

## DEAN'S MESSAGE

We have settled into the spring semester and are engaged in a number of activities to ensure our students are prepared to take their places in the business world when they graduate. As you'll see in this Dean's Brief, we are moving ahead with the development of programs that give students cutting-edge business skills and enhance the college's reputation for providing a high-quality education.

We have not done this alone. In almost every case, we have worked in collaboration with alumni and corporate friends who have lent their talents and insights to help us create programs for today's business environment. For example, a new retail management major and new minors in supply chain management and forensic accounting have been launched, as well as a new minor in entrepreneurship that is open to all students at the university. There is more on this below. These programs reinforce our belief about how important it is for our alumni to stay connected. We really need and appreciate the many ways you support our efforts.

I have been overwhelmed by the excitement and financial support we are receiving for our new College of Business building, which we are tentatively calling **Legacy Hall**.

Legacy Hall will be constructed near the Leon County Civic Center, which will become the new gateway to the Florida State University campus. The new building will provide a 67-percent increase in instructional space, as well as technology and collaborative spaces needed to provide tomorrow's business education.

Though earlier in the year alumnus **Bob Sasser** and wife **Pam** presented us with a \$1-million check to get things rolling, we officially launched our \$75-million campaign for Legacy Hall in November, and the response has been tremendous. At that kick-off, two alumni, **Douglas Dunlap** (BUS '73), president of Syn-Tech Systems, and **David Oglesby** (BUS '72), the company's vice president for operations, handed us a check for \$500,000 to support construction of the building and establish the **Syn-Tech Systems Student Business Incubator Suite** in Legacy Hall. This is a boon for entrepreneurship students from across campus who are assured of rent-free office space in which to run their start-up business ventures.

Since the official launch, we have been thrilled by the generosity of many, many others – alumni, friends, corporate partners, faculty and staff, as well as students. This reflects confidence in the College of Business as a solid investment and the idea that leaving a legacy for future generations of students is worthwhile. Several people have taken advantage of naming opportunities for classrooms, the auditorium, conference rooms and break rooms, just to mention a few. Opportunities still exist for naming other rooms, as well as for giving the building a permanent name.

I look forward to talking with you about our plans and how you can be part of the legacy. In the meantime, take a look for yourself at building renditions and our vision by visiting [business.fsu.edu/legacy hall](https://business.fsu.edu/legacy-hall).

All the best,

**Caryn L. Beck-Dudley**

Dean

## TOP NEWS

### Three outstanding alumni earn a spot in the Hall of Fame

Three College of Business alumni have been selected for induction into the college's Hall of Fame, joining a prestigious group of 32 business leaders. **Tony DiBenedetto** (MIS '87), **Donald Harbaugh** (MAR '72) and **Cinny Streich Murray** (MAR '80) will be inducted on Thursday, April 24, at the 12th Annual Hall of Fame Dinner and Ceremony in Tallahassee. **To learn more, click [here](#).**

### Program development reflects college's commitment to excellence

College faculty and administration constantly work with experts in diverse fields of business to identify and project the needs of tomorrow's business world and develop programs that give our students a strong foundation in these areas. This continues to be a hallmark of the college. **To learn more, click [here](#).**

## COLLEGE NEWS

### Online graduate programs excel in national rankings

Online graduate programs in the College of Business excelled in *U.S. News and World Report's* national rankings, reaching the No. 43 spot among all public and private schools. Among five areas considered by rankings officials, Florida State scored highest on admissions selectivity (No. 5) and student services and technology (No. 21). Florida State offers online graduate business programs in business administration (MBA), management information systems (MS-MIS), and risk management and insurance (MSM-RMI).

### Once again, Florida State is tops in efficiency

Florida State University finished first in the national universities category of an exclusive *U.S. News & World Report's* list of most efficient schools. Ranked schools were able to produce the highest educational quality, as determined by their place in the 2014 Best Colleges rankings, but spend relatively less on educational programs to achieve that quality.

