ENTERPRISING RETIREMENT
ALUMNUS DOUG BROWN USES HIS EXPERTISE TO HELP NEW ENTREPRENEURS LAUNCH THEIR BUSINESSES — EVEN WIG SHOPS!
What’s on the horizon for you? Maybe you’re thinking about taking a new class, making a career change or pondering possibilities for a rewarding post-retirement life. We all feel invigorated by fresh experiences. New horizons is our theme in this issue of *Shareholder*.

Nineteen years ago, when Doug Brown (’66) retired at 50 from a successful career at Enterprise Rent-A-Car, he couldn’t have predicted how much effort he would put into philanthropy — or how satisfying it would be. Doug may have “failed retirement,” as his wife, Ann, puts it, but both he and Ann get “A-pluses” for their charitable efforts. At the other end of the spectrum, Allison Carmen (MBA ’11) has contributed a reflection that perfectly captures the nervous excitement of making the decision to go “all in” and embark on an entrepreneurial career.

Sometimes a new horizon beckons us to change jobs. Two of our exceptional faculty members are seeking new horizons. Craig Van Slyke, Ph.D., and Brian Till, Ph.D., left SLU this summer to pursue their dreams of becoming business school deans. We will miss our friends and wish them well in their new endeavors.

To prepare our students for the new horizons they will face, we continuously compare our school’s strengths to the business world’s shifting demands and improve our curriculum to position them for success. As such, we’re thrilled to introduce several new graduate-level and certificate programs.

In this issue, we also connected with past deans John Keithley, Ph.D., Emery Turner, Ph.D., Neil Seitz, Ph.D. and interim dean Leroy Grossman, Ph.D., our leadership from 1981 through 2003, to reminisce about the good old days and talk about what they’re doing now. I hope you enjoy catching up with them as much as I did.

Ellen Harshman, Ph.D., J.D.
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FALL 2012 EVENTS

TUESDAY, SEPT. 25

DEAN’S BREAKFAST SERIES: “JOURNEY TO THE C-SUITE”
Tony Arnold, principal of Upfront Management and former CEO of Solae
7:30-9 a.m., Anheuser-Busch Auditorium

THURSDAY, SEPT. 27

ECONOMIC LECTURE SERIES: “REFORMING HEALTHCARE BY SEEDING FREE-MARKET FORMATION”
John Goodman, research fellow, Independent Institute, president and Kellye Wright fellow in health care National Center for Policy Analysis
5:30-7 p.m., Anheuser-Busch Auditorium

THURSDAY, OCT. 4

THE BOEING INSTITUTE OF INTERNATIONAL BUSINESS 2012 INTERNATIONAL BUSINESS AWARDS CEREMONY HONORING:
• Dennis Muilenburg, president and CEO of Boeing Defense, Space and Security, as the 2012 Globalist Award Recipient
• David Robertson, conductor of the St. Louis Symphony, as the 2012 International Visionary Award Recipient
6 p.m., Anheuser-Busch Auditorium

TUESDAY, OCT. 16

GRUENBERG SOCIETY EVENT PANEL: “ELECTION ISSUES ESPECIALLY AFFECTING WOMEN AND CHILDREN”
Co-sponsored with YWCA Metro St. Louis
5:30 p.m. Presentation, Anheuser-Busch Auditorium; 6:30 p.m. Cocktails and networking, Shanahan Atrium

FRIDAY, NOV. 2

DEAN’S BREAKFAST SERIES: Kitty Ratcliffe, president of the St. Louis Convention and Visitors Commission
7:30-9 a.m., Anheuser-Busch Auditorium

FRIDAY, NOV. 16

THE BOEING INSTITUTE OF INTERNATIONAL BUSINESS 2012 BUSINESS CONFERENCE
Join more than 300 guests to discuss timely topics with well-known speakers. Guests are from global companies, government agencies, civic organizations and academia.
8 a.m.-2 p.m., Busch Student Center

THURSDAY, DEC. 6

CENTER FOR ENTREPRENEURSHIP: Institute for Private Business Seminar

For updates on the fall events taking place at the John Cook School of Business, please visit WWW.SLU.EDU/BUSINESS/UPCOMING-EVENTS.

THE AMBASSADOR OF KOREA TO THE U.S. VISITS SAINT LOUIS UNIVERSITY

More than 250 guests attended the 2012 Distinguished Guest Lecture welcoming His Excellency Choi, Young-jin on June 11th, who shared his thoughts on “Korea-U.S. FTA, the Rise of East Asia and the Trans Pacific Relation.” The Ambassador noted the opportunities available for both Missouri and Korea to engage in business partnerships. Dean Harshman provided a welcome and overview of Saint Louis University’s relationship with Korea, including student exchange and a very enthusiastic Korean student population over the years, which has created an active contingent of Saint Louis University alumni in Korea. The Boeing Institute of International Business sponsored the event.
Billiken Angels Network Invests in YourEvent.com

The Billiken Angels Network (BAN) has invested in Los Angeles-based tech start-up YourEvent.com.

Founded by 1995 SLU graduate Brian Merriman, YourEvent.com is a web-based service that enables companies and brands to capture and share images from their events on one network.

“The opportunity is huge,” Merriman said. “There are literally millions of events per year where photographers and consumers alike take photos. It is in the best interest of large and high-volume event holders to organize all events and event photography into one network and harness the power of the most viral element from an event – its photos.”

Before founding YourEvent.com, Merriman was vice president and corporate entrepreneur at Sony Pictures Entertainment, where he founded Sony’s Content Licensing business. He also has led SLU’s Southern California Alumni Club.

The BAN is an offshoot of the John Cook School of Business’ top 20 ranked entrepreneurship program. It is made up of 29 angels and a $1 million co-investment fund from the SLU endowment.

The BAN invests in businesses at any stage and in any industry, but it does limit investment to firms with “SLU DNA” — current or former faculty, staff or students — as well as to referrals from local organizations that have partnered with the BAN.

The BAN is always recruiting angels who do not need to be affiliated with SLU. To be an angel, an individual or firm needs to qualify as an accredited investor and be approved by the BAN.

More information: www.billinkenangels.com. Or contact Dr. Jerome Katz, BAN director, at 314-977-3864 or katzja@slu.edu.

Center for Entrepreneurship Scores with New Partnership for Small Business Owners

SLU’s Center for Entrepreneurship has partnered with SCORE to create a new community resource for small business owners in St. Louis.

