

# IN THIS ISSUE: THE FOGELMAN PROMISE

Initiating Culture Change for Students, Alumni, Faculty and Staff

# F O G E L M A N FOCUS

A PUBLICATION OF THE FOGELMAN COLLEGE OF BUSINESS & ECONOMICS



**ALSO INSIDE:**

The New chair of Excellence in Sustainable Real Estate

THE UNIVERSITY OF  
**MEMPHIS**<sup>®</sup>

Fogelman College  
of Business & Economics

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Fogelman Focus is a publication of the Fogelman College of Business & Economics, The University of Memphis. Second-class postage paid at Memphis, Tennessee. Postmaster: Send address changes to Fogelman Focus, Fogelman College of Business & Economics, 432 Fogelman College Administration Building, Memphis, TN 38125-3120. The University of Memphis is an Equal Opportunity/Affirmative Action University.

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**ON THE COVER**

From left: Albert Okunade, Margaret Schultz, Sandi Richardson, John Amis, Lloyd Brooks, Tom Meservy, Jasbir Dhaliwal (Associate Dean), Rajiv Grover (Dean), Tom Miller (Associate Dean), Emanuel 'Ziggy' Siegfried, Barbara Davis, Kimberlee Keef, Ron Spahr.



Dean Grover

Welcome to the 2010 issue of the *Fogelman Focus*. The last 12 months have been extremely busy, and also very productive, for us in the Fogelman College of Business & Economics. Our faculty continues to earn rave reviews for their scholarship and teaching. A prime example of this was revealed by the annual reports released by Texas A&M University and the University of Florida of the research productivity of Departments of Management in U.S. and Canadian universities. A compilation of the last four annual reports, covering the years 2005-2008, ranked the Department of Management 57th out of 287 departments based on publications in *Academy of Management Journal*, *Academy of Management Review*, *Administrative Science Quarterly*, *Journal of Applied Psychology*, *Organization Science*, *Organizational Behavior and Human Decision Processes*, *Personnel Psychology* and *Strategic Management Journal*. The Department of Management ranked first in Tennessee, at the same level as MIT, and ahead of similar departments at Boston College, University of Georgia, LSU, Notre Dame, Pittsburgh, UCLA, and Yale (the reports are available at <http://mays.tamu.edu/mgmt/productivity-rankings/>).

Individually, our scholars in every school and department in the College continue to achieve national and international prominence with the quality of their research. Vitality, our faculty members are also award-winning teachers. Judy Brown, Julie Heath, and Irv Tankersley are among those who have recently earned significant recognition for their teaching and illustrate the quality of instruction that our students in the College receive on a day-to-day basis. Finally, from a service stand point, our faculty and staff have undertaken numerous initiatives to improve the quality of our students' experience and their levels of preparedness to become effective members of, and leaders in, local, national and global organizations.

The desire to continually improve the experience of, and opportunities for, our students is at the forefront of several significant recent developments. First, thanks to an extremely generous \$2 million gift from the Martha and Robert Fogelman Family Foundation, we are going to develop a cutting-edge program in sustainable real estate housed in the Department of Finance, Insurance and Real Estate. Focusing on this area makes sense as, among other things, real estate accounts for 39% of energy consumption and 38% of carbon dioxide emissions. There are four main aspects to this program that I wish to highlight. First, the program will be led by a nationally renowned scholar who will be appointed to the Martha and Robert Fogelman Family Foundation Chair of Excellence in Sustainable Real Estate. Second, we will develop our course offerings to make sustainable real estate an area of focus for graduate and undergraduate real estate students. Third, we will host an annual conference in the College focused on sustainable real estate that will be directed at national and international scholars. Finally, while our intent is to be nationally prominent, we

**MESSAGE FROM THE DEAN**

also intend to be locally relevant. Thus, we will address our attention, in particular, to sustainable real estate issues that are faced by those in the mid-south. As part of this local focus, we will offer a professional development certification for local real estate professionals and host regular mini-conferences that will be centered on issues germane to sustainability across the region. The inherent need to tackle sustainability in interdisciplinary ways has resulted in our initial emphasis on sustainable real estate leading us to explore joint initiatives with other departments across the FCBE and the campus. I am incredibly excited about the potential impact that these developments in real estate sustainability will have and see them further elevating the reputation of our College.

Second, I am pleased to announce that Harry Smith has recently joined us as our new Executive-in-Residence. Between 1980 and 2005, Harry was the Chairman and CEO of Schilling Companies, Inc., a firm that has owned and operated companies that have variously dealt in the automobile sales, real estate, trucking, HVAC, and auto parts industries. He has managed more than 1000 employees and a revenue base of \$150 million. Prior to that, he was a partner in a public accounting firm for 16 years. Harry has been giving guest lectures and meeting with students, faculty and staff on the subject, "Know Good – Do Good – Thrive." The essential message is that the most effective way to get ahead in life is through positive actions. If one does the right thing and continues doing the right thing, one will be successful. Harry's activities have thus far been directed at graduating seniors through in-class addresses, but we plan to expand the reach of the message in the next academic year by drawing upon a larger team to communicate with more students.



