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2001

Dean's Council

Ten Years of Contributions

2011



Business

FLORIDA INTERNATIONAL UNIVERSITY

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

Design and editorial consulting:
Sabia Communications

Photographers: Alexis Puentes, Olakunle Ekunkonye, Matthew Winer Photography

Thanks to other contributors for providing additional photographs.

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Recent Rankings

In the *Bloomberg Businessweek* biannual ranking of business schools based on full-time MBAs, the Chapman Graduate School of Business once again placed among the country's top MBA schools. The full-time International MBA has been included in the ranking's third tier in each biannual listing since 2002.

For the fourth consecutive year, the Chapman Graduate School ranked in *Best 300 Business Schools: 2011 Edition*, a publication of The Princeton Review. The ranking was based on surveys of more than 19,000 students worldwide in MBA programs at AACSB-accredited business schools.

In its latest edition, *CNN Expansión*, Mexico's leading business magazine, surveyed 96 MBA programs across the globe, ranking FIU Business #64 in the world and #37 for U.S. programs. Criteria included GMAT scores, research publications, percentage of faculty with PhDs, return on investment, percentage of international students and number of countries represented in the student body.





Dean's Council celebrates 10 years of service.

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FOR A DECADE, THE DEAN'S COUNCIL HAS BEEN A GUIDING FORCE
AT FIU'S COLLEGE OF BUSINESS ADMINISTRATION,
A VITAL COMPONENT IN ITS GROWTH AND DEVELOPMENT.

“The council is my essential right hand,” said Executive Dean Joyce J. Elam. “Its members are our advocates and ambassadors in the community. These individuals—who come from the highest levels of South Florida’s corporate world and represent the full spectrum of its international leadership ranks—have been critical to our programming initiatives in so many ways. Also, they have contributed generously themselves, and they have been instrumental in securing important gifts from foundations.”

“The College of Business Administration Dean’s Council has enriched the university,” FIU President Mark B. Rosenberg said. “It has been a catalyst for the business school’s emergence as a global education leader, and it has served as a constant champion of the entrepreneurial spirit that lies at the core of FIU’s mission.”

As we celebrate the 10th anniversary of the Dean’s Council, we look at some of the key contributions of dedicated members who have lent their savvy, their energies and their talents to FIU Business.

Building a base for alumni solidarity

“I want to give back, especially to an institution that helped shape who I am.”

These are the words of Oscar Suarez, managing partner of Ernst & Young’s Miami office. While not an alumnus of the business school, FIU runs deep through Suarez’s roots: he has walked its grounds while taking classes, as a recruiter of accounting talent, and most recently, as a prime mover behind the Ernst & Young Student Learning Lab.

Participating in the Dean’s Council gives Suarez an opportunity to work closely with the executive dean in forging a genuine dialogue—what he calls a “great exchange”—about new directions for the school.

According to Annabelle Rojas (MBA ’98, BBA ’87), assistant dean of advancement, alumni and corporate relations, Suarez was key in launching the School of Accounting Alumni Affinity Council, which now plays an important role in bringing accomplished alumni together to network and support FIU programs. He also convinced his partners who were FIU Business alumni to establish the Ernst & Young Student Learning Lab in the Student Center.

“I’m always proud to walk past that student learning lab and see students using it,” he said. “It shows you the full circle of life. It isn’t just having a piece of real estate with our name on it. It’s about believing in the institution enough to want to be a part of it.”

“I am proud that the Dean’s Council has helped raise a lot of money. Now that there are enough alumni creating wealth, it’s important for them to reinvest in the school, to help new generations of students get the proper education.”

—Carlos Migoya

Dean’s Council
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Carlos Migoya with Joyce J. Elam
in 1997, the year she began
her tenure as the business
school’s executive dean.



Laying a foundation for financial strength

Bringing strong financial resources to the school has been an important mission of the Dean’s Council. Carlos Migoya (BBA ’74), incoming CEO, Jackson Health System and a civic leader who served on the search committee that chose Elam, joined the council to help guide her as she began her initial fundraising and development strategies.

He recalls a conversation with Elam about R. Kirk Landon, philanthropist and former chairman of American Bankers Insurance Group, who was interested in supporting the school with a generous gift. Migoya knew Landon’s potential to undertake a financial commitment that would sustain undergraduate business education at FIU for years to come. He urged Elam to communicate her vision for the school to Landon. Their ongoing relationship was instrumental in the creation of the R. Kirk Landon Undergraduate School of Business at FIU in 2004—the result of the largest single foundation gift to the university up to that point.

“I am proud that the Dean’s Council has helped raise a lot of money,” Migoya said. “Now that there are enough alumni creating wealth, it’s important for them to reinvest in the school, to help new generations of students get the proper education.”

Time and again, many of those who have participated in the inner workings of the school through the Dean’s Council have been donors and fundraisers.

Banking executive Angel Medina Jr. has been a staunch supporter of the Capital Campaign, speaking about the importance of the business school to potential donors. A. Alfonso Macedo, president and CEO of Ocean Bank, provided a key contribution to the Building Campaign. Monica Luchtefeld, executive vice president at Office Depot, was part of a corporate committee that chose to award a substantial gift to FIU Business, creating the Office Depot Student Center. Elam invited her to join the Dean’s Council, and she has found her participation personally and professionally enriching.

“The Dean’s Council is an incredibly diverse, energetic and talented group of people,” she said. “It facilitates a very energizing public-private spirit, and a wonderful academic and business integration.”

Involvement in the Dean's Council has heightened Luechtefeld's awareness of the potential of FIU Business graduates.

