scholars. They must be MIS majors in the college, maintain a 3.0 GPA, and demonstrate an intense commitment to preparing themselves for business careers as well as a sense of responsibility to the community and a desire to help others.



Back row: current Kemper scholars Chad Tucker, Jim Mimier, Jeffrey Burger. Front row: new Kemper scholars William Gavett and Jeff Kryger

International Business Chair Explores China's Global Impact

Western businesses are right at home in the People's Republic of China. The emergence of that nation's open market allowed many of these dominant companies to expand their horizons even further. But at what price?

Professor David Reid, the Benjamin Forman chair in international business, says it will ultimately mean a decline in their competitive advantage. For 16 years, he has researched the strategies of international companies in Asia Pacific. This summer, he met with leaders

from 15 western-based firms and other informed sources during an extensive tour of China. Reid was particularly curious to learn about the impact of emerging Chinese companies, especially in the consumer products industry.

"It struck me a few years back that foreign companies had attracted an infrastructure of services such as packaging, advertising, and market research to China," he states. "What that meant for local players was access to that same infrastructure. Combined with their market insight, these resources are helping Chinese companies become significant competitors."

For western firms, that will mean a sharp erosion in market share, and Reid says company leaders realize there is little that can be done to

prevent it. Chinese companies have developed world-class manufacturing facilities while maintaining relatively low labor costs. They also benefit from the contributions of an increasingly sophisticated work force that is hard working and well educated.

So how long will it be before Chinese companies begin making inroads into the American market? Reid predicts that will happen within three to five years.

"Before long, these companies will be over here providing the same goods and services at very competitive prices. My fear is that corporate America isn't taking that into consideration for the future."

Reid is currently analyzing the data in advance of publishing his findings.

Calendar of EVENTS

MARCH

19 Herbert W. VandenBrul
Entrepreneurial Award

APRIL

1 William D. Gasser
Lectureship in Business
Speaker: J. Michael Adams,
Head of Global Performance at
Microsoft Corp.

11 Western NY SAP Users Group
Conference

12 COB Class Toast

MAY

4 COBRA, Darien Lake Trip

9 Women's Alumni Network,
interactive session

17 COB Alumni Golf Tournament

24-25 Convocation/Commencement

JUNE

TBA Alumni Picnic

For more information on these events,
please visit our Web site at
www.cob.rit.edu/alumni/index.html

E-Commerce: Where Do We Go From Here?

Not long ago, the e-commerce revolution seemed to represent the future for all types of businesses. Since the outcome of that revolution proved to be much different than many expected, what will be its long-term impact on the business scene?

Eugene Fram, J. Warren McClure Research Professor of Marketing, says the seeds of e-commerce destruction were on the horizon more than two years ago. In October, Fram outlined the state of e-commerce during the sixth biennial J. Warren McClure Lecture. During his presentation, "E-Commerce Survivors—Finding Value Amid Broken Dreams," he posed two questions:

How will e-commerce evolve in the next five years?

What types of firms will rise above those that have suffered broken dreams?

Fram concludes that e-commerce consumer markets will become populated by firms that represent discrete niche markets, mainly



Professor Eugene Fram

selling "safe" products that have little risk in terms of size, color, material, complexity, and style.

In industrial markets, the major survivors will be

exchanges such as eBay that provide efficient reverse auctions for commodity-type products and services and exchanges that are quick to recognize changes in older specialty products like personal computers.

"The most important survivors are the companies that are emerging from the past year of turmoil with sound business strategies," explains Fram. "These strategies focus on customer realities and recognize that e-commerce is just one component of serving customers."

complete software package, which was installed and is being maintained pro bono by Gleason technicians on RIT-owned hardware located on the company's premises. The software then moves electronically from Gleason to COB computer labs for faculty and student use.

Hopkins says this type of educational partnership may be unprecedented. Gleason's president, David Burns, calls it a logical extension of a century-old relationship between his company and RIT. He states that Gleason looks forward to employing graduates with SAP training.

"You have to go a long way and spend a lot of money to find knowledgeable personnel out there," Burns explains. "With that in mind, I think the community at large will benefit from this relationship."

COB faculty began incorporating SAP software into their curriculum this fall.

SAP Funds Important Research Project

Does the Internet hold the key to needed improvements to the new-product development process? That's the focus of groundbreaking research to be conducted at RIT.

The COB Technology Management Center has been awarded a grant in excess of \$250,000 from SAP America to investigate the role of Web-based collaborative design systems in the new-product development process. The grant was awarded through the SAP Innovation Institute, a center for e-business research and education where professors and fellows join experts from SAP, the world's leading provider of e-business software solutions, to focus on strategies that benefit companies around the world.