In addition to the two major initiatives that I have discussed above, a third area of development, under the leadership of Professor Ron Spahr, has been The Code of Professionalism. Ron, together with a committee of representative stakeholders, has taken an idea that has been developed for students at a small number of colleges around the country, and expanded it to include staff and faculty. There are separate Codes for each group: students, staff, and faculty/graduate students. I am proud of the way that this initiative has unfurled as a direct response to the ethical challenges that have been raised in recent years in private and public institutions. Again, there is more on this later in the magazine.

The Code of Professionalism is part of another idea that we have been able to nurture and implement over the last few months, The Fogelman Promise Initiative. As I note above, I am very determined that we cater not just to our students academic development, I also want to see the Fogelman College influence their development as rounded individuals. I believe that this will not only improve the quality of their lives, but also will make them more successful in their future careers as business leaders. This program has only been made possible by numerous faculty and staff, some of whom appear on the front cover, volunteering their time to make the different programs that comprise the initiative a reality. The Fogelman

Promise Initiative, under the overall guidance of Margaret Schultz, is outlined in more detail over the next few pages.

As ever, my sincere thanks to our staff, faculty, alumni and friends who do so much to help with the distinctive contributions that our college continues to make every day. Please do not hesitate to contact me if you have suggestions as to how we may further develop the FCBE.

My warm wishes,

◀ **LEFT**

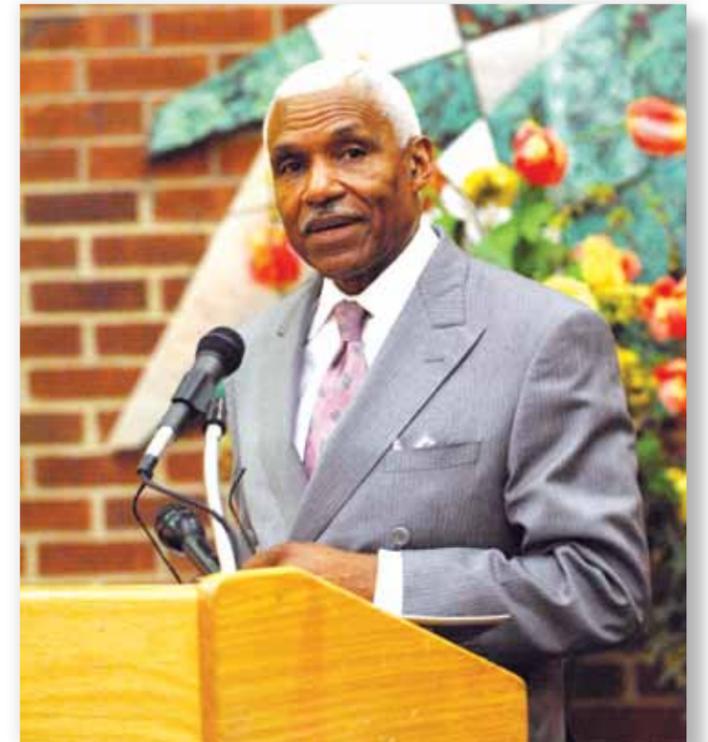
Bobby Fogelman at the announcement of the \$2 million gift to create the Martha and Robert Fogelman Family Foundation Chair of Excellence in Sustainable Real Estate.

**RIGHT** ▶

Mayor A C Wharton speaks about Sustainable Real Estate.

**BELOW** ▼

Dr. Shirley Raines, president of the University of Memphis, thanks Robert Fogelman for his family's generosity.



Dean Grover of the Fogelman College of Business and Economics (FCBE) has initiated a new and exciting program for the College called the Fogelman Promise Initiative. The Initiative is an extensive and multi-faceted effort that involves faculty, staff, alumni, and students. Its aim is to initiate a culture change that affects all those that are or have been part of the Fogelman College community.

The main goals of the initiative are to further prepare students to become valuable employees and responsible citizens, and to inspire current and former students to feel a greater sense of allegiance and pride in being a part of the Fogelman College. The Initiative is called Fogelman Promise because each person is encouraged to make a commitment to themselves: to do their best, to make positive contributions, and to strive to achieve their full potential in both their professional and personal lives.

The Initiative includes several separate programs, each of which is described more fully below. Please do not hesitate to contact me if you require further information about the overall philosophy of the program.

Margaret Schultz  
mschultz@memphis.edu

Read past issues of *Fogelman Focus* and *Fogelman Flash*, our e-newsletter, on our home page at:

[www.memphis.edu/fcbe](http://www.memphis.edu/fcbe)



Fogelman College students attend the Business Etiquette Dining Program.

