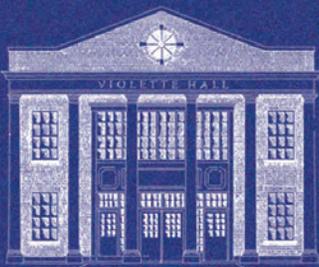


Pedigree

*Connecting Generations
of Business Bulldogs*



*Celebrating Graduation
and Friendships*



In this issue:
Bridge Ceremony
Hooding Ceremony
Executives-in-Residence
Alumni of the Year
Around the School
Donor Roll



Dean's Message

The students, faculty, and staff have wrapped up another eventful and successful academic year. We were all pleased that AACSB-International extended accreditation to both the School of Business and Accounting Programs for the maximum five-year period. Worldwide, AACSB accredits 711 business schools. Only 180 institutions worldwide hold the additional accounting accreditation. The extension of accreditation reflects the hard work and commitment of many, many individuals in the School of Business.

As you read through the alumni magazine, take special note of the wonderful activities and achievements of our students. They are full of energy and participate in a variety of co-curricular activities on campus. Our students are terrific representatives for both the School of Business and University.

Thank you to our corporate and business partners, friends, and alumni. They contribute to the success of the School in so many ways: providing internship and employment opportunities, speaking to classes and student organizations, evaluating student presentations, mentoring students, serving on advisory boards, and providing financial support. The School's success depends heavily on their gifts of "time, talent, and treasure."

Feel free to contact me if you have questions or suggestions.

Warm regards,
Deb Kerby, Dean

Follow the School of Business on



www.facebook.com/trumanbusiness



@TrumanBusiness

Not All Business ...



Dean Deb Kerby and Lana Dowell help Reindeer Rocky pay a bill at the Cashier's window.



Lana Dowell and Reindeer Rocky have a conversation with students.

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School of Business Maintains AACSB International Accreditation

The School of Business at Truman State University maintained its business and specialized accounting accreditation by AACSB International—The Association to Advance Collegiate Schools of Business.

AACSB granted the maximum five-year extension with the next continuous improvement review scheduled for 2018-2019. Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, master’s, and doctoral degrees in business and accounting.

AACSB Accreditation is the hallmark of excellence in business education, and has been earned by less than five percent of the world’s business programs. Today, there are 711 business schools in approximately 50 countries and territories that maintain AACSB Accreditation. Only 180 institutions worldwide hold AACSB accounting accreditation.

Deb Kerby, Dean of the School of Business, noted that the hard work and dedication of the School’s faculty and staff create an outstanding learning environment for our talented students. They model collegiality and professionalism for Truman students on a daily basis. The extension of AACSB accreditation recognizes the School’s and Accounting Department’s efforts to provide an exceptional learning experience for students and to develop a professional workforce for Missouri and the larger Midwest region.



Don't Follow

Pursue.



Stacey George ('00)

School Hosts 7th Annual Bridge Ceremony

The 7th annual School of Business Bridge Ceremony was held on Sept. 16, 2013. The Ceremony welcomes accounting and business administration majors into the upper-level School of Business courses.

Stacey George, a 2000 alumna and Senior Counsel with Wells Fargo & Co., spoke to the students about 21st century skills. She highlighted the value of their liberal arts background to enhance innovative and analytical thinking skills. George emphasized that a liberal arts education helps individuals embrace and adapt to change.

Master of Accountancy student, **Patrick Fink**, talked about the importance of setting goals, taking advantage of resources at Truman, and having fun. He led the students in reciting the School of Business Code of Conduct.

Each student was recognized individually and received a padfolio embossed with the School of Business logo.



Patrick Fink ('13)



Daniel Garbo ('12)



Mary Ramatowski ('02, '03)

Hooding Ceremony Tradition Continues

Prior to the 2014 Spring Commencement on May 10, 2014, the Accounting Department and School of Business bestowed the Master of Accountancy hoods to 32 students. The graduates selected **Daniel Garbo ('12)** as the student speaker. **Mary Ramatowski ('02, '03)**, Senior Manager in Assurance Services with Ernst and Young, was the featured speaker.





Speaking to 11 Classes in Two Days

Truman alumnus, **Raynard Brown ('87, '88)**, (above) demonstrated stamina as an executive in residence in March 2014. Brown spoke to students in 11 classes during the two day period. Brown is the President of Advantage Metals Recycling, LLC, and Texas Port Recycling, LP. During each class, Brown showed a short video that described the metal recycling business. In several introduction to accounting classes, he stressed the importance of having a good grasp of basic accounting and financial statement analysis concepts. Brown discussed inventory and supply chain management with students in the Operations Management courses. During talks with the Investments and graduate-level Financial Reporting IV classes, Brown focused on risk management and the role of derivatives in the commodities markets.



Executive-in-Residence Claims Everyone Loves to Color

Wayne Bell (left) Founder/CEO of Really Big Coloring Books®, Inc. (RBCB), the English-speaking world's most dynamic, and at times controversial, coloring book publisher served as the 2014 Bentele-Mallinckrodt Executive in Residence at Truman. During his visit, Bell created excitement about becoming an entrepreneur and stimulated creative thinking about product development and marketing. Bell spoke to students

during Strategic Management and Consumer Behavior classes and an open forum for students and faculty across the campus.

