BUILDING CULTURAL BRIDGES
AMPY KOLLMAN-MOORE AND BOB FOX
ADVANCING SOCIAL OUTREACH
The notion that business has an important role to play in addressing social issues is fundamental to the mission and legacy of the John Cook School of Business. It influences the students we attract, the curriculum we teach and the career paths of our graduates.

Social justice — working to advance equity and opportunities for all people — is the theme of this issue of Shareholder.

Health disparities within the St. Louis region led Bob Fox (MBA ’76) and his wife to spearhead Casa de Salud, a not-for-profit health and wellness center that delivers affordable care and community to Hispanic immigrants.

Ampy Kollman-Moore (MBA ’92) is helping U.S. businesses successfully expand in Latin America by teaching them to understand the culture and serve the people in a way that’s mutually beneficial.

I can’t help but be inspired by socially conscious entrepreneurs like Sr. Robbie Pentecost (MBA ’95) as she builds bridges between people who have resources and those in need. She is part of a new generation of business leaders whose paths have been shaped by our Center for Entrepreneurship, which recently celebrated its 25th anniversary.

And a new study conducted by Economics Professor Jack Strauss, Ph.D., demonstrates that immigration is a positive economic force in St. Louis, both in terms of population growth and job growth.

In this issue, we also highlight how John Cook School of Business students are addressing the digital divide through a program that retrofits and donates computers to others in need.

I’m so excited to be part of an institution that lives its mission by equipping students with the skills, resources and values to improve people’s lives in such profound and meaningful ways.

As many of you may have already heard, in January I began serving as the University’s interim vice president for academic affairs. Mark Arnold, Ph.D., associate dean for academic programs at the Cook School, is handling most of the day-to-day operations of the school, in addition to his normal responsibilities. I am staying involved with some ongoing projects, and I will continue to work with the school’s key partners, including our generous donors and the business leaders who lend their expertise to our programs and students.

Since the announcement of my new appointment, I have heard from so many students, faculty, staff, alumni and friends. Your calls and notes have been a great source of inspiration as I balance these important roles.

Thank you for your support. It means the world to me.

I wish you all the best.

Ellen Harshman, Ph.D., J.D.
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SPRING 2013 EVENTS

TUESDAY, APRIL 9
4 P.M. – CULTURE ALIVE!
This interactive student program demonstrates how cultural issues impact business relationships, business practice and business success.

WEDNESDAY, APRIL 10
5 P.M. – ECONOMIC LECTURE SERIES
Lee Ohanian, professor of economics, and director of the Ettinger Family Program in Macroeconomic Research at UCLA

FRIDAY, APRIL 19
7:30 A.M. – ST. LOUIS BUSINESS JOURNAL 2013 FASTEST GROWING COMPANIES

MONDAY, APRIL 22
6 P.M. – SPORTS BUSINESS SYMPOSIUM
Panelists include: Bob Costas, William DeWitt III, Mike Veeck and Tom Sheiber

TUESDAY, APRIL 30
7:30 A.M. – DEAN’S BREAKFAST
Peter Wyse Jackson, President, Missouri Botanical Garden

MONDAY-SATURDAY, MAY 20-25
MBA STUDY ABROAD TO SPAIN
Led by Hadi Alhorr, Ph.D., associate professor of international business, the program provides students with real-world European cultural experience.

NOW THROUGH AUGUST
RECRUITING FOR EXECUTIVE MASTER OF INTERNATIONAL BUSINESS PROGRAM CLASS OF 2015
Classes for the two-year program meet every-other Saturday from 8 a.m. to 4 p.m. For more information, visit emib.slu.edu.

For updates on the spring 2013 events taking place at the John Cook School of Business, please visit www.slu.edu/business/upcoming-events.
ENTREPRENEURSHIP EVENTS

SATURDAY, APRIL 6
IDEA TO PRODUCT – REGIONAL COMPETITION
This academic competition invites graduate and undergraduate students to develop and present product or service ideas, get feedback, and start the process of invention for commercialization and venture creation. Winners will receive cash prizes and the opportunity to represent the United States in the I2P Global Competition in Sao Paulo, Brazil, in November.

SATURDAY, MAY 11
BILLIKEN ANGEL NETWORK BUSINESS PLAN COMPETITION
Sponsored by the Billiken Angel Network of entrepreneurial investors, this annual campus-wide competition is open to undergraduate and MBA students. All finalists will receive cash and the opportunity to present to members of the Billiken Angel Network to secure an actual investment.

TUESDAY, MAY 14, 6-8:30 P.M.
SMURFIT-STONE ENTREPRENEURIAL ALUMNI HALL OF FAME INDUCTION CEREMONY
Since 2007, the Hall of Fame has recognized SLU alumni who have contributed to society and the economy through entrepreneurial leadership in independent and corporate ventures. The annual event will celebrate the newest class of honorees as well as students who will become future owners. Contact ecenter@slu.edu for ticket information.

FRIDAY-SUNDAY, APRIL 19-21
GATEWAY ENTREPRENEURSHIP RESEARCH CONFERENCE
Since 1987, Saint Louis University’s Gateway Series for Entrepreneurship Research has promoted advances in scholarship on entrepreneurship and related disciplines. This year’s keynote address will feature Heidi Neck, Jeffrey A. Timmons Professor of Entrepreneurial Studies at Babson College, an expert on cultivating the entrepreneurial mindset.

WEDNESDAY, APRIL 24, 7:30-10 A.M.
INSTITUTE FOR PRIVATE BUSINESS SPRING SPEAKER SERIES
Barnett Helzberg, previous third-generation owner and chairman of the board of Helzberg Diamonds, will address “The Power of Mentorship.” Since selling his family’s business to Warren Buffett and Berkshire Hathaway, Helzberg has created the Helzberg Entrepreneurial Mentoring Program and written two books. Complimentary tickets are available at iphelzbergdiamonds.eventbrite.com.