John Ettl, RIT's Madelon and Richard Rosett chair and director of the Technology Management Center, and Victor Perotti, assistant professor of management information systems, will serve as the project's

lead researchers.

"Our study will report on the experiences of North American firms and their adoption of these new systems," explains Ettl. "These will be critical findings as there currently exists no widely-accepted standard of effective collaboration procedures for new-product development."

The 18-month study will be jointly funded, the latest facet of an existing relationship between RIT and SAP America. RIT is currently a member of the SAP University Alliance, a partnership between SAP and more than 400 member colleges and universities to enhance e-business curriculum and study.

This is the first grant awarded to the Technology Management Center, which is dedicated to addressing the urgent need for a better understanding of information technology management and the successful application of new and improved processes.

Class of 2002 Looks Back to the Future

// It's hard to decide what you want your class to leave as a legacy to the college, but we are very excited and pleased with what the Class of 2002 has planned," commented Class Gift co-chairs Jennifer Reginelli and Kristin Metz.

The faculty and staff are also very excited about this year's gift—a legacy to not only the Class of 2002, but also to their predecessors. This year's graduating class is creating a gallery on the college's lobby wall to honor alumni. "We want visitors to know that COB alumni are out there leading the business world, and we want to encourage current students—providing them with role models and ideals to aspire to. Someday we too can be on that wall of fame."

Class Gift Committee members requested alumni nominations from the RIT community and selected six honorees in February. The class

plans to hold a ribbon cutting ceremony in April and have alumni photos and biographies framed by

Commencement. The gallery will be changed to honor additional alumni at regular intervals.



Class of 2002 committee leaders Renae Powell, Kristin Metz, Kevin Sheldon, Jennifer Reginelli, Kathy Palmacci, William Love

FACULTY / STAFF NOTES

STAFF NOTES

Disa Baylis is our new staff assistant in the accounting and finance area.

Debbie Kingsbury has moved to RIT's Development Office as director of donor relations and Nathaniel Rochester Society.

Kathy Ozminkowski has been promoted to director of Undergraduate Program Services.

Dirk Wyatt has joined Student Services staff as senior staff assistant.

FACULTY NOTES

David Baldrige, *assistant professor of management*, is co-author of the following articles:

Eddleston, K. A., Veiga, J. F. & Baldrige, D. C. 2001. Paths to Success: Do Male and Female Managers Follow the Same Road? Paper presented at the annual meeting of the Academy of Management, Washington, D.C.

Ling, Y., Floyd, S. F. & Baldrige, D. C. 2001. Reading the Winds in Multinational Corporations: The Impact of Cultural Beliefs on Issue Selling Behavior. Paper presented at the annual meeting of the Academy of Management, Washington, D.C.

Ling, Y., Floyd, S. F., Baldrige, D. C. & Veiga, J. F. 2001. The Impact of Cultural Beliefs on Issue Selling Behavior. Paper presented at the annual meeting of the Eastern Academy of Management, New York, N.Y.

Richard DeMartino, *assistant professor of management and international business*, **Stelios Zyglidopoulos**, *assistant professor of management*, and **David Reid**, *Benjamin Forman Chair in International Business*, are co-authors of "Internationalization of a High-Tech Photonics Cluster," a paper presented at the Conference of the Academy of International Business, New Orleans, November 2001.

Andrew DuBrin, *associate professor in management*, published:

"Career-Related Correlates of Self-Discipline," *Psychological Reports*, 2001, 89, 107-110; *Leadership: Research Findings, Practice, and Skills*, 3rd, Houghton Mifflin, 2001; *Human Relations for Career*

and Personal Success, 6th ed., Prentice Hall, 2001; and the Canadian edition of *Human Relations for Career and Personal Success*, and *Human Relations: Job-Oriented Interpersonal Skills*. 2001 Prentice Hall, Canada.

John Ettlie, *Madelon L. and Richard N. Rosett Professor*, published:

"Research-Based Pedagogy for New Product Development: MBAs vs. Engineers in Different Countries," to appear in the *Journal of Product Innovation Management* (Vol. 19, No. 1, January 2002).

"Technology, Customization and Reliability," accepted for publication in the *Journal of Quality Management* (with Michael D. Johnson).

"Locus of Supply and Global Manufacturing," accepted for publication by *International Journal of Operations and Production Management* (March 2001) (with K. Sethuraman).