### BUSINESS ETIQUETTE DINING PROGRAM

Etiquette training, a component of the Fogelman Promise Initiative, is designed to teach students proper dining behaviors and casual conversation protocols in the business world. Dr. Barbara Davis, associate professor of management, coordinates the program.

Program participants attend a business reception and four-course dinner held in the Fogelman Executive Center. A Certified Etiquette Consultant, Ms. Debbie Neal, provides practical instruction on dining, networking, and conversing for business. In addition, each participant receives a customized etiquette guidebook. The cost for students who participate in the program is only \$5, although estimates of similar programs in business are from \$100 to \$150 per person.

Graduating seniors currently enrolled in Management 3510, Business Communication, are given first priority to attend the sessions. Sessions will be offered every semester (spring, summer, and fall) with the goal of providing each Fogelman College student an opportunity to participate in the program.

Students have been very enthusiastic and engaged in the sessions. The participants rated the session excellent overall and commented positively on all facets of the program including the location, price, and program content. While providing comprehensive instruction on business protocols, this program is delivered in a practical, interactive format that is designed to improve students' social and soft skills. This in turn is intended to enhance students' self-confidence, and ultimately their effectiveness at attaining, retaining, and advancing through organizations into

leadership positions.

I would be very happy to discuss the program with you further. For more information about the Business Etiquette Dining program, please contact me.

Barbara Davis  
bddavis@memphis.edu

### FOGELMAN COLLEGE TRADITIONS

The word tradition comes from the Latin *traditio*, acc. of *traditio* which means "handing over, passing on", and is used in a number of ways in the English language. Traditions form a part of custom that involves a practice, habit, belief, or folklore that is passed from person to person or generation to generation. Traditions are practices or beliefs that create positive feelings and are repeated at regular intervals. Effective traditions promote a sense of identity and a feeling of belonging.

Many universities have traditions such as drinking water from a fountain at the University of North Carolina to gain wisdom, walking a boardwalk at the University of Central Florida that brings luck to all who travel along it, and rubbing a stallion statue at Texas State University to provide good luck in exams.

Many traditions are hundreds of years old, but each tradition has a time and place of origin and has been continued over time. An institution with the age and prestige of the Fogelman College deserves a tradition that will unite students and faculty and serve as a source of pride and good memories for graduates who want to return to the campus to relive the tradition. Eight traditions have made it to the final round for selection. More news will be forthcoming in the weeks ahead. I welcome hearing your thoughts as we continue to develop our new tradition.

Lloyd Brooks  
lbrosks@memphis.edu

### FCBE ALUMNI AND FRIENDS HALL OF FAME

Dean Grover established the 'FCBE Alumni and Friends Hall of Fame' initiative in November of 2009. The 'Hall of Fame Committee' comprises Albert Okunade (Economics, Committee Chair), Mark Gillenson (Director of MBA Programs), Kenneth Siegfried (Director of Development), and Darrell Cobbins (an EMBA Program alumnus). The goals of the Hall are to honor distinguished alumni and friends and to inspire our students as they walk to and from classes and see the successful FCBE alumni and friends who have accomplished significant achievements. The plan calls for establishing two separate halls, one honoring distinguished alumni and the other distinguished friends. The first set of inductees is planned for the near future and additional future inductees will be selected by an appropriately constituted committee. Since the Dean's call for establishing the Hall, the working committee has met numerous times and has engaged the University's Facilities Planning experts and an experienced private design firm for the purpose of exploring feasible design concept alternatives. The committee plans to engage a focus group to select the best design concept before opening up the job for the required competitive bidding. The committee will seek appropriate funding sources from external donors to launch the initial project implementation and subsequent inductions into The FCBE Hall of Fame. I would be delighted to hear your ideas about the development of the Hall of Fame.

Albert A. Okunade  
aokunade@memphis.edu

### TOASTMASTERS AT THE FOGELMAN COLLEGE OF BUSINESS & ECONOMICS

The Fogelman College has become the first postsecondary institution in the greater Memphis area to bring to its students and staff the powerful communications skills learning of Toastmasters International. Since last fall, an unprecedented five Toastmasters clubs have been formed within the College at both graduate and undergraduate levels by instructor Dr. Kimberlee Keef and CDMBA student Wade Stack, in concert with over one hundred business students. Further, some instructors at the FCBE have been integrating into their courses the time-tested programs in oral communication and leadership developed by the world-renowned Toastmasters International organization as a means for their students to become more polished public speakers and leaders.

"What's significant about these efforts" says Toastmasters area governor and club co-sponsor Bradley Harris, "is that they're directly linked with the Fogelman College of Business, and directly concerned with teaching communication skills to students eager to learn practical business skills to augment the theoretical and methodological training they gain at university. The effort is also innovative in that students run the show, and they learn while doing. No other postsecondary institution in the area offers a program like this."