### College creates new department to address the university's 'Big Ideas' initiative

A new department – the Department of Entrepreneurship, Strategy and Information Systems (ESIS) – recently was created as an outgrowth of the Department of Management. **Susan Fiorito** has been named interim department chair. ESIS was created to reduce the size of the very large management department and address one of the university's "Big Ideas" initiatives, which is to encourage students across campus to think and act "entrepreneurially." One of the key success factors of an entrepreneur is creativity and innovation, therefore, within the ESIS department

are two other programs: Information Systems and Strategy. The synergy between these three program areas creates a strong and focused department that includes all levels of academic coursework – from undergraduate programs in entrepreneurship (offering both a major and a minor) and a major in management information systems to a master’s in information systems and a doctoral program in both management information systems and strategy.

### **Sales Institute garners new sponsors, job opportunities**

The Sales Institute in the College of Business has acquired two new top-level (Chief \$20,000) sponsors, **Sherwin-Williams** and **Arkema**, and one new Renegade sponsor (\$10,000), **Stratus Video**. The three companies are interested in our students as potential hires. Sherwin-Williams will open 500 new locations in the next three years and needs top sales and sales management personnel, while Arkema, an international chemical firm, is in the process of replacing its aging sales force. Stratus Video is a new division of a successful company servicing the deaf with video sign-language interpretation. The new division specializes in video language interpretation and is expected to provide a \$300-million opportunity in the next five years.

### **Ashlock Game Changer Scholarship created for double RMI-Sales majors**

Assurex Global, through the Foundation for Agency Management Excellence (FAME), recently created the Ashlock Game Changer Scholarship. The \$5,000 scholarship is designed to provide financial support specifically for a student pursuing a double major in RMI and sales. Requirements include junior status, a minimum 3.0 GPA and financial need. The scholarship can be renewed during the student’s senior year if he or she continues to qualify.

### **GI Jobs features one of our own student vets**

A story in January’s issue of *GI Jobs* features Florida State student-veteran and international affairs major **Batiah King** and highlights the many ways FSU supports military and student veterans, including through the Entrepreneurship Bootcamp for Veterans with Disabilities. **To learn more, click [here](#).**

### **Finance students garner the experience of real-time stock market reviews**

The Department of Finance has started a new activity, which occurs six times a semester. “Closing Bell” will start at 4 p.m. with a review of the stock market on that particular day and a short presentation by an industry expert speaking on an investment issue.

### **Students in Dedman’s PGA program network with managers of top golf clubs**

Golf management students had the opportunity to network with the general managers of several of the world’s most prestigious golf clubs during the Founders Leadership Summit this past October. Participating general managers, whose clubs have hosted the world’s top golf championships, included **Dan Farrell** of Oak Hill Country Club in Rochester, N.Y.; **Jim James** of Augusta National Golf Club in Augusta, Ga.; **Nicholas LaRocca** of Muirfield Village Golf Club in Dublin, Ohio; **Michael Leemhuis** of Congressional Golf Club in Bethesda, Md.; **Euan Loudon** of St. Andrews Links Trust in Scotland; and **Roger Warren** of Kiawah Island Resort in South Carolina.

## DEVELOPMENT NEWS

We are grateful to the following donors whose generosity is ensuring the College of Business and its faculty have the state-of-the-art tools necessary to educate tomorrow's business leaders.

**The following list represents donors who have designated gifts of \$5,000 or more for the construction of Legacy Hall include:**

**John Acosta** (FIN '82) made a \$25,000 gift to support the construction of Legacy Hall. In recognition of his gift, an undergraduate breakout room in Legacy Hall will be named the **John A. Acosta Undergraduate Breakout Room**. Acosta is a member of the College of Business Board of Governors.

**Dan Bass** (ACG '88) made a \$100,000 gift to establish the **Dan and Mindy Bass Master's Computer Lab in Memory of Evelyn Bass**. This space will serve as a lasting tribute to his late mother, Evelyn Bass.

An anonymous gift in the amount of \$50,000 was made in honor of the late College of Business professor, **Homer A. Black**, by an alumnus. The **Dr. Homer A. Black Conference Room** in Legacy Hall will be named in Dr. Black's honor.

The **Broward County Emeriti Seminole Club** gave a gift of \$5,000 for a plaque in Legacy Hall.

**Marshall Cohn** (ECN '81) committed \$100,000 to establish the **Marshall S. Cohn Conference Room** in the Dean's Suite of Legacy Hall. The gift will serve as a lasting tribute to the vision and commitment of Marshall Cohn and the Sol Cohn Foundation.