SCORE is a nationally recognized, nonprofit counseling and mentoring organization that promotes small business growth by offering free face-to-face mentoring with experienced mentors. With more than 13,000 business experts nationwide, SCORE provides real-world advice to start-up business owners and entrepreneurs.

The St. Louis chapter of SCORE has 70 volunteers, many of whom either owned small businesses or were leaders within Fortune 500 companies.

As a resource partner of the Center for Entrepreneurship, SCORE encourages SLU students to visit their office for a review of their business plans or to serve as a confidential sounding board for business ideas.

More information: www.sluscore.org

JOHN COOK SCHOOL OF BUSINESS HOSTS NATIONAL PRODUCT SAFETY CONFERENCE

The John Cook School of Business hosted one of the country’s most prominent product safety meetings on Aug. 13.

The conference was a joint training workshop organized by the International Consumer Product Health and Safety Organization and the U.S. Consumer Product Safety Commission (CPSC).

The “Supply Chain Risk and Management — from Design to Retail” program drew professionals from industry, government, product safety organizations and universities. Product safety experts participated in panel discussions and individual presentations on issues and trends in product safety. The keynote speaker was Robert Adler, one of five commissioners from the CPSC.

Under the leadership of Ik-Whan Kwon, Ph.D., director of the Center for Supply Chain Management Studies, SLU recently announced an expansion of its product safety programs. The center is already recognized as a national leader for providing university-level education for product safety and risk managers.

More information: www.icphso.org
The Future of Entrepreneurship is Bright

This summer, 28 high school students from 18 high schools in the St. Louis area had opportunities to experience entrepreneurship at SLU through the weeklong Allsup Summer Entrepreneurship Academy. By doing so, these students were able to learn why SLU’s undergraduate entrepreneurship programs are ranked 13th in the nation by U.S. News & World Report.

The students interacted with entrepreneurs including:

- Tom Cox, founder and president of Coolfire Solutions, who took them on a tour of Coolfire Media, Coolfire Solutions and Coolfire Originals.
- Sutton Lasater, founder and CEO of Sutton Lasater Jewelry, and Tyler Sondag, founder and CEO of Swagulator, who spoke to students about their experiences as a SLU alumni entrepreneurs.
- Jim Allsup, founder and CEO of Allsup Inc., who capped the week with an inspiring talk that encouraged the future entrepreneurs.

As part of the program, each student developed an idea into a business opportunity and then pitched it to their classmates, teachers and entrepreneur mentors. Students formed teams around the eight selected opportunities.

On the final day, the student teams “Pitched to the Pros” in the Anheuser-Busch Auditorium. The audience included friends, family members and a panel of successful entrepreneurs including Tanya Hamilton (Independent Youth), Mike Medart (Medart Inc.), Robin Rath (Coolfire Solutions) and Ron Roy (Wines That Rock).

“The Allsup Summer Entrepreneurship Academy was created to give high school students a peek into what it is like to be an entrepreneur,” said Tim Hayden, director of the Center for Entrepreneurship. “These 28 students took it and ran with it. The ideas and opportunities they developed in one week amazed our teachers, our guest speakers, our entrepreneurship mentors and our judges. We are proud to consider them part of Saint Louis University’s family of future entrepreneurs.”

More information: www.slu.edu/x35447.xml.
The $2 billion that NBC paid to broadcast the 2010 Winter Olympic Games and the 2012 Summer Olympic games demonstrates that sports are big business. Total annual revenues from sports in the United States alone are $435 billion, which is equivalent to the 26th largest economy in the world.

With these extraordinary numbers come dynamic career opportunities. This was the motivation behind the inaugural Sports Business Summer Academy, July 11-14, hosted by the John Cook School of Business.

Thirty-nine high school juniors and seniors explored careers in sports business with an array of experiences during the four-day program. Each day started with classroom discussions on sports business topics led by Cook School faculty. Participants spent the afternoons visiting local sports franchises.

The first day featured a stop at Busch Stadium and a presentation by Dan Farrell, senior vice president of sales and marketing for the St. Louis Cardinals.

The St. Louis Rams hosted the junior entrepreneurs at Rams Park on the second day. This included presentations by Brian Killingsworth, vice president for marketing and brand strategy, as well as Tim Ryan, operations manager of the St. Louis Sports Commission.

Hosted by general manager Steve Gomric, the group spent the final evening at a Gateway Grizzlies minor league baseball game.

In addition to the classroom discussions and field trips, student groups worked on a marketing plan to help SLU’s athletics department leverage social media to increase high school student basketball attendance. The culmination of the participants’ efforts occurred the morning of the fourth day, when the groups presented their proposals to a panel of judges. The top two groups received prizes.

“We wanted to give students an idea of what the business side of sports is about,” said Brett Boyle, Ph.D., associate professor of marketing and the director of the academy. “We also wanted them to get a taste of our own Sports Business Program at the Cook School.”

The student responses were overwhelmingly positive, and plans are already under way for an expanded academy program next summer.

More information: www.slu.edu/x57644.xml.
ENTERPRISING RETIREMENT

Retired Enterprise executive Doug Brown replaces a successful corporate career with a life focused on serving others.

When Doug Brown retired from a successful 30-year business career at age 50, it wasn’t to pursue a leisurely life of golf, travel or lounging on a beach.

Instead, Brown (BSBA ’66), part of the first class inducted into the Smurfit-Stone Entrepreneurial Hall of Fame at Saint Louis University in 2007, decided to follow a less-traveled path that blends his business expertise with a passion for entrepreneurism and an emerging commitment to philanthropy.

“My wife likes to say I have failed retirement,” he said.

In the 19 years since retiring from dual roles as president of Enterprise Fleets and executive vice president of Enterprise Rent-A-Car, Brown has forged a multifaceted second career that includes serving as a business consultant and partner to several organizations. He donates 100 percent of the consulting income he earns directly to charities.

Retirement also has inspired Brown to develop a vision to help aspiring entrepreneurs in underserved communities succeed.
DOUG BROWN INSIDE NEW BEAUTY LACE WIGS SALON & SUPPLY IN THE HABITAT FOR BUSINESS BUILDING OFF MARTIN LUTHER KING BLVD.
STIMULATING NEIGHBORHOOD BUSINESS

In 2006, Brown launched Habitat for Neighborhood Business, a non-profit designed to bring local small business owners back to economically distressed inner-city neighborhoods.

The organization has initially focused its efforts on the African-American communities of north St. Louis city, where residents often must leave their neighborhoods to shop for basic needs and services.