With the support of Fogelman College leaders, Dean Rajiv Grover and Department of Management Chair Bob Taylor, among others, the students and faculty were able to quickly and effectively launch the clubs. So successful has the program become that the University of Memphis has already become the site with the most Toastmaster International Clubs in North America.

"It's hard work, but it's tremendous fun," says Angel Bryant, past president of one of

the five clubs. "I've already learned a lot, and received the feedback that my speaking skills have improved in just a few meetings." I would be very pleased to discuss Toastmasters with you further, or hear ideas as to how we may further develop the program.

Kimberlee Keef  
kkeef@memphis.edu

#### FCBE WELLNESS PROGRAM

The FCBE Wellness Program is a unique initiative that actively seeks to contribute to the provision of an holistic education for our students by augmenting the rigorous academic and social programs that are in place with health and wellness education initiatives. The goal is to support students as they seek to improve their personal and professional lives by encouraging them to make better health decisions and embrace a healthier lifestyle that will result in a more productive future.

The FCBE is exploring potential partnerships with groups on- and off-campus in order to define and create wellness activities for the FCBE undergraduate student population. The purpose of this initiative is to explore effective mechanisms that will encourage FCBE students to make better health decisions, adopt positive health behaviors, and make improved lifestyle choices.

An outcome of this work will, it is anticipated, be the identification of best practices and solutions to support the effective identification, promotion, management and diffusion of effective health and wellness programs for student populations. This should also be of benefit to increasing extant understanding of how improved health and wellness can contribute to desirable organizational outcomes (e.g. improved individual and team performances). For more information about the wellness program please contact Dean Rajiv Grover ([rgrover@memphis.edu](mailto:rgrover@memphis.edu)).

#### THE 4Cs PROGRAM

The 4Cs Program is designed to help students in the Fogelman College of Business & Economics enhance their awareness, understanding and development of four critical 'soft skills' that will be intrinsic to their future career success: Communication, Creativity, Critical Thinking, and Emotional Control. In so doing, the intent is to raise students' self-confidence in order to enhance their effective contributions to the (business) world around them. The people responsible for delivering the key messages in each of the four areas are local business professionals. Drawn from the largest private firms to small non-profits spread across the local community, each professional is assigned to a specific course. The activities carried out vary depending upon the nature of the course and the skill being developed, but typically include an opening short lecture that is delivered at the start of the semester. This lecture may then be followed by an on-line Question & Answer session, general feedback on student presentations, evaluation of student projects, moderation of a student debate, or some other salient activity.

The response to the program has been overwhelmingly positive, with students, faculty, and business professionals all extolling the virtues of the intent and realization of the 4Cs initiative. To date, the program has involved 30 business professionals and 20 faculty members teaching across 30 course sections. As more members of the business community join the program, so the initiative is spreading to additional courses throughout the College. I would be delighted to hear from anybody who has ideas as to how we may further develop the 4Cs initiative.

John Amis  
[johnamis@memphis.edu](mailto:johnamis@memphis.edu)

#### THE E-LEARNING INITIATIVE

The faculty of the Fogelman College of Business and Economics recognize that students learn through a wide variety of approaches and that the new global economy requires additional higher levels of critical thinking, communication, and information synthesis and analysis. Increasingly, faculty have been able to enhance traditional modes of content delivery with some sophisticated electronic tools, ranging from making lecture slides and course outlines available on line, to the podcasting of individual courses, to the delivery of complete degrees online. The FCBE E-Learning Initiative provides recommendations, training, and other resources to faculty in order to provide students with a consistent learning environment and to facilitate faculty and student learning within the college.

This semester the initiative has been focused on two key activities: a newly developed college-level certification (FCBE eCourseware Certification) and a series of brown bag presentations where faculty can gather to learn about how to use new and innovative techniques to augment learning in their classes. The FCBE eCourseware Certification provides an opportunity for faculty to demonstrate their proficiency with the university- and college-supported course management system which serves as a common platform for students to access course-related material. This semester, the eLearning brown bag series has included topics such as how to effectively teach online, advanced content creation (audio/video), online quizzes, and using social media sites to further engage students. A full listing of topics can be found on the FCBE eLearning website at <http://www.memphis.edu/fcbelearn/>. Please send me any suggestions as to how we might advance the work of the E-Learning Committee.

Tom Meservy  
[tmeservy@memphis.edu](mailto:tmeservy@memphis.edu)



Memphis Snake Doctors at Fogelman Promise Day.

