



## College Breaks Ground on New Business Leadership Building

After several months of demolition, crews began construction on the University of North Texas' new Business Leadership Building.

The College of Business hosted a groundbreaking ceremony on December 18.

**Chancellor Lee Jackson, President Gretchen M. Bataille, Dean Finley Graves** and other honored guests spoke at the momentous event.

The first official contribution toward the building was also announced at the groundbreaking.

**Drs. Horace and Euline Brock** donated \$25,000. Horace is an emeritus faculty member of the College of Business

and founded the Institute of Petroleum Accounting.

Euline is the former mayor of Denton and a devoted UNT alumna.

The new 180,000 square foot building was designed by Polshek Partnership Architects and is expected to achieve gold LEED certification.

The building will accommodate at least 8,000 students, compared to the current business building, which was designed to accommodate fewer than 2,000 students.

The new building is expected to open in the summer of 2011.

For more information about the Business Leadership Building or to contribute to the future of business at UNT, visit <http://www.cob.unt.edu>.



Top photo: College of Business Advisory Board Chair, Mark Sinclair, addresses the audience. Bottom photo: Dean Finley Graves, President Gretchen Bataille, architect Robert Young and project manager Bryan Floth perform the ceremonial dig.

*The mission of the UNT College of Business is to create, extend, and transfer knowledge through bachelor's, master's, and doctoral education; research; service; and collaboration with the larger business community.*

JANUARY 2010

### IN THIS ISSUE:

*(click on a story below)*

CoB Students Win \$25,000 in New Venture Creation Contest

Murphy Center Names Winners of IDEA Contest

Marketing Class Teams Up with Local Soup Kitchen

Lou Pelton Chosen as APEC CEO Summit Leader

Students Receive ICT Scholarships

Francisco Guzmán Selected as Piper Award Nominee

CoB Leads the Way (Faculty/Student Accomplishments)

ITDS Becomes Founding Chapter for AIS

Foundation Donates \$25,000 for Accounting Scholarship

CoB Launches Outdoor Advertising Campaign

CoB on the Scene

## MBA America Tour *Max ROI. Go Public.*

February 4, 2010  
6-8 p.m.

UT- Dallas Campus, School of Management  
800 W. Campbell Rd., Richardson, TX 75080

**CONSIDERING  
AN MBA AT UNT?**



UNT's College of Business has been invited to attend the 2010 MBA America Tour. The tour is a showcase of public MBA programs across the nation. Anyone interested in pursuing a graduate business degree should attend this event.

You must register in advance.

Visit the CoB website at <http://www.cob.unt.edu> to find out more information or contact **Dr. Randy Guttery** for more information at (940) 369-8977.

## CoB Students Win \$25,000 in New Venture Creation Contest

Story credit: Alyssa Aber, UNT News Service

Nurture n' Nature, a learning facility dedicated to serving the children and parents of Erath County, has received \$25,000 as the winner of the 2009 New Venture Creation Contest. The contest is sponsored by the Murphy Center for Entrepreneurship.

The winner of the annual contest was announced at the BDO Seidman, LLP Leadership Luncheon on November 13.

Nurture n' Nature was created by Moms Who Know, Inc. and is owned by UNT College of Business students **Leticia Jaimes and Amy Edwards**.

The state-certified facility, which opened in early September 2009, offers parents and guardians the flexibility of extended hours of operation, high quality educational curriculum and experiences, and a choice in the type of care their children receive.

"Nurture n' Nature clearly stood out among the finalists. In three years of judging the NVCC this is the first venture that really came to life for

me, both on paper and in person. They presented with tremendous passion, even completing each other's thoughts and showed great teamwork," said Mike Zampino, owner and operator of El Guapos Restaurant in Denton.

The facility emphasizes all things natural. Children are inspired through exploration and imagination in a loving environment created by Moms Who Know.

"We are honored and very thankful to have been given an opportunity like this. The \$25,000 is such a blessing and we have big plans for it. We both decided that we wanted to use the money to better our business rather than utilize it for cash flow," said Jaimes. "Some of our plans include updating our parking lot, repairing broken signage, adding additional technology, and creating a 'village' in our playground to enhance dramatic play and imagination.

