

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.

JULY 2009

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College of Business Welcomes Associate Dean, Dr. Marilyn Wiley

Dr. Marilyn Wiley joins the College of Business as its new Senior Associate Dean and Professor.

Dr. Wiley comes to UNT from Florida Atlantic University where she was an Associate Professor.

She earned her BBA in Marketing from the University of Texas at Arlington, an MBA and MS in Finance from University of Houston- Clear Lake and her Ph.D. in Finance from Texas A&M University

In her new role, she will handle the day-to-day operations of the College including oversight of the budget, personnel issues, program design and delivery and AACSB accreditation.

The Dallas native knew that UNT would be a perfect fit for her both professionally and personally.



"This is a great opportunity for me to get back to my roots," she said. "I feel like I'm at home."

Although Dr. Wiley has several years of industry experience, she believes higher education is her calling.

"Higher education allows me to push boundaries," she said.

"This is one of very few places that you can create your own job."

Dr. Wiley is a Chartered Financial Analyst and a Certified Professional Contracts Manager. Some of her past academic honors include the Adams Professorship in Finance, Board of Regents Teaching Incentive Program Award and Associate Professor Researcher of the Year.

Dr. Wiley is married with three children.

Second Annual Scholarship Breakfast**MARK YOUR CALENDAR!**

August 7, 2009, 7:30 a.m.
Bent Tree Country Club
5201 Westgrove Dr., Dallas, TX 75248

Keynote Speaker: Rick Villarreal, "The Future of UNT Athletics"

Breakfast buffet: 7:30 a.m.
Program: 8:00- 9:00 a.m.
Business Attire
Seats-\$50; Tables of 10- \$550

RSVP at <http://www.cob.unt.edu/rsvp>

For more information, contact:
Julie Willems-Espinoza at 940.565.3043 or email Julie.Willems-Espinoza@unt.edu

Did You Know?

The MBA Alumni Association (MBAAA) welcomed its 200th member in June 2009. The MBAA has been in existence for over a year and was created to bring awareness to and provide support of the UNT MBA/MS Programs. It provides information about events and news, networking opportunities for students and alumni, and builds a stronger cohesiveness of UNT MBA/MS Alumni. The MBA Alumni Association is for all students with a MBA or MS degree in business from UNT. For more information, visit www.mbaalumni.unt.edu or contact Dr. Randy Guttery at Randy.Guttery@unt.edu

UNT Becomes the 100th University to Align with SHRM's HR Curriculum Guidelines

The Society for Human Resource Management (SHRM) has acknowledged that the University of North Texas' Bachelor of Business Administration with a concentration in Organizational Behavior and Human Resource Management and the Masters of Business Administration with an Organizational Behavior and Human Resource Management concentration degree programs fully align with SHRM's HR Curriculum Guidebook and Templates.

Worldwide, 116 programs in 106 educational institutions have been acknowledged by SHRM as being in alignment with its suggested guides and templates. The HR Curriculum Guidebook and Templates were developed by SHRM to define the

minimum HR content areas that should be studied by HR students at the undergraduate and graduate levels. They are part of SHRM's Academic Initiative, created in 2006 to help the Society define HR education standards taught in university business schools across the nation and help universities develop degree programs that follow these standards.

SHRM has also gained the support of AACSB in an effort to bring a similar level of commonality to HR degree programs that is required of AACSB accredited Schools of Business.

"We hope this serves as a welcome addition to your university's credits, and that future students will not only recognize

your university because of the quality and thoroughness of its HR degree program, but will potentially seek more information about becoming a degree candidate at your university," stated Dr. Debra J. Cohen, Chief Knowledge Officer of SHRM.



Marcia Staff Selected as a Master Teacher Finalist

Marcia Staff, Chair of the FIREL department and Regents Professor of Business Law, was recently named a finalist for the 2009 Charles M. Hewitt Master Teacher Competition.