"We now make it a point to be as integrated as we can in the recruiting calendar and for internship programs," she said. "I connected with FIU Business as part of our company's commitment to education and the community, and I remain involved because of what I found when I got there: the quality of the education, and the quality of the people who deliver it."

Drawing expertise to the council

Gabriel Sanchez-Zinny, partner, Egon Zehnder International, joined the Dean's Council at its inception. A recruiting executive with worldwide connections, he shared Elam's vision to internationalize the business school's offerings and make it a more compelling choice for students from throughout the world. He worked closely with Elam to bring executives with international backgrounds and responsibility for Latin American operations to the Dean's Council—leaders who could serve as authoritative voices for international and dual degree programs.

"As organizations become more global in nature, your governing board has to mirror your strategy," Sanchez-Zinny said. "That awareness of the need for diversity and global representation was important 10 years ago, and the awareness is much more developed today."

Paving the road to the future

Romaine Seguin, president of UPS Americas, is one of the newest members of the Dean's Council, and one who's quickly taken on the spirit and intent of its mission.

A 27-year veteran of the logistics giant, she assumed her current role in 2010, moved to Miami and joined the Dean's Council shortly thereafter.

Helping to guide business education was a natural fit for Seguin.

"Businesses should be connected more with the academic world, in touch with what's rolling out from the universities," she said.

She also values the give-and-take with other businesses that council meetings afford, noting "it's healthy to hear what's going on with other industries and other sectors."

She gets insight into the lives and thoughts of a new generation of students, and UPS can offer internships and potential employment to FIU's globally-educated student body.

Seguin's leadership roles in the worlds of trade and logistics are among the valuable assets she shares with fellow Dean's Council members and Elam—important for a school with students poised to figure prominently in the global arena.

"We could potentially hire and groom an FIU graduate who could go on to become the president of the company," she said. "The sky is the limit. And living in Florida, it's always a blue sky."

Rojas, who has worked with the group since it began, said, "In the course of our first 10 years, there have been so many Dean's Council members who have made extraordinary contributions to our school. We look forward to working with our members as we embark on our next stage of growth."

"We could potentially hire and groom an FIU graduate who could go on to become the president of the company. The sky is the limit. And living in Florida, it's always a blue sky."

—Romaine Seguin

Dean's Council Ten Years of Contributions 2011

Members of the Dean's Council and administrators from the business school met with Mark B. Rosenberg shortly after he became president of FIU.



Student leaders have new vehicle for input, networking.

With the launch of the Student Leadership Group (SLG), the presidents and vice presidents of the 11 student business organizations at FIU can now provide input, interact with alumni and develop leadership skills.

“Rather than getting information via a top-down approach, students realize that the SLG gives them the opportunity to present ideas and influence decisions,” said Yanyn San Luis (BA ’10), SLG advisor and student and alumni relations coordinator. “Plus, there will be more interaction with alumni to help these students become alumni leaders in the future.”

Annabelle Rojas (MBA ’98, BBA ’87), assistant dean, advancement, alumni and corporate relations, said her entire team is excited about the opportunities SLG presents.

“As a former FIU student, I know engagement with the university benefits

students by giving them external exposure,” she said. “And it benefits the college by allowing us to show off our students to alumni, donors and corporate partners.”

Executive Dean Joyce J. Elam hosted a roundtable discussion with the student leaders.

“We saw that the college’s lead-

ership cares and is open to hearing our perspective,” said Mohales Deis of Alpha Kappa Psi, who facilitated the discussion.

He suggested having a “Business Student of the Year” award. Some students asked for more faculty involvement; others proposed to Elam that the curriculum be more case-based.



Each meeting, including a productive session with Executive Dean Joyce J. Elam, is designed to enable the student leaders to interact with each other as a way to strengthen the individual organizations.



Members of FIU’s American Marketing Association chapter organized a successful promotional event for Chevrolet.

“Where will you take your Chevrolet?”

That thought-provoking question was the thrust of a marketing event planned and hosted by the American Marketing Association (AMA) chapter at FIU, one of 23 schools nationwide to participate in the Chevrolet Campus Promotions program.

A Camaro, Equinox and the all-new Cruze were displayed at FIU’s Betty Chapman Plaza.

“Visitors could inspect the cars, sit behind the wheel, look under the hood and speak with a Chevrolet product specialist,” said AMA member Santiago Diaz.

To measure the campaign’s effectiveness, AMA members asked visitors to complete a short survey. More than 500 people did so.

Giveaway t-shirts printed with “I would take my Chevrolet to . . .” let the new t-shirt owners complete the statement on the spot.

Expo puts accounting, finance and MIS students "Ahead of the Game."

Hosted by Beta Alpha Psi, the international accounting honor society, and ALPFA at FIU, an organization for accounting, finance and business-related majors, the "Ahead of the Game Accounting and Business Expo" drew 35 companies and 275 students. Introductions took place, attendees distributed their résumés and conversations ensued as participants learned more about the accounting firms and vice versa. Part way through the four-hour event, employers had the opportunity to request that selected students make

a second visit to their company table.

"It was an excellent opportunity for accounting, finance and management



information systems students in the business school," said Catherine M. Pena, president-elect of ALPFA at FIU at the time.

Gabe Mendoza, then president-elect of Beta Alpha Psi, coined the name for the expo.

"Attending this event is a smart, proactive move, of course," he said. "But the expo's name also reflects that by being members of our organizations, students are ahead of the career game."

"Ahead of the Game" drew 35 companies and 275 students.

FIU's AMA named "International Collegiate Chapter of the Year."

