

FIU Downtown on Brickell: higher education takes center stage, capitalizing on a thriving new urban community with business at the forefront of its future

BUSINESS NETWORKS

FIU | Business

FLORIDA INTERNATIONAL UNIVERSITY

Executive vision: EMBA refocuses on high-potential executives with C-level goals

Hispanic recruiting: a deep pool of talented grads brings national recruiters to FIU



8 The Brickell connection

As a dynamic community takes shape, with business at the forefront, FIU Downtown on Brickell brings relevant, flexible business education to one of the nation's most vibrant new urban centers.

- 1 New dean**
David R. Klock joins FIU Business
- 2 Rankings recap**
How the College of Business stacks up
- 3 Meet the administrators**
Three leaders bring diverse expertise to college
- 4 Wertheim Lectures**
Distinguished speakers share insights
- 5 Centers of influence**
Leaders, entrepreneurs drawn to FIU
- 6 High-achieving students**
A night to salute accomplishments
- 7 Competitive edge**
Top-three finishes in national, international contests
- 12 The new global dialogue**
FIU reinvents the Executive MBA



Executive Editor: Cristina M. Raecke

Managing Editor: Beverly Z. Welber

Writers: Melissa Saegert Elicker, Ellen Forman, Jane Schreier Jones, Beverly Z. Welber

Design: VSBrooks Advertising

Photography: Osmel Matos, Alexis Puentes, Kiko Ricote

Production Manager: Helen E. Cantos

Thanks to other contributors for providing additional photographs.



©Copyright 2012, Florida International University. Reproduction in whole or in part without written permission is prohibited.



- 14 Hispanics in the lead**
College attracts attention of national recruiters
- 16 Healthcare business update**
Programs focus on evolving environment
- 17 The online experience**
Convenient courses expand
- 18 Reaching out**
Students, staff, serve community
- 19 Faculty win new awards**
National, international recognition captured
- 20 Shining stars**
Hall of Fame honors alumni, developer
- 21 Milestones**
A toast to advisory organizations
- 22 Giving back**
Alumni open doors to opportunity, fun
- 23 News from Nigeria**
Alumna blogs on empowerment

College of Business: A Change in Leadership



JOYCE J. ELAM



DAVID R. KLOCK

College of Business Executive Dean Joyce J. Elam, the longest-serving dean in the history of FIU, is leaving her post after 15 years. David R. Klock succeeded her as dean and Ryder Eminent Scholar Chair in Business, effective October 1, 2012.

Among her many accomplishments, Elam built a nationally ranked, internationally focused business school with an entrepreneurial spirit. She broke new ground by building high-quality business programs for individuals at any point in their careers, tapping into the business community for their help in designing cutting-edge offerings. Elam will remain dean of University College, where she will continue her pioneering work in online and continuing education.

“We look forward to the contributions that Dean Klock’s innovation and vision will bring to the university community.”

- Joyce J. Elam

As dean of the School of Business at the University of Alabama-Birmingham and Wells Fargo Chair of Business, Klock helped lead efforts to commercialize intellectual property and facilitated cooperation among the university’s business, engineering and medical schools to partner on cross-disciplinary, market-driven academic programs and expanded research.

He was previously dean of the College of Business at Cal Poly Pomona. He also has held faculty positions at Virginia Tech, the University of Florida, Texas Tech, and the University of Central Florida. For 15 years, he was chief executive officer and chairman at CompBenefits Corporation. ■

“I am eager to expand on the college’s outstanding reputation in international business and extend its global reach.”

- David R. Klock

Recent Rankings.....

COLLEGE OF BUSINESS

The College of Business is one of only 15 percent of AACSB International member schools throughout the world that have accreditation in both business and accounting.

Hispanic Business: #10 among business schools for Hispanics (2011)

The Princeton Review's The Best 300 Business Schools, 2011 Edition

Student Advisor website: FIU #64 in social media colleges, with special recognition to FIU Business for sponsoring "Social Media 101" workshops for students (2012)

R. KIRK LANDON UNDERGRADUATE SCHOOL

Bloomberg Businessweek's "The Best Undergrad B-Schools" survey: #109 (2012)

Bloomberg Businessweek specialty rankings: #8 in international business, #11 in operations management, #17 in sustainability, #20 in information systems, #25 in marketing, #27 in ethics, #41 in business law, #49 in

entrepreneurship, #51 in quantitative methods, #55 in finance, #57 in micro and macro economics, #64 in corporate strategy and #99 in accounting (2012)

U.S. News & World Report's America's Best Colleges: #16 in international business programs (2012)

ALVAH H. CHAPMAN GRADUATE SCHOOL

AméricaEconomía: #31 globally and #16 in the United States largely based on its full-time MBA, the International MBA (2012)

Business MBA's "25 Best Value Online MBA Programs": Corporate MBA #9 (2012)

CNN Expansión: MBA programs #64 in the world and #37 for U.S. programs (2011)

Financial Times: ranked #4 for its Master of Science in Finance program for experienced professionals and listed

as one of the 48 top business schools offering an online program—the Corporate MBA (2012)

U.S. News & World Report's America's Best Graduate Schools: #102 out of 250 for part-time MBAs (2012)

U.S. News & World Report on online programs: #19 in student engagement and accreditation and #69 in student services and technology (2012)

U.S. News & World Report: #24 in the international specialty (2011)

FACULTY

The University of Texas at Dallas **Top 100 North American Rankings of Business Schools Based on Research Contribution 2006-2010** #99 (2011)

SCHOOL OF ACCOUNTING

Accounting Horizons: PhD program in accounting #2 in auditing research, #26 in archival research and #30 overall based on research productivity of graduates in the three years immediately following graduation (2011)

FINANCE AND REAL ESTATE

Journal of Real Estate Finance and Economics: #18 in real estate research for the 10-year period ending in 2008 (2011)

College welcomes administrators



An FIU employee since 2006, Charlene Blevens, the college's new director of finance and administration, has been an assistant vice president in several university-level offices and has been able to apply her interest and experience in research throughout her career.

A certified public accountant, certified research administrator and certified fraud examiner, Blevens holds a Bachelor of Science from Ball State University, where she majored in marketing and minored in labor economics, and an MBA with a concentration in accounting from the University of Houston.



As executive director, MBA programs, Angel Burgos manages the college's portfolio of MBA offerings and has overall management responsibility for the Master of International Business (MIB) program.