#### THE FCBE HONORS PROGRAM INITIATIVE

Hundreds of undergraduates currently enrolled in The FCBE are 'high ability' students participating in the University's Honors Program (UNHP). The FCBE Honors Program is currently undergoing a multiple goal-oriented complete review. The FCBE Associate Dean Jasbir Dhaliwal, in January 2010, appointed Albert Okunade (Economics, Committee Chair) to lead an appropriately constituted team to undertake a complete review of the manner in which we recruit, advise, teach and mentor our high-ability students as they pass through our undergraduate programs. The team is further charged with making actionable recommendations designed to lead structural and operational changes pertaining to how we can boost

the recruitment, retention and graduation of these students to ensure that they receive a quality educational experience that makes all of us proud of our college and university. To achieve these goals, the committee aims to study the design, operational structure, and funding of cost-effective Honors Programs that sustain quality in our peer and aspirant business schools nationwide. Taken together, our intent is to link the redesigned Fogelman Honors Program to continuous quality improvement processes and also make it an integral part of "The Fogelman Promise." A high-quality Fogelman Honors Program, properly implemented, is capable of raising the high quality visible processes and outcomes of the entire FCBE undergraduate degree program, serve as a powerful catalyst that propels the overall FCBE student body to achieve higher

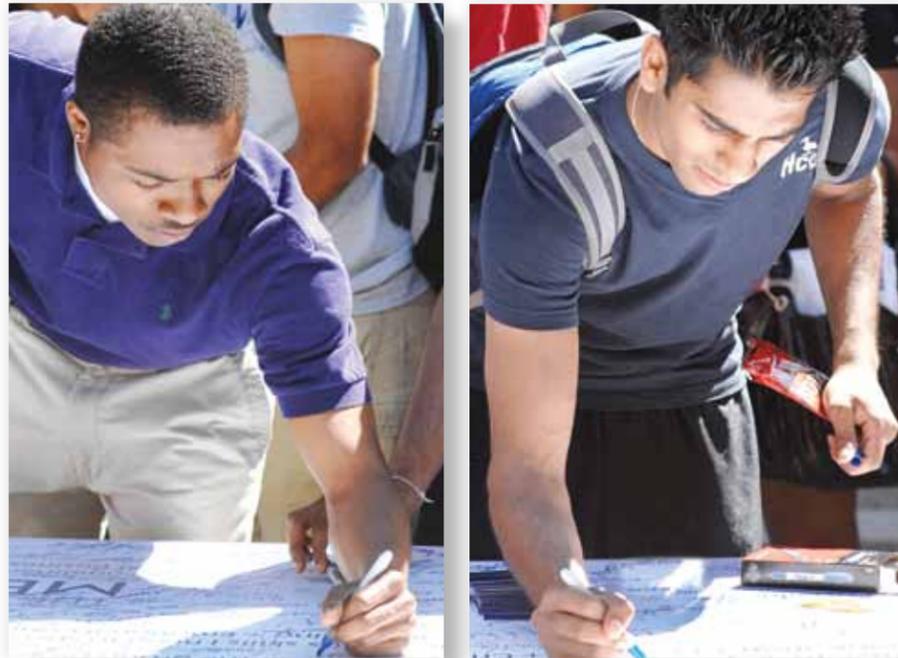
rates of on-time degree graduation, and consequently generate sustainable state, private and corporate support of the FCBE educational programs. It is also our intent that the graduates of our Honors program should help constitute a high-quality local workforce that will see our Honors graduates remain in and positively lead the Memphis region. I welcome hearing from you about this initiative.

Albert A. Okunade  
[aokunade@memphis.edu](mailto:aokunade@memphis.edu)

**FOGELMAN CODE OF PROFESSIONALISM**

Over recent months, a committee headed by Professor Ron Spahr with involvement from a wide range of College stakeholders has been creating a Code of Professionalism. Similar initiatives for students have taken place at several colleges around the country. We have developed separate codes for students, faculty & graduate assistants, and staff. These were formally unveiled at Fogelman Promise Day on April 15 and are prominently displayed in the College. If you have any feedback on the Codes please do not hesitate to contact me.

Ron Spahr  
rspahr@memphis.edu



Students sign the Fogelman Code of Professionalism for Students.

**THE FOGELMAN CODE OF PROFESSIONALISM FOR STUDENTS**

*As a member of the Fogelman College of Business and Economics (FCBE), in addition to abiding by laws and University policy, I will:*

- **Respect the rights and dignity of all people**
- **Act with honesty and integrity**
- **Take full responsibility for my actions**
- **Maintain the highest standard of professional ethics**
- **Be considerate of others' feelings and needs**
- **Conduct and present myself in a manner that is appropriate of a business professional**

*As a student and future business professional, I will follow these behavioral guidelines:*