BEST GRADUATE SCHOOLS 2014 SELCTS JOHN COOK SCHOOL OF BUSINESS PROGRAMS AMONG TOP RANKINGS
U.S. News and World Report has released the Best Graduate Schools 2014 report giving high marks for the John Cook School of Business. The school is once again ranked within the top 100 business schools in the U.S., and graduate programs in international business, entrepreneurship and supply chain management were all once again in the top 20 rankings. Additionally, the Part-Time MBA program is currently ranked within the top 40 programs nationwide.
Saint Louis University’s John Cook School of Business and its graduate programs continue to receive top rankings, showcasing the importance of the school’s value-based education that shapes leaders within the global marketplace.
For more information about the John Cook School of Business, visit: business.slu.edu.

“THE CHANGING FACE OF HEALTHCARE: EDUCATE YOURSELF ON ISSUES AFFECTING WOMEN AND FAMILIES IN 2013”
• Are you ready for the upcoming changes to healthcare?
• Do you have all the facts?
• Where do you go to research the important issues?

TUESDAY, MAY 7
JOHN COOK SCHOOL OF BUSINESS
5 P.M. – RITA NUMEROF
6:30 P.M. – COCKTAILS AND NETWORKING
Rita Numerof, co-author of the recently published book, “Healthcare at a Turning Point: A Roadmap for Change”, will be the guest speaker at the Gruenberg Society spring event.
Admission is FREE but registration is required.
Please register at: alumni.slu.edu/gsspring13 or call 314.977.4103.
Service Leadership Program Trip Illuminates Problems of Poverty

A group of students spent their spring break at Hope House in New Orleans as part of the Service Leadership Program. Founded in 1969 by Catholic sisters, Hope House is a community and outreach center in the city’s St. Thomas housing development. The five-day workshop and retreat focused on the systemic problems of poverty in welfare, education, the criminal justice system, health care, housing and homelessness.

“The group heard the stories of those who are poor and those who work on their behalf,” said Benjamin Smyth, manager of co-curricular and service learning at the John Cook School of Business. “Through reflection and analysis, students were challenged to see how the realities of poverty and oppression crush many for the benefit of the few.”

ANNOUNCING THE 2013 EXCELLENCE AWARDS

(PLEASE NOTE DATE CHANGE)

THE JOHN COOK SCHOOL OF BUSINESS 2013 EXCELLENCE AWARDS RECOGNIZE ALUMNI, FACULTY AND CORPORATE PARTNERS WHO HAVE EXCELLED IN THEIR FIELDS AS WELL AS IN THE COMMUNITY.

THE RECIPIENTS OF THIS YEAR’S AWARDS ARE:

FR. JOSEPH E. BOLAND
OUTSTANDING ALUMNI AWARD
THOMAS HILTON

FR. JOSEPH L. DAVIS
ALUMNI MERIT AWARD
ROBERT CIAPCIAK

DISTINGUISHED YOUNG ALUMNI AWARD
JENNIFER EHLEN

DISTINGUISHED CORPORATE PARTNER AWARD
ST. LOUIS BUSINESS JOURNAL

A ceremony to honor recipients will take place on Sunday, May 5, in the Shanahan Atrium in John and Lucy Cook Hall. Alumni and friends are invited to congratulate and celebrate with the winners. Cocktails will be served at 6:30 p.m., with dinner and the awards program to follow at 7:15 p.m. The cost is $60 per person.

To register for the event, visit billikenalumni.slu.edu/excellenceawards2013.
Bruce Hudson (BS ’75), president of Hudson Global Sports Management LLC, has been appointed the first Executive in Residence for the Sports Business Program.

Hudson previously spent 27 years at Anheuser-Busch Inc., where he served as senior director of international sports marketing before retiring in 2008. His responsibilities included directing the planning, buying and implementation of A-B’s international sports sponsorships, including such high-profile global events as the FIFA World Cup and the Olympic Games.

While enrolled in the SLU business school, Hudson was a two-time NCAA men’s soccer national champion for the Billikens. He also served as captain of the 1976 U.S. Men’s Olympic Soccer team.

“To say Bruce brings a wealth of experience to our program is an understatement,” said Brett Boyle, Ph.D., associate professor of marketing and coordinator of the Sports Business program. “He was essentially the primary architect of what is now the model for sports sponsorship programs for any major brand. Bruce has always had a strong commitment to the Cook School, and we couldn’t be happier that we have him in this capacity.”

As Executive in Residence, Hudson will serve as a guest speaker in graduate and undergraduate sports business classes, connect students with industry colleagues for internships and employment opportunities, and assist in continued development of the Sports Business Program.

Tom Etzkorn has joined the John Cook School of Business as the Executive in Residence for the Valerie A. Davison Career Resources Center (CRC). Etzkorn serves as senior vice president-Executive Resource Officer for Wyman, a nationally recognized, nonprofit teen-development organization headquartered in Eureka Mo. In addition to his role as a member of Wyman’s Executive Leadership Team, he also was the inaugural board chair of Nonprofit Missouri, a newly formed, state-wide alliance of Missouri’s nonprofit organizations.

Prior to joining Wyman in mid 2006, Etzkorn’s career encompassed nearly 35 years of Fortune 500, senior level general management and human resource experience for the May Department Stores Co. (now Macy’s) and Dayton Hudson Corp. (now Target). Etzkorn received both a bachelor’s (management) and an MBA (finance) from Saint Louis University.

As Executive in Residence, Etzkorn will support the career development programs and services of the CRC by contributing to classroom and co-curricular programs, meeting with students and advising CRC leaders on the strategic direction of the organization.

Institute for Private Business Celebrates Company Milestones

Four members of SLU’s Institute for Private Business (IPB) have achieved significant company milestones, successfully adapting to evolving economies, customers and technology to stand the test of time.

Medart Inc. celebrated 100 years of service to the commercial and consumer turf industry with products and parts for gas and diesel engines. The company also provides products, maintenance and repair services for pleasure boats. CEO and President Mike Medart, a third-generation owner, is a founding member of IPB.

Another third-generation family-owned business, Traube Tents and Structures, is celebrating its 75th anniversary. Led by co-owner and President John Traube, the company is St. Louis’ premier source of tent rentals for weddings, fairs, festivals, sporting events, and church, school and community events.