After studying agriculture at the University of Missouri-Columbia, Bell, who grew up on a working animal and row crop farm in the boot heel located in Mississippi County Missouri, worked on the farm and at publishing houses during and after school. Bell began the global business Really Big Coloring Books® Inc. with the coloring book *Noah and the Ark* in 1981 and trademarked the name in 1988. RBCB has four divisions: retail, custom, promotional and internet.

With the advent of the internet, Bell's company has become a world-wide trend-setting leader in coloring books. Most of the books are simple. Subjects range from trains to dinosaurs to princesses, butterflies and birds, to bullying and health, as well as many other subjects for educators and parents. RBCB also publishes what it terms cultural event coloring books. The first was in 2008 with *Yes We Did* commemorating the election of President Barack H. Obama. Soon to follow was the *Tea Party Coloring Book for Kids*.

The cultural event coloring books, however, can cause public controversy. The *Tea Party Coloring Book for Kids* leaped to No. 1 on Amazon.com for three weeks but also provided fuel for activists. Bell received death threats and kidnapping threats for his role in publishing the Tea Party book. Coloring books on gay culture, energy use, the Occupy Movement and the evils of terrorism, *We Shall Never Forget*, *The Kids Book of Freedom*, *The True Faces of Evil Terror*, among others have hit the shelves and Internet.

The most recent cultural event book *Ted Cruz to the Future* depicting the life, values and mission of Texas senator Ted Cruz hit the media on Dec. 6, 2013, and sold out within 24 hours. It is now in its sixth printing. The book received immediate praise and rebuke. The Cruz book has been No. 1 at Amazon.com since its debut.

RBCB's marketing office and production facilities are located in St. Louis, MO; the artists, designers, editors and sales team create, develop and discuss coloring books to provide education and entertainment for anyone who wants to color anywhere in the world.

Quick Facts

Demographics

Business Administration
Majors: 502
Undergraduate Accounting
Majors: 325
Graduate Accounting
Majors: 43
Total Enrollment: 870
Ratio of Male to Female:
56.8%/43.2%
Percentage Minority: 8.9%
Percentage International:
20.6%

Bell (center) distributes samples of his coloring books to Truman students.



Alumni



Tichenor Named 2014 Alumnus of the Year

The School of Business named **Jim Tichenor ('90)** as the 2014 School of Business Alumnus of the Year. Tichenor is the Vice President and Treasurer of Peabody Energy in St. Louis, Missouri. At Peabody, Tichenor manages the relationships with Peabody's extensive 27 member bank group, rating agencies, and all global insurance programs.

Prior to joining Peabody, Tichenor was with Monsanto and its spin-off, Solutia, for over 20 years where he held a number of financial roles with increasing responsibility. Most recently Tichenor served as Vice President and Treasurer for Solutia where he led the company's treasury department through four-plus years of Chapter 11 Reorganization, culminating with its emergence as a publicly traded company in February 2008.

Tichenor is a CTP (Certified Treasury Professional) and CMA (Certified Management Accountant). He is a member of Financial Executives International (FEI) and the Institute of Management Accountants (IMA).

Tichenor graduated magna cum laude from Truman with a Bachelor of Science degree in Finance. He earned an M.B.A. in Finance from Washington University in 1992. Tichenor was an active member of the Delta Sigma Pi professional business fraternity while at Truman. He serves on the Truman's School of Business Advisory Board.

Tichenor grew up in Kirksville and met his wife, Sherri Sprick, while a student at Truman. They have three daughters, Abby, Amanda, and Allison, and live in Chesterfield, MO.

Tichenor's father, Dr. James L. Tichenor, retired in 2013 year after 44 years of teaching at Truman and still maintains his part-time private practice as a clinical psychologist. His mother, Teresa Tichenor, graduated from Truman in the same class as Jim in 1990 after taking some time off to raise Jim and his sister Dawn (Tichenor) Fritz. In 2010, Jim and Sherri Tichenor along with Dawn and Jason Fritz (all graduates of Truman) helped establish a scholarship fund and a named classroom to recognize their father, Dr. James L. Tichenor, for his dedication to Truman State University.

*In Recognition of
Outstanding Service,
Commitment,
and Achievement*



Pardo 2014 Young Alumna of the Year

Maureen Pardo ('01) was named the School of Business's 2014 Young Alumna of the Year. Pardo is a partner in RubinBrown's Tax Consulting Services Group in St. Louis, MO, focusing on clients in the real estate sector. Since joining RubinBrown in 2001, Pardo has provided expertise in audit, business performance analysis, industry-specific benchmarking, internal accounting controls, low-income housing credits, real estate investment funds, historic rehabilitation, new markets tax credit, renewable energy programs, and tax compliance.

Pardo graduated from Truman in 2001 earning a B.S. in accounting. While a student she was a member of Beta Alpha Psi (petitioning/founding chapter at Truman), Beta Gamma Sigma and its predecessor, Sigma Beta Delta; Phi Kappa Phi; Accounting Club; and a participant in the Volunteer Income Tax Assistance program (VITA). Pardo earned an M.B.A in Finance from St. Louis University.

Pardo is a member of numerous professional organizations, including the American Institute of Certified Public Accountants, Missouri Society of Certified Public Accountants, Illinois Housing Council, and the Urban Land Institute's Young Leaders Group. She is also an instructor of in-house team member training courses.

