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R. Kirk Landon Undergraduate School of Business
Alvah H. Chapman Jr. Graduate School of Business

BUSINESS NETWORKS

Business Networks is a semi-annual publication of the College of Business Administration at Florida International University. Published in the spring and fall, it includes a selection of articles about the business school culled from the past six months, plus a new feature.

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Editor: Luis F. Casas

Editorial assistant: Beverly Z. Welber

Writers: Beverly Z. Welber, Melissa Saegert Elicker, Ellen Forman, Jane Schreier Jones, Yanyin San Luis, Regina Tosca

Design and editorial consulting: Sabia Communications

Photographers: Alexis Puentes, Olakunle Ekunkonye

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CORRECTION

Carlos M. Modia's name was misspelled in the photo caption on page 8 of our spring 2010 issue.

Recent Rankings

Hispanic Business placed the business school number eight in the country for Hispanics.

U.S. News & World Report's "America's Best Colleges" ranked the college's undergraduate international business programs #15 in the nation.

Bloomberg BusinessWeek placed the college seventh in sustainability for undergraduate business programs, and in the top 25 in the specialty areas of operations management and marketing.

For the third time in the last four years, *Bloomberg BusinessWeek* included the Landon Undergraduate School in their online list of "The Best Undergrad B-Schools," this year in the 107th spot.

U.S. News & World Report's "Best Business Schools 2011," placed the Chapman Graduate School 24th in the "Best Business Schools Specialty Rankings: International" category.

AméricaEconomía ranked the Chapman Graduate School 26th among U.S. business schools and 44th in the world in its most recent ranking of exceptional graduate programs globally and in Latin America.



Entrepreneurship: at the heart of FIU Business



Miami is an entrepreneurial community by nature, enriched by the energy of cultures woven together. The region thrives on the contributions of those who came here for a better life, bringing with them legacies of exceptional business success . . . generations of entrepreneurs who built South Florida's unique economic ecosystem.

The College of Business Administration at Florida International University (FIU) embodies that energy, serving as a resource for that spirit and a home for its knowledge base. As part of a global university, we take the responsibility seriously, and we embrace it enthusiastically—in our connections with our alumni, our work with students and the opportunities for higher achievement we build into our programs.



Cybele Chamas with her daughter Julia.

CYBELE CHAMAS

By launching a yoga studio, Cybele Chamas (EMBA '04) found an opportunity to combine her business acumen with her bliss. Chamas, founder of **CORPO Yoga Studio of Miami**, is a veteran of the corporate world who believes in the healing power of yoga, and is determined to share it. Within six months of opening the studio, Chamas employed more than 20 teachers and offered more than 40 classes per week. Always on the lookout for new opportunities, her plans include programs to incorporate yoga into the corporate environment.

"My Executive MBA business plan project created the foundation for launching my program to integrate yoga into team-building corporate activities," she said.

The knowledge Chamas gained from her graduate program has proved critical to her success.

"I wrote my business plan. I know my business best," she said. "I feel I am equipped to handle every aspect of my studio operations. Decisions big and small are mine to make."



DEVELOPING THE ENTREPRENEURIAL MINDSET

In business, breakthrough success comes via innovation. New approaches and calculated risks. The ability to detect opportunity and turn on a dime.

“Entrepreneurship is far broader than creating one’s own business,” Executive Dean Joyce J. Elam said. “It’s the whole idea of innovation and change. We want to be the accelerator, the entity that encourages and builds the entrepreneurial ecosystem.”

The college works to instill the mindset of an entrepreneur in all its graduates, whether their leadership path takes them to the boardroom of a Fortune 500 or the helm of a local bistro.

More often than not, success requires an entrepreneur who can, at once, operate the business, execute a marketing campaign, choose a technology platform and manage the bottom line. While specific courses in entrepreneurship teach the nuts and bolts of writing a business plan or securing funding for a new venture, courses in leadership and strategy, among others, incorporate an entrepreneurial approach.

Professors also know that a student’s skills eventually will be tested in a real-life workplace.

“We try to link our students with actual consulting projects in the community that are tied to the creation and growth of business,” Elam said.

In one course led by Irma Becerra-Fernandez (PhD ’94), director of the Eugenio Pino and Family Global Entrepreneurship Center, students work side by side with venture capital investors,

learning how to assess the value of an actual ongoing concern.

Another innovation: the International MBA’s (IMBA) global entrepreneurship project. Working with a non-profit agency, teams of students will research a product being developed for an emerging market and design a business plan for its introduction.

The project marries entrepreneurship with another key strength of the college: an international focus.

“If you look at where the growth of business is going to occur in the next 20 years, it’s going to be outside the developed markets—in Asia, in Latin America, in the Middle East and Africa,” Elam said. “We need to make sure that our students know how they’re going to grow products and markets beyond the United States.”

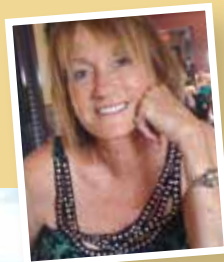
THE PINO CENTER: A FOCAL POINT FOR GLOBAL ENTREPRENEURSHIP

An entrepreneurial community forms, gathering from throughout the United States and Latin America to jump-start ventures across the hemisphere. New alliances flourish. Important relationships begin.

This is the mission of the Americas Venture Capital Conference: a new opportunity for global investors, support services and ventures to interact, with the goal of building sustainable value. It is one of many new initiatives at the Pino Center, FIU’s focal point for entrepreneurial activities.

DONNA SMITHEY

Donna Smithey (BBA ’81) built her career with a sense of theater and a drive for success. A Miami native, she started early, founding and running two community playhouses.



Along the way, she turned to FIU for her education, receiving bachelor’s degrees in both theater and business.