Burgos brings more than 15 years of experience in managing graduate programs, most recently as director of MBA and Master of Science in accounting programs for the George Mason University School of Management. He also held positions at the University of Maryland, Johns Hopkins University and George Washington University.

A graduate of the Columbia University School of International and Public Affairs with a master's degree in public administration, he is working on his doctoral dissertation in education at George Mason University.



In her role as executive director, marketing and communications, Cristina Raecke now heads the department responsible for the development and implementation of marketing strategies as well as online communications, publications and event marketing.

Raecke, who holds a bachelor's degree from the University of Richmond and an MBA from the University of Texas at Austin, was manager of marketing and communications for Univision, TeleFutura and Galavision; manager for marketing and community relations for the Miami Downtown Development Authority; and director of recruiting and admissions for the University of Miami's MBA programs. ■

Lectures engaged more than
400 audience members

Wertheim lecturers reflect on values, trends

The Herbert A. Wertheim Lecture Series has brought distinguished speakers and experts in business leadership and entrepreneurship to FIU since 1993, enlightening students, faculty, alumni and representatives of the business community. Three speakers presented in the fall of 2011.

In September, Carlos Sabater (BACC '81), global audit leader of Deloitte & Touche LLP and member of the U.S. Board of Directors of Deloitte LLP, zeroed in on a paradigm shift he sees.

“In the wake of the worst economic recession and a rapidly changing regulatory environment, our work is subject to more scrutiny than at any time in the past,” Sabater told the audience. “This means that certain skills are in high demand.”

Sabater also interacted with undergraduate accounting students during his daylong campus visit by serving as the first Executive-in-Residence for the School of Accounting.



In October, Bernardo Hees, chief executive officer, Burger King Corporation, tackled the subject of leadership.

“Hees said that effective leaders serve before being served,” said David Suarez (MBA '04), Dean's Alumni Circle member, who tweeted key points of the lecture. “They lead by example, asking for clear, direct feedback and setting the vision for their organization.”



And in November, Annette Martinez, vice president of operations, human resources at State Farm Insurance Companies, spoke on “The Bicultural Advantage in the Workplace.”

“I thought being a Hispanic woman meant there's only a certain level of leadership I can reach,” said FIU student Paola A. Lacouture. “However, after listening to Ms. Martinez, I learned that the thickness of the glass ceiling is determined by me. We set our own limits.” ■

Supporting leaders and entrepreneurs

Both the Center for Leadership (CFL) and the Eugenio Pino and Family Global Entrepreneurship Center held events focused on Miami—past, present and future.



Nearly 100 influential community leaders gathered at The Miami Leadership Summit to discuss positioning the region as a global competitor economically, culturally and socially. Presented by CFL and conceived by Modesto A. Maidique, FIU's president emeritus and the center's executive director, the summit marked a new phase in the development of long-term goals for the city.

The springboard for discussion was "Miami: Leadership in a Global Community," a case study developed under the leadership of Ken Lipartito, chair of FIU's Department of History. The case provides a snapshot of Miami's young history, current challenges and opportunities.

Harvard Business School professor and author Rosabeth Moss Kanter, and James Honan, professor, Harvard Graduate School of Education, led the event, which civic, business and community leaders attended, with a special introduction by Miami-Dade County Mayor, Carlos A. Gimenez.



The Pino Center hosted 2012 SmartCamp KickStart Miami, a forum focused on innovative ventures in healthcare. IBM chose FIU as one of seven co-sponsors for the event, which included five competitors.

The winner, Consult A Doctor, an innovator of cloud-based telemedicine services, had also been selected for the Tres Mares Innovation Prize at FIU's 2011 Americas Venture Capital Conference (AVCC).

"Our recognition as Top Global Innovator at AVCC afforded us new opportunities within the venture capital community and helped us forge relationships with world-class leaders in technology like IBM," said Wolf Shlagman, Consult A Doctor founder and CEO.



"We are an entrepreneurial university in an entrepreneurial city. The Pino Center is an important catalyst of this wonderful dynamic," said Jerry Haar, associate dean for international programs and the center's director.

An advisory council is now creating the agenda and evaluating innovative technology ventures from throughout the globe to present at the third AVCC, December 13-14, 2012. ■

Leaders-in-the-making honored

During the 2012 Business Student Awards Banquet—themed “Mad Hatter’s Tea Party”—the college singled out top contributors. Roxy Theatre Group actors, costumed as characters from *Alice in Wonderland*, greeted the more than 100 guests. Executive Dean Joyce J. Elam presented the awards to Business Organization of the Year and the President of the Year.

This year marked the introduction of a new category: Executive Board Member of the Year.

“More than ever, employers want students with more than just a degree,” said Michael Perez, president of FIU’s American Marketing Association (AMA) and master of ceremonies.

“They look for students involved in campus life and beyond, and our business student organizations offer us a way to earn distinction.” ■



THE COVETED

AWARDS WENT TO:

Business Organization of the Year:
Future Business Leaders of America -
Phi Beta Lambda (FBLA-PBL)

Emerging Business Organization:
Chapman Graduate Association (CGA)

**Business Organization President
of the Year:**
Michael Perez (AMA)

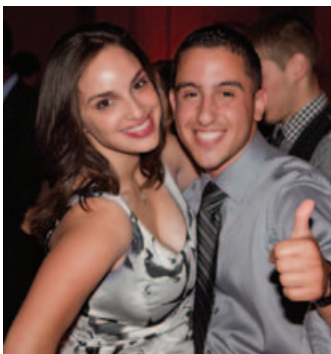
Largest Chapter Membership:
ALPFA

Partners in Business:
International Business Honor
Society (IBHS)

Leadership Enhancement:
FBLA-PBL

Honorable Mention:
Delta Sigma Pi

Executive Board Member of the Year:
Ileana Canizares (BBA '12) (IBHS)



Competitive EDGE

Top-three finishes
in national,
international contests

The FIU Business team won third place in one of the six trading contests at the prestigious invitation-only Rotman Interactive Trading Competition, held at the University of Toronto's Rotman School of Management. The team's impressive finish was in the area of Quantitative Outcry, which simulates a live floor trading scenario.



ROTMAN TEAM



JOHNSON & JOHNSON TEAM

Top Ten times ten for AMA



At the 34th annual International Collegiate Chapter Conference of the American Marketing Association (AMA) in New Orleans, Louisiana, the college's chapter was named a Top Ten Chapter for the tenth consecutive year, this time achieving gold designation. AMA at FIU has been positioned in one of the top five slots for three straight years.