In addition to her work-related activities, Pardo is the Financial Advisor for the Child Welfare Panel, United Way Allocations Committee. She is also a speaker on accounting careers at Incarnate Word Academy.

Quick Facts

Job and Graduate School Placement

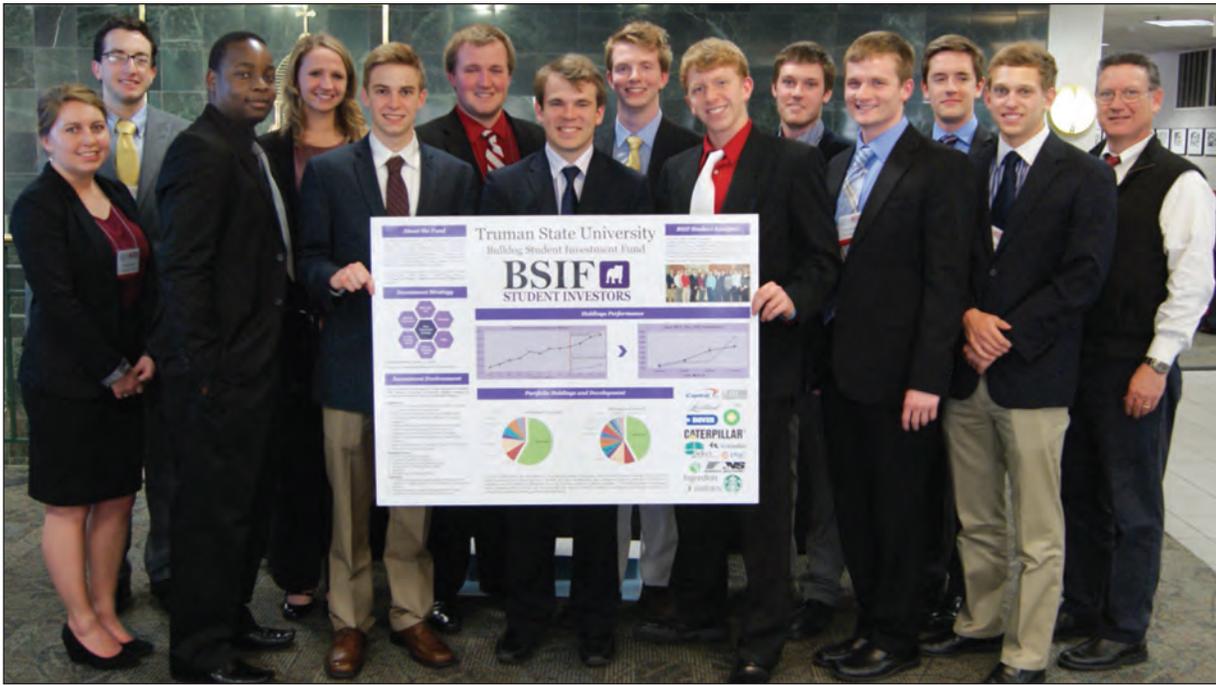
Graduate School: 35.8%
Job Placement: 64.2%

Truman Ranks in Nation on CPA Exam

The National Association of State Boards of Accountancy (NASBA) has released the 2013 Uniform CPA Examination Candidate Performance which reports summary statistics for candidates taking the Certified Public Accountants (CPA) exam. Our candidates' first-time pass rate ranked in the top 4 percent nationally.

NASBA reported that Truman's first-time pass rate ranked 33rd in the nation among the 787 institutions with 10 or more reported candidates. Truman's first-time pass rate ranked 11th in the nation for medium-sized programs with 21 to 60 reported candidates ($n = 280$). Truman had 53 candidates. Truman candidates passed 75.9 percent of exam sections taken with an average score of 79.7 percent. Nationally, the first-time pass rate was 54.8 percent.

Truman is consistently among the top performers on the CPA exam. Our candidates' performance comes at an exceptional value as nine of the top ten medium-sized programs were private institutions including Wake Forest University, Furman University, Cornell University, and Vanderbilt University. The CPA exam rankings provide evidence that Truman's rigorous curriculum and focus on student learning provide a private university experience and outcomes at a public price.



Left to Right: Candice Bobbitt, Michael Corey-Yares, David Shoko, Molly McGraw, Logan Summers, Colby Bycroft, Sam Lohmeyer, Michael Fentress, Justin Percell, David Stodden, Kenny Bohannan, Alex Jack, Spencer Franta, Professor Charles Boughton

Shelter Grant Supports BSIF Activities

The Shelter Insurance Foundation awarded a \$7,500 grant to the Truman's Bulldog Student Investment Fund (BSIF) to support the group's field-based learning experiences.

The BSIF's 21 student analysts actively manage one Truman State University Foundation account with approximately \$45,000. The BSIF provides real world investment experience for students across a wide variety of backgrounds interested in equity research, stock investment, and economic analysis. During Fiscal Year 2014, the students had approximately \$30,000 invested in a variety of equity positions with the remaining fund balance in cash positions.



At the Shelter Insurance corporate offices, BSIF VP of External Relations Michael Fentress (center) visits with Mindy McCubbin (left) and Shelter Insurance CEO Rick Means (right) thanking them for their generosity.