Since launching 65 years ago as a distributor for a manufacturer of gases and welding equipment, Cee Kay Supply Inc. has expanded to three divisions, seven locations and more than 100 employees. Tom Dunn has served as CEO since his father retired in 1985, and his sons Brad and Ryan also work for the company. Ned Lane is president.

Also completing its 65th year of operation is Essex Industries, a leading supplier to the aerospace and defense, first response, safety and medical markets. Founded by Harold and Sidney Guller in their father’s basement, the company has grown to 350 employees and four facilities with more than 180,000 square feet of manufacturing space. CEO Keith Guller is a founding member of IPB.

Formed by the Center for Entrepreneurship, IPB includes more than 25 business professionals who are interested in helping one another while building business in the St. Louis region.

For more information, please visit ipb.slu.edu.
BUILDING CULTURAL BRIDGES

AMPY KOLLMAN-MOORE AND BOB FOX.
An ongoing interest in public education, health and regional prosperity led Bob Fox (MBA ’76) and his wife on a journey that converged at the corner of Chouteau and South Compton Avenues.

That’s the home of Casa de Salud (or “House of Health”), a not-for-profit health and wellness center serving the Hispanic new immigrant community since opening its doors in January 2010. Formerly the site of an auto parts store, Saint Louis University renovated the facility and leases it to the 501(c)(3) organization for $1 a year.

Fox spearheaded the creation of Casa de Salud after learning that the region’s only clinic and social service agency serving the Hispanic new immigrant community faced closure in 2009. Concerned by the lack of resources to serve the region’s largest immigrant community, he convened a group of community leaders and advocates — including deans of the SLU and Washington University medical schools; leaders in the Hispanic community; and providers serving the community’s uninsured and underinsured — to address the issue.

A new agency model emerged from the discussions, and University President Lawrence Biondi, S.J., stepped up to become the first major sponsor to bring it to life.

“The idea of helping new immigrants in our community really resonated with Fr. Biondi and aligned with the Jesuit international mission,” Fox said. “With that anchor sponsorship in place, it wasn’t hard to attract other partners to get onboard.”

The development of Casa de Salud is a natural progression in the philanthropic outreach of Fox, founder and CEO of NewSpace Inc., and member of the SLU Board of Trustees, and his wife, Maxine Clark, founder and CEO of Build-A-Bear Workshop. Both are tireless advocates of addressing health and educational disparities in the region.

“Unlike the established Hispanic community, many of these foreign-born Hispanic individuals speak English as a second language, and they live isolated and marginalized from the rest of the community,” Fox said.

A GATEWAY TO CARE

Operating on a modest budget, Casa de Salud logged more than 10,000 patient visits and about 8,000 volunteer hours in 2012. About half of the volunteers come directly from the SLU community, including students, faculty, alumni and physicians.

The agency delivers general healthcare services, taking care of a patient’s immediate needs and connecting him or her with other community resources to provide specialty and follow-up care. Casa collaborates with dozens of agencies, including the Girl Scouts, YMCA and Federally Qualified Health Centers.
“We help bring new immigrants out of isolation and into the embrace of the community,” Fox said. “So it’s not a one-stop isolation point; it’s actually a gateway to care.”

Casa also addresses broader mental health and social services needs. “Many of the people we see are traumatized,” Fox said. “They’re away from their families. They’ve gone through unusual hardships and losses. Sometimes their family members have been deported. They have significant mental health needs, and we’re working diligently to see that those needs are met.”

Through a robust health literacy program, Casa de Salud reaches out into the broader immigrant community to help individuals understand the importance of nutrition, wellness and how to live healthier lives.

“Thanks to our outreach, we’re now known throughout the region as a place where new immigrants can come and be welcomed instead of looked down on, stereotyped or ostracized,” Fox said.

The agency charges $25 per patient visit, with about 95 percent of patients able to pay the fee. Because the actual cost of delivering care to a patient is drastically lower than if the patient visited the emergency room, Casa actually saves the region’s healthcare system millions of dollars annually.

**ILLUMINATING BROADER NEEDS**

Fox’s active involvement in Casa de Salud has led to a broader role to expand immigration within the region. Two years ago, former Missouri Gov. Bob Holden asked him to serve on the Chicago Council on Global Affairs Task Force on Immigration for the Midwest. The group works to develop strategy and public policy proposals to make it easier for more foreign-born people to relocate to the Midwest.

He also serves on the steering committee of the St. Louis Regional Task Force on Immigration and Innovation, whose mission is to advance the region to become the fastest-growing foreign-born population in the country by 2020.

“Casa has helped illuminate the broader need of how we welcome more foreign-born people to the region and provide them with a culture of inclusion and infrastructure of care,” Fox said. “It has been a little bit of a miracle that it has taken us so far in such a short period of time.”

The University continues to be a sustaining sponsor and advocate for the mission of Casa de Salud.

“Even though we are a totally independent agency, we depend on the University’s support and good will,” Fox said. “It’s just unbelievable what the University has done to make all of this possible.”
When a major U.S. retail company replicated its successful Mexico City marketing campaign in Argentina, it expected to generate buzz and goodwill in an expanding market.

Except for one small detail: the promotion involved giving away American footballs in a country that reveres soccer.

As a result, the promotion backfired and ended up harming the retailer’s reputation.

To Ampy Kollman-Moore (MBA ’92) it was an all-too-familiar scenario of a well-meaning American business stubbing its toe in an attempt to expand in Latin America.

As owner of Ampy Kollman-Moore LLC, she helps companies navigate the challenges of doing business in the emerging region. Often, that involves repairing damage when a company unknowingly stumbles or makes a cultural faux pas.

“When a company approaches me to fix a problem they have created in Latin America, 85 to 95 percent of the time, it’s not necessarily what they’ve done, but how they’ve done it,” she said. “I can look like a hero by getting to the root of the issue very quickly.”

Kollman-Moore first hung out her consulting shingle in 2001, following a successful 27-year career at health care company Mallinckrodt, where she advanced from an entry-level position to president of Latin America operations.