Staff's proposal, "Taking the Fear Out of Teaching the United Nations Convention on the International Sale of Goods," was selected through a blind review process by a panel of three judges, all prior winners of the Master Teacher Competition. She was one of four finalists in the competition.

"I am thrilled and honored to have been selected for such an honor," Staff said. "The Master Teacher Competition at the annual meeting of Academy of Legal Studies in Business (ALSB) is one of the highlights of the meeting. The winner is selected by the audience which includes the best teachers in

the academy."

The competition highlights the best classroom teaching as it incorporates new or evolving course subject matter, cultural shifts, advances in pedagogy, and/or advances in teaching technology all of which strive to encourage students to become engaged in the learning process and learn from their own efforts and from each other.

Staff, along with the other finalists, will present at the 2009 ASLB Conference in August.

"Having one of the four finalists in the competition is an honor for the entire FIREL department, which includes many outstanding teachers. I will do my best to "bring home" the Master Teacher Award" but, honestly, I feel like a winner already," Staff said.



Marcia Staff assisting one of her students.

CLER Hosts Tenth Annual Texas Logistics Executive Forum and UNT Logistics Open House

Story credit: Dr. Terry Pohlen

The Center for Logistics Education and Research held the tenth annual Texas Logistics Executive Forum at the Las Colinas Marriott in Irving on May 21-22.

The Forum represents one of the vehicles the Center uses to promote logistics and professional development in the region. Key themes of the 2009 Forum included supply chain collaboration, sustainability, and compliance.

John Magee, President, Crane Worldwide Logistics opened the Forum with his keynote presentation. Other speakers participating in the two-day event included George Abernathy, Executive Vice President and Chief Operating Officer, Transplace; Tim Feemster, Senior Vice President, Grubb & Ellis; Art Smuck, Vice President of Operations, ATC Logistics and Electronics; Thomas Plowman, Director National Accounts, BNSF Railway; Rob Lewin, Director

Global Logistics, Flowserve; Frank Avant, Vice President National Accounts, Sanyo; Dr Steve Swartz and Major Matt Douglas, University of North Texas; Dale Bryan, Senior Vice President, AAFES; David Pauling, Vice President Global Sustainment and Strategic Planning, Lockheed Martin Aeronautics Company; Steve Boecking, Vice President, Alliance Hillwood; and Mark Whittaker, Vice President Transportation, Pepsico.

Approximately 130 logistics professionals attended. On the afternoon of May 21 and on May 22, Bill LaMothe, Vice President Worldwide Sales, Crane Worldwide Logistics, hosted the UNT Logistics Open House at his home just off the Byron Nelson Golf Tournament. Logistics professionals attending the Forum and from the surrounding area attended the open house and the golf tournament.

Faculty on the Move

Dr. Teresa Conover was selected as the Chair-Elect of the national Beta Alpha Psi organization.

Dr. Victor Prybutok and Dr. Shailesh Kulkarni have been awarded a Transformative Instruction Initiative grant from UNT's Center for Learning, Enhancement, Assessment and Redesign for incorporating Multicultural issues into the course curriculum of DSCI 3710. This is the second year in a row that they have received this grant.

Dr. Robert Pavur has been named 2009-2010 PDI (Professional Development Institute) Fellow. This is in recognition of his research, teaching and service and is funded by an endowment from the Professional Development Institute.

Dr. Victor Prybutok and Dr. Dan Peak have received \$8000 to facilitate their work toward writing and submission of a National Science Foundation grant proposal. Dr. Shailesh Kulkarni, partnering with Dr. Derrick D'Souza in the Department of Management, also received the Research Seed Money to facilitate writing and submission of a grant proposal to the National Science Foundation.

Dr. Victor Prybutok received the Outstanding Senior Researcher Award and Dr. Anna Sidorova received the Outstanding Junior Researcher Award. These awards are given in recognition of the research work these faculty have done over the past three years, including journal publications, conference proceedings, and funded grants. Dr. Shailesh Kulkarni received the College's first annual Innovative Teaching Award in recognition of the innovative work he has done over the last year in his DSCI 3710 class. This work was partially funded by the 2008 Transformative Instruction Initiative grant.