**Chad E.** (FIN '88) and **Terri Colby** pledged \$15,000 to support the construction of Legacy Hall. The gift includes \$10,000 to name the **Chad E. & Terri Colby Doctoral Student Office** and \$5,000 for a plaque in the new building.

**Tim Cole** (MAR '79) and his wife **Peggy** made a gift of \$50,000 to support efforts to construct Legacy Hall. In recognition of their gift, a conference room in Legacy Hall will be named the **Cole Family Conference Room**. They also made a \$100,000 deferred gift to support the college. He is a member of the college's Board of Governors and a 2012 College of Business Hall of Fame inductee.

**Mike Dearden** (FIN '85) made a gift of \$10,000 to establish the **Michael Dearden Doctoral Student Office** in Legacy Hall. Dearden is a member of the college's Board of Governors.

**Bill Delahanty** (ACG '84) donated \$5,600 for a plaque in Legacy Hall.

**Mark Demont** (RMI '82) donated \$5,000 for a plaque in his name to be hung in Legacy Hall.

**Chuck Hardwick** (FIN '62/MBA '64) committed \$25,000 to establish the **Chuck Hardwick Master of Science in Marketing Breakout Room** in the Legacy Hall. He is a former member of the college's Board of Governors and a 2005 College of Business Hall of Fame inductee.

**Mark** (FIN '64) and **Nan Casper Hillis** (MAR '76) made a gift of \$38,000 to support construction of Legacy Hall. In recognition of their gift, an undergraduate breakout room in the new building will be named the **Mark and Nan Casper Hillis Undergraduate Breakout Room**. Their gift also includes two wall plaques to be hung in Legacy Hall. Mark Hillis is on the university's Board of Trustees, a former member of the college's Board of Governors and a 2011 College of Business Hall of Fame inductee. Nan Hillis is past chair of the college's Board of Governors and a member of the Florida State University Foundation's Board of Trustees.

**Christopher Iansiti** (FIN'92/M.S. ISD '94) has committed \$25,000 to Legacy Hall for the **Christopher Iansiti Undergraduate Breakout Room**. He is president and owner of Iansiti Performance Group and chair of the College of Business Board of Governors.

**Chris** (FIN '85/MAN '11) and **Kellie Kraft** (POL SCI '82) pledged \$30,000 to support the construction of Legacy Hall. In recognition of their gift, an undergraduate breakout room in the new building will be named the **Chris and Kellie Kraft Undergraduate Breakout Room**. They also will have a wall plaque in their names.

A \$10,000 gift from **Matthew H. Levin** (AGT '74) will establish the **Matthew H. and Paulette M. Levin Doctoral Student Office** in Legacy Hall.

**Craig** (MAR '81) and **Mitzi Lynch** made a gift of \$5,075 for a plaque in their names to be hung in Legacy Hall.

**Bob Mang** (MAN '68) pledged \$50,000 to support the college's efforts to build Legacy Hall. In recognition of his gift, a conference room in the new building will be named the **Robert B. Mang Conference Room**. He is a member of the college's Board of Governors, a 2010 College of Business Hall of Fame inductee, and a member of the Florida State University Foundation's Board of Trustees.

A gift of \$25,000 from **Steve** (ENT '97) and **Lori** (ENT '97) **Mize** and **Darren** (PSY '91) and **Michelle** (ENT/MAR '97) **Mize** will establish a room in Legacy Hall named for the donors, the **Mize Undergraduate Breakout Room**.

**Terry Neill** (MAR '71) pledged \$25,000 to Legacy Hall. In recognition of his gift, a breakout room will be named **The Terry Neill Master's Breakout Room**.

**Phi Kappa Tau** donated \$5,000 for a plaque in Legacy Hall. The fraternity took the initiative to create a fundraising video on YouTube, and raised the money in under three months.

**Paula Robinson Parker** (ACG '92) committed \$25,000 to establish the **Paula Robinson Parker Undergraduate in Accounting Breakout Room** in Legacy Hall.

**Mike** (ACG '80) and **Hope Poland** pledged \$25,000 to establish **The Poland Family MAcc Breakout Room**. He is a member of both the college's Board of Governors and the Professional Accounting Board.