Three hundred chapters competed fiercely for the title "International Collegiate Chapter of the Year" at the American Marketing Association's (AMA) 33rd annual International Collegiate Chapter Conference held in New Orleans in March 2011. FIU walked away the winner, for the second time in six years. The award was based on six criteria: chapter planning, membership, fundraising, communications, commu-

nity service and professional development.

With the theme of "Get in the Game: Marketing to the Wii Generation," the conference drew more than 1,300 attendees, including 26 students from the college's chapter.

"Winning this title is an extraordinary accomplishment," said chapter advisor Tim Dugan Birrittella. "I am always 'AMA'zed by the quality efforts of our students. We compete against many other

traditional dormitory schools. Most of my students work full time, attend school full time and find time to commit to AMA."

In fact, FIU's team was up against schools such as The Wharton School of the University of Pennsylvania, Penn State University, University of Wisconsin-Whitewater, British Columbia Institute of Technology and Texas State University-San Marcos.

AMA members returned to campus with nine other awards including a first-place finish in the Northwestern Mutual Sales Competition for Jeff Zelaya, a marketing major.

"This competition allows students to put their classroom learning into practice and gives them exposure to the talent beyond FIU," said Nancy Rauseo, who teaches sales and marketing courses and helped prepare the FIU team.

Before New Orleans, each student chose a product or service to represent, and prepared a buyer profile and sales call plan.



FIU's "International Collegiate Chapter of the Year" of the American Marketing Association

CHAPMAN

GRADUATE SCHOOL

Outreach brings graduate students from Peru, Colombia and Brazil to FIU.

New “Inbound Study Tours,” developed and hosted by the college’s Office of Executive and Professional Education, offered bilingual business students from Latin America short-term, non-credit residencies in Miami. Although they vary somewhat in specifics, the overall plan is the same: lectures by FIU faculty members and guests, and tours to sites important for understanding international business. In addition to general material, each agenda includes insights into business issues in the students’ home countries.

For the three most recent sessions, students came from two partners in the Chapman Graduate School’s Dual Degree Network: Peru’s Escuela de Administración de Negocios para Graduados (ESAN), the first academic institution in the Spanish-speaking world to specialize in business administration for graduate students, and Escola Superior de Propaganda e Marketing (ESPM) in Brazil. A third group came from Universidad Externado de Colombia, a leading

business school with which FIU plans to sign a dual degree agreement for undergraduate programs.

Site visits have taken the students to the Port of Miami; WTDC Logistics and Distribution Center; the Net Access Point of the Americas (NAP); Terremark, an international Internet routing company; and the Miami Free Zone, a unique area where companies sell their goods tax free.

“The visit to NAP helped me understand how opportunities are identified to expand the infrastructure and how NAP interacts with investors and sponsors for the implementation of new projects worldwide,” ESAN participant Zulma Quispe Anaya said.



Sometimes the small things make the biggest impression.

“I saw the words ‘Worlds Ahead . . . Global Learning for Global Citizenship’ above the Graham Center’s south entrance,” Quispe said. “This is a great message, and one that shows FIU’s focus and level of commitment. Plus, it summarizes my unforgettable experience at FIU.”

Reporting that the program met all his expectations, one Brazilian student said, “The speakers showed me how to think about business ideas and to foresee economic and management trends.”

“Contact with other cultures and hearing different points of view are important to our development,” said another, while a third observed, “This entire program provided an excellent chance to know the American culture, business and way of life.”



Top: Mario Suarez, international business developer, Export Americas Corp., spoke to the students from Colombia about “Colombia Pro Expo Trade and Latin America.”

Right: Graduate students from ESPM in Brazil

Above: Graduate students from Colombia

Left: Students from ESAN in Peru

Graduate students learn how to convert raw data into meaningful health information.

With the availability of raw health data growing at phenomenal rates, one enormous challenge is disseminating statistics so people can actually use the information.

In a Master of Science in Management Information Systems (MSMIS) course focused on health informatics, students received a real-life assignment from Monica Chiarini Tremblay, who teaches business intelligence and health informatics courses.

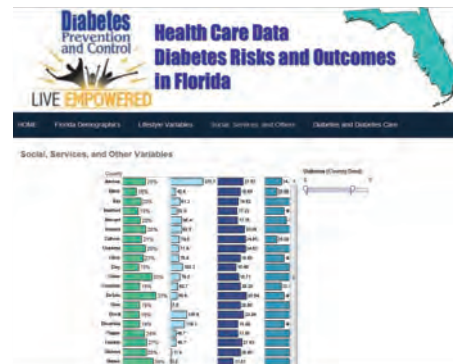
“I gave the students recently released nationwide health rankings and other data,” she said. “Their assignment was to develop a dashboard (at-a-glance communication tool) to help people in a decision-making situation factor community health information into their process.”

Vanessa Lora (MSMIS '10, MHSA '08), who is also a medical doctor, developed a dashboard that could help Floridians and public health agencies assess healthcare outcomes regarding diabetes. It compares counties in Florida with respect to healthy

environments and behaviors proven to prevent type 2 diabetes.

“It also lets diabetic patients compare healthcare quality and access in different counties, to help make decisions about where to live,” she said.

A group called Blue Team created a dashboard to see whether occurrences of teen births, graduation rates and single parenthood correlate with Chlamydia rates; their graphs show that these three



situations do lead to higher rates.

“Our dashboard can be used to determine where to target money to reduce the occurrence of Chlamydia,” said team member David M. Granda (MSMIS '10, BS '09), adding that graphing the data in real time was the most difficult aspect of the project. “Since data constantly change, the dashboard needed to pull fresh information constantly.”