- When completing assignments, I will make the maximum effort to perform to the best of my abilities. I will do my own work, and unless specifically authorized, I will refrain from relying on others or unreferenced outside resources for assistance. I will refrain from taking exams or completing assignments for others when such assistance is prohibited.
- I will comply with the University's policies on student conduct as defined in the Code of Student Rights and Responsibilities. When using University computing resources, I will abide by the University's policy of Acceptable Use of Information Technology Resources.
- When on campus, I will dress and act in a manner that is appropriate for a college campus. When attending class, I will dress and act in a manner that will not distract other students or instructors from learning activities.
- I will attend all class sessions in which I am enrolled, arrive on time, and stay for the entire class period. I will refrain from using cell phones, iPods, or other electronic devices during class unless I have the instructor's permission to use these items for educational purposes. I will speak and act appropriately so as not to be disruptive when the instructor is speaking. I will be respectful and considerate of my fellow classmates and instructors at all times.
- When assigned to group projects, I will contribute my fair share and cooperate fully with my group members to achieve the shared goals of the group project.
- I will strive to acquire and master the four Cs skills I need to succeed professionally: Communication + Creativity + Critical Thinking + Emotional Control = Self-Confidence

**THE FOGELMAN CODE OF PROFESSIONALISM FOR STAFF**

*As a member of the Fogelman College of Business and Economics (FCBE), in addition to abiding by laws and University policy, I will:*

- **Respect the rights and dignity of all people**
- **Act with honesty and integrity**
- **Take full responsibility for my actions**
- **Maintain the highest standard of professional ethics**
- **Be considerate of others' feelings and needs**
- **Conduct and present myself in a manner that is appropriate of a business professional**

*As a staff member, I will follow these behavioral guidelines:*

- I will comply with University policies regarding the conduct of staff members.
- I will treat my colleagues, whether supervisors, peers, or subordinates, with courtesy and respect at all times.
- I will act within the scope of my authority at all times. I will remain accountable for tasks that I delegate to others and I will exercise adequate control and supervision over matters for which I am responsible.
- I will use University resources only for purposes for which they are authorized.
- I will protect the confidentiality and security of any confidential information that is entrusted to me such as student records, employee personnel records, and private correspondences.
- I will take the appropriate steps to avoid any conflict of interests and I will promptly disclose any conflicts of interest that I may observe on the part of faculty, staff, students, trustees, or the institution as a whole.
- I will carry out my job responsibilities to the best of my ability and continually strive to maintain the highest standards of performance.

**THE FOGELMAN CODE OF PROFESSIONALISM FOR FACULTY AND GRADUATE ASSISTANTS**

*As a member of the Fogelman College of Business and Economics (FCBE), in addition to abiding by laws and University policy, I will:*

- **Respect the rights and dignity of all people**
- **Act with honesty and integrity**
- **Take full responsibility for my actions**
- **Maintain the highest standard of professional ethics**
- **Be considerate of others' feelings and needs**
- **Conduct and present myself in a manner that is appropriate of a business professional**

*As a faculty member or graduate assistant and business professional, I will follow these behavioral guidelines:*

- I will consistently strive to achieve excellence in teaching.
- I will treat all students, staff, and colleagues equally and with dignity and respect.
- When teaching a class, I will arrive on time and be prepared to conduct class.
- When developing course assignments and measures of performance, I will compose exams that fairly assess students' understanding and mastery of the course's learning objectives and materials. I will compose assignments that will assist students in achieving course objectives.
- When grading assignments, I will develop criteria to assess students' performance fairly and impartially. I will provide timely feedback on all assignments, tests and deliverables. I will set and enforce fair grading standards, and I will not tolerate student cheating.
- I will be available for collaboration and consultation during my office hours. I will provide students with reasonable opportunities to discuss grades and other course related issues.

**FOGELMAN PROMISE DAY**

The 1st annual Fogelman Promise Day took place on Thursday, April 15 and was a huge success with over 1500 guests. In attendance were students, faculty, staff, alumni, and friends of the college. The event included a special guest, Tom III, our live Bengal Tiger mascot. All guests were treated to complimentary food and drinks, a Fogelman College polo shirt, and live entertainment from the Memphis Snake Doctors and Rockin' Robin's Djs. The majority of the event took place in the Fogelman College courtyard while the first floor of the Fogelman College contained displays and representatives from FCBE student organizations, FCBE departments, and other University of Memphis organizations. The tables were set-up to provide students with the opportunity to learn more about the organizations that they can become involved with at the Fogelman College and the University of Memphis.

The Fogelman Promise Day, supported entirely by dedicated funding from anonymous donors, provided an experience that promoted the Fogelman College of Business & Economics in a positive way that helped intensify student, alumni, staff, faculty, and community bonding. An additional objective of Fogelman Promise day was to create an opportunity for students to participate in meaningful traditions, creating memories that will be sustained after graduation and thereby encouraging life-long affiliation with the Fogelman College of Business & Economics.

If you have any suggestions for how we may develop Promise Day, please do let me know.