**Cheryl Rainey** (Ph.D. Marriage & Family Therapy '08) pledged \$10,000 to establish the **Russell and Cheri Rainey Doctoral Student Office**.

**Edward Sabin** (ACG '74) made a \$5,000 pledge to the college for a plaque in Legacy Hall.

**David** (ACG '74/M.S. RMI '04) and **Joan Earnest** (COM '74) **Skup's** gift of \$50,000 will support Legacy Hall, and a classroom will be named the **David and Joan Skup Classroom in Memory of Robert C. Earnest**.

**Syn-Tech Systems** contributed \$500,000 to the college to establish the **Syn-Tech Systems Student Business Incubator** in Legacy Hall. Alumni **Douglas Dunlap** (BUS '73) is president of the company and **David Oglesby** (BUS '72) is vice president for operations.

**Frank Terence** (FIN '81) gave a gift of \$5,000 toward Legacy Hall and a plaque in his name will be hung in the new building.

**John Thomas**, CEO of Brandt Information Services, gave \$5,000 to the college for a plaque in his name to be displayed in Legacy Hall.

**Bill Williamson** (MAN '71) committed \$25,000 to establish **The Williamson Undergraduate Breakout Room** in Legacy Hall.

**David R. Zimmerman** (ACG '68) pledged \$10,000 to establish the **David R. Zimmerman Doctoral Student Office** in Legacy Hall.

**The following list represents all other gifts of \$25,000 and above:**

An **anonymous donor** made a generous provision in his estate plan of \$1,085,000 to support students in the College of Business.

**Beth Azor** (LIT '05) made a generous gift to Florida State University. A portion of her gift will support the **Center for Real Estate Education and Research** in the college. Half of the gift is endowed. She is a member of the Florida State Executive Advisory Board for the real estate program and the Florida State University Foundation Board of Trustees.

**ARAMARK Educational Services** pledged \$100,000 to establish the **John Carnaghi Scholarship Fund** in the Dedman School of Hospitality. The fund will provide at least one scholarship each year to a freshman in the hospitality program. This scholarship serves as a lasting tribute to the vision and commitment of John Carnaghi, former senior vice president for Finance and Administration at Florida State University.

**Scott W. Darling** (FIN '78) and **Marion Darling** (BS CRIM '77/MS CRIM '78) designated a gift of \$50,000, with \$25,000 to establish **The Scott & Marion Endowment for Excellence in Real Estate**, and \$25,000 to support the **Center for Real Estate Education & Research General Fund** to be used for the center's current greatest needs.

**Roy** and **Rosemarie Young** (parents) pledged \$100,000 to the college as a charitable gift annuity.

**Bob Mang** (MAN '71) established the **Robert B. Mang Fund for Excellence in Retail Management** and included the College of Business in his estate plan.

**Joseph D. Moyer** (MAR '83) made a gift of \$25,000 to establish the **William B. Moyer Endowment for Student Entrepreneurs**. The gift will enhance and enrich the student experience in The Jim Moran Institute for Global Entrepreneurship.

The **Kislak Family Foundation** renewed its \$46,000 commitment to **The Kislak Fund for Excellence in Real Estate** for the 2013-2014 fiscal year. This fund provides a 1:1 ratio of sponsor-matching funding for the **Kislak Miami and Tampa FSU Real Estate Market Strategies Forums**, as well as FSU's Annual Real Estate Trends Conference. These events give students direct access to top-tier real estate executives and help promote our top-ranked real estate program to a national audience.

**Ronald** (MBA '71) and **Helen Rayevich** made a \$25,000 bequest to the college, which is to be used for the college's greatest need.

### **Three new development officers join the College of Business**

**Mark Pankey** joined the college in September as the associate dean of development. He held the same position at the Florida State University College of Law for eight years, just prior to coming to the COB. Since 1997, he has played several roles with the Florida State University Foundation, and has done an exceptional job of not only raising money, but also of building relationships with countless alumni and friends of the university. Pankey can be reached at [mpankey@business.fsu.edu](mailto:mpankey@business.fsu.edu) or (850) 294-1193.