Excellence in six areas—chapter planning, membership, fundraising, communications, community service and professional development—is required to earn gold status.

Though the competition marked FIU's first participation, the student traders—Daphne Gaetjens, Justin Garcia, Shaun Hoyes, Jamal Abdel Jabbar, Shyrose Razwani and Charles Stack—bested some veteran Rotman competitors and well-known names in business education, many of whom have been competing since the event began nine years ago.

A team of international business, finance and Honors College undergraduate students also won third place in the Johnson & Johnson Business Case Competition, held at the company's worldwide headquarters in New Brunswick, New Jersey. Litong Chen, Carlos E. Gomez, Giorgio Izzo, Prince Mikado and Maximilian A. Staedtler earned the right to compete at the national level after winning the competition at FIU.

"The situation involved a fictitious company named MediHealth," Mikado said. "Our job was to present an acquisition strategy, including marketing plans, concerning a European skin care products company." ■

EDUCATION AT THE FOREFRONT OF A NEW URBAN EXPERIENCE

By Ellen Forman

Drawn to the excitement of city living, working professionals throughout the nation have led a stunning revitalization of America's downtowns. They seek the opportunities—professionally, personally and socially—to connect, build skills and engage in the richness and cultural diversity that's unique to the urban core. It's the first time in decades that urban population growth has outpaced that of suburbia, with 27 of the nation's 51 largest cities following the trend, according to Census data.

At the white-hot center of this movement is Downtown Miami. Rising from the recession with the help of international investors, the lights of more than 23,000 residential units brought online during the recent real estate boom, and a once unheard of occupancy rate of 93 percent, Downtown Miami pulses with a unique energy. Some call it a new urban America, infused with a Latin Caribbean beat. Each day, restaurants, retailers and clubs join the party, more than 250 of them since 2005.

As residential life surges, Downtown Miami's long-standing professional community has welcomed additions. Businesses in multinational trade, entrepreneurial start-ups and a small but growing tech community merge into downtown's commerce flow. The city expands as a center for Latin American trade, and attracts technical talent through incubators and innovative business support systems.

These new businesses search for leaders, managers and savvy creatives, those who understand opportunity and recognize education as the means to a successful end. Never has the need for an academic center within this community—a place where professionals can build their skills for the next job, the next career, the next big industry—been as strong.

At 1101 Brickell, in the heart of downtown, FIU has built an accelerator for these expanded horizons, a place where tomorrow's business leaders gather to explore new ideas and learn the skills they need to lead today's enterprises and incubate new ones.

This is FIU Downtown on Brickell, where the College of Business brings depth and breadth to graduate business education, empowering hundreds of students every year. It's a partnership with a community of visionaries designed to create a modern learning environment for Miami's emerging generation of business leaders.

downtown



FIU DOWNTOWN ON BRICKELL



DOWN MIAMI

IN DOWNTOWN, AN ACADEMIC HUB

As a rapidly growing university in the 2000s, FIU has remained on the lookout for additional sites for its programs. In parallel, the college saw the need to provide an extension of its graduate-level educational opportunities directly within the downtown business community. In 2005, these goals merged when the business school announced plans to go downtown, offering courses to working professionals. The site was Macy's regional headquarters on Flagler Street. Reception for the programs was enthusiastic, and each year, the college expanded the evening and weekend options.

By the end of the decade, the Macy's facility could no longer satisfy student demand. University leadership began an extensive search for a space that would be centrally located, accommodate a growing number of programs and host a technologically updated facility equipped to handle the latest learning tools.

In 2011, FIU identified an alternative downtown site, leasing 32,000 square feet on three floors at 1101 Brickell Avenue from Florida East Coast Realty. The facility opened its doors for the fall 2011 semester. A community ribbon-cutting ceremony and reception in September 2011 attracted hundreds of university and community leaders to the newly renovated building. Within a week of the beginning of the semester, university officials announced that the brand-new facility was about to grow.

In April of 2012, FIU signed an agreement to lease an additional 28,000 square feet with three additional floors of classroom, office and reception space. Signage with FIU's name and logo now appears on the building high above Brickell Avenue.

"Students have quickly given a strong positive reaction to our Brickell location," Executive Dean Joyce J. Elam said. "As we continue our mission as a resource for the downtown community, the added space will allow us to build our role as a focal point for professionals and executives."





the brickell experience

Going to school at 1101 Brickell is unlike any other FIU experience. The energy around the building is palpable, surrounded as it is by modern office towers and sleek hotels, brasserie-style restaurants and intimate cafés. The serene beauty of Biscayne Bay lies in one direction, and the energy of the city in the other.

*FIU Downtown
on Brickell creates
a rich, flexible
learning environment
for students.*



Steps away from conveniently located parking, students enter an elevator to rise to FIU's classrooms in the tower. Completely redesigned to FIU's specifications, the facility is equipped with a full complement of sleek, modern case, seminar and breakout rooms. Between classes, students in the hallways pass post-modern wall murals from the Wolfsonian-FIU collection depicting industrial themes, and enjoy complimentary meals in a spacious dining room that overlooks the avenue.

Technology innovations are a hallmark of FIU Downtown on Brickell, creating a rich, flexible learning environment. At the heart of the facility are six case rooms designed to maximize student comfort and convenience.

PROGRAMS AND FACILITIES FULFILL STUDENTS' NEEDS

A center of finance, with a broad array of services to Latin America, businesses and affluent clients. A hub of healthcare, with a wide range of caregivers and clients. A place where business acumen cultivated on the job seeks the reinforcement of experience and education.

This is the business community that FIU Downtown on Brickell enriches with programs that position individuals for success by addressing South Florida's dynamic business landscape.

The work begins with serving South Florida's upwardly mobile workforce. The Professional MBA,

with evening classes and the option of online coursework, puts time-pressed working students on the road to career advancement. For a community steeped in financial services, the college offers Master of Science programs in finance and real estate.

Two healthcare programs at Brickell were built with the guidance of South Florida's leading professionals. The Healthcare MBA provides an overview of the complexities of the healthcare system and essential financial management tools. A new program, the Master of Science in Health Informatics and Management Systems, trains students for leadership positions in one of the nation's fastest-growing fields, the transition into complex, data-driven systems for healthcare information.