Its first business retail center, a joint initiative with the Saint Louis University Center for Entrepreneurship, opened in 2011 in the historic Ville neighborhood on the city’s near north side. The 7,200-square-foot strip center is fully occupied with business tenants that include a convenience store; shoe, wig and clothing retailers; and a barbershop. The building also serves as home to a redevelopment company and the community office for the alderman.

Beyond helping to revitalize the neighborhood and contribute to job growth, the project is designed to increase the number of business role models and bring business ownership back to the local community.

“I feel strongly that African-Americans should see other black faces owning and running the businesses in their neighborhoods,” Brown said.

To help propel and sustain his vision, Brown put together a board of directors made up of business colleagues including Rick Sullivan, retired CEO of McBride & Son Enterprises and CEO of the special administrative board of the St. Louis Public Schools.

“When Doug first presented the idea to me, I thought it was mission impossible,” Sullivan admitted. “But he has proven it is not only possible, but can be very successful as well. Most importantly, he has committed to replicating the success that has been experienced in the first building.”

Fellow Habitat board member Rich Weinstock, a retired Boeing executive, is excited by what lies ahead. “We’re now at the point where it feels like we can expand to a second site,” he said. “This was never about a single site. It’s a deliberate process that is all about creating role models in underserved areas in St. Louis and other cities.”

BUSINESS IN HIS BLOOD

You might say Brown was destined for a career in business and entrepreneurship. His dad was a frozen foods pioneer, launching and leading Bonnee Frozen Products Co., whose flagship Bonnee Buttered Beef Steak frozen patty created a completely new product category. His grandfather was one of the founders of Brown-Strauss Steel Company in Kansas City.

“It never occurred to me that I’d be anything but a business person,” he said.
After graduating from Ladue High School in suburban St. Louis, Brown attended the University of Denver on a partial scholarship for wrestling and baseball.

But the academic aspects of college took priority, and after a year, he returned to St. Louis and decided to enroll in the School of Commerce and Finance at Saint Louis University.

“Although I am Jewish, I grew to respect and appreciate the Jesuits and their philosophy,” he said.

The summer after he returned home, Brown married his girlfriend, Ann. His post-marriage routine involved attending classes at SLU in the morning and selling cars in the afternoon, as well as three nights a week and Saturdays.

A week before their first anniversary, the newlyweds welcomed their first daughter, an event quickly followed by the unexpected news that Brown’s car dealer employer had gone belly up. On the advice of his dad, Brown contacted the owner of a local Cadillac dealership to pursue a new job. Though he thought the 21-year-old was too young to employ, the dealer suggested Brown check with the car leasing business operating in the basement of the dealership.

Jack Taylor, president of Executive Leasing, ended up hiring Brown as the 13th employee of the fledgling company. His role as car porter included transporting and washing cars, installing license plates and preparing vehicles for lease customers.

“I was just happy to have a place to go to make a buck,” he said, recalling that his $350 monthly salary was sufficient to fund his apartment and to take care of his wife and baby. “Hard to believe, I know.”

Within six months, Taylor offered Brown a promotion and convinced him to go full-time, urging him to give the job a year or two before moving on. Brown enrolled in night school at SLU to accommodate the new job.

“I did infinitely better at night school because many of the professors were business people who came in to teach courses,” he said. “Having a professor who was treasurer at Anheuser-Busch, for example, made the finance course very interesting. I found that type of instruction totally fueled my brain and the way I liked to learn.”

Brown stayed on with the company, which changed its name to Enterprise in 1969 and grew into the world’s largest car rental business. He served as a branch manager and held a series of corporate and executive positions at the company’s headquarters in Clayton.

“We were successful because we picked a path less traveled,” he said. “We went into neighborhoods, while other companies were airport-oriented. We focused on renting to insurance companies for people whose cars were stolen. That ended up being a primary growth area for the company.”

Brown retired in 1993, after nearly 30 years of service.

“It was my 50th birthday present to them,” Brown said with a laugh.

REFRAMING CHARITABLE GIVING

Brown based his decision to donate all proceeds from his post-retirement consulting work to charity on his desire to give back in meaningful ways.

“I knew I wanted to do something charitable, but didn’t want to just serve on a board or write a check,” he said. “I loved business, so I thought the best way to give was to do consulting work and put the money toward charity.”
He also saw it as a tangible opportunity to advance his life from substance to significance, a principle he learned from the Young President’s Organization (YPO). Brown has been actively involved in the international group for many years, and his dad helped establish the St. Louis chapter.

“I figured if I piled up more money, I wasn’t going to buy fancier shoes or watches. I am who I am,” he said. “I was more comfortable starting something to give back. And when you do that, it feels good.”

Brown’s consulting work draws on his Enterprise experiences to help companies successfully expand their operations into new markets. His clients have included McBride & Son Homes, Environmental Management Corporation (EMC), Paric Construction and Waterway Gas and Wash, a company he invested in before helping it expand beyond St. Louis.

“I wanted to see if the organization’s culture and philosophies were transportable and could be replicated in new branches and cities,” he said. “It was intellectually enriching and demonstrated that people are people and that business is business.”

Brown is a partner in the WingHaven development in O’Fallon, Missouri. He also serves as a trustee for a medical center in Florida and serves on numerous corporate boards.

Brown’s wife, an accomplished artist, shares her husband’s commitment to philanthropy and has established The Ann Brown Children’s Fund to provide art scholarships for at-risk youth.

The couple has three children and six grandchildren, and they will celebrate their 50th wedding anniversary in September, 2012.

In recognition of their joint contributions, the two earned honorary doctor of humanities degrees from SLU at the May 2012 commencement ceremonies.

After the ceremonies, Brown’s 7-year-old grandson, Jake, grabbed his robe and excitedly asked if his new doctor status meant he was now qualified to give the boy shots.

“I assured him that I wasn’t,” Brown said.

“LEARN HOW TO LEARN EFFECTIVELY – FROM READING, WRITING, LISTENING, DEBATING AND EVEN ARGUING. IF YOU BECOME A GOOD LEARNER, YOU AND A CAREER WILL FIND EACH OTHER.”

— DOUG BROWN

INSPIRING STUDENTS, OTHER LEADERS

Brown is frequently invited to share his business wisdom with students eager to learn from his success.

“I tell them not to worry about what they want to be when they grow up,” he said. “Instead, they should learn how to learn effectively — from reading, writing, listening, debating and even arguing. If you become a good learner, you and a career will find each other.”

To reinforcing his point, Brown explains that Enterprise will hire 8,000 college graduates this year, and none of them will have majored in “rent-a-car.”