**Sarah Collins** joined the College of Business as a development officer in September, transferring from the College of Visual Arts, Theatre and Dance. Prior to joining Florida State, Collins worked with the Economic Development Council of Tallahassee/Leon County, an affiliate of the Greater Tallahassee Chamber of Commerce, in investments and fundraising. She is a graduate of Florida State. Collins can be reached at [sarah.collins@business.fsu.edu](mailto:sarah.collins@business.fsu.edu) or (850) 445-8778.

**Celest Dunn** joined the College of Business as a development officer for the Dedman School of Hospitality. Prior to coming to Florida State, she worked in the hospitality industry for 11 years as owner and operator of an event management and consulting firm. Her experience includes sales, event management and fundraising. She is a graduate of Florida State and earned

graduate certificates in event management and entrepreneurship. Dunn can be reached at [cdunn@business.fsu.edu](mailto:cdunn@business.fsu.edu) or (850) 668-6794.

**Marissa Langston**, who was a development officer for the Dedman School of Hospitality, moved to the director of alumni engagement position vacated by Leslie Mille. Langston also was given the added responsibility of the college's annual fund. Langston can be reached at [mlangston@business.fsu.edu](mailto:mlangston@business.fsu.edu) or (850) 645-7162.

The college is now fully staffed with its development officers. Pankey, Collins, Dunn and Langston join **Kimberly Hankerson**, senior development officer ([khankerson@business.fsu.edu](mailto:khankerson@business.fsu.edu) or (850) 228-0642) and **Ryan Dietz**, director of external relations and senior development officer for the Center for Real Estate Education & Research ([rdietz@business.fsu.edu](mailto:rdietz@business.fsu.edu) or (850) 228-3867).

## ALUMNI NEWS

**Jeff Bell** (BUS '06) opened his third Pita Pit franchise in the Cordova Mall in Pensacola, Fla., in October 2013, and is aggressively expanding throughout that area. His plans include opening two additional Pita Pits in Escambia and Santa Rosa counties.

**Susan M. Boyce** (BUS '10) released her third novel "Heritage," an installment in her "Grimoire Saga." The other two books in the series are "Treason" and "Lichgates." Her first book was a semifinalist in the Kindle Book Reviews: Best Books of 2012 and a finalist in the 2013 Eric Hoffer Award: Excellence in Independent Publishing.

**Brent Brummer** (BUS '97/MBA '02) was promoted to vice president of Claims for Florida Family Insurance in Jacksonville, Fla.

**Derek Buchanan** (ACG '02/MBA '03), CPA/CPM, was appointed director of Policy and Budget at the Florida Department of Agriculture and Consumer Services. He previously was a senior auditor in the Florida Auditor General's Office.

**Christian C. Burden** (BUS '92/JD '95) was selected by her peers for inclusion in 2014's "The Best Lawyers in America," which is considered one of the most respected referral list of attorneys. She practices franchise law with Quarles & Brady LLP in Tampa, Fla.

**Ken Burke** (BUS '82) was ranked No. 23 on Barron's 2013 List of Top Financial Advisors in Florida. He is with Merrill Lynch's Heathrow, Fla., office, where he manages more than \$850 million in assets. He has been with the company since 1986.

**Laura McDonald Dennis** (BUS '08, J.D. '11) joined the Radey Law Firm in Tallahassee as an associate. She focuses primarily on administrative, litigation and appellate law for regulated industries.

**Louis Dessau** (BUS '80) received the University of South Carolina's 2013 Advisor of the Year Award for launching Rotaract Club of the University of South Carolina. He also helped launch the GMBA program with Tec de Monterrey and the IBA program with Universidad de Chile Facultad Economia y Negocios. He is regional director for Latin America, Denmark, Finland and Sweden in the Office of International Activities in the Darla Moore School of Business at USC.

**Derek Eisemann** (RMI '05) joined the Sarasota-based law firm of Syrett Meshad as an associate. Before assuming his current position, he worked for a statewide insurance defense firm in Florida. He earned his law degree in 2011 from Barry University School of Law.

**Dawn Elliott-Gunter** (BS-MAN '04, MBA '06) was appointed by Gov. Rick Scott to the North Florida Community College Board of Trustees in Madison, Fla. She is an operations and management consultant II with the Florida Department of Health in Taylor County. Her husband, Daryll, is the mayor of the City of Perry.