The BSIF used Shelter grant funds to attend the annual student-managed portfolio competition hosted by the University of Dayton at the RISE (Redefining Investment Strategy Education) Forum. While at the RISE Forum, members presented their investment portfolio to a panel of investment professionals and received feedback related to investment strategy and presentation formats.



BSIF delegates to the Berkshire Hathaway Shareholders Conference enjoy a post-interview picture with a CNBC camera crew.

Eleven BSIF members, along with their advisor, Prof. Chuck Boughton, and Dean Deb Kerby attended the Berkshire Hathaway Annual Shareholder's Conference held in Omaha, NE, and heard from the "Oracle of Omaha", Warren Buffett. The group plans to attend both events annually to expand the group's experiential learning opportunities and broaden the horizons of the students.

For more information, visit bsif.truman.edu.

DSP Iota Nu Chapter Celebrates 35th Anniversary



During the weekend of Nov. 15-17, 2013, the Iota Nu Chapter of Delta Sigma Pi celebrated its 35th anniversary on Truman's campus. Alumni and current members socialized during an informal gathering on Friday evening. They participated in the initiation of new members on Saturday morning. Charles Hunsaker, a University Advancement Officer, was an honorary initiate. DSP alumni and members gathered

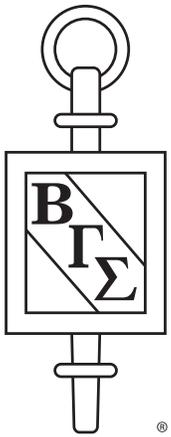
for a banquet and dance on Saturday evening. A number of casual get-togethers occurred both Saturday and Sunday.

A fundraising drive was a key focus of the 35th anniversary celebration. Alumni and current members contributed \$7,600 for the William Holper Scholarship fund, \$12,000 for the DSP Foundation Iota Nu Scholarship, and \$5,600 to assist with the updating of the Delta Sigma Pi Conference Room in Violette Hall.



(above) Alums reunite at Shrine Club on Friday Night (L to R) Randy Hultz, Brian Krippner, Robert (Bob) Cormier, Arne (Ahrens) Krippner, Tara (Werner) Overschmidt, Pat (Zahner) Kowalczewski, Terri Peck.

(left) DSP Silver Helmets Award Winner: (l-r) Larry Lundsford, Randy Hultz, Karen (Barkey) Stebelski, Prof. Emeritus Robert Dager, Susan Plassmeyer, Arne (Ahrens) Krippner, Brian Krippner, and Prof. Emeritus James Turner.



Beta Gamma Sigma Inducts New Members

Truman's chapter of Beta Gamma Sigma inducted 24 new members on Saturday, April 26, 2014. The School of Business Young Alumna of the Year, Maureen Pardo, addressed the new members and their guests. Pardo is a partner with RubinBrown. Janice Holt, Manager of Collegiate Chapter Relations, represented the national office of Beta Gamma Sigma at the ceremony.

Beta Gamma Sigma is the international honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business. Membership in Beta Gamma Sigma is the highest recognition a business student can receive in an AACSB-accredited university. Membership is extended to the top 7.5% of the junior class, top 10% of the senior class, and top 20% of the graduate class.



Accounting Students “Meet the Firms”

Aspiring accounting graduates met with representatives from key accounting employers during the “Meet the Firms” mini-career fair in April 2014. Information about employers and met professionals was handed out in a less formal environment. Employer participants included BKD, Deloitte, Emerson Internal Audit, Ernst & Young, KPMG, PricewaterhouseCoopers, RubinBrown, Stone Carlie, and Williams-Keepers. A representative from Becker Professional Education answered questions about preparing to sit for the CPA exam.

VITA Service Continues

Beta Alpha Psi offered Volunteer Income Tax Assistance (VITA) services to members of the Truman and Kirksville area community. VITA volunteers completed 538 tax returns for low-income persons, senior citizens, and college students. Dr. Alan Davis coordinated the VITA program with the assistance of two Master of Accountancy students, Amanda Grzeslowski and Patrick Fink. The number of returns completed has increased threefold since 2004.

PBL Students Win at State

PBL students and their advisor, Cathy Poyner, attended the 55th Annual Missouri Phi Beta Lambda State Leadership Conference in Columbia, MO in April. The conference featured competitive events for individuals and teams, leadership training, and election of officers for the next year.

The chapter received the Gold Seal Chapter Award of Merit and 2nd in the Local Chapter Annual Business Report.

The following students/teams were recognized at the Awards Program:

Accounting Principles	3 rd	Victoria Bynum
Business Communication	5 th	Mai Pham
Business Presentation Team	3 rd	Mai Pham, Hailey Ketchum, Victoria Bynum
Contemporary Sports Issues	1 st	Daniel Althoff
Entrepreneurship Concepts	1 st	Ashton Wolter
Impromptu Speaking	4 th	Alexandra Stephenson
Job Interview	4 th	Hailey Ketchum
Marketing Concepts	2 nd	Quon Luong
Microeconomics	4 th	Xiaochen Chen
Organization Behavior & Leadership	2 nd	Linda Zhang
Personal Finance	2 nd	Ashton Wolter
	4 th	Linda Zhang
Sports Management & Marketing	1 st	Daniel Althoff
	3 rd	Joshua Gregg
Statistical Analysis	5 th	Xiaochen Jin