Now based in Tallahassee, Smithey has an MBA in theater and has owned three companies, including singing telegram and balloon design firms. She currently owns **In Tents Events**, a full-service party and event rental company. A successful businesswoman and community leader, Smithey has received the Tallahassee Chamber of Commerce’s Small Business Excellence Award, among others.

She credits her FIU business education with giving her the framework for sound decisions and an understanding of the business side of creative work.

“I was a different kind of student, coming from a creative background, and the College of Business Administration was very accepting of who I was,” Smithey said. “They taught me incredible skills that have been instrumental in all my businesses.”



MIKE TOMAS

For Mike Tomas (BA '90), chairman of the advisory board of **FIU's Pino Center**, the entrepreneurial life began at the age of eight. His first business lessons came from his father, a successful restaurateur and garment manufacturer who taught at the kitchen table and led by example. At Coral Gables Senior High, Tomas was selected to lead co-op programs and teach business skills to his peers.

"My father taught us early that getting the hang of business was easy, but comprehending people was hard," Tomas said—which led him to study organizational and industrial psychology at FIU. An MBA, a successful career at MCI and entrepreneurial ventures soon followed.

Today, Tomas is known as one of the foremost strategic and marketing innovators in the region, a disciplined investor who readily mentors entrepreneurs. After nearly a decade as an early-stage investor and board member, he recently became president and CEO of

Bioheart, creator of cardiovascular cell therapies, intelligent devices and biologics. He remains president of the ASTRI Group, an early stage private equity investment company. He also is a board member and chief strategic officer of Total Home Health.

His full plate at the Pino Center ranges from advocating for the school's initiatives to the business community to working with fellow coaches on advising start-ups.

Tomas sees the entrepreneurial focus as critical to all professions. He credits the Pino Center's leadership with championing the importance of this mission in the community, helping to build the local economy. And as a teacher and lifelong learner, he finds himself drawn to the role of mentor.

"Writing a check alone may be hollow and incomplete," Tomas said. "We need to coach, counsel, provide ongoing training and inspiration to our young entrepreneurs."

Under the guidance of director Irma Becerra-Fernandez, the center has added a strong program of international entrepreneurship support.

"Our mission is to create entrepreneurial leaders and organizations by giving them the knowledge and contacts they need to succeed," Becerra-Fernandez said.

In addition to the Americas Venture Capital Conference, other Pino Center initiatives include:

- **Developing a clearinghouse for investments.** The Global Innovative Ventures Knowledge Base (GIVe) serves as an ongoing database for companies interested in making investments in South Florida and Latin America.
- **Showcasing new businesses.** The Business Plan Challenge, in cooperation with *The Miami Herald*, provides FIU constituents the opportunity to present business plans to a panel of expert judges who may be able to provide early-stage investment.
- **Providing hands-on professional activities for students.** Students



Irma Becerra-Fernandez and Mike Tomas

in the I-Entrepreneurship Lab study the due diligence process for valuing ventures, then help make recommendations on companies seeking next-stage funding.

- **Offering education for growing businesses.** Through its boot camps, webinars and hands-on small business seminars, the Pino Center provides low-cost continuing education for new and emerging businesses.
- **Nurturing the next generation of entrepreneurs.** The Venture Mentor Center works with young companies with established business plans, pairing them with successful entrepreneurs selected for their ability to share expertise. ■

AMERICAS VENTURE CAPITAL CONFERENCE

MAJOR SPONSORS

NOVEMBER 17-18, 2010

- Cisneros Group of Companies (*Platinum*)
- Citi Foundation (*Platinum*)
- Espirito Santo Bank (*Gold*)
- FedEx Express (*Gold*)
- Telemundo Communications Group, Inc. (*Gold*)
- Ernst & Young LLP (*Networking Sponsor*)
- Edwards, Angell, Palmer & Dodge, LLP (*Silver Corporate Supporter*)
- Terramark (*Silver Corporate Supporter*)
- Toronto Stock Exchange (*Bronze Corporate Supporter*)

L A N D O N

UNDERGRADUATE SCHOOL

Mentoring programs ease students' transition from school to career.

Setting his sights on job-hunting, Jesus Brito realized he lacked one attribute that rates highly with employers—job experience.

Brito thought a mentor could provide guidance on his employment search, so he turned to the MIS Faculty Mentoring Program for MIS Majors and was matched with Monica Chiarini Tremblay, who teaches business intelligence. She helped him secure a six-month internship with Our Kids of Miami-Dade/Monroe Inc., a non-profit organization that runs the county's foster care system. As a member of the business intelligence/solutions department, Brito helped the organization improve its service tracking and performance measurement activities.

For Yevgeniy "Jimmy" Vinitskiy (BBA '07), who completed the School of Accounting's one-year "Certificate in Foundations of Accounting and Auditing" and is now a



student in the Executive Master of Science in Taxation, having a mentor means a chance to "become a better person, to grow as a professional, individual and student."

For Ben Diaz (MST '96, BACC '95), managing director, Alvarez & Marsal Taxand, LLC, having a mentee "enables me to participate in an effort whose benefits I have seen for other students and our firm."

Today, Vinitskiy and Diaz are one of

A lively breakfast meeting brought the first group of 29 pairs of School of Accounting mentors and mentees together.

29 mentor-mentee pairs who will meet at least two times each semester as part of the school's new FIU Mentorship Program, which officially kicked off last April.

"The effort will be another way the school enhances its students' experiences," said Fred Campos (MACC '01, BACC '98), senior manager, transaction advisory services, Ernst & Young LLP, who heads the sub-committee of the School of Accounting Alumni Affinity Council that fashioned the mentorship program, used mainly by undergraduates.

The two programs join the college-wide mentoring program developed by the Dean's Alumni Circle.