For more information, contact Jaimes at 254-396-6558.



NVCC Winners Amy Edwards and Leticia Jaimes receive a \$25,000 award, which was presented at the 2009 BDO Seidman, LLP Leadership Luncheon on November 13.

**MURPHY CENTER**  
FOR ENTREPRENEURSHIP  
UNIVERSITY OF NORTH TEXAS

## Murphy Center Names Winners of the IDEA Competition

The Murphy Center for Entrepreneurship hosted its first IDEA Competition last semester. The contest was open to all UNT students and required participants to submit an innovative idea in 250 words or less.

According to the center's director, **Dr. Tony Mendes**, the contest was intended to inspire students in all disciplines to think outside-of-the-box.

The winners received a \$250 prize and time with the judges to work on developing their ideas. The center will host the Spring IDEA Competition on March 31 at Discovery Park.

The Fall 2009 winners were:

**Diana Castaneda**- Her idea is to sell bottles of Dee's Coquito, a Puerto Rican Eggnog that she adapted from an old family recipe. Castaneda tested the idea by bottling the eggnog for family and friends during the holidays.

**Austin Maddox**- He proposed developing Power Mats that could be located along the base of walls and would make it easier for

anyone to access electrical outlets. The concept utilizes current technology to replace antiquated electrical outlets.

**Brittany Mata**- Her idea is to establish a company that would manufacture biodegradable, molded caskets designed to meet the needs and wishes of different lifestyles. The company would be named Ashes to Ashes. While traditional cemeteries embalm and use caskets that create a toxic legacy, the Ashes to Ashes caskets would be made of molded recycled materials that are environmentally friendly.

**Matthew Thunem**- His winning idea is for a new Thanksgiving-themed concession stand at the Texas State Fair that would feature unique products such as Deep Fried Pumpkin Pie and Turkey Dinner Balls on a stick. Thunem proposed that the popularity of these products could lead to additional stands at state fairs across the U.S. and the manufacture of frozen products available in the frozen food sections of grocery stores.



IDEA Competition Winners and Judges: Steve Ross, Rick Croley, Austin Maddox, Matthew Thunem, Diana Castaneda and Marcus Ruark (not shown is winner Brittany Mata).

## Marketing Class Teams Up with Local Soup Kitchen

During the fall semester, 2009, students in **Dr. Charles Hubbard's** Applied Marketing Problems class worked with the leadership of Our Daily Bread (ODB).

Located in Denton, ODB is the county's only soup kitchen, which serves hot lunches to approximately 200 people who are hungry and/or homeless. ODB originated in 2000 and is supported by 25 Denton churches. It is housed in St. Andrew Presbyterian Church on Oak Street, which is near downtown Denton.

Throughout the semester, six teams of

senior-level marketing students worked with the ODB Board of Directors. Students developed strategies which will increase the organization's fund-raising efforts and public awareness initiatives.

The teams submitted lengthy and detailed written reports and made formal oral presentations to Board members during the final days of the course.

For more information about Our Daily Bread, visit <http://www.ourdailybreaddenton.org/>.



Volunteers prepare lunch at Our Daily Bread.

In addition to Dr. Hubbard's class, other marketing classes conducted "living cases studies" including:

**Dr. Francisco Guzmán's** branding class. Students in his class worked with Pizza Inn and presented their solutions to CEO Charles Morrison at the firm's headquarters in The Colony, TX. Another of Dr. Guzman's classes teamed up with a local Denton restaurant, Siam House.

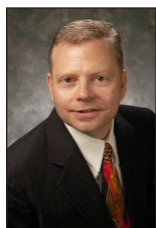
**Dr. Audhesh Paswan** and colleagues employed a living case marketing research analysis for Pita Pit.

**Mike Gade's** MBA class presented its suggestions regarding an internet strategy to Cash America International's CEO and management team in Fort Worth. In addition to giving gift certificates to the top teams, the company donated \$5,000 to the college's scholastic fund.

## Dr. Lou Pelton Chosen as APEC CEO Summit Leader

*Story credit: Lou Pelton, Department of Marketing*

**Dr. Lou E. Pelton**, associate professor of marketing, was selected as an Asia Pacific Economic Cooperation (APEC) CEO Summit 2009 Delegate and Delegation Leader. He was the only professor



Pelton

representing the U.S. at this international summit for a political and economic exchange among 21 member nations.