Brickell also houses an innovative educational program for top executives: FIU's redesigned Executive MBA program. It's an immersive educational experience for experienced high-level professionals. The program's move to Brickell brings convenient access to top executive mentors and collaborative learning to the heart of the city. ■

The case room workstations feature computer-aided video and presentation screens that enable a lecturer to capture information that can be viewed by students at a later date, or from a remote location, live. The classroom-capture system affords students in many courses the ability to attend a class remotely, or view it at their own pace via video if they can't get to class on time.

Ken H. Johnson, associate professor of finance and real estate who teaches at Brickell, envisions how the new technologies will benefit students. Some are already being used in several courses in the Master of Science in International Real Estate program.

"We broadcast our classes live, and on tape delay," he said. "The student can review anything in the lecture later."

The system adds to the flexibility of the Brickell programs, an essential feature for professionals who must travel.

"If a student needs to take a business trip to Chicago, there's no need to get the notes or seek an excused absence," Johnson said. "The student can simply watch it from Chicago live, or view it when he or she returns."



Additional features in the works will continue to shape the facility. A reception room with sweeping views of the city will allow the university to present and co-present seminars and meetings, making FIU Brickell a focal point for disseminating important information and connecting to the community.


For Downtown Miami's civic leaders, FIU's presence has been an important sign of an urban core that has fully arrived—and is poised for bigger, better things.

"As downtown transforms into an international destination for residents and businesses, the demand for nearby access to higher education will continue to grow," said Alyce Robertson, executive director of the Miami Downtown Development Authority. "Florida International University is not just expanding its footprint, it is helping prime the pump for continued investment and economic development within our urban core—a necessity if Miami is to fulfill its vision as a world-class city."

THE MAKING OF THE NEW EXECUTIVE

Companies are saying it loud and clear: executives need a new skill set to manage global challenges.

By Jane Schreier Jones



“We expect executive candidates to have technical skills. What we’re looking for today is a person who’s flexible, can adapt when conditions change, produces results and effectively interacts with people.”

Those words from Marcelo Fumasoni, vice president and head of Human Resources (HR), region Latin America & Canada at Novartis Pharmaceuticals Corporation, describe what’s needed at the top levels at many companies in 2012 and beyond, a phenomenon driving innovative universities to revamp their Executive MBA (EMBA) programs.

Savvy observers are noting with interest that many people currently making hiring and promotion decisions for a company’s most important positions

are refining and revising the attributes needed, sometimes quite dramatically.

“Executives now need to be unflappable and manage across ambiguity and uncertain times,” said MaryAnn Miller, senior vice president and chief human resources officer for Avnet, Inc. “They must have their own compass to forge through tough circumstances.”

The ability to deal internationally continues to grow as a sought-after skill and many HR professionals report that global executives have the edge. Emerging markets mean a business leader in the 21st century has to communicate with and motivate what is often an international group.

“Six years ago, half our employees were outside the United States. Today it’s 70 percent. The U.S. component is shrinking,” Miller said.

“We seek executives who can function internationally, working with any cultural divides. Equally important, we need top-level executives who have learned to filter the noise and determine what’s important. We need problem solvers and solution seekers.”

The demand for senior managers who embody this refined skill set propelled FIU’s Chapman Graduate School of Business to reinvent its EMBA program, launching in January 2013.

“We have developed a dynamic EMBA concentrating on issues that seasoned professionals encounter on a daily basis,” said Stephen Barnett, EMBA faculty director.

The interconnected curriculum centers on four key decision-making areas:

- navigating in a global environment;
- building a high-performance organization;
- creating economic and social value; and
- developing and implementing strategy.

For each theme, the faculty created an innovative interdisciplinary eight-credit-hour course.

“Relevant cases, projects, dialogues and other experiential exercises make up 75 percent of the curriculum,” Barnett said. “This is problem-based learning for the high-performing employee who has been singled out by top management as one moving up the ladder.”

An eight-day “Business Innovation in a Global Economy” program hosted in Brazil, China, Italy, Russia or Turkey helps leaders deepen their international savvy and skills.

In addition to equipping executives with crucial skills and insight gained through problem-based learning on a global scale, FIU’s EMBA program is being chosen by executives because of another

current national trend: some reliable financial support for graduate degree seekers has faded. Executives who are footing the bill for their degree are gravitating to superior products like FIU’s EMBA, offered at a price point below national averages.

“Our 2011 Membership Program survey revealed that 36.9 percent of EMBA students now receive no tuition reimbursement,” said Michael Desiderio, executive director of the Executive MBA Council, a worldwide non-profit organization of more than 200 business schools. “This is up from 32.8 percent in 2007. The percentage of students receiving full tuition reimbursement has decreased from 34.2 to 27.3.”

FIU’s 18-month EMBA program, by nomination only, remains minimally disruptive to the students’ lives, with sessions held online as well as on alternate Saturdays at FIU Downtown on Brickell, the university’s new site in the heart of Miami’s financial district. ■



“I want to be part of a group of elite executives who are aiming for the top in corporate and civic life. As we set our sights on C-level jobs, FIU has customized its EMBA program to meet our needs.”

Future FIU EMBA student:
Kevin Hamann
Senior Vice President of Merchandising
Systemax / TigerDirect.com

The background of the entire page is a repeating pattern of small, blue, stylized human figures. These figures are arranged in a grid that appears to recede into the distance, creating a sense of depth. The figures are simple, with a circular head and a rectangular body with a small neck.

HIGH IMPACT HIRING

By Ellen Forman

29% of the U.S. population will be Hispanic, becoming, by far, the largest minority group in the United States.

Hispanics move to center of corporate recruitment

From the nation's political corridors to the halls of corporate America, Hispanics are having an increasingly visible impact.

High levels of immigration and birth rates have made Hispanics the nation's biggest minority group, comprising 16 percent of the U.S. population as of 2010. The trend is particularly prominent in the younger demographic, with 19 percent of the nation's 18- to 24-year-olds belonging to that group, up from five percent in 2002. The rate of growth is expected to escalate: by 2050, Hispanics are projected to comprise 29 percent of the U.S. population, becoming, by far, the largest minority group in the United States.

Hispanics also are stepping up their commitment to higher education, with a single-year surge of 24 percent in college enrollment in 2010, according to the Pew Hispanic Center.

For FIU, which awards more degrees to Hispanics than any other university in the United States, the trend speaks to a leadership role in educating a population that is rapidly discovering the central role education plays in economic and cultural life. And for the College of Business, it's an opportunity to provide the nation with Hispanic graduates who bring new insights and diversity to the workplace.