China study abroad showcases businesses in differing locations.

Thirty students from across the business school participated in a study abroad program to Beijing, Shanghai and Hong Kong supported by FIU-CIBER and led by Doreen Gooden. By visiting both mainland China and Hong Kong, the participants saw how two different economic systems affect the ability of companies to do business.





Undergraduates from Dominican Republic spend a week at FIU.

Thirty undergraduate Dual Degree business students from Universidad Iberoamericana (UNIBE) in the Dominican Republic came to Miami to gain knowledge about international business. The non-credit, weeklong study module was filled with guest speakers, faculty interactions and site visits—including trips to the Port of Miami, the WTDC Logistics and Distribution Center and a NAP of the Americas telecommunications center.

Student organizations capture national awards.

Members of FIU's Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL) won three first-place awards at the 2010 FBLA-PBL National Leadership Conference. The chap-

ter was recognized as the fifth best in the nation based on a variety of achievements, including earning the top spot for its two chapter projects: the Community Service Project, "Tribute to Children" week, and the Free Enterprise Project, the "FIU Business Olympics."

"We're bringing the college up to a whole new playing field," said former FIU chapter president and state president for the 2010-2011 Executive Council for Florida, Jose Betancourt, who was elected to serve as national secretary

on the 2010-11 National Executive Board.

Meanwhile, FIU Business students again proved to be a marketing powerhouse at the 32nd annual American Marketing Association (AMA) International Collegiate Conference, receiving recognition as a "Superior Chapter." FIU now ranks second within the AMA collegiate division, having been listed among the top eight participating colleges for eight consecutive years.

In a new competition—"Student Marketer of the Year"—a panel of student peers awarded the honor to Emory Pinto (BBA '10), president of the college's chapter, based on his service to AMA along with demonstrated leadership, commitment to the community and academic excellence.



Jose Betancourt, Megan Lee and Bruno Cevallos

Recent graduate makes valuable corporate connections at conference.

Mitzie Stockdale (BBA '10) was one of only 20 students from around the country at the 2010 Women in Business National Conference and Business Fair, attended by more than 2,500 professionals. Hosted by the Women's Business Enterprise National Council (WBENC), the event increases women's opportunities to connect with corporate America.

"Two gentlemen from Apple mentored me throughout the conference and offered valuable advice and insights," Stockdale said. "I also talked one-on-one with other executives."

Stockdale was selected to address a group of over 1,500 at the closing-night tribute dinner.



Mitzie Stockdale and Linda Denny, WBENC president

"I was proud to represent FIU," she said. "I expressed my belief that to be a successful business leader, you need to continue to be a student, finding answers to tough questions and seeking new experiences and opportunities at every turn."

CHAPMAN

GRADUATE SCHOOL

Innovative promotions spread word about FIU Business.

"In our continual quest to increase awareness of our MBA programs and to win out over the competition, we go to where our target audience—25- to 30-year-old professionals—is," said Luis Casas, director of marketing, communications and recruiting for FIU Business.

For example: the college staged four happy hour events at locations throughout Miami and Fort Lauderdale where 50 contestants participated in the "Be the Boss Challenge."

Pitted against improv actors, the participants faced outrageous business dilemmas in humorous, one-minute role-playing scenarios during which they displayed their ability to communicate, multi-task and find new uses for products. Interaction took place in a clear box truck, allowing onlookers to be a part of the action. Videos of the contestants were uploaded to the FIU Business YouTube channel, and more than 2,000 votes were cast through an application on the FIU Business Facebook page. Winner Stefan Tenreiro (MSMIS '07, BBA '02) received an iPad.

Another venue: the American Airlines Arena, home to the Miami Heat. Prior to tip-off at two games, a fan and a companion were selected from

the "nosebleed" section and moved to premium seats, courtesy of the college. Then, during a break in the game in the first half, the almost-20,000 fans saw live video of these fans enjoying their upgraded location. The giant center-hung scoreboard with four 14' by 9' LED screens delivered the tie-in message: "For more info on how to upgrade your career, call 1-877-MBA-AT-FIU." At another pair of Heat games, an FIU Business team staffed a kiosk on the arena concourse, giving people the opportunity to win FIU-logo prizes.

These and other innovative efforts captured the attention of the National Association of Graduate Admissions Professionals (NAGAP), which awarded the college its prize for promotional excellence, for the second year in a row. No other school has won the award twice since its initial presentation in 1998. The 2010 topic was "Best Use of Social Media."

 <http://fiu.bz/bnvideos>

FIU Business and MIT Sloan aim innovative marketing strategies at specific student demographics.

"Targeting the Market," an article showcasing the award-winning Uncommon Thinkers branding campaign for FIU Business, appeared in the May/June 2010 issue of *BizEd*.

This prestigious bi-monthly magazine, published by the Association to Advance Collegiate Schools of Business (AACSB), is read by members and partners in 76 countries and distributed at AACSB conferences and seminars as well as at external events.

In addition to the section about Uncommon Thinkers, which won the 2009 NAGAP Award for Promotional Excellence, the second section details MIT's Sloan School of Management's strategy to attract more women to its MBA program.



FIU launches Dual Degree healthcare program.

Even prior to the start of FIU's Healthcare MBA (HCMBA) in the fall 2010 term, it expanded: to China. The relationship between FIU and Southern Medical University (SMU) in Guangzhou—ranked as one of the top medical universities in China—resulted from a chance conversation between FIU Business faculty member Weidong Xia and an associate dean of SMU's School of Humanity and Management.

"When my friend described an SMU program and their desire to develop a collaborative relationship with a U.S. university, I thought our new HCMBA would meet their needs and would bring a great growth opportunity for us," he said.