CSI Recognizes Leadership

The Center for Student Involvement (CSI) organizes the Leadership Recognition Program (LRP). This program honors Truman students, advisors, and organizations for their dedication to their peers, campus, and Kirksville community. The School of Business was represented by:

Outstanding Service Organization and Outstanding Small Organization Award: Enactus

Outstanding Large Organization Award: Delta Sigma Pi
Service Learning Award: Beta Alpha Psi

Student Senate Shining Stars Award: Blake Miller
Excellence in Diversity Student Award: Anh Do

Outstanding President Small Organization Award: Ann Frydrych, Enactus

Outstanding President Large Organization Award: Julianne Bauer, Delta Sigma Pi

Outstanding Greek President: Andrew Ogle, Delta Chi
Outstanding Student Worker Award: Anh Do and Shelby Nail

E.M. Violette Outstanding Advisor Award: Dr. Katherine Jackson, Alpha Kappa Psi



On the steps of Sacré Coeur Basilica, Paris.

Students Study Europe in Transition 2014

A study abroad group of eight students and **Dr. Jason Lin** traveled through Belgium, France and Italy during May 12-29, 2014. The Europe in Transition program combines study and field trips using the setting of Brussels, Belgium; Paris, France; and Venice, Florence, Sorrento and Rome, Italy. Students focused on current issues and problems, the economy, and the political and social climate in the European Union (EU). Among the group's highlight visits were The European Parliament in Brussels; Versailles, Louvre Museum, Impressionist's Museum, Notre Dame, and Eiffel Tower in Paris; the Bargello Museum, Duomo, Academia, Uffizi Museum in Florence; the Colosseum, Forum, and Vatican Museum in Rome; and St. Mark's Basilica and Ducal Palace in Venice. To earn course credit, students submitted a journal and term paper after the trip.

2014 Recognition Dinner Outstanding Students



Amy Huetsch
Business
Administration
- Finance



Haley Stroup
Business
Administration
- International
Business



Erin Sullentrup
Business
Administration
- Marketing



Sarah Buczkiewicz
Business
Administration
- Management



Kelsey Collier
Undergraduate
Accounting
Student



Patrick Fink
Graduate
Accounting
Student



Madeline Keough
Federation
of Schools of
Accountancy
Award

During its 14th Annual Recognition Dinner on April 26, 2014, the School of Business recognized the alumni of the year, outstanding student award honorees, scholarship award recipients, and the Excellence in Teaching Award recipient.



Dean of the School of Business Deb Kerby addresses the Recognition Dinner attendees.

2014-15 Scholarships Awarded

Through the generous gifts of alumni and friends of the School of Business, approximately \$108,000 in scholarships will be awarded for the 2014-2015 academic year.

Alma L. Kotez Memorial Scholarship

Drake Abbey
Michael Budd
Mackenzie Carnahan
Haley Creason
Cydney Fielding
Shari Fieser
Aaron Keeton
Daniel Koch
Kelsie Langenberg
Caroline Larson
Elizabeth Mohrmann
Mallory Ogbomo
Matt Peterson
Jennica Pi
Zachary Thomas