After Tyco International acquired the company in 2000, Moore and other senior executives faced early retirement. As others were pursuing alternative employment, she was responding to requests from local companies that needed help expanding in Latin America. It naturally progressed to the creation of her own firm. “It all happened rather quickly,” she said. “The expertise and experience I had came in handy.”

THE JOURNEY TO ST. LOUIS

Born in the republic of Colombia, Kollman-Moore followed her parents to St. Louis in the early 1970s when her stepfather pursued a business opportunity.

In 1990, at the urging of her Mallinckrodt boss, she enrolled in the inaugural class of the SLU Executive Master of International Business program.

“I had been practicing business, and this program taught me the theory — usually it’s the other way around,” she laughed. “The program reassured me about what I was doing, and why I was doing it. And it gave me tools to do even bigger and better things, which it continues to do as it’s offered to new people.”

For the past six years, Kollman-Moore has assumed a faculty role with the program by teaching the Latin American business class during fall semester. She devotes at least 60 percent of the class to issues of culture, history and geography, as she believes they are critical to successfully conducting business in the region.

Each spring, she accompanies a group of undergraduate students to Panama as part of a study-abroad program she co-developed for Dr. Seung Kim, Director of the Boeing Institute of International Business and Paul G. Lorenzini Endowed Professor in International Business.

“Dr. Kim has been the godfather of internationalization in St. Louis,” she said. “When he developed the international business program, a lot of large companies headquartered here were growing their business internationally, so he saw the need to help train their people.”

In those days, she recalls having to constantly beat the Latin American drum, as most businesses were more interested in markets such as Japan and Europe, and they were just starting to look at China.

“I used to be the flea on the dog’s tail,” she said. “Now I’m the tail!”

A common mistake Kollman-Moore witnesses companies make is neglecting the fact that each Latin American country is a unique, sovereign nation. Early in her Mallinckrodt career, she learned this lesson while visiting Quito, Ecuador, and mentioning to a distributor that the city reminded her of Bogota, the capital of her neighboring homeland of Colombia. “He was highly offended and proceeded to tell me why Quito was better,” she said. “I learned never to do that again and to respect each country’s regional pride and individuality.”

A SPIRIT OF PARTNERSHIP

Kollman-Moore’s commitment to social justice developed through her experience selling Mallinckrodt’s premium products in a market with limited health care resources.

“Rather than creating lower-quality products for emerging markets, our philosophy was that all patients deserve the best products, so how can we make it cost-effective for them?” she said.

It involved educating doctors on how to use products, making them aware that the increased reliability could translate to using fewer products and justifying a higher initial cost.

“It’s not about handouts,” she said. “It’s about extending a spirit of partnership, being aware of what their needs are and discovering a way to come together.”

As she witnesses the region continuing to rise to prominence as a major business and tourist destination, she likens the experience to that of raising a child who graduates from college and is suddenly in demand by potential employers.

“I’ve been working all these years for people to pay attention to the region, and now they are. It really feels good,” she said.

She is energized by the opportunity to help more businesses understand how to do business in Latin America.

“It’s all about understanding,” she said. “If you apply yourself and understand their perspective and their point of view, you’ll be surprised what you can accomplish.”

SPRING 2013 9
Linux is a computer operating system that can function on a variety of hardware platforms, including personal computers, servers, tablet computers and mobile phones. Because Linux is free and open source, the computer source code underlying the software is freely available and can be modified and redistributed.

The Social Justice Computing Project engages students in providing service to others while also helping the students gain useful information technology (IT) and leadership knowledge and skills. It enables students to better understand the barriers faced by the marginalized and helps students understand that they have the ability to make a tangible, long-term difference in people’s lives. These computers enable individuals to gain the IT skills that may help enhance their employability in the future. The project directly addresses the access problem, which is the first step in the path to IT literacy. Put simply, without access to computers, it is difficult to obtain the knowledge and skills necessary for IT literacy.

When the dean’s office in the John Cook School of Business proposed the idea of refurbishing used computers and distributing them to agencies and individuals in need, it emerged as an excellent project for students enrolled in the Service Leadership Program (a leadership curriculum in the John Cook School of Business). In fall 2009, students in the program worked with their advisers to form a sub-committee called the Social Justice Computing Project Committee. Their charge was to solicit for gently used computers, refurbish them by loading the Linux non-proprietary operating system onto the machines, and distribute them to those in need.

The Social Justice Computing Program at Saint Louis University provides computers to disadvantaged individuals and the institutions that serve them. Students in the John Cook School of Business take donated computers (most of which would otherwise be discarded), retrofit them with Linux software and donate the refurbished computers to others in need.
During the first two years of the project, a range of organizations donated computers: D.A. Watson & Co. Financial Services; Breese, Ill., School District; St. Louis Metropolitan Sewer District; and Saint Louis University. In addition, many computers were donated by individuals who are interested in seeing their old machines used to help young people in need.

Recipients of the updated computers have primarily been school children from the Midtown area of St. Louis. Most of these young people have been referred to the project by Third Baptist Church, which has a ministry that provides academic tutoring to local kids. The director of the tutoring program has been a valuable conduit for connecting the Social Justice Computing Project with kids who need computers.

The Social Justice Computing Committee also received a generous corporate grant to support their efforts. This recent funding has paved the way for the project to continue to grow and expand in the months and years ahead. Much of the planning will involve creating strategies to ensure that financial resources are used efficiently so that those in need can be served most effectively.

An initial strategy involves dividing the Social Justice Computing Project into two facets: (1) using grant money to purchase refurbished computers for donation; and (2) continuing the original format of the program to repurpose gently used computers donated from community members.

With the recently secured grant money, the committee members decided to experiment with the idea of buying refurbished computers and installing Linux onto the machines. These computers will supplement computers donated by community members, increasing the number of computers available for those in need. Buying refurbished computers is consistent with the idea of serving the poor and marginalized, and also promotes sustainable business practices by keeping computers out of landfills. As an initial test, the members of the committee ordered five refurbished laptop computers, and these machines will be donated to a local inner-city middle school.