One dashboard brought together data about type 2 diabetes. Another focused on factors related to Chlamydia rates.



“Winds of Opportunity” blow for FIU business students.

Forty FIU graduate students were among the 7,000 plus attendees at the 2010 National Society of Hispanic MBAs (NSHMBA) Annual Conference & Career Expo held in Chicago—the “Windy City”—and titled “Winds of Opportunity.”

“Our students secured more interviews than in past years,” said Elsie Florido (MSHRM '09), associate director, career management services (CMS), “interviewing or attending receptions at Bank of America, Dell, Deloitte, Disney, Ford, Humana, IBM and Microsoft, among others.”

“Through our participation on the NSHMBA Corporate Advisory Board and in the number of students attending yearly, many of the employers now know who we are,” said Barry Shiflett, CMS director.

The business school will be the lead academic host at the 2012 event in Orlando, Florida.

Veronica Vainrub, an International MBA student, received a NSHMBA scholarship.

FACULTY

Research underway to develop medical passport for foster care kids.

Being a foster kid brings many struggles. Getting proper medical care shouldn't be one of them.

Monica Chiarini Tremblay and Weidong Xia, colleagues in the Department of Decision Sciences and Information Systems, are conducting research, including focus group sessions, for Our Kids of Miami-Dade/Monroe, Inc., to develop a "medical passport" for each foster child in the area.

"Using information technology, this passport will keep details about the child's healthcare and be accessible even when he or she changes foster parents," Tremblay said.

Instead of records being not transferred, not communicated or lost altogether, the medical passport will hold information about the child's medical condition (including allergies and immunizations) and treat-



Monica Chiarini Tremblay and Weidong Xia in the College of Business Administration's behavioral lab

ment along with the contact information of healthcare providers. Such a tool will lead to consistency of care.

Faculty member's baseball research captures attention of Malcolm Gladwell.

In "The Talent Grab: Why Do We Pay Our Stars So Much Money?," an article in *The New Yorker*, Malcolm Gladwell—best-selling author of *Blink* and *The Tipping Point*, among others—finds a number of clues in work by Aya Chacar, a member of the Management and International Business Department.



Aya Chacar

While most analysts focus on rising salaries, Chacar was fascinated to find that baseball players had seen their salaries go down at the turn of the century relative to the revenues from the game. Though not a baseball fan herself, she turned her attention to "America's pastime" to try and explain this phenomenon. Her research resulted in a co-authored article titled "Institutional Settings and Rent Appropriation by Knowledge-based Employees: The Case of Major League Baseball," published in 2008.

"What Gladwell drew on is that there are different implicit social contracts between employees and their companies, and under some of them, employees may not even attempt to get the fair market value for their work," she said. "He applied the explanation about baseball salary trends to other fields such as investment banking and book publishing."

Pat Smith, CIO of Our Kids, along with members of her information technology department, worked with Tremblay to develop a prototype of the medical passport. To get feedback from foster care case workers about the design, Tremblay and Xia conducted focus group sessions at the business school's behavioral lab.

"Case workers reviewed the prototype and learned what information was included," Tremblay said. "More importantly, the participants gave valuable recommendations on other details that should be part of the medical passport, such as records on the vision care for the child."

To develop the passport further, Tremblay planned additional focus group sessions for foster parents, physicians and nurses.

Our Kids of Miami-Dade/Monroe, Inc., a non-profit corporation, serves at-risk and dependent children and their families. Board members include Joyce J. Elam, executive dean of the business school.

Faculty development program in international business showcases growing economy in India.

Despite the impact of the global economic slowdown, the economy of India is outpacing many other countries. That's just one aspect of the country that makes it a fascinating and essential place for business faculty members to experience firsthand.

Since 2008, the Center for International Business Education and Research (CIBER) at FIU has done its part through a Faculty Development in International Business (FDIB) program to India. Organized by CIBER director Mary Ann Von Glinow, professor and Knight Ridder Eminent Scholar Chair in International Management, Department of Management and International Business; and her colleague Sumit K. Kundu, professor and Knight Ridder Research Fellow, the program takes scholars from across the United States to India

for intensive interaction with executives at multinational corporations. In addition, they visit cultural sites and attend lectures delivered by their counterparts at Indian universities.

In Mumbai, the group toured Siemens and Welspun Limited. In Bangalore, they had a plant tour of Caterpillar, a presentation at Infosys Limited titled "Innovation Co-Creation for Building Tomorrow's Enterprise" and a visit to information technology services company Mphasis. They also had dialogues with colleagues from the Indian Institute of Management Bangalore.

"Every time I go to India, I see a booming economy and a strong belief among the citizens that it is becoming an emerging power," said Kundu, who led the FDIB for the third time. "The top brass of Indian corporations as well as multinational corpo-

rations operating there have reiterated this time and again."

Sonia Verdu, associate director, FIU-CIBER, also attended the program, which George Washington University's CIBER co-sponsored.

FIU Business captures spot on prestigious UT Dallas ranking of research contributions.

On March 15, 2011, "The University of Texas at Dallas (UT Dallas) Top 100 North American Rankings of Business Schools Based on Research Contribution 2006-2010" was released. For the first time, the College of Business Administration made the list, coming in at #98.



"This ranking positions us among the country's top research business schools," said Executive Dean Joyce J. Elam. "We are delighted to have reached this milestone and are committed to keeping the momentum going so we can continue to move up on the list."

The School of Management at UT Dallas ranks the top 100 schools in North America and worldwide based on publications in 24 leading journals in major business disciplines for the previous five years.

Seventeen faculty members from across the college were the individuals whose contributions made the ranking possible.