Executive Dean Joyce J. Elam and Christos Koulamas, senior associate dean, agreed. The college and SMU entered into an agreement for SMU's sixth-year medical students to travel to FIU to earn their MBA in healthcare management.

Nancy Borkowski, director, Healthcare Management Programs in the Chapman Graduate School, and Xia traveled to SMU for a kick-off event announcing the agreement. In the fall 2010, SMU administrators will visit FIU and the first student group will begin their U.S. studies in fall 2011.





FIU president Mark Rosenberg with Roary, the FIU mascot, on the Miami Heat scoreboard



FIU's ACG Cup Case Competition team, Ramon De Los Santos, Sofia Bitela, Alejandra Jaramillo and Michele Ricchiuti

Graduate students sharpen research, presentation skills in case study competitions.

Students from several programs represented FIU in the South Florida chapter of the Association for Corporate Growth's ACG Cup Competition: Master of Science in Finance student Sofia Bitela; Ramon De Los Santos (BBA '05) who just completed the Downtown MBA; Evening MBA student Alejandra Jaramillo (BBA '02); and Master of International Business student Michele Ricchiuti.

"In a tight job market, smart students take advantage of every opportunity to

network with professionals, which is why the competition was quite beneficial," said Chun-Hao Chang, chair, Finance and Real Estate Department.

Another group of FIU students won the 4th annual South Florida Healthcare Executive Forum's student case competition, netting a \$1,000 award. The students walked away with first place by stepping up to the following challenge: "In light of the historic economic meltdown we request students analyze a community hospital and identify two pro-

grams they propose to expand or eliminate."

As part of the preparation, team members Shandi Brito (BA '08), Guy Cayo (BBA '07), Melissa Marmanillo (BA '08), Shaista Mohmand, Jennifer Nimmo (IMBA '07), Stephanie Pena (BS '07) and Natalie Sosa (BS '08) learned the Medi-Dat system, an online business intelligence program for executives, which provided them with a "glimpse of what our futures as healthcare managers will entail," Brito said.

 <http://fiu.bz/bnvideos>

IMBA scholarship recipients are recognized at luncheon.

For the 2009-2010 academic year, 17 students in the International MBA (IMBA) program—the college's 12-month full-time master's program—received financial support, all merit based. Fifteen of the recipients celebrated over lunch with each other, college administrators, faculty, program staff, family and friends.



FACULTY

Mary Ann Von Glinow inaugurated as president of AIB.

At the annual meeting of the Academy of International Business (AIB), held in Rio de Janeiro, Brazil, Mary Ann Von Glinow, professor and Knight Ridder Eminent Scholar Chair in International Management, became the 2010-2012 AIB president.

“For more than 20 years, she has been a leading figure in the international business discipline and has led the efforts of the college to build excellence in the area,” said Joyce J. Elam, executive dean of the business school, an AIB Fellow and the 2007 AIB International Dean of the Year. “Applauding her achievement in Rio was a wonderful way to show our appreciation.”

More than 250 guests, including 14 faculty members and 11 doctoral students from FIU, attended an FIU-hosted reception in Von Glinow’s honor.

“Music, dancing socializing—it was

quite an evening,” said K. Galen Kroeck, chair, Department of Management and International Business. “The international community saw how we recognize the accomplishments of one of our own.”

“It was a continuation of the unconditional support that the FIU administrators, faculty and students have given me,” said Von Glinow, who is the only person to have been elected president of both AIB and the Academy of Management (AOM).

As president of AIB, the leading association of international business scholars and specialists, she is at the helm of an organization with more than 3,400



Mary Ann Von Glinow, Joyce J. Elam and Sumit Kundu

members in 84 countries.

An award-winning researcher, Von Glinow has authored more than 100 journal articles and eleven books and sits on eleven editorial review boards and numerous international panels. She also is director of FIU’s Center for International Business Education and Research (CIBER).

Sub-Saharan Africa trip overwhelms faculty member.

“I was absolutely transformed by what I learned in Africa,” said Doreen Gooden, who teaches management and international business, of a life-changing trip she feels privileged to have made.

In May 2010, she was among 30 people who traveled to South Africa, Tanzania and Kenya in the Fourth Annual Faculty Development in International Business: Faculty Overseas Study. The two-week trip—“Understanding the Business Challenges of Sub-Saharan Africa”—was sponsored by the Center for International Business Education and Research (CIBER), University of South Carolina, and co-sponsored by FIU-CIBER.

The group received briefings from professors and other area experts, and

met with executives, entrepreneurs and embassy representatives.

Visits took place to large businesses such as Coca-Cola (Nairobi, Kenya) and Vodacom World Headquarters (Gauteng Province, South Africa) as well as to traditional companies and innovative enterprises like the A-Z BedNet Factory, which manufactures malaria-prevention netting.

Another visit, to the Apartheid Museum in Johannesburg, provided “heart-wrenching evidence of the abuse of that time,” she said.



A-Z Bednet Factory, manufacturer of bed nets with insecticide to prevent malaria

New director to build on School of Accounting's strengths.

Surveying every aspect of the School of Accounting, Ruth Ann McEwen, the school's director, effective July 1, 2010, summarizes her goal in two words: to build.

"I will continue to build on the school's visibility and reputation," said McEwen, a CPA who received her PhD in accounting from the Georgia Institute of Technology, and was most recently associate dean of accreditation and administration, Sawyer Business School, Suffolk University, in Boston. "We will support our faculty's research—which is often published in leading accounting journals and frequently

receives prizes—and our award-winning ALPFA at FIU and Beta Alpha Psi chapters, whose achievements contribute to our prestige."

In addition, she plans to foster the school's many outreach programs, including residency programs for high school and community college students.

McEwen sees synergy between the name Florida International University and "the need to prepare our students

for the move to International Financial Reporting Standards (IFRS). The word 'international' in Florida International University and FIU's international focus echoes the international standards that our students will need to know," she said.