Yet placing FIU graduates at national firms was not always easy. For many years, these employers did not actively recruit FIU MBAs, instead seeking out Hispanic candidates from Ivy League MBA programs. That began to change as FIU Business stepped up its involvement in NSHMBA, the National Association of Hispanic MBAs, an organization dedicated to building and advancing Hispanic leadership through graduate management education and professional development. In 2008, FIU won NSHMBA's Brillante award, the organization's most prestigious honor, for its determination to make a significant impact on the business world and the Hispanic community.

Each year since, receptivity to FIU graduates has grown, according to Barry Shiflett, director of the business school's Career Management Services (CMS).

"NSHMBA led us to the Fortune 500 companies, and gives us the opportunity to tell our story," Shiflett said.

"Companies we have met and worked with through NSHMBA are now recruiting our students. Eight years ago, many of them didn't know who we were."

He added, "The critical mass of Hispanic MBAs at FIU is something that national companies are increasingly recognizing. If you're seriously interested in diversity, FIU's MBAs are mature students who have handled challenges in their personal and professional lives."

To show its appreciation of the strong relationship, FIU was the main academic sponsor of NSHMBA's 2012 conference in Orlando, held October 4-6, 2012.

"We feel strongly about continuing to support NSHMBA's work," Shiflett said.

At the same time, the office of CMS continues to expand as a resource for businesses in Miami, helping to enhance the business climate of one of the nation's leading Hispanic markets. The city has a growing economic infrastructure of medium-sized businesses, including financial service firms, which often need the skills of MBAs for their next stage of growth. Without a university recruitment department behind them, they frequently don't have the manpower to pinpoint, cultivate and hire the qualified candidates they need.

"We will continue to connect organizations with the resources they need to recruit the best talent," Shiflett said.

Shiflett and his staff are making inroads in that community. By providing information about best practices in recruiting, and holding seminars for human resources managers at Miami's financial services firms who may not be familiar with the university recruitment process, the staff brings a value-added service to Miami's businesses and widens employment opportunities for FIU MBA graduates. ■





SMARTER healthcare

**In South Florida,
few industries are as
complex or far-reaching
as healthcare.**

By Ellen Forman

“We can’t succeed in silos,” said Nancy Borkowski, executive director of healthcare management programs in the Chapman Graduate School of Business. “To get the job done, we have to work collaboratively, in multidisciplinary teams.”

This recognition shaped FIU’s Healthcare MBA, a program that gives students a solid background in healthcare management practices and a clear understanding of an organization’s markets, patients’ needs, internal processes, human capital development and financial results. The 18-month, Saturday-only program debuted in August 2010. Four additional student cohorts began well ahead of schedule. In the fall of 2012, the sixth and seventh cohorts started classes.

With the MBA launched, a second challenge surfaced: the need for professionals who could interpret the enormous volumes of data generated by the healthcare system, and maximize the use of new information technologies that put computing power in the palm of the hand.

Executive Dean Joyce J. Elam engaged Neera Bhansali, a nationally recognized expert on health information systems, who now serves as faculty director for

the Master of Science in Health Informatics and Management Systems. The 12-month, Saturday-only program at FIU Downtown on Brickell will bring together technology professionals and healthcare practitioners. Students will master sophisticated tools for making data management decisions in the healthcare environment.

Bhansali, who most recently served as director of data quality and standards for the Moffitt Cancer Center in Tampa, Florida, and headed the informatics program for the Statewide Clinical Trials Network of Texas (CTNeT), sees unlimited potential for program graduates in a field where jobs are plentiful.

“The experiential learning opportunities our program provides, combined with excellent instruction, will turn out the skilled practitioners our healthcare community needs.”

“We’re thrilled to be one of a handful of universities in the nation to offer this type of program,” she said. ■



INNOVATING THE ONLINE EXPERIENCE

By Beverly Z. Welber

Online, distance or e-learning. No matter the terminology, it's clear that students who receive course content at offsite locations represent a significant percentage of college enrollments. According to *Going the Distance: Online Education in the United States, 2011*, a report issued by the Babson Survey Research Group, online enrollment increased 10 percent in a single year, compared with less than one percent growth for the overall university population, and 31 percent of all higher education students now take at least one course online.

The College of Business has been an innovator since 1998, when it already understood the potential of a model driven by convenience and flexibility for students. It piloted a 10-course program under the direction of Joyce J. Elam, executive dean, College of Business, and dean of University College, of which FIU Online is part.

That initial effort has burgeoned into a roster of approximately 70 undergraduate and 17 graduate online courses. FIU Business now offers the fully online Corporate MBA and launched online versions of three of its graduate programs—in international business,

international real estate and human resource management in fall 2012. In addition, the college offers the Professional MBA Flex, a blend of online delivery and classroom experiences, and will go online with the Healthcare MBA in 2013.

While interaction between instructors and students has reached sophisticated levels in online courses, universities also are finding ways to enable students to successfully work together in a cyber setting. According to Joseph Riquelme, director, FIU Online, his organization has devised solutions using the Internet to foster collaboration among classmates.

“To replicate teamwork in a virtual environment, we’ve created a framework and a step-by-step guide that facilitates the work of student groups,” Riquelme said. “It’s a unique way to support the team projects at the heart of many of our business courses.” ■

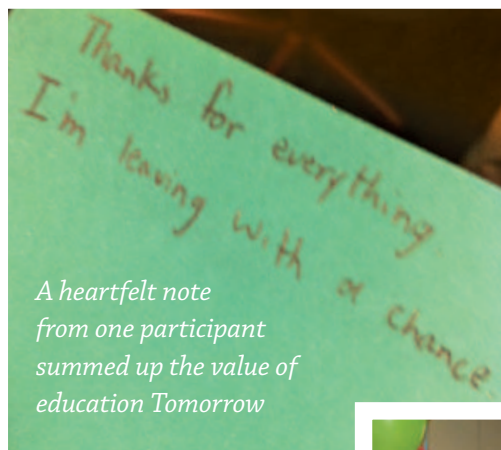
A commitment to community

Business in Society, a required course in the Professional BBA (PBBA) program, gives students a clearer sense about what they can do to benefit others and the impact of their efforts.

Vanessa Vazquez (PBBA '12), coordinator of administrative services, Graham Center, has new hope about dealing with tuberous sclerosis complex (TSC), a little-known disease her son has. She spearheaded the class's collaborative project to increase awareness "so more people will be diagnosed and not have to go through what families currently face," she said.