The FDIB group, including FIU faculty member Sungu Armagan, fourth from left; Sumit K. Kundu, sixth from left; and Sonia Verdu, seventh from left, with their Incentive Destinations tour guide at the Jain Temple in Mumbai.

Generous gift from State Farm aims to increase financial literacy in South Florida.

One of the jewels in the College of Business Complex is its 2,200 square-foot state-of-the-art trading, research and teaching laboratory. Supported by a generous grant from State Farm Mutual Automobile Insurance Company, the State Farm Financial Literacy Lab will enable the college to expand its role in the education of business students and the local community.

The grant will support the operation of the lab and eight service learning projects led by FIU students in collaboration with State Farm employees and FIU faculty during 2011-2014.

“This partnership is a win-

FIU’s Annabelle Rojas, Nicole Kaufman, Joyce J. Elam, Barry Shifflett, Helen Simon, Jackie Valle and Monique Catoggio with State Farm’s Cheryl Herrin, vice president and chair of the State Farm Education Initiative in Florida; Jim Thompson; and Don Dye, human resources representative

win for students and communities in South Florida,” said Jim Thompson, senior vice president and head of State Farm’s Florida activities. “Financial literacy is critical to the success of our young people.”

For Executive Dean Joyce J. Elam, a strong supporter of the lab from the start, the grant validates the value of the facility,

State Farm’s leadership and the strength of the relationship between the company and the college.

“We are honored to collaborate with State Farm and look forward to the development of engaging projects that mutually advance the college’s academic mission and State Farm’s philanthropic vision,” she said.



Jeff Zucker reflects on his career at NBC Universal.

Jeff Zucker, a Miami public school graduate who rose to the CEO’s office at NBC Universal, told an audience of 200 FIU students, faculty and alumni that the foundations of his success in business were taking risks—and accepting responsibility.

“Think about the status quo and question the business models each step of the way,” he said at a Wertheim Lecture, in which he chronicled highlights of his 25-year career with the company.



Jeff Zucker

In a nod to his hometown, Zucker shared memories of FIU’s start as a small campus where he took his first courses in the then-new field of computer programming.

“This is the first time my mom and dad could come out to hear me,” he told the audience, with Matthew and Arline Zucker sitting near the front. “I am very proud to have grown up in Miami.”

The Herbert A. Wertheim Lecture Series has brought distinguished speakers and experts in business leadership and entrepreneurship to FIU since 1993.

Haitian entrepreneurs are winners in more ways than one.

Although Haiti continues to struggle in the face of challenges, the entrepreneurial impulse remains strong, and with the help of mobile telecommunications operator Digicel and FIU, that impulse got a boost.

As part of a new awards program sponsored by Digicel, 24 Haitian CEOs and entrepreneurs—selected from a group of 250 applicants—traveled to FIU for a three-day program, one leg of their journey to competing for “2010 Digicel Entrepreneur of the Year.”

They got much-needed encouragement, made important business connections, and learned from academics, seasoned entrepreneurs and venture capitalists.



During a three-day program in Miami, Haitian entrepreneurs heard presentations, paid company visits, and interacted with each other, FIU faculty and local Haitian leaders.



“Despite Haiti’s acute problems, the business people were extremely hopeful and optimistic, which characterizes entrepreneurs in any environment,” said

Jose de la Torre, professor emeritus, who orchestrated the program, which the college’s Office of Professional and Executive Education (EPE) and the Eugenio Pino and Family Global Entrepreneurship Center organized.

De la Torre and Rosangel Quintero (PMBA ’10), senior manager, EPE, drew upon many contacts, including Francois Guillaume Jr., president of the Haitian-American Chamber of Commerce of Florida. Among Guillaume’s contributions, he worked to connect the visiting Haitians with members of the Haitian Diaspora in Miami and to the chamber itself, important ongoing resources.

For him and many others, the event meant more than business connections.

“The stories were very moving,” he said, and one attendee told de la Torre, “If anybody ever tells me Haiti will never make it, I should ask him or her to sit in on something like this.”

Little Caesars Pizza Bowl delivers on many dreams.

Anezka Martinez-Rios, assistant to the college’s executive dean and the associate dean, and Clifford Perry, associate dean, Landon Undergraduate School, were among the fans on hand to see FIU’s Golden Panthers win in dramatic fashion against the Toledo Rockets—34-32—in the Little Caesars Pizza Bowl in Detroit, Michigan on December 26, 2010, marking the university’s first-ever bowl appearance.

“We saw people in FIU gear at the Fort Lauderdale airport, and in Detroit we stayed at the same hotel as the team, so we were psyched,” Rios said. “The energy was amazing.”

For Perry, the trip was a homecoming—he’s from Detroit—and a validation of his long-term support for the football program.

“I am an original season ticket holder with seats on the 50-yard line at our stadium,” he said. “I’ve been excited by the progress we’ve seen under head coach Mario Cristobal, and it was wonderful to see FIU getting wider recognition, including for our ‘Worlds Ahead’ campaign.”

Anezka Martinez-Rios (BBA ’01); Mark B. Rosenberg, president, FIU; Carla Garcia (BS ’10); and Andria Williams Garcia (MBA ’03, BA ’00)



New series showcases uncommon thinkers.

In 2007, FIU Business launched its award-winning “Uncommon Thinkers” branding campaign.

And in 2009, with the increasing popularity of social media, the college decided to create an Uncommon Thinkers page on Facebook. With more than 7,000 fans, the page generates and stokes conversations and interactions among its followers, and also

enables visitors to take a test to see what type of uncommon thinker they are by using a Facebook app developed in-house.