Drawn to FIU by the prospect of working with doctoral students, McEwen also wanted to "come back to accounting" after her years in administration.



Ruth Ann McEwen



Professors get up-close look at South American businesses, economy and culture.

Fifteen professors from U.S. business schools deepened their understanding of South America's economy and culture during the 14th Annual Faculty Development in International Business Mercosur Program.

"This was a fantastic trip, a chance to talk with business leaders and educators in Brazil, Argentina and Chile," said Xiaoquan Jiang, who teaches finance. "Plus, I appreciated learning more about the culture of our many South American students."

FIU's Center for International Business

Professors from around the United States visited Adolfo Ibañez University, Santiago, Chile

Education and Research (CIBER) director Mary Ann Von Glinow and assistant director Sonia Verdu planned the 12-day program.

"Participants explored how the countries are dealing with the global economic crisis and how recent changes in the United States will affect bilateral relations with the regional trading bloc," Verdu said. "High-level executives presented in-depth knowledge of their sector of the global economy, and business educators gave insights into the business climate of the region. Plus, we enjoyed tango lessons, the opportunity to trek or horseback ride through the Andes and getting to know the culture and people of South America."

Marketing professors win prestigious award.

Two colleagues in the Department of Marketing—Peter Dickson, professor, Ryder Eminent Scholar Chair in Logistics Management, and Walfried Lassar, Ryder Professor and director, Ryder Center for Supply Chain Management and department chair—won the 2009-2010 Marvin Jolson Award for the Best Contribution to Selling and Sales Management Practice in the *Journal of Personal Selling*

and *Sales Management*. Titled "The Pursuit of Excellence in Process Thinking and Customer Relationship Management," the paper was co-authored by Gary Hunter, a former faculty member in the department, and Samit Chakravorti (PhD '06), now an assistant professor in the Department of Marketing and Finance at Western Illinois University.

FIU-CIBER receives major funding renewal.

The first Center for International Business Education and Research (CIBER) in Florida was one of 33 U.S. CIBERs to receive a major grant from the U.S. Department of Education (DOE). Established in 1995, FIU-CIBER received the largest grant of those awarded to Florida’s three CIBERs.

“We were ecstatic when we learned the news,” said Mary Ann Von Glinow, director, FIU-CIBER, professor and Knight Ridder Eminent Scholar Chair in International Management. “The competition gets tougher each year, from schools with many more resources. But what counts is your past performance and what you propose to do in the upcoming cycle.”

The center’s grant for 2011-14 totals \$1,563,200, yielding \$390,800 per year, an annual increase of \$50,000 over the previous funding cycle.

In the grant proposal, FIU-CIBER described 53 specific programs it would undertake, grouped around the two major themes set out in the application:

- Improving U.S. International Competitiveness in Today’s World of Heightened Business Challenges/Security, and
- Using Languages and Technology Wisely in International Business: Improving K-12, University and Business Effectiveness through Entrepreneurial, Innovative Means.

“We deliver ‘a lot of bang for the buck’ as our outreach programs touch so many students, faculty and businesspeople,”

Von Glinow said. “This grant enables our faculty to research geopolitically volatile topics. Our students will be able to travel to places like Dubai, Moscow and Istanbul. Our local businesspeople can take advantage of trade-based matchmaking on entrepre-

neurial projects.”

Joyce J. Elam, executive dean of the college, calls the financial support a “long-term investment” by the DOE.

“This grant recognizes our commitment to innovative program delivery and timely research in the international business arena,” she said.



Left: Twenty-eight students, pictured here outside the Mosque in Abu Dhabi, participated in a ten-day study abroad program in Dubai, one of many such student programs FIU-CIBER organizes.

Below: The staff of FIU-CIBER: Robert C. Rodriguez, program assistant; Mary Ann Von Glinow, director; Sonia Verdu, assistant director; and Juan Fernandez, accounting coordinator



Healthcare events showcase college's commitment to the sector.

Nancy Borkowski, director of the Healthcare MBA program, opened a CFO Roundtable—"What Healthcare Reform Means to South Florida"—with an unusual challenge:

Be the first to assemble six pieces of brightly colored foam into a pencil cube.

More than 150 executives, alumni and students gathered at the College of Business Administration's Ocean Bank Auditorium quickly started trying, wondering what it meant. After declaring a winner, Borkowski explained its significance.

"Our new Healthcare MBA is all about putting the pieces of the healthcare puzzle together," she said, noting that the recently enacted historic federal health reform legislation will bring radical changes to the structure



and financing of the system.

Some of the region's most knowledgeable experts then spoke on these challenges.

A second event, the South Florida Hospital and Healthcare Association's fifth annual "Health Reform's Solutions for South Florida's Healthcare System," gave 400+ participants much to think about.

"The two-day session delivered insights and provided a tremendous opportunity to hear speakers representing the healthcare marketplace talk about the impact of health reform on their respective segments of the industry," Borkowski said.

Topics spanned Health IT, patient safety and the

Attendees at a CFO Roundtable faced a challenge that introduced them to the problems in the South Florida healthcare sector and a solution offered by the business school.

Patient Safety Organization of Florida (PSO-Florida), workforce education and development, viability of public hospitals, future facilities, healthcare fraud, and reimbursement and revenue cycle management.

Disney Institute program focuses on healthcare service.

Nearly 200 healthcare professionals attended "Approach to Quality Services for Healthcare Professionals," a one-day program presented by the Disney Institute.

The workshop focused on the simple things that healthcare professionals can do to exceed the expectations of patients, families and visitors—actions that create loyalty to the provider.

Case studies from healthcare organizations that have adopted the Disney Institute's best practices showed how anticipating the needs, wants and emotions of patients is key to improving service quality.