Study Abroad Students Blog From Around the World

This summer the College of Business tried its hand at social networking through blogging.

A blog is a type of website with regular entries of commentary, descriptions of events, or other material such as graphics or video.

Blogging provided a perfect opportunity for study abroad students to tell their stories in their own words-- before, during and after their trips.

Some excerpts from student blogs:

"Rome is amazing, I love it here minus the troubles of crossing the street!! Day 1 here in ROME, I was completely at a loss for words, when we were driving into the city of ROME..I couldn't help but think, WOW!!"

-Alysha White

"We visited a plant outside of Florence at which GE makes generators, gas, and steam pumps. This was probably by far the most interesting business tour to date, and I definitely made some wise business connections there at the facility."

-Donald Harvey



Check out the blogs at:
<http://blogs.cob.unt.edu/blogs/>

CoB Happenings

The Society for Human Resource Management (SHRM) Student Chapter earned the Superior Merit Achievement Award from the national SHRM office.

The ITDS Department has awarded the Information Systems Security Professional Senior Systems Manager CNSSI No. 4012 Certificate to six students this spring. Andrew Babb, Rigel Blackwell, Bryan Newman, John Roberts, Mansi Suratwala, and Nicole Williams received the certificate for successfully completing a set of information technology security related courses as part of their degree program.



Frank Bracken Receives the Charles Berwind Award.



The CoB urges support of the TeamConnor Cancer Foundation. TeamConnor is a cancer research foundation established in honor of Connor Cruse, son of UNT alumnus and CoB advisory board member, Tait Cruse.

Visit www.teamconnor.com for more information.

College of Business Shining Stars

Don Medlin Receives Top Award from Texas Independent Agents Group

The Independent Insurance Agents of Texas (IIAT) announced that Plano independent insurance agent and UNT College of Business alumnus Don Medlin recently received the Drex Foreman Award.

Named after Drex Forman, who served as the chief executive director of IIAT for more than 30 years, the award is the highest honor IIAT bestows annually to an independent agent who has contributed greatly to the independent agency system.

“This year’s honoree is truly a self-made man,” said Frank Swingle, IIAT award committee chair. “While building a successful agency from the bottom up, Don Medlin not only found the time to give back, he went above and beyond what most people are willing to do.”

Medlin is president and CEO of Scarbrough,

Medlin & Associates Inc., a large commercial regional independent insurance agency located in Plano.

“I learned about the importance of volunteering at an early age and have never forgotten those who have helped me along the way,” said Medlin.

Medlin earned his BBA degree from the University of North Texas (UNT), and earned his MBA from the University of Dallas. At UNT, he continues to give back with tireless fundraising efforts by serving as Chairman of the Glen L. Taylor Endowed Chair in Insurance Committee. He has also received the Distinguished Alumni Award from the College of Business. Medlin continues to be a resource to the school as lecturer and supporter of the business school for students interested in the insurance industry.

Big Brothers Big Sisters of America Awards Frank Bracken with Network’s Highest National Honor

Frank Bracken, a CoB and PLP Advisory Board member received the Big Brothers Big Sisters Charles Berwind Award.

The award, named for the organization’s first national leader, is Big Brothers Big Sisters of America’s highest national honor recognizing outstanding volunteer service.

Bracken is on Big Brothers Big Sisters national Board of Directors, and has served as the organization’s Board Chair.

“Frank has been a mentor to so many, called by his board colleagues, ‘the ultimate Big Brother,’ said Judy Vredenburgh, Big Brothers Big Sisters of America President and Chief

Executive Officer.”

“He is a role model who gives generously of his time, treasure and his heart.”

Big Brothers Big Sisters is the nation’s largest donor-based volunteer mentoring organization, serving 260,000 children across the country.