**Jessica L. Field** (MAR '05) was appointed deputy cabinet affairs director with the Florida Department of Agriculture. She most recently was an environmental consultant with the Siting Coordination Office at the Florida Department of Environmental Protection.

**Diahann Lassus** (BUS '76/MBA '77), president and chief investment officer for Lassus Wherley, was named to the College of Business Board of Governors. She also was selected to serve on the CNBC Digital Financial Advisor Council. Members of the council write guest columns for CNBC.com and make on-air appearances on CNBC.

**Lynne Lummel** (BUS '76) was recognized this past December at the Billboard Awards Luncheon in New York City as one of three top women executives.

**Russell Perkins** (MAcc '93) was named a shareholder in the Tallahassee-based accounting firm of Thomas Howell Ferguson P.A.

**Samuel Queirolo** (ACG '87/J.D. '90) was selected by his peers for inclusion in 2014's "The Best Lawyers in America," which is considered one of the most respected referral lists of attorneys. He practices real estate law in the Tampa office of Qualres & Brady LLP.

**David A. Ralston** (MBA '78/Ph.D. BUS '81) was named the Florida State University College of Business' 2013 Distinguished Doctoral Alumnus. Ralston will be honored in the spring with a reception at the college. He is a professor and Knight Ridder Research Fellow at Florida International University College of Business. He also taught at the University of Oklahoma's M.F. Price College of Business and at the University of Connecticut's School of Business Administration.

**Grasford W. Smith** (MAN '02) was selected as a "Top Black Professional in Business and Industry" for 2013 by *Legacy Palm Beach Magazine*. He is senior counsel and litigator at the firm of Jones, Foster, Johnston & Stubbs and focuses on corporate and business law. He also was recognized as one of the "Nation's Best Advocates, 40 Lawyers Under 40" by the National

Bar Association and as a “Rising Star” by *Law and Politics Florida Super Lawyers Magazine*. He earned his law degree in 2005 from New York University School of Law.

### Send Us Your News

*College of Business alumni are making an impact on many fields across many states. We have created a new **online** site that allows you to keep up with your former classmates. We hope you will send us news about what you are doing. Please send your news to [alumni@business.fsu.edu](mailto:alumni@business.fsu.edu).*

### FACULTY AND STAFF NEWS

Six faculty and staff members were recognized with the College of Business Core Values Award at the sixth annual College of Business Leadership and Scholarship Awards Dinner this past October. The Core Values Award recognizes and honors faculty and staff who exemplify the college’s core values: integrity, respect, innovation, leadership and/or excellence. In the name of each recipient, \$1,000 is donated to a Core Values Scholarship Fund or to a college endowment fund of their choice.

#### Faculty recipients:

**Ashley Bush** (MIS)

**Kathleen McCullough** (RMI)

**Pat Pallentino** (MAR)

#### Staff recipients:

**Kim Burkes** (Graduate Office)

**Ashley Edwards** (EBV)

**Deblin Lewis** (Undergraduate Office)

**Randy Blass** (MAN) was named executive director of The Jim Moran Institute for Global Entrepreneurship. He also is a research associate of organizational behavior, professor of entrepreneurship and contemporary society and director of the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV).

Boichuck, Jeffrey P., **Willy Bolander** (MAR), Hall, Zachary R., Ahearne, Michael, Zahn, William J. and Melissa Nieves’s article, “Learned Helplessness among Newly Hired Salespeople and the Influence of Leadership,” was published in the *Journal of Marketing*, (Vol. 78. No. 1), 95-111.

**Mike Brady** (MAR) was appointed associate editor of the *Journal of Service Research*. He also is president-elect of the Academic Council of the American Marketing Association.

**Ashley Bush** (MIS) was appointed to a three-year term on the editorial board of the *IEEE Transactions on Engineering Management* journal.

**Mike Hartline** (MAR), associate dean for Strategic Initiatives, was quoted in an article titled “Can FSU field startups like it does BCS Champions?” in the Jan. 7 issue of the online publication *UPSTART Business Journal*. The article covered Florida State’s efforts to increase its academic standing through entrepreneurship. In addition, he was recognized at Florida State’s Newsmakers of the Year event held in January. The celebration recognizes faculty who were quoted in the media in 2013 because of their research, expertise, service, achievements and creative efforts.