Eugene Fram, *J. Warren McClure Research Professor of Marketing* and **Stan Hoi**, *assistant professor of finance*, published an article in the November-December issue of *Business Horizons*. Entitled "The CREF Stock Fund at 50," the article analyzes the first half-century performance of the first variable annuity.

Dr. Fram and **Andrew Callahan**, *MBA 2000*, have published an article in the *Journal of Services Marketing*, "Do You Know What the Customer You Penalized Yesterday Is Doing Today?" The article presents 44 case studies of the reactions of persons who have been assessed consumer penalties.

In October, **Dr. Fram** presented the biennial McClure Lecture at RIT. Attended by 100 Rochester executives and RIT alumni, the presentation was titled "E-Commerce Survivors—Finding Value Amid Broken Dreams." The lecture was also featured on the "1370 Connection," a local PBS (NPR) talk show.

During the summer, Dr. Fram made two presentations on his nonprofit board model to the National Coil Council and Smith Bucklin Associates in San Diego and Chicago respectively. Overall, during 2001, Dr. Fram was quoted or

extensively interviewed about 60 times in different national and regional media, ranging from *The New York Times* to WXXI-AM, the Rochester NPR station. He is one of the most quoted professors on campus.

Thomas Hopkins, *dean*, was elected in December 2001 vice chairman of the Board of Trustees, U.S. Business School Praha, a new entity responsible for Czech operations of RIT's U.S. Business School in Prague. Because the board's three other members live in Prague, the members' first tele-meeting took place at 3:30 a.m. Rochester time. Dr. Hopkins was keynote speaker at a Washington, D.C., conference last October sponsored by the U.S. Small Business Administration (SBA) and held at the U.S. Chamber of Commerce. During the conference the SBA released a new study, "The Impact of Regulatory Costs on Small Firms," whose co-authors were Dr. Hopkins and George Mason University professor Mark Crain.

Daniel Joseph, *associate professor of information systems*, passed the SAP certified consultant exam for ASAP Implementation this past November. That month he also hosted the fourth quarterly meeting of the Western New York chapter of the Americas SAP Users Group (WNYASUG). In addition, he developed two courses: Integrated Business Systems (IBS), which requires the use of SAP R/3 Version 4.6D, and Business Process and Workflow Design.

Khondkar Karim, *associate professor of accounting*, has been invited to co-edit with Dr. Robert Rutledge of South West Texas State University a special issue of *Managerial Finance* (a publication of MCB Press in U.K.) on performance measurement and Evaluation.

Erhan Mergen, *professor of decision sciences*, presented a paper entitled "Modeling in Statistical Process Control," at CMA 2001 (Characterizations, Modeling and Applications), an international congress held in Antalya, Turkey, in December. Dr. Mergen also published an article, "A Tool to Monitor Processes," (with D.S. Holmes) – *Istatistik, Journal of Turkish Statistical Association*, Vol.3, No.1 & 2, 2001, pp.21-28.

(Continued on page 9)

Business Students and Alumni Join Forces in the Community

Since September, COB students and alumni have volunteered together at numerous events. On September 21 and 22 they sold concessions for the Henrietta Community Theatre, donating their earnings of \$280 to the American Red Cross Disaster Fund. Students also raised more than \$200 between September 11 and 15 in the COB lobby for this fund.

Student leaders volunteer on a regular basis at the Volunteers of America Children's Center (VOACC) on Lake Ave. in Rochester. In December they used their own funds, along with donations from local merchants, to host a holiday party that included piñatas and face painting at the center.

COBRA (COB Recent Alumni) and Lowenthal members joined



COBRA and Lowenthal members at Foodlink.

forces at Foodlink in December. In a two-hour period, they moved more than 11,000 pounds of food that will be used to feed families in the Rochester area.

Alumna Courtney Timm '00 ran in the Dublin (Ireland) Marathon, raising over \$4,000 for the Diabetes Association.

Kudos to all our alumni volunteers.

FACULTY/STAFF NOTES ...

(Continued from page 8)

Victor Perotti, *assistant professor of management information systems*, **Patricia Sorce**, *associate professor of marketing*, and **Stanley Widrick**, *chairperson of the Center for International Business*, published "Online Shopping Behavior: Negative Reinforcement Implications for Government Web Sites." The U.S. Government e-Business Report, Winter, 2001.

David Reid, *Benjamin Forman Chair of International Business*, published:

Reid, David McHardy, Honored Guest Lecture: "Carving a Direction for Foreign Firms in China," South China University of Technology, Guangzhou, PRC, July 24, 2001.