The branding effort won the National Association of Graduate Admissions Professionals’ 2009 Award for Promotional Excellence, and Luis Casas, director of marketing, communications and recruiting, continues



to urge his team to expand their horizons by thinking in uncommon ways.

So, when Olakunle Ekunkonye (PMBA ’09), web development manager, saw the *New York Times* series “One in Eight Million,” he thought it could be adapted to showcase uncommon thinkers within the FIU Business community. He brought the idea to Casas, who approved it, and then he set about identifying, photographing and interviewing uncommon thinkers.

Webmaster Alexis Puentes shared



The Uncommon Thinkers site launched with profiles of Cybele Chamas, Misha Kuryla-Gomez, Jose Antonio Hernandez-Solaun and Weiyi Zhou.



State Farm career event sparks interest.

When FIU and State Farm recently strengthened their relationship with a plan for more activities between the university and the company, everyone involved was excited. The first of those activities—a career event—was a resounding success.

“Eighty-five people, 56 of them business students, attended an information session about career opportunities at State Farm, including 51 undergraduates, 12 graduate students and 21 alumni,” said Barry Shiflett, director, career management services.

Representatives from State Farm recruited in six different areas including creative services and systems/information technology. In addition, Laura Haas, assistant vice president, human resources; Cheryl Herrin, operations vice president; and Eddie Toro, enterprise recruiting manager, made presentations.

“As a prospective candidate, I am generally nervous, even at an information session, but the State Farm staff members were so welcoming that they took away my nervousness and made the session more comfortable for everyone,” said International MBA student Allen Jackson, who wanted to find out about opportunities in finance. “That meant we were more at ease asking questions and we were more engaged.”

photography assignments with Ekunkonye, and Osmel Matos, web assistant, helped him create the site.

“Through stories of actual students, alumni, faculty and staff, we want to showcase how at FIU we bring people together from all over the world with a diversity of backgrounds, experiences and cultures to create a unique environment—one that fosters, promotes and celebrates uncommon thinkers,” Casas said. “I am especially proud of the initiative, enthusiasm and the quality of this project undertaken by our very own uncommon thinkers.”

<http://fiu.bz/bnvideos>

IN THE COMMUNITY

High school financial literacy program set to expand.

A great program is growing. For the second year, students from Christopher Columbus High School in Miami are getting a thorough introduction into finance and business in the State Farm Financial Literacy Lab. Now other area schools can anticipate taking advantage of the opportunity.

“Beginning with high schools in Miami-Dade County, we are extending an invitation to their students to participate,” said Helen Simon, who directs the lab and who developed the idea for the training. “With an ever-increasing importance placed on financial literacy, students in the program can advance their knowledge while still in high school.”

“No matter what field we go into, it will be important for us to know business and finance fundamentals,” said Kevin Casamayor, who attended the every-other-week class with 15 fellow students from the school. “This program is amazing. I’m very grateful for the chance to take it. And the lab? It blows us away.”

Interns teach the course, whose content has been developed for high school learners.



Kevin Casamayor, Nick Reyes and Sebastian Sanchez at work in the State Farm Financial Literacy Lab

Topics include investing and financing, asset allocation and modern portfolio theory. ●

Pirates and princesses come alive through IBHS costume drive for needy kids.

Halloween without a costume is just . . . well, October 31st.

Thanks to students in the college’s International Business Honor Society (IBHS), more than 100 children in Sweetwater, Florida had a Halloween costume and much more.

IBHS members and students from FIU’s National Society of Collegiate Scholars and the Honors College collected child-size Halloween costumes to distribute in Sweetwater, an economically challenged area of mostly

Hispanic people. Area stores, such as Target, and private donors contributed.

“We decided to not just hand out the costumes but rather have a party for the kids,” said Jessica La Torre, one of the organizers of the event, which took place at the Jorge Mas Canosa Youth Center.

The children and their parents enjoyed a Halloween-themed party with face painting, candy bag decoration, hands-on projects and lots of homemade treats brought by the FIU students.

“What those students did was amazing, and I would be so proud if my daughter goes to FIU when she grows up,” parent Barbie Cabell said. “Sweetwater is a poor town, and these kids wouldn’t have had costumes for Halloween. The students brought joy to these children and their parents.” ●



Halloween was a special time in Sweetwater in 2010 thanks to FIU students.

Dean's Alumni Circle marks 10th year.

Since 2001, members of the Dean's Alumni Circle—civic-minded, senior-level graduates in touch with the community and passionate about the college—have embarked on projects that support student development and address the needs of the business community.

Joyce J. Elam, executive dean, brought the idea of such a group to Monique Catoggio (EMBA '03), now director of advancement, alumni and corporate relations.

With its unique project focus, the Alumni Circle has created activities designed to deepen the community's awareness of FIU Business, give back to the community through meaningful social engagement and ensure that graduates are business ready.

From mentoring to a linkage program that brought faculty and Alumni Circle members together—for sharing ideas and connections to crafting opportunities that joined faculty, students and the commu-

nity for real world experiences—the Alumni Circle has found innovative ways to fulfill their mission. They also provided tangible support to FIU Business through contributions that resulted in the Alumni Circle Recruiter's Lounge

in the Bank of America Career Management Office.

“The Alumni Circle has strengthened the college through its many forms of sup-

Alumni Circle chairs

Augusto “Gus” Vidaurreta (BBA '80), founding chairman, 2001

Josie Carreno (MBA '99), 2004-2006

Demian Bellumio (BBA '00), 2006-2008

Gloria Romero Roses (BBA '92), 2008-2009

Lance Benson (MBA '03), 2009-2010

Alfredo Cepero (BACC '88), 2010-2011

Francis Hondal (MBA '94, BBA '87), chair elect, 2011-2012

port,” Elam said. “From the beginning, they have been our voice in the community and helped us broaden our reach. Each year has brought new and exciting ideas from the group and I know that will continue.”