His delegation was also the only "city" delegation, representing CEO leaders from world-class organizations in the greater Dallas region. The APEC CEO Summit 2009 was held at the Suntec Center in Singapore, the host economy.

Dr. Pelton was also among only 50 world leaders quoted in the official APEC CEO Summit Singapore program. Dr. Pelton counseled world leaders that "our host

economy, Singapore, is an ideal platform to recount the importance of collective will, reasoned action and dogged persistence – the impassioned will of its founding father" when asked about approaches to addressing the global economic crisis.

The CEO delegation invitees included: Steve Else is CEO, co-founder and majority owner of BroadStar Wind Systems, the Honorable Richard F. Gonzales, Honorary Consul of Paraguay, is fully registered as a U.S. State Department diplomat, Luis Spinola is CEO and President, of Azteca/Omega Group, one of the world's top contracting firms and Dr. You Shin Park is a Korean-born, world trade expert.

Dr. Pelton was also the only professor from a U.S. university selected to represent the APEC Leadership Summit 2009 last year, stewarding University of North Texas students and alum to the host economy, Peru.

## Students Receive ICT Education Foundation Scholarships

Mr. Mark Hanna of the Insurance Council of Texas presented scholarship awards to five UNT students at a luncheon in their honor on November 30, 2009, at the UNT University Union Ponder Room.

**Cary Cates, Desiree Davault, Tarah Davis, Christopher Frazier and Lekorie Pearson** received a combined total of \$10,000

in scholarship funds from ICT, the largest state insurance trade association in the country and a strong supporter of risk management and insurance education at UNT.

Since the program's inception in 2002, more than 150 students have been awarded scholarships from the ICT Education Foundation.



ICT Scholarship Winners: Christopher Frazier, Mark Hanna (ICT), Desiree Davault, Lekorie Pearson, Tarah Davis, Debra Richardson (UNT faculty), Cary Cates



## College of Business Leads the Way

Faculty, staff and students earn honors, awards

### Aviation Logistics Student, Laura Rusnok Awarded L.L. Waters Scholarship

During the annual meeting of the American Society of Transportation and Logistics held November 15 in Anaheim, CA, a 2009 L.L. Waters scholarship was awarded to **Laura Rusnok**.

Rusnok is a 3.6 GPA student with an anticipated date of graduation in December, 2010. She is one of the first students to major in Logistics Aviation. She recently qualified as a certified private pilot and works for a fixed base

operator and accredited flight school in addition to being a full-time student.

She helped establish the new Student Aviation Association at UNT and serves as its President. In addition, she is a member of the Professional Leadership Program, three honor societies and received three other scholarships.

Laura excels in the classroom, demonstrates outstanding leadership abilities and is already working in her chosen career.



Laura Rusnok receives a scholarship from an AST&L member.

### CoB Shining Star



#### Dr. Francisco Guzmán

was selected by the Faculty Senate's Faculty Awards Committee to serve as UNT's nominee for the Minnie Stevens Piper Professor Award.

Each year the Piper Foundation awards fifteen professors for their dedication to the teaching profession and for their outstanding academic, scientific and scholarly achievement.

Honorees will be awarded certificates naming them "Piper Professors of 2010", together with cash honoraria of \$5,000 each and gold commemorative pins.

### ITDS Department Chair, Mary Jones, Selected to Participate in Leadership Texas

**Dr. Mary C. Jones**, Professor of Information Systems and Chair of the ITDS Department has been selected to participate in Leadership Texas 2010. Dr. Jones was chosen through a two step process. She was first selected to be UNT's applicant for the program, then she was selected by The Foundation for Women's Resources to participate.

This is a competitive application process that selects women in Texas who are recognized as leaders in their profession and/or community. Leadership Texas is the oldest women's leadership program in the U.S.

During the next year, Dr. Jones will travel to

five locations in Texas for 2 ½ day sessions where she and the other participants will meet with leaders and attend events in Texas business and government spanning both the public and private sectors.