Among other activities undertaken by students were the creation of an app for the Heart Association featuring a walking map of the Modesto A. Maidique Campus showing the location of all defibrillators plus nutrition information from the restaurants on campus; a bike-a-thon to raise funds for Multiple Sclerosis research; and presentations to bring attention to volunteer opportunities with Tow to Go, a partnership between Budweiser and AAA; Kidz Empowerment Services; and the Community Partnership for Homeless, Inc.

As part of the Greater Miami Chamber of Commerce's Leadership Miami program, Yolanda Rodriguez (MBA '10, BS '07), assistant director, operations, college relations, helped launch a program with Education Tomorrow, a non-profit organization that creates independence for disadvantaged youth through education, mentoring and training.



"At FIU, we help our students launch professional careers," Rodriguez said. "With the Education Tomorrow project, I'm helping less fortunate youths get on the right college-bound track."

As a result of several fundraising events—netting more than \$100,000—the Education Tomorrow facility is now equipped with brand new computers, printers, desks and a conference area, plus software to aid students in prepping for ACT, SAT and PERT exams. ■

FACULTY FIRSTS



SUSHIL K. GUPTA

ANTOINETTE SMITH

The Production and Operations Management Society (POMS) has named an international award after Sushil K. Gupta, professor and Knight Ridder Center Research Fellow. He received the first Production and Operations Management Society Distinguished Service Award by a unanimous vote of the board's 28 members. The board also voted unanimously to rename the award the Sushil K. Gupta POMS Distinguished Service Award. A founding member of the international professional organization, he has served as its executive director since 1997. He is a senior editor of *Production and Operations Management Journal* and was elected a POMS Fellow in 2004, the year the fellowship was instituted.

"His placid yet discerning and keen ways of doing business set a good example for POMS and has built an atmosphere of genuine service to each other that I think has characterized the POM Society," said Wickham Skinner, Harvard Business School, one of many colleagues and POMS

members to have offered accolades about Gupta's commitment and effectiveness.

FIU President Mark B. Rosenberg recognized him at the Board of Trustees full board meeting on June 14, 2012.

Antoinette Smith, associate professor, was named the first Faculty Associate of the Year by the PhD Pipeline Opportunity Program, founded by Duke University business school professor Lucy J. Reuben. The program seeks to increase the number of under-represented minorities among business school faculty. Working through partner universities, the PhD Pipeline Program encourages minority undergraduates to consider pursuing a doctorate in business.

"I applaud Antoinette Smith's dedicated work to inform and motivate students," said Reuben in announcing Smith's award, given primarily for the "significant participation" of FIU students she recruited for the program. ■

Developer, alumni honored at Hall of Fame ceremony

It was a night to salute the stars. What better venue than a stage?

The stars were four distinguished alumni entrepreneurs as well as an iconic Miami developer. “Rise: Entrepreneur to Icon,” the college’s 13th annual Entrepreneurship Hall of Fame ceremony, took place on one of Miami’s grandest: the Adrienne Arsht Center’s Knight Concert Hall.

Miami developer Tibor Hollo was named 2012 South Florida Entrepreneur of the Year. Also honored: Jason Squillante (BBA ’00), CEO, TopSource Staffing, Founder of the Year; Mayi de la Vega (BBA ’81), owner, ONE Sotheby’s International Realty, Builder of the Year; Alfredo Lardizabal (BBA ’94), COO and general manager, MIC Foods, Family Business Award; and Justo Luis Pozo III (BBA ’07), partner, Gotham Holdings and Energy Kitchen, Young Alum. Finalists of *The Miami Herald* Business Plan Challenge were also recognized. Morrison, Brown, Argiz & Farra, LLC and Wells Fargo Bank, among others, sponsored the event.

Guests mingled at a cocktail reception in the hall’s expansive lobby. Ushers then led attendees down a corridor, through the backstage door, and onto the

stage, which was filled with elegantly set banquet tables. Once seated, the guests enjoyed a three-course dinner, with music provided by classical musicians from FIU’s School of Music.

“I’m deeply honored by this recognition from a university that I hold in such high regard and consider to be the most progressive in our community,” said Hollo, chairman of Florida East Coast Realty.

Each honoree received a short video tribute and an award from Executive Dean Joyce J. Elam and FIU President Mark B. Rosenberg.

“These are the stories that motivate and drive our students to push forward with their goals and bring them to fruition,” Dean Elam said.

To date, over 35 FIU alumni and other business leaders have been inducted. ■



Reaching a milestone

More than 100 current and previous members of the Dean's Council and the Dean's Alumni Circle toasted past accomplishments—with a nod to a shared vision for FIU's future.

The evening provided a welcome opportunity for both groups to reconnect. In previous years, Joyce J. Elam, executive dean, hosted each group on separate occasions during the holiday season.

"It was a lovely way to thank these dedicated alumni and council members for the positive impact they have on our college and business community," said Monique Catoggio (EMBA '03), director, college relations. "We have been successful in many ways because of their ongoing involvement and support."



"Serving as ambassadors for the college is an incredibly rewarding experience as we work together to build local awareness of our world-class business school," said Alfredo Cepero (MACC '90, BACC '88), current Alumni Circle chair and a member since its inception.

He recognizes Elam as the visionary who was instrumental in starting both groups.

"This event gave us a chance to collectively thank her for her unending commitment, guidance and enthusiasm," said Cepero, who is equally passionate about the future. "We will continue to drive positive change and fuel this economic engine for our community."

The current Alumni Leadership Campaign is helping build that future, with many members of both the Alumni Circle and the Dean's Council already contributing more than \$400,000 toward a five-year \$2 million goal. ■



1. Marlene and Alfredo Cepero
2. David Suarez with Priscilla and William Somerville 3. Annabelle Rojas, Angel Medina, Joyce J. Elam and Joseph Caruncho

Alumni guide students to opportunities

Over 40 student mentees and volunteer mentors came together in the spring to review the college's mentoring program. Topics included teambuilding, financial literacy, interview and résumé building as well as promoting the "pay-it-forward" concept for giving back to the community.

Ileana Canizares (BBA '12) declared her participation in the mentoring program to be "life changing."

Her mentor, Eugene Lukac, management consulting specialist leader at Deloitte Consulting LLP, taught her the importance of pursuing both professional and personal goals.