The second facet of the project, collecting donated computers, will continue to be the main focus of the Social Justice Computing Project Committee. Participants are aware that the longevity of the project is dependent on their ability to bring in gently used computers from the community. At some point, the grant will run out, but there will likely continue to be a supply of gently used computers available. To help facilitate the collection of used computers, the committee is in the process of revamping the marketing strategies of the Social Justice Computing Project. Understanding the power of networking and leveraging contacts, the committee is taking a step back from current practices, evaluating methods of solicitation for computers, and addressing possible process improvements.

Beyond gaining logistical and technical skills, students who are part of the Social Justice Computing Project Committee have the opportunity to learn a great deal about what it means to be poor in St. Louis. After a computer is collected and refurbished with Linux, a group of committee members accompanies an adviser to deliver that computer to the home of a financially disadvantaged family in the city. The experience is often poignant and thought-provoking for students.

The mission of Saint Louis University’s John Cook School of Business is “excellence in business education inspired by the Jesuit ideals of seeking truth, educating the whole person and serving others.” The Social Justice Computing Project helps the school achieve this mission. Students not only gain practical business skills, but they also gain an appreciation for the circumstances of less fortunate individuals. In addition, the project serves the larger community by providing disadvantaged individuals with tools that will help them gain critical information technology skills. By doing so, the project has a role in reducing the social inequities faced by the disadvantaged.

Project participants, both students and recipients, confirm the project’s success. As one student put it, “Every time I finish a computer delivery, it is very exciting for me. It only takes a little of our time to make such an impact on someone’s life.”

An earlier version of this article was published in Verbum Incarnatum—An Academic Journal of Social Justice under the title “The Social Justice Computing Project.”
In the mid-1800s, when St. Louis staked its claim as “The Gateway to the West,” the city ranked as the fifth largest in U.S. population.

Fast-forward to 1970, and St. Louis had slipped to the 10th position in population among U.S. cities.

Today, the city stacks up as 19th largest, with the lowest immigration share and second slowest population growth of a top 20 city.

A recent study conducted by Jack Strauss, Ph.D., director of the Simon Center for Regional Forecasting and Simon Chair of Economics, examines the connection between immigration and economic vitality. Funded by the William T. Kemper Foundation, the study validates the notion that the greatest contributor to St. Louis’ stagnant economy is the region’s inability to attract a large number of new immigrants.

“The study shows that immigration is a positive economic force, both in terms of population growth and job growth,” Strauss said. “St. Louis is suffering from demographics that include aging baby boomers and a significant number of college graduates moving out of the city. This is inhibiting job creation, and one way we can reverse this trend is by attracting more immigrants to the area.”

Through a detailed analysis of metro areas across the United States, the report demonstrates that immigrant job creation also leads to an increase in housing costs as well as lower overall unemployment.
FOREIGN-BORN INDIVIDUALS LIVING IN ST. LOUIS:

- 3 times more likely to be highly skilled.
- Earn 25% more than the average American-born.
- Contribute 29% more to the local economy.
- 44% more likely to have a college education.
- 130% more likely to have an advanced degree.
- 60% more likely to be entrepreneurs.


Strauss presented his report findings at the Immigration and Innovation Conference, June 2012 at the Donald Danforth Plant Science Center in St. Louis. The audience included St. Louis Mayor Francis G. Slay (Law ’80), St. Louis County Executive Charles Dooley, and numerous corporate, political and business leaders.

That presentation prompted the formation of the St. Louis Regional Immigration and Innovation Steering Committee to address the challenges of attracting more immigrants to the area. Strauss serves as a special adviser to the group, which is co-chaired by Joe Reagan, president and CEO of the St. Louis Regional Chamber; Denny Coleman, president and CEO of the St. Louis County Economic Council; and Rodney Crim, executive director of the St. Louis Development Corp.

The steering committee’s goal is ambitious: propelling St. Louis from its current demographic composition of 4.5 percent immigrants to having the fastest-growing foreign-born population in America by 2020.

CREATING A MORE WELCOMING CITY

Strauss says the region’s geographic location — which attracted a large number of immigrants in the 1800s and when the city hosted the World’s Fair in 1904 — gradually lost its appeal to coastal cities and others that aggressively attracted young people, such as Chicago.

“Our location at the center of the country and adjacent to a river turned from a tremendous advantage to something much less important,” he said. “Inertia is a powerful force — a body at rest just stays at rest.”

To prove the principle, he cites St. Louis’ large percentage of people who were born in the city and still reside there. “We make fun of the ‘Where did you go to high school?’ refrain, but the stereotype is largely true, and it’s leading to stagnant growth,” he said.

The results of Strauss’ study suggest that St. Louis needs to become more intentional in reaching out and welcoming foreign-born individuals and communities.
“If we want to encourage a Chinese scientist to come to St. Louis vs. somewhere else, the data shows that he or she will be more comfortable accepting a position here if there are other Chinese people already here,” Strauss said. “We have to reverse our lethargy and make St. Louis a more welcoming city. Then we will be able to attract more people, which will energize more growth for everyone.”

While many of the region’s political, civic and business leaders have become more enlightened about the benefits of immigration, the general public remains confused and skeptical. Among the common misconceptions is the belief that immigrants will take jobs from native-born individuals.

“The statistics show that immigrants create more jobs than they take away,” Strauss said. “They are more than twice as likely to start a small businesses than a native-born St. Louisan. And small businesses are net gainers of jobs.”

The multiplier effects of a newly created business include the hiring of individuals from a diversity of backgrounds, including native-born Americans.

“Other studies have already shown that companies will be less willing to offshore — or move jobs overseas — if they can bring more immigrants here to work,” Strauss said.

Another pervasive misperception about immigrants is that they will be an economic drain, lowering the community’s overall standard of living. Yet numerous studies demonstrate that immigrants pay more in taxes than they receive in government benefits.

“You don’t come to America to be lazy,” Strauss said. “Immigrants are coming here to succeed and often are succeeding and doing quite well.”

The immigrant community experiences substantially lower unemployment rates than native-born people. St. Louis has three times as many highly skilled immigrants as low skilled immigrants, resulting in St. Louis immigrants contributing 29 percent more to the economy than the average American.