The purpose of the program is to develop leadership through providing information, developing awareness of ongoing changes, sharpening skills, and providing an enduring network of women from diverse backgrounds. It explores a variety of topics and issues including science & technology, education, business, government, the environment and the economy.

### FIREL Professor, Peyton Foster Roden, Selected to Be Visiting Scholar

**Dr. Peyton Foster Roden**, Regents Professor of Finance in the Department of Finance, Insurance, Real Estate, and Law, will be a visiting scholar on the campus of Universidad Tecnológica de la Mixteca, principal university of the State of Oaxaca system.

Dr. Roden will be on the campus the week of February 22. Dr. Modesto Seara-Vazquez, Chancellor of the System, and Dr. Gerardo García, Vice Chancellor, extended the invitation.

"We are excited to have Dr. Roden visit our campus," said Dr. García, "to discuss research, teaching, and faculty development during this exciting week."

Dr. Roden is scheduled to present a workshop to undergraduate and graduate students on developing a research protocol. That will be

followed by a presentation to faculty of his research paper, *An Empirical Analysis of Socially Responsible Companies: The México Experience*, coauthored with Filiberto Enrique Valdés Medina of Universidad Autónoma del Estado de México.

Dr. Roden will then discuss a paper under development with **Dr. Imre Karafiath**, his colleague in the Department of FIREL, addressing the impact of NAFTA on the U.S. trucking industry.

The week will conclude with a workshop for faculty on the topic of web-based teaching in which Dr. Roden will show faculty the way to successfully manage a web-based course.

"Semana muy ocupada, no?" he commented. (Translation: Busy week, huh?)

## ITDS Becomes Founding Chapter for Association for Information Systems

The ITDS Department has established a Founding Chapter of the Association for Information Systems (AIS) Student Chapters. This is a new AIS initiative to unite students from around the world who have a common interest in the field of information systems.

The goals are to advance the growth of the discipline through increased enrollments and to prepare students for a career in information systems. **Dr. Chang Koh** is the faculty sponsor and **Mansi Suratwala**, an MBA in IT student, is the chapter president.



This chapter will incorporate the long standing CISO student organization. It continues CISO's tradition of building ties and networking with industry leaders, and it provides greater opportunities for networking with information systems students from a variety of universities around the world.

The kick-off for the AIS Student Chapters was held at this year's International Conference on Information Systems (ICIS) in December. ICIS is the discipline's most prestigious academic conference. Mansi was in attendance, as the founding chapters are showcased.

## Foundation Donates \$25,000 for Accounting Scholarship

The College of Business recently received a \$25,000 donation for the Jennifer A. Kemp Accounting Scholarship.

The endowed scholarship was started last year by the Jennifer A. Kemp Foundation. The foundation was established following Jennifer's death by those who held her near to their



From left to right: Tom Kemp, Jennifer's father; April Cain, UNT CoB accounting alumna; Jeff Kemp, Jennifer's brother; Ruth Kemp, Jennifer's mother; and Dr. Don Finn, Accounting Chair.

hearts. The mission of the foundation is to preserve her memory in a manner that allows the legacy of her life to continue.

The 501(c)(3) foundation specifically supports business students at UNT, Notre Dame and the University of Texas.

For more information about the foundation, visit <http://jenniferakempfoundation.org/>.

## College of Business Launches Outdoor Advertising Campaign

In December 2009, the College of Business launched its first-ever outdoor advertising campaign. The goal is to increase the awareness of the the college's rigorous academic programs.

The billboards follow the lead of the university's overall billboard campaign.

Currently the billboards are on a rotating schedule in the DFW metroplex, but the plan is to expand the college's presence in other Texas cities.

**Texas' Only 4-Year  
Aviation Logistics Program**

*Taking Off Fall 2010*

College of Business  
**UNT**  
UNIVERSITY OF NORTH TEXAS

**Check out our current billboards:**

*In Dallas county: I-35 and Royal Ln.*

*In Tarrant county: Airport Fwy and 820*

## CoB KUDOS

**Dr. Donna Ledgerwood** was appointed to the Distinguished Teaching Professor Selection and Review Committee.

**Dr. Francisco Guzmán** has been invited to serve on the editorial review board for the Journal of Brand Management.

**Dr. Kimberly Geideman**, co-authored the article, "The Impact of Historic Facade Easements on Condominium Value," which was published in the fall issue of *The Appraisal Journal*.