"After a few meetings with him, I was able to determine what I really wanted to do after graduation," she said. "He encouraged me to pursue my MBA, then reach for my dream job as a foreign service officer and aim to become the first female Hispanic U.S. Secretary of State."

BB&T Bank sponsored the midyear review and also hosted a session on financial literacy and financial planning. The Kane Family Foundation sponsors the entire mentoring program.



In another alumni-sponsored event, 350 students from 13 South Florida high schools enjoyed an action-packed day during College Summit. It began with welcoming remarks from Joyce J. Elam,

executive dean, and ended with a university tour and school information sessions. Participants also received gift bags, courtesy of Gables Engineering and Rick Finale (MBA '90), Alumni Circle community service committee member.



Margaret Brisbane (BBA '80), co-chair of the Dean's Alumni Circle's community service committee, said the students are peer leaders with whom College Summit works to build a college-focused culture in their high schools.

"Many of them attend inner-city schools and will be first-generation college-going students," she said.

"It's clear they not only have aspirations to attend college but also already have an interest in possible fields of study," said Martin G. Cerda (BBA '86). ■

Mentoring is not all serious business!



A sailing regatta provided a teambuilding exercise at the mid-year review, with a celebration at Game Time closing the year for the mentors and mentees.

Alumna blogs from Nigeria



Christine M. Adolf looks to her background in business to empower people living in poverty in Nigeria and keeps FIU Business up to date through a photo-rich blog.



In 2011, Christine M. Adolf (BBA '07) made a major change in her life. After graduating from FIU, she worked in public relations, marketing and project management in U.S. cities and abroad. She enjoyed the challenges but they did not satisfy her strong social conscience.

"I couldn't help but ask myself what lasting impact my efforts would have on the world," she said.

Online research led her to CUSO International, which places volunteers in developing countries. They deployed her as a capacity building advisor with a rural development non-governmental organization in Nigeria. Since her arrival in July 2011, she has contributed to many projects, experienced the local



culture and gotten to know the people. Her most recent assignment has been at the Mary Slessor Foundation.

"I am helping to build the capacity of the local staff who run a vocational training center for fashion, carpentry and metal welding/mechanical maintenance; a small-scale agricultural processing plant for palm oil and cassava; and a health clinic," she said.

Adolf has decided to extend her planned one-year stay and to continue sending her impressions back to FIU, where her blogs appear on *BizNews*, the college's news portal. Though communication isn't always easy, she notes, "After a year in Nigeria, I've definitely learned both patience and resourcefulness." ■

Alumni Notes

Tony Argiz (BBA '74), chairman and CEO, Morrison, Brown, Argiz & Farra, LLC, was announced as incoming first vice chairman of the Greater Miami Chamber of Commerce. He also was one of eight individuals who received a Claude Pepper Memorial Award; his was in the corporate service non-healthcare category. Argiz, who originally came to FIU on a baseball scholarship, was chosen to throw out the first pitch at the FIU/Marlins baseball game, one of the first games played at the new Marlins Stadium.

The City of Miami Arts and Entertainment Council added **Howard R. Miller (BBA '79)** to its board of directors. He is president of Howard R. Miller Communications and chairman of the Synergy Entertainment group.

Margaret Brisbane (BBA '80) received a Torch Award at the 11th annual Torch Awards Gala on March 3, 2012. The awards, which recognize selected individuals for the positive impact they make on their profession, the community and the university, honor the memory of Senator Ernest R. Graham, who helped create FIU.

Governor Rick Scott appointed **Joseph "Joe" Caruncho (BBA '81)** to the Board of Governors for Florida's state university system.

BankUnited named **Rosary Plana Falero (MBA '94, BBA '91)** senior vice president of private banking.

CareCloud founder and CEO **Albert Santalo (MBA '97)** was among the Startup America business leaders at the White House to watch President Obama sign the Jumpstart Our Business Startups (JOBS) Act into law on April 5, 2012. Also, CareCloud was singled out for praise during a Twitter Chat with former U.S. Chief Technology Officer Aneesh Chopra; the event was hosted by the Healthcare Information and Management Systems Society (HIMSS).

Berkowitz Dick Pollack and Brant named **Diana L. Rodriguez (MS '99, BACC '94)** associate director in its tax services practice.

Broad and Cassel named **Guillermo M. Mancebo (MBA '00)** an associate in the commercial litigation practice group.

MDO Partners named **Richard Montes de Oca (MBA '00)** as a partner.

Kabat Schertzer De La Torre and Taraboulos promoted **Jeffrey Taraboulos (MACC '00, BACC '96)** to managing partner.

Cristina Gaston (BBA '01) has been named account manager for VSBrooks Advertising.

Kaufman, Rossin & Co. promoted **William Shearman (BACC '01)** to director.

BankUnited promoted **Manuel Del Canal (MST '02, BBA '91)** to senior vice president.

William Somerville (MBA '02) welcomed the birth of his son, Liam Rey Somerville, on April 10, 2012.

"Women Who Lead," a program offered by FIU's Women's Center, featured **Monique Catoggio (EMBA '03)** as a keynote speaker. She is director of college relations for FIU Business.

Cresa promoted **Luciana Carvalho (MBA '03)** to senior advisor.

Goldstein Schechter Koch named **Mark Guthrie (MSF '04)** chief financial officer and chief administrative officer.

TotalBank promoted **Thaymell Martin (BBA '05)** to senior vice president.

Ed Lamazares (MBA '06) is now working with the business aviation team at World Fuel Services as vice president, sales strategy and development.

TotalBank promoted **Reynaldo Santana (MBA '06, BBA '01)** to regional manager.

Kaufman, Rossin & Co. promoted **Maria Toledo (MST '06, BACC '04)** to manager in the firm's tax department.

Elisabetta Bell (MIB '07), a dealer support manager at Caterpillar, was recognized as one of the 50 top marketers in Latin America in an article titled "Latin American 50." The article appeared in issue 53 of *The Internationalist*, a publication for advertising, marketing and media professionals.

The NSHMBA South Florida Chapter Newsletter profiled **Estefania Chuecos (BBA '07)**. She is an offshore internal client advisor at JP Morgan Chase.

Compuquip Technologies promoted **Lin-Dai Quant (BBA '07)** to service desk manager.

Apollo Bank named **Ana Alvarez Osteen (MBA '08)** chief credit officer.

City National Bank of Florida named **Gonzalo Acevedo (EMBA '10)** managing senior vice president.

Pepsi Co. promoted **Jose A. Betancourt (BBA '11)** to BlueZone FSR for their Downtown Miami/ Coral Gables zone.