Kenneth Siegfried  
[k.siegfried@memphis.edu](mailto:k.siegfried@memphis.edu)



Fogelman Promise Day

**SCHOOL OF ACCOUNTANCY**

The Fogelman College of Business & Economics (FCBE) is committed to providing a stimulating intellectual environment for its graduate and undergraduate students. The School of Accountancy (SOA) is aligned with the College's vision and seeks to provide a continuously improving, student-centered curriculum, given the demand of a constantly changing global business world. SOA students are now exposed to real-world learning activities and encouraged to become active learners, able to develop accounting solutions that address the demands of a global economy. On day one of employment, SOA students are expected to be certified and technically proficient in financial accounting and auditing standards that are increasingly complex.

To this end, SOA faculty have spent a great deal of time over the last year revising the curriculum and utilizing technological advances to link the SOA with the University Placement Center. Accounting students can now move easily interview and enroll in midterm internships with major private and public firms while staying on track for graduation. The masters program has also undergone significant changes. The SOA now offers a five year program that leads to an undergraduate and master's degree. In the fifth year, students now can enroll in CPA review courses that lead to certification and a master's degree. In a little over a year, with a revitalized faculty-driven curriculum based in a strong student centered environment, the School of Accountancy is now the largest unit in the FCBE with 600 undergraduate and 85 masters students.

Professor Carolyn M. Callahan, Chair  
[cmclhan@memphis.edu](mailto:cmclhan@memphis.edu)

**DEPARTMENT OF ECONOMICS**

The Department of Economics at the University of Memphis is a nationally recognized department that combines rigor in research productivity with excellence in teaching and student service. We believe strongly in pushing forward the boundaries of our knowledge of the economic world via research and scholarship, as well as sharing our insights with the students of the University of Memphis, that we might prepare the next generation of economists and scholars. Members of our faculty have published in top journals in many areas of economics and have won university and national recognition for their teaching and research.

Graduates of our Ph.D. program have been placed in tenure-track positions in colleges and universities across the U.S. and worldwide. Our undergraduate majors are among the best and brightest on campus and we pride ourselves on being very exclusive with our students.

As is described elsewhere in the magazine, the FCBE honored Dr. Cyril Chang with a Palmer Award for Research while Dr. Julie Heath received the Palmer Award for Service. Julie has also been recognized for her teaching as winner of a University of Memphis Distinguished Teaching Award; she also received the Elzinga Award for Distinguished Teaching from the Southern Economic Association in 2008, the most prestigious, national award for teaching in the profession. Dr K.K. Fung has also received a Distinguished Professor Award from the Wall Street Journal. Professor Fung was chosen to receive The Wall Street Journal Distinguished Professor Award among professors at 24 major universities over an eight state region.

Elsewhere, our faculty continues to publish in the discipline's leading journals. Some

recent examples: Dr. Pinaki Bose (Journal of Economic Behavior & Organization, and the Southern Economic Journal); Dr. David Kemme (Journal of International Money & Finance), Dr. Albert Okunade (Health Economics), and Dr. Bill Smith (Journal of Money, Credit & Banking, Journal of Banking & Finance).

As we look forward to further developments in the year ahead, we are always keen to hear from our many stakeholders, particularly our alumni. Please do not hesitate to contact me with any ideas or news that you have.

Professor Bill Smith, Chair  
[wtsmith@memphis.edu](mailto:wtsmith@memphis.edu)

**DEPARTMENT OF FINANCE, INSURANCE AND REAL ESTATE**

The Department of Finance, Insurance and Real Estate in the Fogelman College of Business and Economics focuses on teaching and research in finance and financial services in a variety of contexts including corporate finance, commercial banking, investment banking, real estate, and insurance. The Department offers degrees in a number of specialized fields of study. These range from a Ph.D. in finance, masters in finance and real estate and four fields of study in the bachelor's program.

In 2009, the Department of Finance, Insurance and Real Estate changed the way real estate is taught at the University of Memphis. Two major changes occurred. First was the launch of the University of Memphis's online real estate classes and the beginning of a Professional Real Estate Certificate. Second was a major revision to the Master of Science in Business Administration with a Concentration in Real Estate making it a more focused, interdisciplinary degree program through its multi-discipline options.

Our revised MSBA Concentration in Real Estate has an integrative, professionally oriented graduate curriculum. This Real Estate concentration fulfills the need for a more specialized education that is beyond the scope of the traditional MBA program.

The program addresses a wide range of issues and methods associated with conceiving, financing, developing, completing and marketing real estate projects in today's economic and regulatory environment. Graduates will join the relatively small number of students who have completed similar innovative programs which are at the forefront of professional education in real estate. The program is unique because it has no required prerequisites other than having completed a bachelor's degree before entering.

Unlike any other program in the Fogelman College of Business and Economics, students will be given the opportunity to enroll in graduate work in areas such as Architecture, Civil Engineering, City and Regional Planning, and Urban Ecology. Therefore, the program is especially well suited for professionals from other complementary career fields, as well as undergraduate students in one of the above programs who would like a graduate degree in Real Estate, but would still like to take graduate work in their undergraduate degree field.