Bracken retired as President and Chief Operating Officer from Hagggar Clothing Company in 2005 where he spent his entire 42-year professional career. In addition to his membership on the College’s advisory boards, He is on the University of North Texas Foundation, Athletic Advisory Board as well as the Chancellor’s Advisory Committee.

ITDS Alum, Mark Fowler, Recognized with the CIO 100 Award.

ITDS Alum Recognized with CIO 100 Award: Mark Fowler, CIO at Pinnacle Technical Resources was recently selected for CIO Magazine’s CIO 100 Award.

Mark received his MBA in Information Systems from UNT in 1998. The award is given annually to 100 companies that have created new business value through information technology innovation.

Through Mark’s leadership, the company

automated and streamlined its process for procuring and managing contract labor suppliers for its clients. Pinnacle estimates that this project has helped grow its revenue from \$40 million in 2006 to \$190 million in 2008.

Visit <http://www.cio.com/cio100/detail/1965> for more information.

Congratulations to Mark and to Pinnacle Technical Resources on this achievement!

Marketing Students Develop Plans for Do-It-Yourself Product

Students in the Marketing 4890 senior capstone marketing course developed marketing plans for a do it yourself product. Dr. Ron Hasty assigned eight student teams the task of repositioning 'Maximizer'. Maximizer is a light concrete product marketed by Texas Industries.

Dr. Hasty's charge to the student teams was to use unique and different means to communicate relevant benefits and themes to the target consumer. Each marketing plan comprised a focus on one or more target markets and a description of the product itself (various options for packaging), how the product can be promoted (e.g., internet information and support sites, point

of sale promotion, internet video), and how the product would be set in the retail store.

The marketing director and package products group director from Texas Industries evaluated the groups' marketing plans as the groups presented. Among the tactics students suggested for repositioning Maximizer were web search optimization; instructional videos targeted to female and Hispanic target markets; and targeting the product as a child development tool akin to Play Dough.

This "living case" approach to class projects is becoming much more common in upper level marketing coursing.

Grad Student Awarded \$10,000 Scholarship from the Texas Business Hall of Fame Foundation

Story credit: Alyssa Aber, UNT News Service

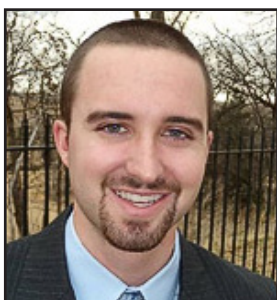
College of Business graduate student Jeffery "Brooks" Durham has been selected to receive a non-restricted \$10,000 scholarship from the Texas Business Hall of Fame Foundation.

Durham is one of 15 students honored in 2009.

All of the scholarship recipients will be honored at the Hall of Fame's annual induction dinner, which will be held Oct. 15 at the Hilton Americas in Houston. The scholarship program was created to recognize students who exhibit leadership traits in academic and campus activities and demonstrate a propensity for entrepreneurial achievement.

Durham earned his bachelor's degree from UNT in December 2008, and he plans to complete his Master of Business Administration degree this December. Durham is the current president of Students in Free Enterprise, a student club that brings students together to learn, share ideas and form partnerships.

"Brooks Durham is typical of the new breed



Jeffery "Brooks" Durham, 2009 TBHF Scholarship Recipient.

of young entrepreneurs. He feels obligated to create commerce and jobs in Texas. Brooks comes from a long line of entrepreneurs. He has a vision for the future, works hard and treats others fairly. These are the same qualities the Texas Business Hall of Fame is looking for," said Mike Sexton, College of Business senior lecturer and faculty advisor for SIFE.

Durham, originally of Allen, said that he is going to put his scholarship money toward tuition and toward earning three finance related certifications. After graduation Durham wants to stay in the Dallas-Fort Worth region and work for a small business that manages wealth or does financial planning. When his grandfather retires, Durham plans to take over the business operations of his company, Helms Publishers of Oklahoma City, which produces Christian workbooks.