“Developing and managing this board and its activities has been one of the highlights of my career at FIU,” Catoggio said. “Members are proud of their accomplishments as students and alumni and want to see our students have the same experience and success, if not more. Through this group we are definitely teaching our students the concept of paying it forward.”



The Dean's Alumni Circle with FIU President Mark B. Rosenberg; Executive Dean Joyce J. Elam; and members of the college's Department of Advancement, Alumni and Corporate Relations, in 2009.

Alumni Circle helps less-than-privileged students see college-bound path.

A recent project the Alumni Circle organized drew more than 300 area high schoolers to FIU Business's first “Are You Ready? Summit.” Most attendees would be the first generation in their families to go to college.

Roary, the FIU mascot; the Golden Dazzlers dance team; and Joyce J. Elam, executive dean, welcomed the students, who were sent by College Summit Florida and Big Brothers Big Sisters of Miami.

“Panel discussions chaired by alumni gave students information about college life, the admissions process and financial aid,” said Margaret Brisbane (BBA '80), chair of the Alumni Circle's community service committee. “The event, which included meals and a

campus tour, was phenomenal and it represents a reconnection of FIU and College Summit. We hope to have even more involvement with the organization in the future, including additional offerings of the “Are You Ready? Summit.”



Local high school students enjoyed meeting Roary, seeing the campus and getting information.

FIU MBAs launch CEWA, a female executive organization.

In an era in which “networking” often just means the exchange of business cards, a group of female executives has launched an organization to do more: the Chapman Executive Women’s Association (CEWA).

“We formed a strong bond when we were working on our Executive MBAs (EMBA),” said Jacqueline Cabrera (EMBA ’10), a senior business analyst at Florida Power and Light and CEWA president. “We wanted that connection to not only continue but also to include other female grads as a way for all of us to help meet our full potential.”

When Cabrera and others from the 2010 class took their idea to Joyce J. Elam, executive dean, they



CEWA founding members
Stefanie Anding, Joanne Mena,
Olga Gonzalez and Cabrera

received an enthusiastic response. In fact, Elam hosted 30 members at the first CEWA meeting at a brunch in her home.

“Most female executives in the group work in a male-dominated business environment or are entrepreneurs, and to find support from one another delivers a powerful advantage,” said Michelle R. Joubert (MBA ’10), the college’s assistant director of advancement, alumni and corporate relations.

“In addition to quarterly meetings, we are planning workshops to help female executives

expand their knowledge base,” Cabrera said. “We will be involved with the business school, and eventually, we will mentor female business students.”

Author and alumnus wins prestigious AXA Advisors Award.

Gerald C. Grant Jr. (MBA ’89, BBA ’78), branch director of financial planning for AXA Advisors’ South Florida Branch, recently received the company’s 2011 National Honor Associate Award.

A committee of his peers chose Grant for the prestigious honor—which is given to a financial professional who represents the “total professional” by best exemplifying the esteemed qualities and attributes of community service, loyalty, leadership and respect—from among thousands of candidates.

“Winning this award is a great honor,” Grant said. “I have never strived to win awards, simply to serve my clients and my community.”

During his many speaking engagements, attendees frequently asked Grant for more in-depth information on financial literacy.

“When my research failed to yield the right results, I decided to tackle the topic myself,” he said.

The decision led him to write *Bold Moves to Creating Financial Wealth*, the basis for a course he is now teaching at Miami Dade College.



Gerald C. Grant Jr.

Alumnus feeds the entrepreneurial spirit with Energy Kitchen.

High energy combined with a passion for excellence. These traits define Justo Luis Pozo III (BBA ’07) in all his pursuits—from his martial arts practice to his banking and finance vocation.

Now Pozo is branching out, flexing his entrepreneurial muscle to bring the Energy Kitchen franchise to South Florida.

According to Pozo, the Manhattan-based, fast-and-casual food chain features a health-centric menu where no individual item exceeds 500 calories.

Considering his extensive knowledge of personal wellness and nutrition gained as a personal trainer, Pozo believes that leading

Energy Kitchen’s franchise development is a logical next step in his career path.

“I’ve searched for a concept that will promote wellness and incorporate proper nutrition, but always came up empty-handed,” he said.

“I couldn’t be more excited about bringing Energy Kitchen and the healthy lifestyle it represents to the Miami-Dade County area.”

Pozo is quick to mention his father and mentor, Justo Luis Pozo (BBA ’80) as an inspiration.

“I frequently turn to him for advice,” he said.



 <http://fiu.bz/bnvideos>

Winter Pantherland provides magical evening.

This was the best holiday party ever!” Those words of Michelle Joubert (MBA '10), the college's assistant director of advancement, alumni and corporate relations, were echoed by many of the 175 people who attended the Chapman Alumni Holiday Party. Alumni, administrators and current graduate students were invited to share in the evening dubbed “Winter Pantherland.”

“The food was outstanding, the music was just right and, best of all, it was easy to network and get to know people,” said Ronald Lherisson (DTMBA '10). “The evening was done perfectly.”

FIU's colors of blue and gold lent themselves quite well to festive

decorations. Music from a string quartet also helped set the holiday mood.

After Executive Dean Joyce J. Elam gave the crowd a hearty welcome, there was no real structure to the evening; rather, guests socialized and enjoyed Thai,

Spanish and Caribbean food as well as a blue Panther-tini signature cocktail, an espresso station and a station serving French dessert crepes.