BKD Annual Undergraduate Accounting Scholarship

Drake Abbey
Jennifer Petersen
Leo Speno

Bobby Cowell Life Changing Scholarship

William Megl

Calvin E. Roebuck Business Scholarship

Andrew Keyes
Leo Speno

Charles Foudree Scholarship

Thilini Weerawarnasuriya

Class of 2011 Accountancy Scholarship

Colby Bycroft

Dean Earl & Edna Ludlow Business Scholarship

Elsa Mort
Shelby Pieper
Luke Seubert

Delta Sigma Pi/Tina Schmidt Memorial Scholarship

Emilee Walters

Don & Nelly Poe Scholarship

Chase Colton

Dr. Paul Owen Selby Memorial Scholarship

Cydney Fielding
Kelli Hines
Brian Scheurer

Duane & Joy Hercules Family Accounting Scholarship

Sam Gambino
Jake Howard

Edward Jones & Company Scholarship

Dan Brodnik

Ernst & Young Accounting Excellence Scholarship

Talli Currie
Dominic Kacich

Eugene J. Croarkin Accounting Scholarship

Talli Currie
Lisa Moeller
Thilini Weerawarnasuriya

Frank A. Davey Memorial Scholarship

Colby Dohrman

Gregory & Donna Meier & Friends Business Scholarship

Ho Ming Ng

Howard & Anne Elsberry Opportunity in Business Scholarship

Dakota Henning
Taylor Lay

Ina Finegan Whisler Scholarship

Matt Peterson

Iota Nu Finance & Leadership Scholarship

Joe Shaver

James E. Edwards Accounting Scholarship

Luke Anderson

Jeff and Marilyn Romine Scholarship

Seth Beckett

Joseph Mitch Memorial Scholarship

Kelsie Langenberg
Matt Lueken

Julie Ann Weggesser Memorial Scholarship

Sam Gambino

Karl E. Thurman & Mary Evelyn Thurman Business Scholarship

Colby Bycroft
Mackenzie Carnahan

Kevin & Bonnie (Neuner) Kuebler Scholarship

Viktor Jankov

L. L. Via Fund for Excellence Scholarship

Breanna Bright
Chelsea Reiter
John Wehr

Larry & Sharron Quisenberry Business Scholarship

Kegan Beckett

Dr. Mary Giovannini Scholarship

Taylor Lay

NISA Investment Advisors Scholarship

Sam Lohmeyer
Molly McGraw

PricewaterhouseCoopers Accounting Scholarship

Cydney Fielding
Brandon Visonnavong

Robert A. Dager Scholarship

Kelsey Collier
Jennifer Petersen

Ryan Murphy Accounting Scholarship

Drake Abbey

TEI St. Louis Scholarship

Bethany Reller

The Boeing Company – Business and Accountancy Scholarship

Erin Biddle
Mackenzie Carnahan
Evan Dake
Heidi Tripp
John Wehr

The Beta Gamma Sigma Scholarship

Kelsey Collier

UHY Advisors Accounting Scholarship

Chelsea Reiter

William C. Holper Memorial Scholarship

Sam Gambino
Viktor Jankov

Larry & Janet Rigdon Study Abroad Scholarship

Kevin Hayes
Holly Long
Jordan Duecker

Peer Mentors Provide Advice and Support

The School of Business Peer Mentor Program provides academic outreach to first and second year Business Administration and Accounting students. First and second year students are paired with an upper class Peer Mentor who provides them with peer advice and support. Incoming students often hesitate to bring questions or concerns to their advisor or professor and are more comfortable talking with a fellow student or peer. Peer Mentors are familiar with School of Business programs and resources and serve as a source of information regarding campus activities and organizations. The Peer Mentors are active in campus organizations, have completed internships and studied abroad. They have excellent time management and study skills, and they share their insights with mentees and help guide them to academic success.

The Peer Mentors meet with their Peer Mentees to utilize one-on-one mentoring and small group advising. Mentors clarify program requirements for the Business Administration and Accounting majors and assist with course selection. They also provide mentees with tutoring, internship, and career development resources.

The Peer Mentors plan and present programming activities during the fall and spring semesters. A sampling of past activities include Meet your Mentor pizza parties, ABCs to Success, Choose your Concentration, and an organizational fair.

The Peer Mentors provide support for the Office of the Dean when needed. They meet with prospective students who visit campus, assist with Truman Showcase events, and write notes to high school students admitted to the University. School of Business Academic Advisor, Billi Gordy, and Academic Success Center Head Academic Advisor, Mark Weidner, advise the Peer Mentors.

*Front Row: Sara Whitman, Se-In Goo, Erin Sullentrup, Ashley Lynch
Second Row: Daniel Koch, Amy Huetsch, David Steffens, Sarah Buczkiewicz*



School Welcomes New Students

The School of Business welcomed more than 140 first-year, transfer, and exchange students to Truman during Major Day in August 2013. The students had their first opportunity to meet the Peer Mentors, faculty, and staff. Senior Business Administration major Chris Schisler used a “Lion King” metaphor to encourage

the students to engage with their Truman educational experiences. Dr. Neil Gilchrist, Professor of Business Administration, presented a brief lecture about ethical decision making. During breakout sessions, the students experienced working in teams and participating in class discussion as they applied a moral decision framework to an ethics case study.



TRU-Leaders Gain Early Experience

The Boeing TRU-Leaders Executive Leadership Academy (TRU-Leaders) graduated seventeen in-coming freshmen in its fifth class in fall 2013. This co-curricular experience culminated with an overnight visit to St. Louis to interact with representatives from The Boeing Company and The Monsanto Corp. Both companies made special efforts to involve Truman alumni in the presentations and to provide special experiences like flying a fighter jet (simulated, of course!) for the students.

The TRU-Leaders experience is designed to be experiential in nature. The objective is for TRU-Leader participants to observe and interact with leaders in various settings. This past year, students visited large

companies and observed volunteer leadership in action by attending a Kirksville City Council meeting. Participants also interacted with the Truman Career Center to discuss topics such as transitioning resumes from high school to college, sourcing and securing internships, and business etiquette. The students also attended the Job Fair on campus to begin to build their networking skills.

In addition to Business and Accounting students, students from Math and Computer Science were part of the TRU-Leaders experience.

A special thank you goes to The Boeing Corporation whose continued financial support of the program makes this experience possible.

TRU-Leaders receive a city proclamation from Mayor Detweiler.

Target Sponsors Competition in Retail Management

Each Spring semester, Datha Martinez, Associate Professor of Business Administration, offers students an experiential learning opportunity by partnering with Target in their national case competition. Martinez writes a grant based on Target guidelines to provide student teams in her retail management course a chance to win \$2,000 for their efforts.

Two teams competed in the final round of the Target Case Competition in Retail Management on Wednesday, April 30. The 2014 winners of the Target



Case Competition, "The War for Guests," were Lewis Dyer, Jasmine Henry, Yiuchi Miyazaki, Chris Natho, and Danielle Tobar, team "Pfresh Princes." Each team member of the 1st place team received an equal portion of the \$1,500 winnings.

Members of the second place team, "Clicks & Bricks," were Laura Barcenilla, Jack Cochran, Chris Mansfield, and Huong Nguyen. Each member of the 2nd place team earned their portion of the \$500 Target winnings.



Prof. Steve Smith (left) reads a proclamation to Dr. Jones during his retirement reception with Dr. Scott Fouch looking on.