**EQUIPPING IMMIGRANTS FOR SUCCESS**

Strauss believes Saint Louis University and other local universities play a vital role in welcoming new immigrants and equipping them for long-term success in the region.

More than one-third of the SLU business school faculty is foreign born, and the University successfully attracts a large number of international students. Yet a significant percentage of these students choose to return to their home country or seek employment elsewhere after graduation.

“SLU has a vested interest in connecting more of our students to jobs here,” he said. “We need to discover more effective ways to integrate foreign students into the community. We don’t win if our best and brightest leave and go elsewhere, including returning to their home country.”

The University is in the process of converting the Bauman-Eberhardt Center — the old West Pine gym — and the adjacent Des Peres Hall into a Center for Global Citizenship. Scheduled to open in May, the facility is envisioned as a cultural marketplace that includes a global student commons and a high-tech auditorium.

Strauss is currently exploring a proposal for SLU to join with other universities in the region to create boot camps during summer and winter breaks, when foreign-born students typically return to their homeland. These communities would teach international students practical skills in the areas of language, culture and interviewing, so they are better equipped to compete for full-time jobs in St. Louis.

“We’ve spoken with a few large companies, and they think it’s very important that students not only have technical knowledge, but also possess the cultural integration skills necessary to succeed,” Strauss said.

Developing an active international internship program is another idea Strauss thinks will bear fruit. A consortium of universities in the region is reaching out to area businesses to evaluate whether they would be interested in creating internships specifically for international students.

“The program could significantly improve the job prospects and careers of scores of SLU students,” he said.

The next phase of Strauss’ research includes surveying foreign students from universities in the region to find out how many of them would potentially be interested in staying in St. Louis for at least a year after graduation.

“We believe that more than 50 percent of them would be willing to stay,” he said. “Not only would the region benefit, but the University also would benefit because when international students get jobs at area companies, we can better recruit more students from their home country.”

Strauss says this project ranks as one of the most fulfilling of his career.

“I think that my work in examining how St. Louis can successfully promote immigrants and integrate them into the community can truly help the region move forward,” he said.
Kun “Ben” Lin enjoyed his first Thanksgiving dinner — turkey and all the trimmings — in 2011.

He experienced this American tradition at the home of Chris Witko, Ph.D., SLU associate professor of political science, as part of the university’s Host Family Program.

Lin, a resident of southeast China, decided to participate in the program so he could learn more about American culture after relocating to St. Louis in 2010 to pursue a finance and international business degree.

“Chris and I have become really great friends,” Lin said. “I go over to his place to spend time with his family all the time, and his family comes to my apartment, too. We just have a great time.”

After beginning his studies at Beijing University of Technology, Lin transferred to SLU to benefit from the expanded educational and job opportunities available in America. In particular, Saint Louis University’s exceptional ranking and location in a city appealed to him.

When Lin first arrived in St. Louis, a group of International Student Ambassadors welcomed him to the University and assisted with practical issues, such as finding his way around, registering for classes and setting up a bank account.

But it didn’t take long for language and cultural barriers to get in the way.

“In China, people usually come up and talk to you, but in America you have to take the initiative,” he said. “A lot of Chinese people are shy and have difficulty speaking out.”

Lin took the initiative to get involved in several activities, including the Service Leadership Program, Italian Club and serving as an International Student Ambassador.

Last year, he and a group of students traveled to New Orleans, where they spent four days helping to repair and renovate someone’s house and yard.

“That was like the best trip in my life,” Lin said. “Everyone was so open and nice. And we did a wonderful job.”

After graduating in May 2014, Lin plans to pursue employment and enroll in a master’s program.

“If a company offered me a job here, I would definitely stay for at least a year, but my dream is to go to an East Coast city, like New York or Boston,” he said.

Only one of his Chinese friends plans to stay in St. Louis following graduation.

“Many students want to go back to China, because they feel lonely and have a hard time adapting to American culture,” he said. “And it can be difficult to find a job or internship, as a lot of companies don’t accept international students.”
THE RISE OF THE SOCIAL ENTREPRENEUR

The Center for Entrepreneurship at the John Cook School of Business marks 25 years of leadership, inspiring a new generation of socially conscious entrepreneurs.
Blazing a trail as a social entrepreneur wasn’t an ambition of Sr. Robbie Pentecost (MBA ’95) when she helped to launch McMurphy’s Grill in 1990.

The downtown St. Louis restaurant, which serves as a training environment for the city’s mentally ill homeless community, evolved from Pentecost’s work with the homeless program at St. Patrick Center.

But the experience also led her on a journey toward a lifelong vocation that blends entrepreneurial business with social justice to equip people with skills and resources that improve their lives.

“Because of Saint Louis University’s Jesuit mission, there have always been people attracted to the university and its entrepreneurship program so they could pursue social ventures — even before we knew what that was,” said Jerry Katz, Ph.D., Coleman Foundation Chair in Entrepreneurship.

For Pentecost, the challenges of restaurant management convinced her she lacked some critical business skills.

“Even though I had an accounting and finance background, I realized I did not understand the restaurant business. I had a lot to learn,” she said. “It confirmed my belief that I needed to pursue an MBA rather than a degree in social work.”

The SLU MBA program appealed to Pentecost because it offered flexibility to forge a unique academic path. She gravitated toward entrepreneurship, and one of her pivotal experiences occurred when assigned to create a business plan for McMurphy’s Grill in her Advanced Business Planning class.

“We had already started the restaurant, but we didn’t have a plan,” she said. “And what I realized is that we focused on profit rather than the mission, which was training people. Because incentives were based on making a profit, the manager really wasn’t motivated to focus on training new employees.”

The plan impressed Katz, her professor, who nominated it for publication in a business plans handbook being compiled by Gale Research. It also caught the attention of FORTUNE magazine, which featured Pentecost’s work in its February 1994 issue.
But business accolades were never Pentecost’s goal. After earning her MBA degree in 1995, her interest in micro-lending led her to the Appalachian region of the U.S., where she developed curriculum to teach women how to run their own businesses. The program helped teach skills and build confidence among a community of women whose education didn’t advance beyond high school.