Decked out in a tuxedo, FIU mascot Roary was in fine form and afforded guests fun photo opportunities.

For Lherisson, this was his first alumni event—but it won't be his last.

“I want to stay connected to FIU, to continue to develop relationships there,” he said. “This holiday party made it easy to do so.”



“Winter Pantherland” was an evening of food, networking and fun for all the guests.

ALUMNI Notes

Carlos Migoya (BBA '74) has been named CEO of Jackson Health System.

Joe Caruncho (BBA '81), one of the founders of Florida's first Provider Sponsored Organizations, was featured in *The Miami Herald*. Among other topics, he talked about the company's meteoric rise.

TotalBank hired **Rafael Cabrera** (BBA '82) as senior vice president and mortgage loan originator.

Pacific National Bank named **Gonzalo Vicente** (BACC '84) senior vice president, chief risk management officer.

Bank United named **Richard Garcia** (BA '88) assistant vice president and private banker.

Sonia Cabello (BBA '89), controller, CBC Builders, has been elected treasurer of Commercial Real Estate Women-Miami's board of directors.

Tracy D. Cochran (BBA '89) has been promoted to project management officer by TotalBank.

Darla Thompson (BBA '92), senior tax manager, Cherry, Bekaert & Holland, has been named to CoralGables@HOME's board of directors.

Jose Tomas (BBA '92) has been promoted to executive vice president, chief human resources and communications officer at Burger King and also has taken on the position of president of Latin America.

TotalBank has named **Nelson Hidalgo** (BBA '93) senior vice president and director of the banking center division.

Jesus “Jay” Brito (BBA '93) has been named vice president of Chase relationship manager business banking channel.

Benigno Pazos (BBA '93) has been promoted by TotalBank to chief credit officer and head of its credit division.

Lynette Pineiro (BBA '93) has been hired as senior vice president and lender for TotalBank.

Benjamin Diaz (MST '96, BACC '95) was inducted into the Cuban American Board of CPAs.

Compuquip Technologies named **Jorge Azcuy** (BBA '98) director of technical services.

Perez-Abreu, Aguerrebere, Sueiro & Torres promoted **Adrian Alfonso** (BACC '02) to tax director.

TotalBank named **Heidy Duarte** (BACC '02) vice president/internal control specialist.

Marixa Franco (BBA '02) was named managing director of ramp services at Miami International Airport by American Airlines.

William M. Somerville (MBA '02) has been named vice president at BenTrust Financial.

Monique R. Catoggio (EMBA '03) received her designation of associate certified coach from the International Coach Federation. She received her designation of certified professional coach from the Institute for Professional Excellence in Coaching in 2009.

Manny Matalon (MACC '03, BBA '01) has accepted a position as head of internal audit for

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.



Latin America with British United Providence Association (BUPA), a UK-based private health insurer. BUPA is one of the largest international private health insurance companies in the world, generating global revenues in excess of \$10 billion.

Jose L. Roces (BBA '03) is a sales consultant at Blue Cross Blue Shield of Florida.

Paola Suarez (BBA '04) has been named vice president of Chase relationship manager business banking channel.

Juan Gil (MSF '05) has been named vice president of Chase relationship manager business banking channel.

Omar F. Cordero (BBA '06), CWM, MFP, has joined City National Bank conducting corporate relations. He will be implementing strategic business development for its commercial division.

Marierlin Jimenez (BBA '06) has been named assistant vice president/special assets officer for TotalBank.

Oscar Perez (BBA '06) is now vice president of operations for Care Cloud.

Javier Vacas (BBA '06) opened an Allstate insurance agency called Vacas Florida Insurance Group in Miami.

Dianne Valdivia (BBA '06) was promoted to membership manager within the Department of Alumni Relations at FIU.

Jorge E. Murillo-Zuluaga (EMBA '08) founded the entrepreneurial venture Blue Water Journeys, which specializes in small-ship expedition cruises to Central and South America.

Natalia Sol (EMBA '08) is now director of corporate philanthropy and special events at Baptist Health Foundation.

Brenda Leguisamo (PMBA '09) is chief executive officer of Social Biz Members, LLC, working with membership organizations on social media content strategy training and metrics. She is board advisor and founder of the Passion Mindset Program at the Casimiro Foundation in partnership with Magic Wand Foundation.

Stefanie Anding (EMBA '10) has joined the Department of Advancement, Alumni and Corporate Relations in FIU's College of Business Administration as director of business development.

Linda Henderson (BBA '10) has been promoted to director of certification programs at the American Welding Society.

In Memoriam

Karen Denise Dial (BACC '80) died October 28, 2010, of complications from diabetes. She was born in Miami on July 11, 1956. She rode horses, built her own house and was an animal lover. Predeceased by her father, Douglas Dial, she is survived by her mother, Olive; two sisters, Terri (Brian Burry) and Donna (Arthur Buckelew); aunt Arline; and cousin Cyd Behrensen and family.

Have you been promoted or changed jobs?

Update your profile at

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



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“Leaping into Excellence”

This spring, 29 business students leapt to victory after they were recognized for their achievements in financial services, marketing, sales presentation, impromptu speaking and service to the community. Members of Future Business Leaders of America-Phi Beta Lambda placed in 23 different competitive events, capturing eight 1st places and Florida Chapter of the Year for the 3rd consecutive time.

What gives them a jumpstart? YOU.

As alumni and members of our community YOU can serve as mentors or as donors to the Student Enhancement Fund to help foster future victories.

See the envelope inside to learn how you can make a difference.