**Wayne Hochwarter** (MAN) was quoted in the Aug. 20, 2013, issue of *YAHOO! 7 FINANCE* in an article titled "Demanding workplaces still have proponents." In addition, he was recognized at Florida State's Newsmakers of the Year event held in January. The celebration recognizes faculty who were quoted in the media in 2013 because of their research, expertise, service, achievements and creative efforts. Also, research findings by Hochwarter and research associate **Allison Batterton** (ACG/FIN) on accountability ambiguity in the workplace appeared in several print and online publications in February. Among the publications were *EHS TODAY*, *Business News Daily*, *Main St*, *webIndia123* and *YAHOO! NEWS*.

**Michael Holmes** (MAN) was featured in the Nov. 14, 2013, edition of the "Ask the Experts" section of *Wallet Hub* in an article titled "Why is Wall Street All Atwitter about IPOs?"

**Daekwan Kim** (MAR) won a best reviewer award at the 21<sup>st</sup> annual meeting of Consortium for International Marketing Research held at the University of Adelaide in South Australia.

**Woody Kim** (HOS) was ranked the fourth most prolific hospitality author, according to the *Journal of Culinary Science & Technology*. Kim also won the Best Reviewer Award at the 21<sup>st</sup> annual meeting of the Consortium for International Marketing Research, which was held last fall.

**Ruby Lee** (MAR), director of the Master of Science in Marketing (MSM) program, spent the fall semester as the Shidler Visiting Scholar at the University of Hawaii's Shidler College of Business, Manoa.

**David Maslach** (MAN) was the Strategic Management Society's 2013 nominee for Best Conference Paper and Best Conference Paper Prize for Practice Implications. He also was a finalist for OMT Best Symposium of the Academy of Management and received the organization's Outstanding Reviewer Award for the Business Policy and Strategy Division.

**Martin Mende** (MAR) was appointed to the editorial review board of the *Journal of Service Research*. His term runs through 2017. Also, an article by Mende, **Maura Scott** (MAR) and Lisa E. Bolton, titled "Are Consumers Judging the Book by Its Cover? How Consumers Decode Conspicuous Consumption Cues in Buyer-Seller Relationships," was published in the June 2013 issue of *Journal of Marketing Research*.

**John Peloza** (MAR), Katherine White, and Jingzhi Shang's article, "Good and Guilt-Free: The Role of Self-Accountability in Influencing Preferences for Products with Ethical Attributes," was published in the *Journal of Marketing*, 77 (1), 104-119 (2013).

**Maura Scott** (MAR) was recognized at Florida State's Newsmakers of the Year event held Jan. 28. The celebration is a nod to faculty across campus who were newsmakers in 2013, through research, expertise, service, achievements and creative efforts. She was quoted in *Time* magazine's "Business & Money" section in an article, titled "This Trick Will Motivate You to Reach Your Financial Goals." Also, an article by Scott and Stephen M. Nowl, titled "The Effect of Goal Specificity on Consumer Goal Reengagement," was published in the October 2013 issue of

*Journal of Consumer Research*. Another article by Scott and **Martin Mende** (MAR) and Lisa E. Bolton, titled “Are Consumers Judging the Book by Its Cover? How Consumers Decode Conspicuous Consumption Cues in Buyer-Seller Relationships,” was published in the June 2013 issue of *Journal of Marketing Research*.

**Xinlin Tang** (ESIS) received the Honorable Mention for Innovative and Effective Use of Technology Award given by the Florida State Office of Distance Learning for effective use of technology.

A study by **Chad H. Van Iddekinge** (MAN), titled “Recruiter ratings of Facebook profiles correlate essentially zero with job performance,” will be published in the *Journal of Management*. The research caught the attention of such news outlets as *Time* magazine (Nov. 13, 2013) and *Forbes* (Nov. 14, 2013).