Principals benefit from new paradigm in leadership training.

An innovative Principals Leadership Development Program blended established leadership training with best business practices.

Developed based on the ongoing research and extensive experience of FIU President Emeritus Modesto A. Maidique, executive director, Center for Leadership, "the program

builds on the excellent leadership skills these principals already possess and empowers them to capitalize on cutting-edge tools to transform their schools," according to him.

The inaugural class of six public school principals from each of the five regions of Miami-Dade County Public Schools—encompassing elementary, middle, senior high, preparatory and K-8 schools—attended the weeklong program, a collaboration of the center and Miami-Dade County Public Schools, with the

Multidisciplinary lectures focused on a broad spectrum of leadership competencies. FIU faculty member Robert Dollinger, MD, discusses the role of health and nutrition in effective decision making.



generous support of the John S. and James L. Knight Foundation.

Participants learned proven business practices and how to incorporate FIU's groundbreaking leadership research in their work with students, teachers and staff. Sessions explored methods that successful CEOs use such as effective communication, decision-making strategies and how to build and lead teams.

During the 2010-2011 academic year, the principals will receive one-on-one executive coaching sessions and daylong program enhancement sessions, plus a visit from Knight Faculty Fellow in Leadership Paul D. Gallagher, senior vice president emeritus of FIU.

Re-located career fair expands job opportunities for business students.

An MBA/MS “Just in Time Hiring” event in conjunction with the National Society of Hispanic MBAs (NSHMBA) has taken place within the business school since 2005. In 2010, the career fair expanded to Orlando, joining FIU with University of Central Florida and University of Florida and enabling 44 business graduate students to meet with some employers who do not recruit on campus at FIU.



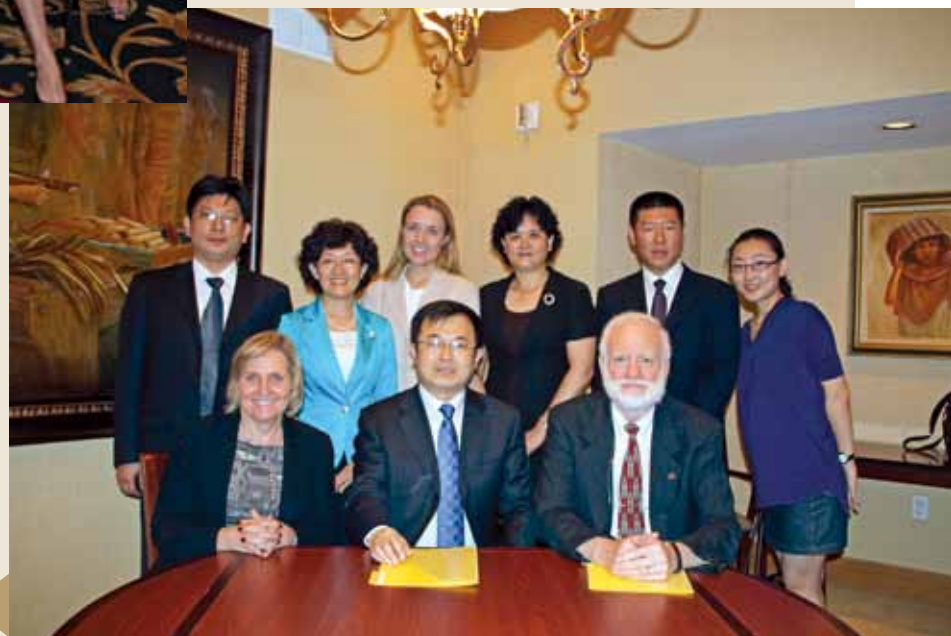
Luncheon honors women business leaders.

More than 200 people attended a luncheon recognizing the top 50 women leaders from Florida’s for-profit companies and the top 10 from not-for-profits. Joyce J. Elam, executive dean of the college and academic director of the Center for Leadership, presented findings from the center’s 2010 Florida’s Woman-led Businesses study, the fifth of its kind. The Commonwealth Institute of South Florida hosted the event.



Shandong University of Economics delegation visits FIU.

Representatives from Dual Degree partner Shandong University of Economics traveled to FIU, where six of their students are enrolled in the Master of International Business program in the fall 2010 term. Seated, from left to right: Joyce J. Elam, executive dean, College of Business Administration; SEU president Shuchen Hao; and Douglas Wartzok, FIU’s provost and executive vice president. The delegation also met with Anna Pietraszek (EMBA ’06) director, Graduate Admissions and Recruitment, standing, third from left.



IN THE COMMUNITY

AMA students answer Switchboard of Miami's call for marketing support.

To succeed, any academic service-learning project should make a contribution to the community that is meaningful and relevant to all involved.

Members of FIU's American Marketing Association (AMA) collegiate chapter are taking this goal to heart as they partner with the Dean's Alumni Circle to help Switchboard of Miami, Inc. infuse its marketing efforts with fresh ideas.

For more than 40 years, Switchboard has provided hotline and peer counseling services to the Miami area. When the organization realized it needed an image makeover, Martin Cerda (BBA '86)—co-chair of the Alumni Circle's Action and Service Learning Committee and a member of Switchboard's board of directors—suggested that the college's AMA chapter might be able to help.

The AMA students won a grant offered by the Alumni Circle to support community service-learning projects. Next they wrote and presented a mar-



Switchboard
Answering the Call since 1968

keting proposal designed to aid Switchboard in restructuring its financial and brand development.

"We identified the main areas of concern and then proposed a multi-prong marketing campaign," said Giancarlo Russo, AMA collegiate chapter president.

The caliber of the college's marketing students and their level of professionalism continually impress Cerda.