“I’ve always been strongly interested in social justice, in giving opportunities to people who don’t typically have access to them,” she said.

A member of the Sisters of St. Francis community in Oldenburg, Ind., Pentecost currently serves as director of the Christian Appalachian Project’s Christian Partners program. She’s also involved in planning the Festival of Faiths, an annual event that brings together churches of various denominations to address social issues, such as sustainability and poverty.

THE MARK OF A SLU ENTREPRENEUR

The notion that business has a role to play in addressing social issues helped shape the development of the Center for Entrepreneurship at the John Cook School of Business, which is continuing its 25th anniversary in 2012-13.

“When we were considering what would distinguish a SLU entrepreneur in the marketplace, it came back to the University’s values: ‘Do well, do good,’” Katz said. “It’s not just about making money, but about making the business a vehicle for doing good works.”

In 1987, when SLU established the Institute for Entrepreneurial Studies (forerunner to the Center for Entrepreneurship), fewer than two dozen such centers existed in the United States.

One of the first U.S. centers to be actively engaged with Small Business Development Centers (SBDCs), the Center for Entrepreneurship became the headquarters for Missouri’s SBDCs in the 1980s and early ’90s.

Bob Brockhaus, Ph.D., served as director and chair of the center, working closely with Katz to develop its programs and resources until he retired in 2004.

“Bob was a real visionary who created a center when that sort of model didn’t even exist,” Katz said. “He was a voice in St. Louis and in the academic wilderness speaking out on behalf of small business.”

When McDonnell-Douglas had major layoffs in the 1990s, Brockhaus pioneered programs to retrain laid-off engineers to become entrepreneurs.

“Everything that Bob did was visionary, very often revolutionary, and absolutely trendsetting,” Katz said. “So many of the things we do today are carrying on those traditions.”

That includes the development of the center’s Smurfit-Stone Entrepreneurial Alumni Hall of Fame program.

“Unlike most entrepreneur-of-the-year programs, which are exclusively based on employee numbers and sales volume, we also ask individuals how they contribute to their community, how they made the world a better place,” Katz said. “Just employing a lot of people is not enough.”

Supporting social ventures is also the focus of initiatives such as the Bright Idea Grants program, which awards grants of up to $2,000 to SLU student teams to help fund their innovative ideas for solving social issues.

Since January 2008, the program has provided start-up capital to 24 student teams. Ideas have ranged from a hotline for youth being pressured into gang life to a system allowing homeless to find and reserve beds at a local shelter.

“The program is small, but I think it’s one of most impactful things students can do,” said Todd Foley, assistant director of SLU’s Student Involvement Center, who coordinates the program. “It has helped launch new businesses as well as provide opportunities for students to do things for the St. Louis community beyond typical volunteerism and service on an ongoing basis.”

“BECAUSE OF SLU’S JESUIT MISSION, THERE HAVE ALWAYS BEEN PEOPLE ATTRACTION TO THE UNIVERSITY AND ITS ENTREPRENEURSHIP PROGRAM SO THEY COULD PURSUE SOCIAL ENTREPRENEURSHIP – EVEN BEFORE WE KNEW WHAT THAT WAS.”

- JERRY KATZ, PH.D.
DRIVEN BY SERVING OTHERS

For Neil Metzger (MBA ’12), an interest in entrepreneurial business and social justice have merged into a vision to start a not-for-profit organization that manages microfinance relationships in southeast Asia.

Metzger, who serves as communications coordinator in the SLU office of admission, comes from a service-minded family. His grandfather was the first paid staff member of Heifer International, a not-for-profit organization that provides livestock and agricultural training to individuals struggling for reliable sources of food and income.

“I’ve grown up with the idea of helping others,” he said. “While Heifer International does that through animals, I’m more interested in providing loans for small business enterprise and entrepreneurship.”

A trip to Vietnam during his senior year of undergraduate studies exposed him to the profound impact that a modest investment can have within the region.

“I saw how building a solid school or sanitation system can impact people’s lives and how thankful they could be,” he said.

Metzger’s goal is to become a capital funder in Laos, a country with an undeveloped microfinance infrastructure.

“By being able to provide these loans, you create self-sufficient families that are able to create savings and provide education for their children,” he said. “It helps them currently, while also creating resources they can pass on to future generations. It also gives them a voice, so they’re no longer easy targets for being taken advantage of by predatory loans.”

Metzger says a common misconception of social entrepreneurship is that it means giving away as much money as possible, as quickly as possible.

“The goal is to run a healthy, successful business while always making sure your mission for social justice shines through,” he said. “If you help someone for two years and then go out of business, you’re probably doing less good than if you helped fewer people, but were around for 20 years.”

Sr. Robbie Pentecost points to another fallacy about social entrepreneurship: the idea that people in need just want handouts and have nothing to give in return.

She recounts a recent experience with a team of college students who were building a ramp to replace a cement block that an elderly couple had been using to enter and exit their trailer. A fire had demolished the couple’s home, and they were struggling with various health ailments.

Before the students began the task, the woman insisted on making each of them a work apron. When she ran out of material for the last two aprons, she used material from her own blue jeans to make sure everyone would have one.

“This is what I encounter quite often in my work,” Pentecost said. “We think we’re here to take care of other people, rather than seeing them as people we can also receive from. I think it’s in that relationship where social justice actually happens — where we become equal.”

She thinks the business world has an extremely important role to play in connecting those who have resources with those in need.

“One of the things missing in our society is access to economic resources,” she said. “We need to find ways to give people dignity and respect, and the ability to get their basic necessities met. I think that comes through creating economic opportunities, and right now, economic growth is coming from entrepreneurs.”

A NEW GENERATION OF SOCIAL ACTIVISTS

Katz believes interest in social entrepreneurship will continue to grow, fueled by a heightened sense of social awareness and concern that he witnesses in today’s students.

“They remind me of the students of the 1960s and 1970s,” he said.

“Energized by the Internet, these kids have a larger sense of being able to create movements — whether on a Facebook page or through a crowd-funded process.”

Katz says he’s amazed to see how many successful social movements that young people are creating.