Reid, David McHardy, and John Walsh, "How has Multinational Business Adapted to the Regional Complexity of China?" presented by John Walsh, First East West Asian Research Centre. Zayed University, Abu Dhabi, UAE. 2001.

Sandra Rothenberg, *assistant professor in management*, with Fritz Pil and James Maxwell. Lean, Green and the Quest for Superior Performance, *Journal of Production and Operations Management*, 10 (3), 2001.

Bill Stevenson, *professor of decision sciences*, has published the 7th edition of his *Operations Management* textbook.

John Tu, *assistant professor of management information systems*, had an article published in the *Journal of Strategic Information Systems*, Vol.10, No. 4, 2001. "Information Management (IM) Strategy—The Construct and Its Measurement" reports on the development of a set of operational measures for information management strategy that can be used in future empirical research on IS and organizational strategy linkage. In addition, Dr. Tu presented a paper, "Measuring Organizational Level IS Usage and Its Impact on Manufacturing Performance," at the Seventh Americas Conference on Information Systems last August in Boston. The paper was also published in the refereed conference proceedings.

Stanley Widrick, chairperson of the Center for International Business, has published:

Widrick, S., E. Mergen & D. Grant "Measuring the Dimensions of Quality in Higher Education." Accepted for publication in *Total Quality Management* and scheduled to appear in Vol. 13, No. 1, 2002, pp.123-131.

Grant, D, E. Mergen, & S. Widrick "Quality Management in U.S. Higher Education." Accepted for publication in *Total Quality Management*, 2002.

Stelios Zyglidopoulos, *assistant professor of management*, published Zyglidopoulos, C. S., 2001. "The Reputational Impact of Accidents," *Business and Society*, Vol. 40 (4): 416-441.

Note: To obtain copies of professors' articles, send your name, home address, and e-mail address to the author. College of Business professors may be contacted via the Web at www.cob.rit.edu/directory/dept.html.

ALUMNI NOTES

Brian Adelstein ('82), wife Jodi, and their four daughters moved into their new home in Orange Village, Ohio, in December 2000.

Saleem Ahmad ('00) is a pharmacy graduate intern at Rite-Aid and will soon be taking his board exams.

Susan Closky ('99) and Mark Roth (CAST '99) were married October 13 in Harrisburg, Pa. Susan and Mark now reside near Boston.

Cherlyn Davis ('97) retired from Xerox in December 2000 after 35 years and began a new career in personal financial management with MetLife Financial Services in Pittsford, NY.

Michael Floeser ('94) is a visiting professor in the information technology department at RIT.

Mark Funderburk ('98) has been promoted to client executive at Marketing Drive Worldwide, Wilton, Ct.

Congratulations to **Jane (Konvicka) Gorski** ('91) and husband, Dave, on the birth of their son, John William "Jake" Gorski, born October 11, 2001.

Nicole Giannios ('99) is engaged to Nolan Geiss. They are planning to wed this October and will be living in Rochester. Both Nicole and Nolan work at Eastman Kodak Company.

Jessica Gugino ('00) was promoted at ESPN in Bristol, Ct., to affiliate advertising sales and new business account representative for the Southeast. This assignment enables her to visit clients in Virginia, the Carolinas, Georgia, Southern Florida, and the Caribbean.

Dorothy Humm ('80) was a member of Governor Pataki's Osteoporosis Advisory Council meeting, December 2001, in Albany.

Kim Jamison ('98) married her middle school sweetheart, Bryan Bechard, in September 2000; they reside in Fairport, N.Y. Kim is a customer service representative at Xerox.

Brian Kuzniar ('99) married Colleen Lott last April and is a project lead for Paychex, Inc., in Rochester.

Lee Michel ('97) was promoted to business development manager for Pinnacle Publications, which produces business-to-business custom magazines for small to medium size businesses.

Trisha Munger ('98) has recently joined the Pepsi-Cola Bottling Group in Somers, N.Y., and obtained her CPA. She now lives in Stamford, Ct.

Nicolás Rubio ('99 & '01) has been working for Banco del Caribe, a major Venezuelan financial institution, in Caracas as corporate banking manager since last October. He recently completed his training and was assigned his first portfolio of corporate clients. He continues to be in touch with the student leadership of Global Union and plans to start a second graduate degree this coming fall in Venezuela.

Kellie Runner ('00) is engaged to Erich Becker (KGCOE '00). The couple plans a June 2003 wedding.

Erin Shawkey ('00) and Daniel C. Thaete (KGCOE '00) were married last October in Binghamton, N.Y. Erin and Dan now reside in Philadelphia.