Engage with your school

Please contact Raquel Wright-Mair (MS '08), assistant director, alumni relations, at 305.348.2751 or rwright@fiu.edu.

We welcome the community's involvement.

To learn more about mentoring and additional ways to get involved with FIU Business, please contact Melissa Izquierdo (BBA '10), coordinator, corporate and community relations, at 305.348.7413 or mizquier@fiu.edu.

Have you been promoted or changed jobs?

Update your profile at <https://cbasys.fiu.edu/alumni>

Web: business.fiu.edu

News: BizNews.fiu.edu

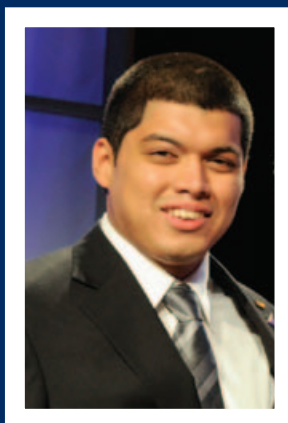
Facebook: facebook.com/FIUBusiness

Twitter: twitter.com/FIUBusiness

LinkedIn: fiu.bz/linkedinFIUBusiness

YouTube: youtube.com/fiubusiness

In Memoriam



Daniel Zamora (BACC '10) passed away on August 4, 2012. His Master of Accounting degree was awarded posthumously during the Summer 2012 Commencement ceremonies.

In 2009, he was named ALPFA National Student of the Year; at the 2012 Annual Convention, the award was permanently renamed the Daniel Zamora Student of the Year Award.

Survivors include his parents and three brothers, one of whom, Kevin, is an FIU student. In his honor, the family has established the Daniel Zamora Foundation to aid causes that were important to him and for a scholarship at his high school, Christopher Columbus.



Business

FLORIDA INTERNATIONAL UNIVERSITY

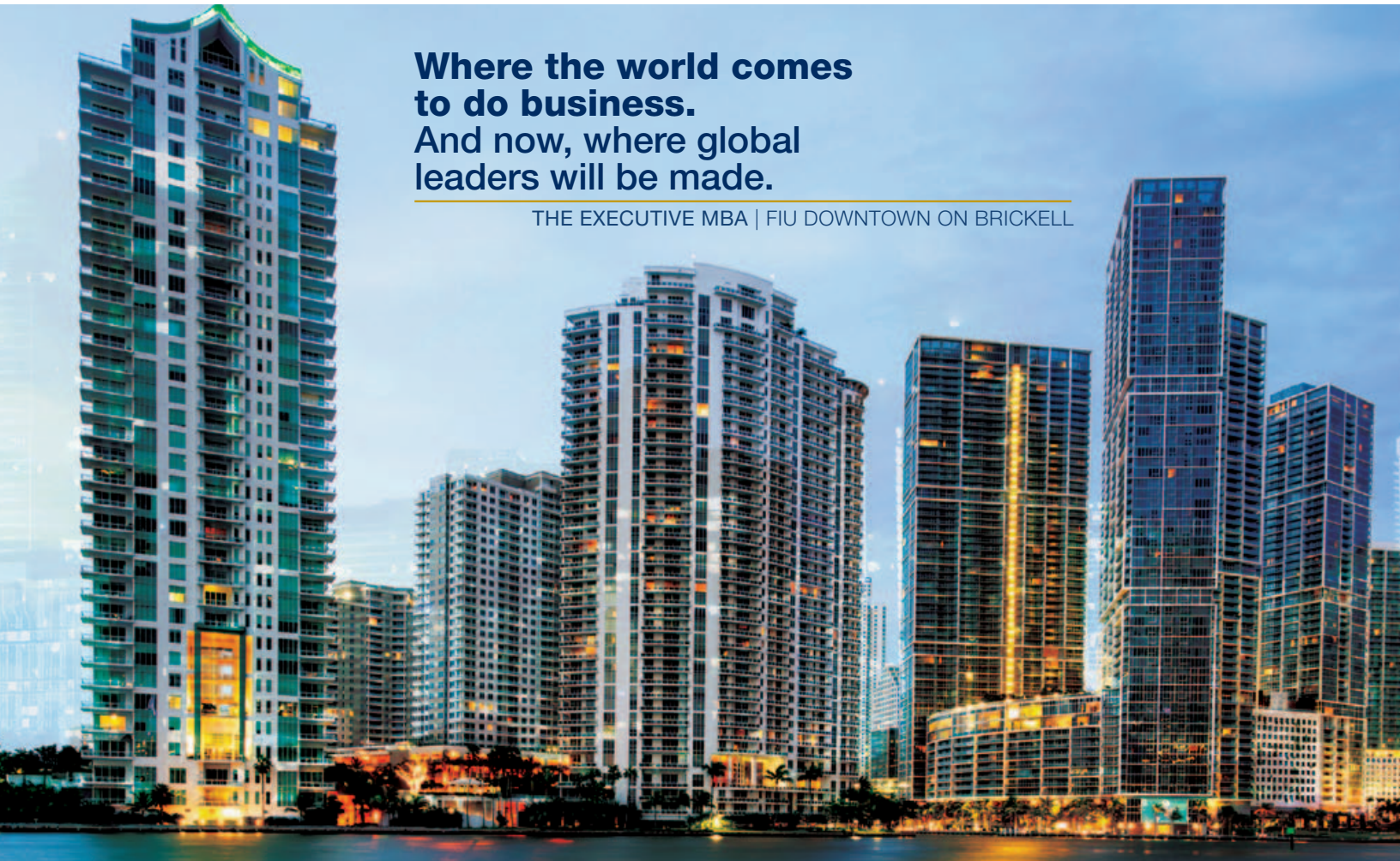
NONPROFIT ORG
US POSTAGE
PAID
MIAMI FL
PERMIT NO. 3675

Business Networks
College of Business
Florida International University
11200 S.W 8th Street-CBC 200
Miami, Florida 33199-0001

business.fiu.edu

**Where the world comes
to do business.
And now, where global
leaders will be made.**

THE EXECUTIVE MBA | FIU DOWNTOWN ON BRICKELL



1101 Brickell Avenue | 305.348.2223 | FIUEMBA.com

FIU Business
CHAPMAN GRADUATE SCHOOL OF BUSINESS

A publication of the COLLEGE OF BUSINESS at Florida International University



**Be Worlds
Ahead**