"I like the idea of working for a small business because I think that it will afford me more experiences and opportunities than working in a large corporation would," said Durham.

The Texas Business Hall of Fame is a non-profit organization of 71 directors who are business leaders from cities throughout the state. The Hall of Fame Foundation has inducted 145 honorees, including George H.W. Bush, Michael Dell, Ray Hunt and T. Boone Pickens.

CoB in the NEWS

The College of Business was recently highlighted in an article focusing on energy-related college programs. **Dr. Harvey Zimmerman**, Director of the Institute of Petroleum Accounting was quoted in the article.



PLP Radio Spots

As part of an ongoing partnership, the Professional Leadership Program (PLP) received bonus air time on KWRD, 100.7 FM.

The 90-second spots have been running on-air since March 2009. Each spot highlights a PLP student and the benefits of becoming a mentor for the program.

Cheryl Pruitt, account executive for The WORD, believes The WORD listeners are exactly the kind of mentors PLP needs- involved and engaged. "This is totally a win-win-win for UNT students, the station and our listeners," she said. "It is bringing the opportunity for service in our community to the quality WORD audience."

Listen to the radio spots online at:

[http:// www.cob.unt.edu/plp/radiospots.php](http://www.cob.unt.edu/plp/radiospots.php)

Students Learn Finance the “Monterrey Way”

Story credit: Dr. Peyton Foster Roden

“We went, we saw, we learned.” That’s the way 16 students from UNT feel after spending a week in México. The guess here is that they also enjoyed themselves. OK, so it’s not a guess.

The Department of Finance, Insurance, Real Estate and Law offered a Maymester course with a study-abroad experience. The course, FINA 4400 Financial Markets and Institutions, consisted of two weeks on the Denton campus followed by a week in México.

The course was organized and developed by Dr. Peyton Foster Roden, Regents Professor of Finance.

“The opportunity to combine class room learning with real-life application in a foreign setting is where education is headed,” commented Dr. Roden.

The week in México was on the main campus of Instituto Tecnológico y de Estudios Superiores de Monterrey (called Tec de Monterrey for obvious reasons).

While there, the group studied finance and Spanish and stayed in dormitories on the campus. Robert Morris, a senior from Flower Mound, especially liked the opportunity to study Spanish on the Tec campus.

“How cool is it to learn business Spanish from a native speaker? I got to apply it in the community, on campus, and on field trips. Man, that helped me progress in the language.”

Students were required to study Spanish taught by the Tec faculty and to immerse themselves in the cultural and business



environment.

“Spanish is the national language of Texas,” said Dr. Roden, “And I wanted my students to start learning it from the inside out rather than from the outside in.”

The group had several professional and cultural field trips while there. For example, the first day there it visited the MARCO museum of contemporary art. The group met finance classes in classrooms Tec provided and had access to all campus facilities.

As Chad Scott commented, “learning by doing beats the heck out of learning by listening.” When asked to explain, Chad noted, “Studying finance abroad and considering the international implications while there is, well, an education in itself.”

Dr. Roden has taken more than 150 students to México as part of his finance classes. And he’s already excited about doing it again in May 2010.

For information about the next study abroad experience, email roden@unt.edu.

UPCOMING EVENTS

August 7

2nd Annual Scholarship Breakfast
7:30 a.m., Bent Tree Country Club

October 5-9

CoB Sustainability in
Business Week
“It’s Good Business to Be Green”

October 17

Homecoming vs. Florida Atlantic
CoB All-Class Alumni Reunion
PLP Reunion
6:00 p.m., Mean Green Village

November 13

2009 BDO Seidman, LLP
Leadership Luncheon
ft. Guest Speaker Roger Staubach
11:00 a.m., Dallas Hilton Anatole

College of Business



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businessCONNECTION

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

Have any interesting story ideas or things to share?

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