"A project like this gives them a chance to develop real-world marketing skills that will aid them in their career paths," he said. "At the same time, they are offering Switchboard much needed support while making a valuable contribution to the greater Miami community."

Also, the project supports the "Hit the Ground Running" campaign—a mandate from FIU President Mark B. Rosenberg to create a more engaged university on all fronts.



Tim Dugan Birrittella, faculty advisor, FIU AMA chapter; Giancarlo Russo; Catherine Penrod; Ed Straub, board member, Switchboard of Miami; and Walfried Lassar, chair, Marketing Department

Students make income tax filing less taxing.

Fifty-two accounting students who belong to ALPFA at FIU and Beta Alpha Psi in the School of Accounting—completed a total of 247 income tax returns for low-income earners through the Internal Revenue Service's Volunteer Income Tax Assistance (VITA) program. By the end of the effort, these tireless volunteers had amassed 1,380 hours, easing the process for residents.



FIU diversity outreach focuses on potential accounting students.

PricewaterhouseCoopers (PwC), the Florida Institute of CPAs (FICPA) and FIU's School of Accounting brought high-performing community college students, half from outside Florida, to the inaugural Accounting Development Program, a six-day residency at FIU. The program included exposure to every aspect of accounting, tied together by a case study that put the 29 participants in the shoes of a professional making a proposal. They also received professional development coaching and completed a community service project.

"We want to change the huge deficiency in the number of minorities pursuing a degree in accounting," said Aisha Washington, U.S. diversity sourcing leader, PwC. "We discovered a rich population in community colleges and the event validated our interest in this population."

"The Minority Initiative Committee of the American Institute of CPAs has been around for 40 years, but we hadn't seen much progress," said Sharon Lassar, who led the school's outreach programs and serves on

the committee. "Community colleges offer excellent candidates for four-year programs, and FIU has exceptional transfer services to ease their transition."

In addition, 37 high school juniors from around South Florida attended the five-day Minority Summer Residency Program (MSRP), the second time the FICPA-created program has run at FIU.

"Participants learned about careers in accounting, accounting concepts and personal finance, all while getting used to being on a college campus," said Brenda Hubbard, the FICPA's director of academic relations and student initiatives.

A grant from the Beckman Coulter Manufacturing Foundation, along with sponsorship for the second year from Ernst & Young and support from the FICPA, made the event possible and each sponsor hosted a tour of their site. Members of ALPFA at FIU and Beta Alpha Psi volunteered for both out-



Groups of outstanding high school and community college students learned about accounting during FIU summer residencies.

reach programs. They mentored, proctored in the dorms and fielded questions.

 <http://fiu.bz/bnvideos>



Habitat project draws international response.

Six International MBA students, all 2010 graduates and hailing from around the world—including Spain, Kuwait, Venezuela and India—volunteered with Habitat for Humanity to help build a home for a Miami family. They roofed, put up inside walls, reinforced the concrete walls with wood and got a dose of what participant Oscar De Lima called "social responsibility consciousness."

"It's important to see the reality on the street and understand that as a business person you are responsible to make a positive impact," said Gonzalo Garcia, and William Torres appreciated getting "perspective on the people who may be affected by our decisions when we are in the business world."

Caitlin Nolan, Dave Yadav, William Torres, Gonzalo Garcia and Nouf Alfraih.

Not pictured: Oscar De Lima.

Entrepreneurship Hall of Fame spotlights innovators.

FIU alumni Carlos Duart (MST '99, BACC '94) and Mariano de Socarraz (BBA '89) were the 2010 inductees into the College of Business Administration's Entrepreneurship Hall of Fame. The theme for the 11th ceremony, attended by more than 350, was "Beyond Ideas: The Art of Entrepreneurship."

Duart, president and chief executive officer of Metric Engineering, Inc., a leading provider of transportation engineering services, received the "Builder Award" for doubling his company's workforce and boosting revenue by more than \$60 million since he took the helm in 2007. De Socarraz, founder and CEO of specialty pathology lab CorePlus, LLC, was recog-

nized with the "Founder Award" for translating his idea into a successful company with \$12 million in annual sales.

South Florida healthcare powerhouse Baptist Health South Florida was named "Entrepreneurial Company of the Year," with Brian Keeley, president and chief executive officer, accepting the award on behalf of the company.

Executive Dean Joyce J. Elam hailed the "skill, passion and success" of local entrepreneurs. University President Mark B. Rosenberg described entrepreneurship as the "core of FIU's mission to provide our students with the tools they need to compete in the global marketplace."

Recognition was also



Carlos Duart, Joyce J. Elam and Mariano de Socarraz

given to winners of *The Miami Herald* Business Plan Challenge, presented by the Eugenio Pino Global Entrepreneurship Center, which, for the first time in 2010, featured a separate track exclusively for FIU students, faculty, alumni and staff.

The 2011 ceremony will take place May 19, 2011.

 <http://fiu.bz/bnvideos>

Alumnus scores media relations internship with Florida Marlins.

Equipped with a marketing degree and experience as a student assistant in the college's Office of Advancement, Alumni and Corporate Relations, Tony Valdes (BBA '09) became a media relations intern for the Florida Marlins. He helps ensure that print media representatives in the press box have the statistics and information needed to write their magazine and newspaper articles, often doing on-the-spot research.



Torch Awards recognizes alumna.

Gloria Romero Roses (BBA '92) principal, Nexus Consulting, LLC, with FIU President Mark B. Rosenberg; Joyce J. Elam, executive dean of the business school; and FIU Alumni Association President Jose Perez de Corcho at the ninth annual Torch Awards Gala. Romero Roses was honored with a "Distinguished Alumni Award." Among her many contributions to the business school, she has chaired the college's Dean's Alumni Circle, and currently co-chairs the organization's mentoring program committee and serves on the Dean's Council.