It was Brown who first proposed that Enterprise begin hiring employees directly out of college. “They are learning machines,” he said.

Brown’s philosophies and leadership style inspire fellow business leaders, including Sullivan and Weinstock.

“Many perceptions and ideas that I had about business were changed 180 degrees after I went through the Doug Brown school of thinking,” Sullivan said. “I would compare his business philosophy and approach to that of Southwest Airlines. They study human behavior and make people feel good even when they’re doing something ordinary, like sitting on an airplane.”

Weinstock, a lifelong friend, admires the post-retirement path that Brown has chosen.

“Most people I know who have achieved similar success choose to enjoy the benefits of their success,” he said. “They will be charitable by writing checks, but you don’t see them going into underserved areas and helping individuals on a one-on-one basis. Doug is willing to get engaged at that level. I just watch him make a difference in people’s lives, and I think that’s terrific.”

For Brown, the benefits of retirement include the privilege of going to work without leaving the house.

“I occasionally wake up with not much to do, and go to bed not having finished it all,” he admitted. “I feel very fortunate and blessed. I wouldn’t trade very many minutes of my life.”
A CULTURE OF GROWTH

As two John Cook School of Business faculty members leave to become deans at other schools, two rising leaders take advantage of the opportunity for growth.

Whether in business or education, John Cook School of Business Dean Ellen Harshman, Ph.D., J.D., believes that everyone in an organization benefits when talented people receive opportunities to grow.

During the summer, the Cook School bid farewell to two of its respected leaders while promoting two highly regarded faculty members to fill their spots.

Associate Dean Craig Van Slyke, Ph.D., and Marketing Chairman Brian Till, Ph.D., have left Saint Louis University to accept positions as business school deans at Northern Arizona University and Xavier University, respectively.

A challenge for the long-term success of every organization is to identify and develop emerging leaders who are ready to step up and thrive when their time comes. Rising within the Cook School ranks are marketing professor Mark Arnold, Ph.D., the new associate dean, and Rob Boyle, Ph.D., new assistant dean for administration.

CRAIG VAN SLYKE, PH.D.

Van Slyke arrived on campus from the University of Central Florida in 2007 as the chairman of the Department of Decision Sciences and IT Management. He pulled double duty in his second year, serving as chair and associate dean before moving entirely to the latter role for the last three years.

Van Slyke’s contributions helped the Cook School of Business continue to improve over what he called “five quick years.”

“We were starting in a strong position,” he said. “It’s good always moving toward better. That is something that Dean Harshman instills into the culture: continuous improvement. We always want to be better than we are.”

In retrospect, Van Slyke saw that Harshman helped him grow professionally in ways that led him toward a dean’s position.

“I’m pretty sure she knew I wanted to be a dean before I even realized it,” he said. “I got to do a lot of things at SLU that associate deans don’t normally get involved with. I could talk like a dean because I knew what a dean did and what the job entailed. That’s all Ellen.”

Harshman noted that Van Slyke “worked extremely hard” during his time overseeing the academic programs and information technology initiatives at the Cook School.

“Craig has a good vision, lots of talent and a strong sense of where he wants to go,” she said. “He is really committed.”

Van Slyke began his new position as dean of the W.A. Franke College of Business at Northern Arizona University on July 1. Though his time at SLU was his first experience with Jesuit education, Van Slyke said the philosophy of “men and women for others” will stay with him forever.

“One of the things that attracted me to Northern Arizona is that the Arizona public school system is tasked with serving underserved populations,” he said. “Forty percent of Northern Arizona’s undergraduate students are first-generation college students — as am I. Where the Jesuit piece will carry over for me is the idea of being able to change people’s lives for the better.”

BRIAN TILL, PH.D.

In his 17 years at the Cook School, Till worked with students at all levels and earned several awards for teaching excellence. He started working with undergraduates, including the freshman BIZ 100 program, and for the last seven years had worked almost entirely with MBA students.

Till’s legacy at the Cook School includes helping to revitalize the marketing department’s advisory board and revise its undergraduate elective structure, contributing to the creation of a cross-disciplinary sports business program, leading a research symposium series and bolstering the Ph.D. program.

“My biggest opportunity was serving as the service department chair for seven-plus years,” Till said. The fact that Ellen helped
ensure that I was included in other activities around the business school and the University gave me valuable exposure to many issues.”

Since 2003, Till served as chair of the marketing department, which allowed him to get involved in several campus initiatives.

“That broad set of experiences was appealing to Xavier and helped put me in a position to be offered the job,” he said.

Till took over as the new dean of Xavier’s Williams College of Business in Cincinnati on July 1.

“Though I will miss SLU and the wonderful people in the marketing department, that typically means making a move to a different university. I found it very appealing to stay within the Jesuit university family,” Till said.

Harshman praised Till’s abilities in organizational and interpersonal dynamics as attributes that will serve him well in his new role as dean.

“Brian has expertise on brands that also will be an asset in the job of dean,” she said. “I already invited him to join the branding committee in our organization of Jesuit business school deans. It’s perfect for him.”

MARK ARNOLD, PH.D.

During a decade at the Cook School of Business, Arnold has risen quickly up the leadership ranks. His ties to the school go beyond his professional life, though, as the oldest of his two daughters is majoring in international business at SLU.

Arnold reached associate professor status in 2004 and served as the director of faculty development. In 2010, he was promoted to full professor. Last year, he took over as director of the Cook School’s Ph.D. program before recently accepting the position of associate dean, replacing Van Slyke.

“There’s a mindset of continuous improvement here. It’s a buzzword but we firmly believe in that”, Arnold said.

Looking at the Cook School, Arnold said the school’s curriculum already has “a lot of points of excellence.”

“My job is to examine all of them and keep improving,” he said. “It’s a tall order, but it’s exciting.”

Arnold has no doubts that Harshman’s leadership as dean has helped the school grow.

“Her impact is clear,” Arnold said. “Look at the elevation of the school in terms of national rankings, diversity of the student body, faculty research and productivity. She has had a positive influence across the board in steering the school into the 21st century.”

Harshman, in turn, praised Arnold.

“Mark is energetic, visionary and totally committed to the school and the University,” Harshman said. “It’s all about helping us move to the next level.”

As associate dean, Arnold is responsible for all of the Cook School’s academic programs. The administration is continuously reviewing the undergraduate and graduate programs to determine how to attract more students and better prepare them to enter the business world.

“Our curriculum will always be maturing to reflect issues that are growing in importance, like corporate social responsibility, ethics and sustainability,” Arnold added. “I’m thrilled to be a part of that.”