Dr. Bryce Jones Retires after 37 Years of Service

After 37 years, **Dr. Bryce Jones** retired at the end of the of the 2014 spring semester. He joined the business faculty in 1977. Dr. Jones earned a Ph.D. in Philosophy (Ethics) and a Juris Doctorate degree that qualified him exceptionally well to teach the legal environment of business and commercial law courses during the past 37 years. He upheld high academic standards for his students but always looked out for and promoted the best interest of students. Dr. Jones developed an innovative approach to teaching the legal environment course by having students develop and write their own textbook. Students continued to revise and use the book in subsequent semesters. This method enhanced student engagement and learning while significantly reducing the cost of course materials. In addition, Professor Jones helped to prepare literally thousands of accounting students to sit successfully for the Uniform CPA exam.

Dr. Jones strongly supported the University's mission change to a public liberal-arts university in the 1980s and was instrumental in the School's earning initial AACSB-International accreditation in 1999. Dr. Jones was a huge contributor to the faculty governance process at Truman, having served for 36 years as a member of Faculty Senate (sitting through approximately 407 Faculty Senate meetings), chairing both Faculty Senate and Undergraduate Council, and serving on committees too numerous to count. He performed these responsibilities effectively and with good humor.

Dr. Jones contributed significantly to the collegial working environment in the School of Business and University during his tenure on campus. His colleagues will miss his wit during departmental and School of Business meetings.

Martinez Receives Excellence in Teaching Award



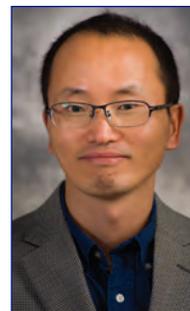
Dr. **Datha Damron-Martinez** was selected as the 2014 recipient of the School of Business Excellence in Teaching Award. Students and recent alumni were invited to nominate professors that use innovative and effective teaching practices that significantly impacted their learning experiences. Dr. Martinez teaches principles of marketing, marketing research, sales, and retail management. Many of her classes utilize service-learning projects working with small local businesses as well as the Missouri Rural

Enterprise and Innovation Center and the Truman ROTC.

Dr. Martinez serves on the Advisory Board for Truman's Center for Academic Success and the Center for Academic Outreach. She is a two-time recipient of the Golden Apple award for teaching and a two-time finalist for Educator of the Year. Recent publications have appeared in the *International Journal of Integrated Marketing Communications*, *Journal of Sports Administration and Supervision*, *Journal of Teaching in International Business*, and the *Journal of Education for Business*. Dr. Martinez is faculty advisor for the Truman Chapter of the American Marketing Association and Women's Club Volleyball.

Prof. Martinez earned both her Ph.D. in Business Administration/Marketing and M.A. in Economics from New Mexico State University; she also earned an MBA. Prior to her academic career, Dr. Martinez worked more than 12 years in marketing positions both internationally and in the U.S.

Park Is New Member of Business Administration Faculty



Dr. **Yung-hwal Park**, Assistant Professor of Business Administration, earned a Ph.D. in International Business and Marketing from Saint Louis University. Previously, Dr. Park earned a Master's degree in Business Administration with emphasis in Strategy and International Management from KDI School of Public Policy and Management. He earned his Bachelor's in English Language and Literature from Yonsei University.

Before joining the Ph.D. program, Dr. Park worked at Hyundai Merchant Marine Co., where he was in charge of container management in South Asian countries. Then he worked as a reinsurance accountant in the International Department at Dongbu Insurance Co., and he also worked at NeungYule Education Inc. as a brand manager, senior editor, and head of a business unit. Dr. Park has conducted research in areas of corporate social responsibility (CSR), corporate environmentalism, and foreign market entry strategy. He currently teaches Organizational Behavior and International Management courses.

Winstead Joins the Accounting Faculty



Dr. Jack Winstead joined the Accounting faculty in August 2014. Winstead completed his Ph.D. in Accountancy at the University of Mississippi and earned a Bachelor of Science in Business Administration (Major: Accounting) and Master of Accountancy from the University of Tennessee at Martin. Winstead

teaches Introduction to Financial Accounting, Financial Reporting II, and Seminar in Auditing. His research interests include accounting information systems, auditing, cost/managerial, and pedagogical topics. He holds a CPA license (inactive) in Tennessee. Prior to teaching, Dr. Winstead had 17 years of professional experience as an auditor, company controller, and chief financial officer. In his spare time, he enjoys reading John Grisham novels and biographies, watching pro and college sports (primarily football and baseball), and fishing or tossing a ball with his border collie.

Gordy Joins School of Business Staff



Billi Gordy joined the School of Business as the Academic Advisor in July 2013. In her role, Gordy coordinates the transition of students from their first-year advisors to faculty advisors, advises transfer and exchange students, mentors at-risk-students, and advises the Peer Mentor Program. Gordy received a Bachelor of Science

degree in Management from Park University and a Master of Arts in Leadership from Webster University. Gordy is a member of Toastmasters International and enjoys spending time with her husband, Greg, and their two cats, Bonnie and Clyde. Gordy enjoys running, gardening, and helping on the family farm.

Notes

Organizations

■ **Beta Alpha Psi** received Superior Chapter status for the 13th consecutive year. The Chapter has earned Superior status every year since its founding in Fiscal Year 2001.

■ At its 49th Grand Chapter Conference in Seattle, Washington, **Delta Sigma Pi** recognized Truman's Iota Nu Chapter. The Iota Nu Chapter won the Outstanding Service Award (2012-2013) for the Gateway Region and the South Central Province.