School of Accounting confers new awards.

For the first time, at its annual awards banquet the School of Accounting named an “Alumnus of the Year,” Alfredo Cepero (MACC '90, BACC '88), assurance partner, BDO Seidman, LLP, and an “Honorary Alumnus of the

Year,” Morrie Hollander, partner, assurance services, MarcumRachlin, a division of Marcum LLP—both of whom sit on the school’s advisory board.

Members of two FIU student organizations—ALPFA at FIU and Beta Alpha Psi—were recognized for their achievements and in turn recognized advisors, professors, other supporters and each other for their invaluable contributions.

“I was very humbled and honored to receive the school’s first annual ‘Alumnus of the Year,’ award,” said Cepero, who founded the Miami chapter of ALPFA,

served as its president and also was president of the national organization.

He thanked the administrators, professors and staff of FIU, the college and the school “who have always been very supportive of me both during my collegiate and business careers,” he said.

For Hollander, the award “legitimized” his relationship with the college. He has long been an avid supporter, speaking to student organizations or classes and “helps us in any way he can with our initiatives,” according to Sharon Lassar, then the school’s director.

“I was absolutely delighted at becoming an ‘honest alumnus,’” he said. “I have always felt like one and been thought of as one. What I get is awesome and what I give is appreciated.”

The event drew an enthusiastic crowd of 264, including many students.



“Alumnus of the Year” Alfredo Cepero and Ed Duarte (BACC '98)

Kick off!

Alberto Padron (EMBA '09) thoroughly enjoyed his classmates in the Executive MBA.

“I wanted to keep those relationships going,” said Padron, director of integrated marketing at Zubi Advertising.

He found a way.

For the 2009 football season, Padron encouraged fellow students to purchase season tickets. Then he hosted a tailgate party in the stadium parking lot before each of the home games, a tradition he’ll continue this season.

“There’s music, great internation-

al food and a chance to stay connected,” he said.

This summer, he organized an event so that EMBA alumni and other guests could meet Mario Cristobal, the FIU Golden Panthers head football coach, see the facilities

and get a preview of the upcoming season.

“I’m proud that it’s us from the business school who began this idea at FIU,” said Padron, now a member of the FIU Alumni Association Board of Directors. “I hope it catches on with other groups.”

Alberto Padron, fourth from right, with Mario Cristobal, fifth from right, along with EMBA alumni and program staff at “Meet the Coach,” organized by Padron.



ALUMNI Notes

Roberto R. Muñoz (BBA '80), has been named executive vice president and chief lending officer at Professional Bank.

Gary Opper (MS '83), managing member of Levie-Opper, LLC, a forensic accounting practice, has been the National Association of Mortgage Brokers' "Writer of the Year" and "Feature Writer of the Year."

Joaquin Urquiola (BACC '88) has been appointed to the YMCA of Greater Miami's board of directors.

Benjamin D. Bohlmann (MS '90) has been named to the Miami Symphony Orchestra's board.

Annie Hernandez (BBA '92) has been appointed to the Florida Bar's Voluntary Bar Liason Committee.

The Florida Institute of Certified Public Accountants South Dade Chapter has named **Consuelo Salcedo** (BBA '96) president.

TotalBank has named **Ana Navas** (BBA '98) vice president/ loan review officer.

Rafael MacNamara (BBA '98) was named chairman of the Internet Coast Economic Development Advisory Council.

James R. Bussey (MBA '99), associate dean of the School of Business at St. Thomas University, became the public speaking champion for Toastmasters District 47 for this year. District 47 encompasses the southern half of Florida and the Bahamas.

Monica Navarro (BBA '99) was honored by the *South Florida Business Journal* for being one of the region's best and brightest professionals under 40 years old.

Margarita Bernal (BBA '00) has been named banking officer and senior credit analyst for TotalBank.

Raul J. Alvarez (BBA '02) has been named assistant vice president/mortgage loan originator by TotalBank.

Arvi Arunachalam (MSF '03) and his wife welcomed their second child, Nathaniel, on June 22, 2010.

Paola Moreno (MBA '03) has been named assistant dean of Barry University's Andreas School of Business.

Rodney Barchi (BBA '04) was selected to intern at *étoile* Restaurant in the heart of Napa Valley, California.

Pedro Torres Jr. (MBA '09) has joined TotalBank as vice president of branch business lending in Miami. Torres was assistant vice president and business relationship manager of Wachovia Bank.

In Memoriam

Aquilino Perez (BACC '93), known as "Lino," was 43 years old when he died unexpectedly on May 22, 2010. He was employed by The Related Group of Florida and headed their IT function. He is survived by his wife, Sandy Perez (BBA '99) his 13-year-old son and his 12-year-old daughter.

Have you been promoted or changed jobs?

Update your profile at

<https://cbasys.fiu.edu/alumni>

RE-ENGAGE WITH YOUR SCHOOL.

Please contact, **Michelle Joubert** (MBA '10), assistant director, alumni relations, at 305.348.0397 or joubertm@fiu.edu.

OUR PUBLICATIONS ARE YOUR PUBLICATIONS.

We're proud of our alumni and want to share stories about your business success. Through our web portal, www.BizNews.fiu.edu, which feeds into our semi-annual *Business Networks*, along with *International Business World* and the *School of Accounting Ledger*, both published annually, we have a variety of outlets to communicate your news. And we have the writers, photographers and videographers to tell your story in a compelling way.

If you have an achievement that you would like us to know more about, please send an email with a brief description of your accomplishment to joubertm@fiu.edu and we will consider adding it to our queue of articles.

WE WELCOME THE COMMUNITY'S INVOLVEMENT.

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





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— Jacquelyn Gomez
2010