ROB BOYLE, PH.D.

During his eight years at SLU, Boyle has worn many hats. His newest role at the John Cook School of Business will help him put his Ph.D. in higher education administration to good use.

“It was time to help Rob move to the next level,” Harshman said.

Boyle’s work in higher education began in residential life. He joined the Cook School as an academic adviser in 2004 and, two years later, began managing the school’s service leadership program. Under his guidance, the service leadership program enhanced its programming, workshop and service opportunities for the approximately 200 business students who participate each year.

“At the time I began that role, I was starting the Ph.D. program,” Boyle explained, “so it was logical for me to move up a notch professionally while doing that. My team and I spent five years bringing the right students into the service leadership certificate program and really getting it to thrive.”

At Harshman’s invitation, the latest step in Boyle’s journey at the Cook School brings him to the role of assistant dean.

“It’s interesting and fun to work in the business school because I have had three very distinct positions that have challenged me to grow,” he said. “They have all been terrific.”

One of Boyle’s primary new responsibilities is maintaining the business school’s AACSB accreditation, which is reviewed every five years. He will also continue to teach a “Foundations of Business” undergraduate course, as he has done for the past six years.

“I have spent most of my career doing programming and teaching,” Boyle said. “I hope to continue to do that because I love working with the students. What I haven’t spent lot of time doing professionally is working more directly with faculty and data. I’m looking forward to that because those things are the lifeblood of a university.”

Boyle called the chance to work in the business school’s administration a “great growth opportunity.”

“This is a progressive business school that does a great job staying ahead of the curve and preparing students for the business world. I’m excited to be part of it.”

DEVELOPING LEADERS FROM WITHIN

When new faculty members join the Cook School of Business, Harshman attempts to learn about their aspirations, interests and skills.

“Talented people are happier and more productive when you help them achieve their goals,” she said. “Sometimes people then move on to other organizations. That is OK because they are accomplishing what they want to achieve professionally, and your organization keeps getting stronger.”

“I am thrilled about what Mark and Rob will bring us and also very proud of Craig and Brian,” said Harshman. “They will be great in their new positions.”
Advancing its commitment to providing an unparalleled values-based business education, the John Cook School of Business has introduced four new academic programs designed to help students meet the complex challenges of today’s business environment.

These new offerings include a Master of Science in Applied Financial Economics (MS-AFE) degree, additional areas of emphasis for Master of Business Administration (MBA) degrees, a Corporate Ethics and Compliance Management certificate and an Entrepreneurship Diplomate.

MS-AFE: THE INTERSECTION OF FINANCE AND ECONOMICS

The economics and finance departments collaborated to create a new Master of Science in Applied Financial Economics (MS-AFE) program, a quantitatively based, applied, 30-credit-hour graduate program in financial economics.

Responding to the need for individuals to enter the labor market with a set of applied technical skills, this one-of-a-kind program in the region will help students develop strong analytical skills and provide opportunities to apply those skills in practice.

The curriculum focuses on analyzing and forecasting financial variables such as interest rates, stock returns and their effects on financial markets. The program emerged through faculty discussions with representatives from local brokerages, banks, investment firms and regulatory agencies to uncover the skills they seek in new employees.

“The MS-AFE creates an ideal match between the experience of Cook School of Business faculty in...
working with large financial datasets and a skill set sought by many students," said Michael Alderson, Ph.D., chairperson of the finance department. He collaborated with Heather Bednarek, Ph.D., chairperson of the economics department, to develop the program.

"The economics and finance departments have pooled our strengths to provide a graduate degree that is more quantitatively focused than other degrees," Bednarek said.

Undergraduate seniors will be able to transition directly into the program after graduation. They can enter in the summer semester and complete their master’s degrees in one calendar year — or stretch it over five years if they choose the part-time option.

Chen Li (Finance ’12) plans to complete this MS-AFE degree program by next May.

“I am strongly interested in the curriculum, which is related to what I have been learning during my undergraduate study,” he said. “Exploring economics more deeply will bring great benefits to the concentration of my bachelor’s degree. This program will also improve my understanding of the relationship between finance and economics.”

Hailing from the city of Ningbo, on the east coast of China, Li has secured an internship at Industrial and Commercial Bank of China (ICBC) and is eager to gain more practical skills. “It is very helpful for international students to gain more experience and have a chance to use what we have learned from lectures in the business world,” he said. “My long-term goal is to become a successful financial analyst and own a financial company.”

To learn more about the Master of Science in Applied Financial Economics, visit gradbiz.slu.edu.

2. MBA INDUSTRY FOCUS

Students pursuing a Master of Business Administration degree now have the opportunity to focus their curriculum in new areas, including real estate or nonprofit organizations.

“The launch of these new areas of emphasis allows our MBA students to more fully customize their curriculum to career and personal goals,” said James Bast, assistant dean and director of master’s programs at the Cook School of Business. “They are still receiving the strength and knowledge of a nationally ranked MBA degree while at the same time focusing their elective courses in a practical, career-oriented fashion.”

The real estate emphasis was an ideal option for John O’Brien, a facilities supervisor at SLU who is pursuing his MBA through the evening program.

After earning his undergraduate communications degree from SLU, O’Brien discovered his passion for real estate development. At age 30, he enrolled in the Master’s in Urban Planning and Real Estate Development program at SLU.

“In 2006, I was halfway through my master’s degree and got hired by an out-of-town developer working in St. Louis, partly because of my involvement in that program,” he said.

A few years later, during the economic downturn, O’Brien lost his job and spent nearly eight months seeking new employment. “Everywhere I looked, the one thing that really stood in my way was some formal training in business,” he said. “Even if I had the right skills and experience to meet every other requirement, I would be passed over.”

After securing a facilities management position at SLU in 2011, he immediately enrolled in the MBA program. “The real estate emphasis is a superb match for me,” he said. “It is a great blend of the business training employers really want, and it allows me to stay focused on my passion for real estate development.”

A second new opportunity for students is the MBA with an emphasis on nonprofit organizations. This aligns with the recent move of many organizations toward a more business-like approach to management and operational expertise.

“Leaders of nonprofit organizations need to watch the bottom line as well as the social good of their organizations,” Bast said. “Many nonprofit leaders are now from the business world, applying their business acumen to these types of issues.”

The Cook School of Business is well positioned to offer coursework in this MBA program with a nonprofit emphasis, Bast said. “The Jesuit traditions of educating the whole person, seeking truth and serving others go hand-in-hand with educating leaders of nonprofit organizations.”