■ Truman **Enactus** partnered with Taiwan Connect to teach junior high school students in Taiwan the basics of Business and guide them through the process of designing and selling their own product or service. See a profile of the program at www.youtube.com/watch?v=5f6rxQ0tCX0

Students

■ **David Steffens** was named the Delta Sigma Pi 2013-14 South Central Province Collegian of the Year.

■ The Missouri Society of CPAs awarded \$1,250 scholarships to **Joshua DeRouse** and **Kayla Lagud**.

Faculty Recognitions

Service Recognition

■ Charles Boughton, Instructor of Business Administration, 10 years

■ Alan Davis, Associate Professor of Accounting, 10 years

■ Nabil Alghalith, Professor of Business Administration, 25 years

■ Stephen Allen, Professor of Business Administration, 25 years

Honors

■ Delta Sigma Pi Chapter Advisor, **Dr. Debi Cartwright**, was awarded Chapter Advisor of the Year (2012-2013) for the Gateway Region and the South Central Province.

■ **Debi Cartwright**, Professor of Business Administration, and **Katherine Jackson**, Associate Professor of Business Administration, were finalists for the University's Educator of the Year Award.

Publications and Presentations

July 1, 2013 - June 30, 2014

■ Young, C. C., **Cartwright, Debra K.**, Rudy, M. A. To Resist, Acquiesce, or Internalize: Departmental Responsiveness to Demands for Outcomes Assessment. To appear in *Journal of Political Science Education*.

■ **Fellows, Paul** and **Allen, Stephen L.** (December 2014) Critical Thinking in Operations Management Pedagogy Using Simulation Techniques. To appear in *Operations Management Education Review*.

■ **Irwin, Kristen K.** (presenter & author), **Davis, Alan Bruce** (presenter & author), MW AAA Regional Meeting, "Making an Impact on Students' Perceptions of Business Ethics: Evidence for Curriculum Enhancement," American Accounting Association, Oak Brook, IL. (October 11, 2013).

■ **Irwin, Kristen K.** (presenter & author), **Davis, Alan Bruce** (author only), CTLA Conference/AAA Annual Meeting, "Making an Impact on Students' Perceptions of Business Ethics: Evidence for Curriculum Enhancement," American Accounting Association, Anaheim, CA. (August 3, 2013).

■ **Jackson, Katherine L.** (author only), **Jones, Bryce J.** (presenter & author), Burnett, Derek (author only), Holmes, Dane (author only), MBAA International Conference, "Payday Lending," Midwest Academy of Legal Studies in Business, Chicago, Illinois. (March 27, 2014).

■ **Jackson, Katherine L.**, Graduate Students, "Get a Financial Life," Graduate Office of Truman State University, Truman State University. (March 20, 2014).

■ **Jones, Bryce J.**, (August 2013) In Bryce Jones (Ed.), *Legal Environment of Business, 8th edition*. Kirksville, MO: Truman State University. <http://brycej.sites.truman.edu/free-legal-environment-textbook-chapters/>

■ **Jones, Bryce J.** and **Smith, Steve R.** (September 2013), The SEC and Corporate Governance. *Journal of Leadership, Accountability, and Ethics*, 10, (2), 65-80. <http://www.na-businesspress.com/JLAE/jlaescholar.html>

■ Lehnert, K., **Park, Yung-hwal**, Singh, N. Research Note & Review of the Empirical Ethical Decision Making Literature: Boundary Conditions and Extensions. To appear in *Journal of Business Ethics*.



■ **Lin, Jia-Yuan (Jason)** and **Fink, Patrick.**

(November 2013) International Financial Reporting Standards: Are They Right for the U.S.. *Journal of Global Business Issues*, 7, (2), 59-67. jgbi.org

■ **Lin, Jia-Yuan J.**, Sung, Chein-Hsing Jane (presenter & author), 5th International Conference on Engineering and Business Management, "Assessing the Graham's Formula for Stock Selection: Too Good to be True?" Engineering and Business Management Association, SuZhou, China. (March 11, 2014).

■ **Otero, Kathy F.** (presenter & author), Annual Meeting, "A Preliminary Examination of the Impact of Cultural Differences on Cost of Equity Capital," American Accounting Association, Anaheim, CA. (August 7, 2013).

■ **Otero, Kathy F.** (presenter & author), **Irwin, Kristen K.** (presenter & author), AAA National Conference, "An Evaluation of Critical Thinking Skills between U.S. and non-U.S. Students," American Accounting Association, Atlanta, GA.

■ **Poyner, Catherine** (presenter & author), **Winstead, Jack L.** (presenter & author), CPE for Institute of Internal Auditors, "XBRL for Internal Auditors," Institute of Internal Auditors of Central Missouri, Jefferson City. (May 12, 2014).

Website (Published)

■ **Poyner, Catherine.** <http://www2.truman.edu/~cpoyner/gridcomparingproducts2.html>.

■ **Poyner, Catherine.** *PowerPoints for GO! Series Excel chapters.* Pearson Prentice-Hall.

Dissertation (Published)

■ **Winstead, Jack. L.** (August 2013) *Does Media Choice in Online Annual-Report Addresses Influence Investment Decisions?* University, MS: The University of Mississippi.

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