“All you need is a compelling message, a video and some photos highlighting a real problem or concern,” he said. “Individuals can make a difference by liking a Facebook page, donating to a cause or sending a message to their Congressman.”

Beyond the sheer activism, he’s encouraged by his students’ commitment to genuinely improving the world.

“These are good-hearted, kind and giving kids, and they are concerned about the future,” he said. “Those kinds of people give me tremendous hope for the world.”
EASTER EGG HUNT
Join the Billiken, the Easter Bunny and the Saint Louis University community for the annual Easter Egg hunt on Saturday, March 30. Bring your family back to campus to take part in this special tradition.
For more information and to register: alumni.slu.edu/easter13

SLU DAY AT BUSCH STADIUM
MORE DETAILS WILL BE FORTHCOMING.
Check alumni.slu.edu for updates.
Join with hundreds of other local SLU Billikens to show support for another favorite team — the St. Louis Cardinals.
Cost: $25 per person; includes game ticket, hot dog, soda and a $5 gift to the Emergency Scholarship fund.

PAST EVENTS
TRIVIA NIGHT
On Jan. 26 the John Cook School of Business Alumni Board hosted the annual Trivia Night. More than 230 alumni and friends attended the event held in the Shanahan Atrium in the John Cook School of Business. With the support of alumni and sponsors, the Trivia Night raised more than $4,500 for the alumni scholarship fund.

JOIN THE JCSB ALUMNI BOARD!
The John Cook School of Business is recruiting new Alumni Board members. Candidates should have experience in leadership roles and embody the mission of the board in working with faculty, current and prospective business students, alumni, and the community to enhance and promote the image of Saint Louis University and the John Cook School of Business.
Board members are expected to:
• Attend bi-monthly meetings and events supported by the board throughout the year
• Serve on at least one sub-committee
• Serve terms of three years or more
If interested, please forward a copy of your résumé to Annelise Pivin, assistant director of alumni relations, at maloneya@slu.edu or 314-977-2248.

BASEBALL GAMES
As you make your summer plans, please join us for SLU Alumni Night at the Ballpark in a city near you!
Register online now: alumni.slu.edu/baseball13
April 1 Cardinals vs. Diamondbacks Phoenix
April 19 Cardinals vs Phillies Philadelphia
April 21 KC Royals vs. Red Sox Boston
April 23 Cardinals vs. Nationals Washington, D.C.
May 18 Tigers vs. Rangers Dallas/Ft. Worth
May 22 Cardinals vs. Padres San Diego
May 25 Cardinals vs. Dodgers Los Angeles
May 27 Cardinals vs. Royals Kansas City
June 7 Cardinals vs. Reds Cincinnati
June 8 Cardinals vs. Reds Cincinnati
June 11 Cardinals vs Mets New York
June 16 Cardinals vs. Astros Houston
June 30 Cardinals vs. A’s San Francisco
July 2 Cardinals vs. Angels Anaheim, Calif.
Aug. 18 Cardinals vs. Cubs Chicago
Sept. 17 Cardinals vs Rockies Denver
Nelson Mandela once said that education is the most powerful weapon we can use to change the world. When I earned my MBA degree from SLU in 2009, I knew I was prepared to make my mark in the business world.

For years, I had been toying with the idea of joining the Peace Corps, but had put it off for one reason after another. About a year into my education at SLU, however, I felt the time was right to apply. The university’s mission statement – particularly the part about “service to humanity” – really resonated with me.

I knew the Peace Corps would send me to a place where education was not the norm and where many children, especially girls, quit school at an early age to help out around the home. Many more attend school in sub-par conditions, often without access to books or writing materials.

Having grown up never knowing these hardships, I looked forward to the opportunity to help others better their own situations and, in the words of Gandhi, “be the change I wanted to see in the world.”

OUT OF MY CORPORATE COMFORT ZONE

I ended up working with a small craft-focused business, far removed from my comfort zone of corporate America.

My placement was in a small village in the High Atlas Mountains of Morocco. Located about three hours from the city of Marrakech and about an hour from the closest town with a bank, I worked with a women’s weaving and embroidery cooperative: Cooperative Haut Atlas. This group of women was a wonderful mix of contradictions. Most had little formal schooling but were experts in spinning wool and weaving carpets. Many had children and grandchildren, but had never traveled more than an hour away from the village. Almost all of them had a cell phone, although few were literate enough to dial a phone number without help.

While I am not a crafty person at heart, I loved watching one of the women teach a young girl how to use a drop spindle to create yarn. I was continuously amazed by the skills of these women and even more impressed by their willingness to include me in their group.

My education made me one of the go-to people in the Peace Corps for all questions about finance and marketing. I worked with a friend to adapt a basic balance sheet design for use by illiterate seamstresses. I designed business cards and product tags for several small businesses in the region. While I made some mistakes along the way, I was eventually able to help my cooperative switch to natural dyes for their carpets and take them to craft fairs around the country. Using local plants to naturally color the wool used to make our carpets was better for the environment, lowered product cost and allowed for a higher profit margin.

I am incredibly proud of all that I accomplished. Not only was I able to live in a rural village halfway around the world for almost two years, but I also helped wonderful women create a more sustainable and profitable business. There is no greater gift than being able to share your own knowledge and skills with people who will use it to live better lives.

Returning to St. Louis did create some challenges (do you know how many shampoos there are to pick from in Walgreens?) But I was lucky to find a job after only a few months of searching. I applied for my current job through the career services center at SLU, and my MBA helped me stand out in the crowd. Since February 2012, I have worked as an analyst for Anheuser-Busch InBev in downtown St. Louis, and I absolutely love it.

It’s amazing to me that the finance and marketing skills I learned at SLU are adaptable enough that I could use them both at a small women’s weaving business in rural Morocco and working for an international company with billions of dollars in sales. My time at the John Cook School of Business gave me the confidence and the skills to be a versatile businesswoman as well as a successful humanitarian.
“I have hands-on knowledge of how a business should operate before graduation.

“Through programs such as the Collegiate Entrepreneurs’ Organization and the Service Leadership program, students are offered many real-world experiences outside the classroom.”

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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.