Another new offering is the MBA with an emphasis in Health Industries, which gives students the opportunity to explore issues related to healthcare economics, policy and law, and marketing and informatics.

The Cook School is also developing additional MBA areas of emphasis in Sports Business, Sustainability, and Business Ethics and Corporate Responsibility. “These new areas will position us to stay at the forefront of providing market-driven educational opportunities,” said Mark Arnold, Associate Dean.

For more information about MBA programs, visit gradbiz.slu.edu.
The Corporate Ethics and Compliance Management (CECM) certificate program will equip professionals from all industries to become champions for creating a corporate culture rooted in integrity.

In a business climate increasingly characterized by scandals and investigations, this online program provides the skills needed to help develop and manage a comprehensive ethics and compliance program in the workplace.

“The new online Certificate in Corporate Ethics and Compliance Management is an outreach effort to inculcate the importance of ethical culture and its role in mitigating compliance risk,” said Nitish Singh, Ph.D., CECM program leader. “It is the result of a dedicated industry-academic collaboration to bring forth a training program that addresses today’s ethical and compliance-related challenges.”

Singh reached out to 20 academic and industry experts to capture their insights on compliance and ethics on video for the program’s students. He also developed online modules, lecture notes, PowerPoint presentations and interactive quizzes.

Ellen Harshman, Ph.D., J.D., dean of the Cook School of Business, said the program aligns with SLU’s Jesuit mission. “The John Cook School of Business and its Emerson Ethics Center have been on the forefront of ethics education in St. Louis,” she said. “With the launch of our new online certificate in corporate ethics and compliance, we want to extend our expertise in ethics globally to benefit individuals, organizations and society at large.”

The certificate program provides nearly 130 hours of online training and can be self-paced to be completed in eight months.

Robert Streeter, data protection manager at UK-based energy utility British Gas, enrolled in the program to better understand the context of how privacy fits into an organization’s governance.

Streeter, who lives about 20 miles southwest of London, searched online for available compliance and ethics courses and was impressed with the comprehensiveness of SLU’s program.

“It outlines the necessary foundations of ethics and compliance and puts it in the context of corporate governance,” he said. “I liked the idea of small modules that allow focused study. Also, the eight months gives sufficient time for course material to be absorbed and understood.”

From Cameroon, Africa, Yves-Robert Onana discovered the program through the LinkedIn professional networking site. “It’s a very good program for me,” said the compliance and ethics manager for Diageo Cameroon Hub, a subsidiary of Diageo Plc. “I believe as a compliance and ethics practitioner, it will add value to my current knowledge and career. More important, I will have a certificate delivered by a recognized university.”

Johnny Kidd, manager of responsible conduct of research in the Office of Research Integrity at SLU, plans to complete the program by next spring. “The biggest advantage of an online program is having the flexibility to set my own schedule to complete the coursework,” he said. “But it will require self-discipline and commitment to set a regular schedule.”

For more information, visit businessethics.slu.edu or certificateincompliance.com.

Combine a “diploma” with a “certificate” and you have diplomate, a noncredit entrepreneurship certificate offered by the Center for Entrepreneurship as the brainchild of Jerome Katz, Ph.D., Coleman Professor of Entrepreneurship in the Cook School of Business.

The diplomate promotes entrepreneurial mindsets, skills and connections to help make participants better entrepreneurs in organizations of their own, when working for others, or when involved in community and charitable works.

The Entrepreneurship Diplomate was created to teach entrepreneurial skill sets to students across campus, said Tim Hayden, director of the Center for Entrepreneurship at the Cook School of Business.

“A law student will become a lawyer, but he may start his own practice in the future,” he said. “A medical student will become a doctor or physical therapist, but she may start her own practice. We want to assist them in making that transition and give them a better chance for success.”

The program involves participants in workshops, presentations and competitions designed to help them develop an understanding of entrepreneurial business. Workshop topics have included “Starting a Business Using Social Media,” “Finding Funding,” “Powerful Presentations” and “The Power of Schmoozing.”

“You do not have to be in the business of starting your own business to get something useful from this diplomate,” said Suzy Hartmann, associate director of MBA programs at the Cool School of Business. “The session on the ‘Power of Schmoozing’ was one I found very useful for personal reasons. About two years ago, I embarked on a dramatic career change. I had a decade to hone and refine my previous personal brand. Also, I had an extensive network of people who saw me in a very different role than the one I am in today. While I am completely satisfied with the career change I made, my new personal brand is very much a work in progress. I still find myself doing the ‘Talking Logo’ exercise I learned in that session.”

Previously available to only the SLU community, the program is now being offered to the general public.

“I would wholeheartedly recommend diplomate to others,” Hartmann said. “In addition to the personal enrichment, it is a great networking opportunity.”

The program is underwritten by the Coleman Foundation. The Center for Entrepreneurship is seeking additional sponsors.

For more information on the Entrepreneurship Diplomate program, visit slu.edu/x57929.xml.
Where are they now?

Catching up with past deans of the John Cook School of Business.

Since Ellen Harshman, Ph.D., J.D., took over as dean in 2003, the John Cook School of Business has thrived. Its undergraduate and graduate programs have been widely recognized for academic excellence, and it has secured a position as one of the country’s best Jesuit business schools.

The Cook School of Business’ ongoing ascent and new horizons rise from foundations constructed by its talented leaders of the past, including Harshman’s four predecessors: John Keithley, Emery Turner, Neil Seitz and Leroy Grossman.

JOHN P. KEITHLEY, PH.D., CPA DEAN, 1981–1985

“I was doing a little accounting this morning,” said John Keithley, Ph.D., an accounting professor who has been at SLU for 44 years. “Since my hiring in 1968, there are only two other remaining active faculty members who were here when I arrived: Dr. Kwon and Dr. Stoeberl.”

Keithley, 69, recently reduced his teaching responsibilities and entered the school’s phased retirement program. “I will teach accounting courses full time in the spring but none in the fall,” he said.
Keithley, who lives in Olivette, Missouri, will spend this fall enjoying time with his grandchildren – he has a total of eight, including seven in St. Louis, and playing golf. “I’ll also be on campus for various activities,” he said.

His tenure as dean in the early 1980s marked the beginning of a transformation of the business school and SLU’s campus.

“The Simon Recreation Center opened, the new Morrissey Hall law school building was dedicated, and West Pine was closed between Spring and Grand,” Keithley said. “For the first time, we really had a campus.”

A milestone for Keithley was the major renovation of Davis-Shaughnessy Hall, which required the business school building to be vacated for a year in 1982-1983.