Lynn Siverd ('88), a member of the Alumni Board of Directors, has a new RIT role—this time as a parent. Her daughter

Kathy is a freshman in the fine and applied arts program; daughter Christine is returning from study in France and will graduate from Carnegie Mellon in May. "In her spare time" Lynn ran four marathons in 2001—Disney/Florida, London, Buffalo, and Corning.

Suzanne Sollecito ('01) is working in research at Skidmore College in the Molecular Ecology and Ornithology Lab and now resides in Saratoga Springs, N.Y.

Michael J. Stanek ('90) has been appointed CFO of the Northern Group, a \$300-million retail apparel chain with 364 stores located across Canada. Michael, his wife Janet, and their three children live in East Aurora, N.Y.

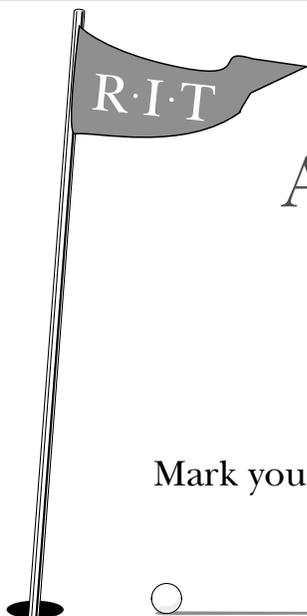
Matthew Sudol ('01) is working for BBDO in New York City as an assistant account executive on the Charles Schwab account.

Rasheed Sulaiman ('01) transferred from the GE Power Systems technical sales leadership program (TSLP) in Dubai, UAE, to the GE Power Systems plant in Schenectady, N.Y., in January as an evaluation, pricing, and analysis specialist.

Sandra Sullivan ('85) sold her business, SLS Advertising, in July 2001 after providing promotional products to the Rochester area for 16 years.

Courtney Timms ('00) ran the Dublin Marathon in Ireland last October in 4:15:17. The marathon is a 26.2-mile race, and Courtney raised \$4,200 for the American Diabetes Association.

Meghan Wood ('98) is the international account marketing manager for Fisher-Price. A Buffalo resident, she was recently named the presidential nominee to RIT's Alumni Network Board of Directors.



COLLEGE OF BUSINESS ALUMNI GOLF TOURNAMENT

Friday, May 17, 2002

Eagle Vale Golf Course
Fairport, New York

Mark your calendar and join us as we once again "take to the green."

www.cob.rit.edu/alumni

SUNDAY, JANUARY 20 *Students David Trombino, Kevin Sheldon, Jennifer Reginelli, and Kristin Metz, along with alumnus Josh Creager, warm by the fire during a sledding party at Mendon Ponds Park.*



FRIDAY, JANUARY 26
The COB Annual Winter Gala



Catching the Spirit!

Remember January at RIT? It was mostly snow, midterms, and long nights of studying. Not this year! Members of the Class of 2002 Gift Committee and COB Student ExecBoard turned January 20-26 into a week of networking, learning outside the classroom, and fun.



TUESDAY, JANUARY 22
Susie O'Donovan, co-owner of Montana Mills Bread, presented on entrepreneurship (featured here with Class Gift co-chair Jennifer Reginelli).



WEDNESDAY, JANUARY 23 *Club Day featured games and raffles in the lobby, highlighted by an hourly pie toss, affectionately known as "Cream the Faculty." Under the whipped cream is marketing professor, volunteer, and alumnus Kevin Scully '82.*

THURSDAY, JANUARY 24 *Tom Hubbard, president and CEO, and Howie Jacobson, executive VP and chief marketing officer, of High Falls Brewing Company, presented at a special reception for Dean's List students. Shown here: Tom Hubbard, President Albert Simone, COB Student Senator Kevin Sheldon, Howie Jacobson, and Dean Thomas Hopkins.*

RIT COLLEGE OF BUSINESS ANNUAL FUND

Yes, you can count on me to support my college.

Enclosed is my gift of:

\$25 \$50 \$100 \$250 \$500 Other \$ _____

My check, made payable to RIT, is enclosed

Please charge my gift to my credit card: Visa Mastercard

Card # _____ Expiration date: _____

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Yes, I am eligible for a matching gift. My matching gift form is enclosed will follow

Please complete name and address information on the reverse side of this form and mail completed form to: Mark Boylan, RIT College of Business, 107 Lomb Memorial Drive, Rochester, NY 14623-5608. *Thank you.*