**Kawana Williams** has been named as the college’s new director of Internships and Career Services.

## STUDENT NEWS

Congratulations to the following graduating doctoral students who have accepted positions at universities and colleges across the country:

**Alexis Allen** (MAR), University of Kentucky  
**Rachel Freider Kane** (MAN), Old Dominion University  
**Sarah Fulmer** (FIN), Cal State Fullerton  
**Ping Ke** (ACG), New York Institute of Technology  
**Kyre Lahtinen** (FIN) University of South Alabama  
**Cinthia Satornino** (MAR), Northeastern University  
**Dana Wallace** (ACG), University of Central Florida  
**Jessica West** (FIN), Stetson University  
**Michele Zorn** (MAN), Auburn University

All of the full-time MBA students completed the newly instituted Ethical Leadership Certification Program during this past fall semester, meaning all are certified as ethical leaders by the National Association of State Boards of Accountancy of the Center for the Public Trust, whose mission is to “champion the public trust by advancing ethical leadership in business, institutions and organizations.” The program was such a success that the college will offer it again during summer semester.

Florida State’s **Beta Rho Chapter of Beta Alpha Psi** and its adviser, **Ron Pierno** (ACG), were recognized as a “Superior Chapter” by the national organization. The announcement letter stated, “Recognition as Superior Chapter is a significant accomplishment. Under the leadership of Ronald Pierno the Beta Rho Chapter has far exceeded the baseline requirements of Beta Alpha Psi and has excelled in the areas of academics, professionalism, and leadership.”

At the 88th Annual Conference for the Academy of Legal Studies in Business, **Carlin McCrory** (MAN) was awarded the 2013 Outstanding Student Paper Award. Her paper was one of three student submissions invited for presentation at the conference held in Boston, Mass., this past August. Legal Studies Professor **Darren Prum** sponsored her entry titled, "Machine Based Gambling: Do I Win the Lottery or Spin the Wheels Each Time I Play."

Florida State's Supply Chain Case Team won the regionals in the General Motors Wayne State Case Competition in Detroit this past September. The students, all marketing majors, were **Janne Perfumo**, **Daniela Galindo-Cure**, **Santiago Pineiro** and **Nicholas Gavalas**. Our team beat out teams from several of the nation's big supply chain programs. **Hannah Stoltz** (MAR) is their adviser.

Research findings by research associate student **Allison Batterton** (ACG/FIN) and **Wayne Hochwarter** (MAN) on accountability ambiguity in the workplace appeared in several print and online publications in February. Among the publications were *EHS TODAY*, *Business News Daily*, *Main St*, *webIndia123* and *YAHOO! NEWS*.

**Alexia Tandron** (ACG), a senior, was chosen by Ernst & Young to attend the Women & Leadership Academy in London, England, for one week during summer semester to learn effective leadership skills.

## 2014 SPRING EVENTS

### FEBRUARY

- |       |  |
|-------|--|
| 14    | Women in Business Conference   |
| 18    | Advice Straight Up – A Day of Dialogue; Nancy Carter, Ph.D., Catalyst Inc.         |
| 18    | Wachovia Speakers Series; O.C. & Linda Ferrell of University of New Mexico         |
| 21    | SunTrust Speak Series; Jingzhi Huang of Penn State University                      |
| 24-25 | Wachovia Speaker Series; Thorsten Hennig-Thurau of University of Meunster, Germany |
| 26-28 | Insurance Days   |

### MARCH

- |    |  |
|----|--|
| 22 | Phi Kappa Tau Fraternity Line Dance Fundraiser for Legacy Hall |
| 27 | Seminole Sales Showcase Job Fair                               |

### APRIL

- 3 Bruning Speaker Series; Judy Schmeling, COO and CFO for Home Shopping Network (HSN)
- 4 Center for Human Resource Management Meeting
- 10—11 Wachovia Speaker Series; Stephen Nowlis of Washington University, St. Louis
- 10-12 6<sup>th</sup> Annual FSU SunTrust Beach Conference; Sandestin, Fla.
- 17-18 Wachovia Speaker Series; Darren Dahl of University of British Columbia
- 18 Distinguished Doctoral Alumni Award; David Ralston, Professor and Knight Ridder Research Fellow, Florida International University
- 23 Professional Sales' Changing of the Guard
- 24 College of Business Leadership Day
- 24 College of Business 12<sup>th</sup> Annual Hall of Fame Dinner & Ceremony
- 25 Spring College of Business Board of Governors Meeting

**MAY**

- 2 Master's Hooding Ceremony
- 3 Spring Commencement
- 6 Business & Law Alumni Reception in NYC