“We put our displaced faculty, staff and students in broom closets and cubbyholes all over campus,” he said. “But everyone had a wonderful attitude. I also enjoyed working with our alumni and the corporate community on the renovation’s fundraising campaign.”

In 1984, the Institute of International Business (since renamed the Boeing Institute of International Business), led by Seung Kim, Ph.D., was formed.

“I have enjoyed all my time at SLU,” said Keithley, 2000 Thomas M. Knapp, S.J., Faculty Member of the Year. “It has been a great group of people.”

EMERY TURNER, PH.D.
DEAN, 1985-1993

Emery Turner, Ph.D., turned 79 this year. On a summer day, you’re liable to find the former business school dean swimming in Table Rock Lake in southwestern Missouri. He and his wife, Regina, live in a house on the lake in the town of Golden (population 280).

“We remodeled our vacation home of many years to become our permanent residence,” Turner said. “We like the water and have a boat. For a while, we had family in both St. Louis and Tulsa. It’s halfway between those cities and close to Kansas City, where my wife and I both grew up.”

After his term as dean ended in 1993, Turner had planned to stay at SLU until he retired. His plans changed when he took a leave of absence and accepted a one-year assignment to help Grand Valley State University in Grand Rapids, Michigan, become accredited by the AACSB. That one year turned into nine years at Grand Valley State, where he ultimately served as a dean for six years and taught for two more. After that, Turner took a job as provost and director of a new university for Arab women in Dubai, where he lived for 14 months. Next, he obtained a Fulbright fellowship that took him and Regina to Taiwan for teaching and consulting work. Turner continued teaching and consulting at Grand Valley State and in Taiwan until 2007, when he retired.

“I have wonderful memories of SLU’s faculty and staff,” said Turner. “Father Biondi, Ellen Harshman, who was associate dean, and John Keithley, the dean prior to me, were all great to work with.”

The Turners lived on South Grand Avenue, in the Compton Heights neighborhood. “We had a great big house built in the early 20th century,” he said. “We loved to have big parties and entertain our SLU friends.”

Under Turner’s leadership, the business school founded the Institute for Entrepreneurship, chartered the Emerson Center for Business Ethics, was re-accredited by the AACSB, and revamped the undergraduate and master’s programs.

Turner led the formation of the business school alumni association and began to organize alumni events.

“We started a breakfast series, and our first speaker was Sanford McDonnell, who was chairman of McDonnell Douglas Corp.,” he said. “We understood immediately that not everybody could attend these events but that they liked being invited. The events gave us the impetus to develop a mailing list and to stay in touch with alumni.”

Turner initiated preliminary discussions for the expansion of the business school. “I remember explaining to Father Biondi that based on enrollment, class sizes and faculty, we were the most crowded building on campus,” Turner said. “He agreed. I can’t take any credit but I was happy to see the Cook Hall addition after I left.”

Turner remembers this period in the business school’s history as one of “great progress” but also as “a tranquil time” with few disagreements. “Please tell everybody I said ‘hi,’” he said. “And thanks for thinking of the old-timers.”

NEIL SEITZ, PH.D.
DEAN, 1993-2002

You can still find Neil Seitz, Ph.D., teaching finance courses in the landmark business school building that he helped build. This semester, Seitz is teaching the first undergraduate course in finance, a senior-level undergraduate course and an advanced MBA course. In January, he will accompany
40 MBA students to Hong Kong for a two-week program.

Seitz, 69, and his wife, Bente, recently exchanged the occasional headaches of home ownership for the pleasures of a condominium in Shrewsbury, Missouri. On the day we spoke, he had just returned from a Cub Scout camp with his grandson and was preparing for a trip to St. Augustine, Florida, with his two daughters, their husbands and five grandchildren.

Seitz joined the business school faculty as a finance professor in 1975. In 2004, he was Thomas M. Knapp, S.J., Faculty Member of the Year.

He still has vivid memories of the day in 1998 when architects presented sketches for a building expansion to the business school’s advisory board, which included John Cook (’64).

“As the meeting was breaking up, John pulled me aside, said he liked the sketches and asked how much money we needed to start building the expansion,” remembered Seitz. “I was floored.”

Just two years later, the business school moved into the new 60,000-square-foot John and Lucy Cook Hall, and the School of Business and Administration became the John Cook School of Business.

“In addition to all the other benefits, Cook Hall gave us enough space to start our full-time MBA program,” Seitz said. “That was important.”

Since its opening in 2000, the expansion has proven flexible to accommodate the school’s changing needs.

“Somebody once said I should have something in the building named after me,” Seitz said. “I said there will be something that doesn’t work and it will be called Seitz’s Folly. But that has not occurred. The building has worked extremely well.”

In 1999, under Seitz’s leadership, the Center for Supply Chain Management Studies opened. “My main contribution was to find the right guy to put in charge,” he said. “Dr. Ik-Whan Kwon has been the driving force.”

Seitz still gets energized from working with students. “My biggest satisfaction is when students are struggling, and then I see them get it and go on to thrive in their education and careers. I can’t think of anything more satisfying than knowing you may have played a small role in their success.”

The school has come a long way since the days when air conditioning was a dream and computers were a novelty.

“It has been amazing to see the Cook School of Business and the University grow in national stature,” Seitz said. “It has been incredibly satisfying to spend my career teaching and serving here. If I had to do it all over again, and they would take me, I’d be back.”

**LEROY GROSSMAN, PH.D.**
**INTERIM DEAN, 2002-2003**

“Being appointed interim dean was the culmination of something I had always wanted to do,” said Leroy Grossman, Ph.D. “I was honored.”

Grossman postponed his retirement for a year so he could bridge the gap between the departue of Seitz, who left his dean position to return to the faculty in the summer of 2002, and the appointment of Harshman one year later.

He came to Saint Louis University as an assistant professor of economics in 1963 from the Federal Reserve Bank of St. Louis. Other than a three-year leave of absence to work in the private sector in the late 1960s, Grossman spent the rest of his career at the business school. His roles included economics professor (he was voted outstanding faculty member in 1991), associate dean under John Wagner, chairman of the economics department and dean of faculty at the business school.

Known for his short faculty meetings (“I was required to hold them but didn’t like them.”), Grossman helped build the economics department.

“I liked working with Father Biondi,” Grossman said. “He is a great man, and the campus is magnificent. I also enjoyed seeing what a great job Neil did with Cook Hall. The highlight for me was feeling like I was part of all the improvements.”