**Dr. Derrick D'Souza**, was awarded a Learning Enhancement Grant for 2009-2010.

**Sheila McWilliams**, with the Department of Management, was recognized for 10 years of service to UNT.

The UNT Chapter of Beta Gamma Sigma has established two \$1,000 Scholarships in the College of Business for its members. The scholarships will be awarded this spring.

**Drs. Ila Manuj, Terry Pohlen, and Ted Farris** were awarded \$8000 for their submission of an Undergraduate Research Proposal. Only five awards were given throughout the university.

## Upcoming Events


**February 5**  
MBA America Tour  
UT-Dallas  
(Visit CoB website for registration information.)

**February 10**  
College of Business Career Fair  
UNT Coliseum  
3-7 p.m.  
(Students, supporters and alumni are welcome to attend.)

**March 31**  
IDEA Competition  
(Visit Murphy Center website for more information.)

**April 28**  
Meet the Graduates/Networking Opportunity  
Chestnut Hall  
4-6 p.m.  
(Visit Murphy Center website for more information.)

**May 20**  
11th Annual Texas Logistics Executive Forum  
American Airlines Conference Center



**DISCOVER THE POWER OF GIVING.**

**AND THE GIVING KEEPS COMING!**  
THANK YOU TO OUR LATEST SPONSORS & DONORS OF THE UNT PROFESSIONAL LEADERSHIP PROGRAM.

**INDIVIDUAL DONORS/SPONSORS**

- Julie Bartlett
- Meredith Blair
- Ray Bushnell
- Greg Chalkley
- Eric Dyson
- Catherine Fox-Simpson
- Joshua Phillips
- Jerry Pinkerton

### CORPORATE DONORS/SPONSORS

- Brinker International Restaurants
- Cooper Printing
- Dallas Stars
- Deloitte Services, LP
- Duxiana
- Enterprise Rent-a-Car
- Legacy Clothier
- Lennox International
- Prestonwood Country Club
- The MB Group

## College of Business On the Scene



**From Left to Right:**

The Professional Leadership Program promotional video featured on Jobing.com. Jobing partnered with PLP on the production and hosting of the video. The video may also be seen on PLP's homepage.

**Dr. David Strutton** was featured as an expert on a Fox4 DFW news story on holiday spending.

The new Business Leadership Building graced the cover of the winter issue of *The North Texan*, highlighting the evolving face of the UNT campus.

JANUARY 2010

businessCONNECTION The official e-newsletter of the College of Business

### businessCONNECTION

Office of the Dean  
1155 Union Circle #311160  
Denton, Texas 76203-5017

Vist us online at:  
<http://www.cob.unt.edu>

Have any interesting story ideas or things to share?

Please contact Christina Aguilar, Director of Marketing and Communications, at 940-369-8450 or email [Christina.Aguilar@unt.edu](mailto:Christina.Aguilar@unt.edu)

DEAN  
O. Finley Graves, Ph.D.

SENIOR ASSOCIATE DEAN  
Marilyn Wiley, Ph.D.

ASSOCIATE DEAN FOR GRADUATE PROGRAMS  
Randall S. Guttery, Ph.D.

ASSOCIATE DEAN FOR OPERATIONS  
Cengiz Capan

ASSISTANT DEAN FOR UNDERGRADUATE PROGRAMS  
Desiree Robison

DIRECTOR OF THE Ph.D. PROGRAMS & RESEARCH  
Niranjan Tripathy, Ph.D.

CHAIR, DEPARTMENT OF MANAGEMENT  
Vicki Goodwin, Ph.D.

CHAIR, DEPARTMENT OF ACCOUNTING  
Don Finn, Ph.D.

CHAIR, DEPARTMENT OF ITDS  
Mary Jones, Ph.D.

CHAIR, DEPARTMENT OF MARKETING AND LOGISTICS  
Jeff Sager, Ph.D.

CHAIR, DEPARTMENT OF FIREL  
Marcia Staff, J.D.