Since retiring, Grossman, 78, has operated a consulting firm that does litigation consulting work for attorneys. Though he has scaled back in recent years, Grossman still works on that business for 15-20 hours a week. He spends time with his four grandchildren, attends regular Bible classes and works out several days a week. Grossman, who served in the U.S. Army’s Counter-Intelligence Corps, also reads spy novels. “I am reliving my youth,” he said.

Grossman and Doris, his wife of 53 years, live in Creve Coeur, Missouri. “She is still my bride,” he said. “Please mention her in this article.”

The couple’s recent travel destinations have included Turkey, Greece, Italy, the Canadian Rockies and Alaska. They were looking forward to an upcoming visit to Maine, where Grossman was stationed in the Army more than five decades ago, and to Eastern Canada’s Maritime provinces.

“It was a good ride while I was at the University, and it has been a good ride since,” he said. “I miss my friends at SLU but have no regrets. I enjoyed every minute.”
UPCOMING EVENTS

COOK ALUMNI NETWORKING HAPPY HOUR SERIES

Do you want to meet fellow Cook alumni working in the St. Louis community? Mingle with fellow JCSB alumni and make new connections at an upcoming Networking Happy Hour, sponsored by the John Cook School of Business Alumni Board. We hope you will be able to join us:

THURSDAY, NOVEMBER 15, 2012
THURSDAY, MARCH 7, 2013
THURSDAY, JUNE 20, 2013

For more information and to register, please visit alumni.slu.edu/cooknetworkingseries.

FALL GRUENBERG SOCIETY EVENT

TUESDAY, OCT. 16
Panel discussion: “Election Issues Especially Affecting Women and Children”
Co-sponsored with YWCA Metro St. Louis

5:30 P.M. PRESENTATION, ANHEUSER-BUSCH AUDITORIUM; 6:30 P.M. COCKTAILS AND NETWORKING, SHANAHAN ATRIUM; JOHN COOK SCHOOL OF BUSINESS

The event is complimentary but registration is required. For more information or to register, please visit alumni.slu.edu/gsfall12 or call 314.977.4103.

WICKED AT THE FOX THEATRE

SUNDAY, DEC. 16; 4:30 P.M. PRESHOW RECEPTION, PÈRE MARQUETTE GALLERY IN DUBOURLG HALL; 6:30 P.M. CURTAIN, FOX THEATRE

America's favorite musical flies into St. Louis for the holidays. Don't miss this chance to learn the untold story of the witches of Oz, and to experience “The Best Musical of the Decade” according to Entertainment Weekly.

Cost: $90 per person; includes center orchestra seat, preshow reception and a $5 tax-deductible gift to SLU. For more info, visit alumni.slu.edu/wicked12.

BILLIKEN TRAVEL PROGRAM TOURS

Being a Billiken traveler puts the world at your feet. This is your chance to see it all.

2012 TOUR SCHEDULE

SEPT. 10-23 China and the Yangtze River
SEPT. 28-OCT. 7 Normandy and Paris
OCT. 17-21 India/Nepal

2013 TOUR SCHEDULE

MAY 19-28 Alumni Campus Abroad: Spain (Barcelona and San Sebastian)
JUNE 11-24 Adriatic Antiquities: Venice to Athens
JULY 28-AUG. 5 Alumni Campus Abroad: St. Petersburg
SEPT. 14-22 Alumni Campus Abroad: Italian Riviera
OCT. 1-9 Alumni Campus Abroad: Provence
DEC. 8-22 Crystal Cruises: South America

For more details about these trips and how to reserve your space, visit the travel program website at alumni.slu.edu/travel or call 314-977-2250 and ask to be placed on the travel mailing list.
My professional education did not come to a close following the pomp and circumstance of my springtime graduation in 2011 from the full-time MBA program at the John Cook School of Business.

Some people have photographic memories. Others can absorb knowledge just by listening. For me, learning has always been action-based. As an MBA student, courses such as managerial accounting, marketing strategy, corporate finance, private equity and business ethics introduced me to the business topics I would encounter along my entrepreneurial path.

It was not until I put the knowledge I had acquired to practice, however, that I understood the depth and detail of each area of study. Applying the practices I learned in Saint Louis University’s lecture halls and discussion groups to my daily life in the business world has enabled me to begin to fully comprehend and appreciate what I learned.

My company, Material Mix (materialmix.com), is developing a disruptive technology that commoditizes the trade of industrial byproducts within the current waste collection industry. Our goal is to help waste and recycling professionals reduce operating expenses, recover investment on inventory and monetize the trade of their recyclables with a web-based, customer-regulated exchange platform.

After careful consideration, I went “all-in” with Material Mix about three months after graduation. This meant moving my home office to downtown, saying goodbye to any illusion of a social life and welcoming a new chapter filled with 5 a.m. conference calls, 80-hour work-weeks and a frugal budget.

In starting a business, workdays are long, stressful, fast-paced and always seem to end too soon. There are no safety nets, guarantees or sure bets. Yet it is comforting to know that a key group of mentors and advisers I have met along my journey will always be willing to give advice, share their experience or just lend a word of encouragement.

During my time as a graduate student, SLU’s Center for Entrepreneurship gave me the opportunity to test and refine my business hypothesis. After graduation, mentoring from incubators like Capital Innovators, Arch Grants and Clean Tech Open helped me expand my professional network and learn from other experienced business people in my field. In St. Louis, we are also incredibly fortunate to have dedicated business mentorship groups like Innovate Venture Mentoring Service and the Information Technology Entrepreneurship Network for early stage start-up mentorship.

At the end of even the longest workday, I still go to bed excited to face and overcome the challenges that are waiting for me in the morning. My favorite part of being an entrepreneur is continuing to learn and grow by constantly challenging my knowledge and limits. I feel incredibly fortunate to work at a job I love and for a cause I believe in.

Email Allison at acarmen@materialmix.com.
On February 19, 2013 the International Honor Society Beta Gamma Sigma celebrates its 100th year of recognizing business excellence. Please join the Society in celebrating this momentous occasion.

For information about upcoming centennial events, go to: www.betagammasigma.org/centennial
Giving really does change lives.

Though the amounts and the reasons may vary, there’s one thing all gifts have in common: Together they make a world of difference to Saint Louis University.

Make your gift by using the envelope enclosed in this issue of Shareholder or online by visiting giving.slu.edu.

If you’ve already made a gift to SLU, thank you.

Please visit giving.slu.edu/igive and tell us your reason for giving.

I give because ... every gift counts.

As alumni we can make a difference.

JAMES P. KEATING
BUSINESS ’97