Graduates with a MSBA Concentration in Real Estate work as entrepreneurs, developers, contractors, brokers, appraisers, investors, financiers, mortgage brokers, legal professionals, planners and policy makers throughout the real estate industry. I welcome hearing from anybody who would like to further discuss our various programs.

Professor Ron Spahr, Chair  
[rspahr@memphis.edu](mailto:rspahr@memphis.edu)

### THE SUSTAINABLE REAL ESTATE PROGRAM

As a result of a \$2 million gift from the Martha and Robert Fogelman Family Foundation, the Fogelman College of Business and Economics and the Department of Finance, Insurance and Real Estate will integrate sustainable real estate into existing real estate graduate and undergraduate programs. Integration of sustainability into real estate programs will position the University of Memphis as a pioneer among real estate programs.

Real estate represents over 50% of the value of all assets in developed countries, in excess of 50% of all assets of commercial banks and is the largest energy consumer in the United States. It also is responsible for over one-third of the world's energy consumption and CO2 emissions, thus a focus on sustainable real estate is timely.

As the Dean points out in his introduction to the Focus, there are four main components to this initiative. First, in line with the real estate program developments that are discussed elsewhere in the magazine, sustainable real estate will be integrated into existing graduate and undergraduate programs. This will be accomplished by including a new required graduate class covering sustainable real estate and modifying current Real Estate Development classes to include sustainability as an integral part of the development process. The emphasis on sustainability, especially at the graduate level, creates unique real estate programs at the University of Memphis where all students will be encouraged to pursue the LEED Green Associate designation.

Second, the University of Memphis will co-sponsor, with other local organizations, an annual conference on real estate sustainability. The conference will be

designed to attract both academic and practitioner real estate sustainability leaders from across the country. This will provide regional and national recognition for the Fogelman College, and the Memphis region.

Third, the College will develop a series of semi-annual half day workshops open to both graduate students and professionals to explore methods of implementing sustainability and its potential impact on the Memphis region. It is anticipated that these workshops will be an outgrowth of the annual conference where local participants may wish to more fully explore conference topics. A benefit of these workshops is the availability of low cost continuing education opportunities for local commercial and residential brokerage professionals.

Finally, the gift will also provide funding for a new Chair of Excellence in Sustainable Real Estate in the Fogelman College of Business & Economics. The new professor will be a thought leader who contributes to high quality journals, including The Journal of Sustainable Real Estate and Journal of Real Estate Practice and Education. The Chair of Excellence will also be expected to interact with the Memphis area real estate community for the mutual benefit of the community and to better prepare real estate students for careers in the real estate industry.

The gift facilitates the creation of the first new Chair of Excellence in the FCBE since the International Hotels Group Chair of Excellence agreement was signed in January 2002; it is the second Chair of Excellence to be established in the Real Estate field of study at the University of Memphis. Further details about the Sustainable Real Estate Program are available from the Chair of the Department of Finance, Insurance and Real Estate Professor Ron Spahr ([rspahr@memphis.edu](mailto:rspahr@memphis.edu)).

### THE KEMMONS WILSON SCHOOL OF HOSPITALITY AND RESORT MANAGEMENT

More than 50 years ago, C. Kemmons Wilson, Sr. created a hotel brand that focused on meeting the needs of its customers – providing a quality, consistent product that family travelers could enjoy. Flash forward to 2002, with a \$15 million gift and with the same entrepreneurship and vision that reinvented the hospitality industry, Mr. Wilson established the Kemmons Wilson School of Hospitality and Resort Management at the University of Memphis. With additional support from Intercontinental Hotels Group (IHG) and industry veterans, Frank Flautt, Jr. and John Q. Hammons, the School changed education here in the Mid-South as students now had access to a business-focused, hospitality education right here in Memphis.

In order to provide a world-class education, the Kemmons Wilson School has positioned itself as a prominent program providing a contemporary hospitality program, with an emphasis on lodging and resort operations. Students learn what it takes to effectively run a successful business through a mix of class work, applied industry experiences and a required 1000 hours of internships in lodging and hospitality operations. The lodging operations focus is delivered through course work focusing on asset management, facility development, human resources, resort management, food and beverage cost controls, and revenue management. Housed in a full-service, award winning Holiday Inn hotel and conference center, students see first hand service standards, business challenges and real-time operations.

This year also marks a significant moment in the short, albeit eventful, history of the Kemmons Wilson School of Hospitality and Resort Management as we have moved

from the Department of Management to become the seventh independent department within the Fogelman College of Business and Economics. Accompanying this move has been a significant curriculum update to reflect our ongoing focus on educating students with the needed skills to stand-out amongst their peers and be successful throughout their professional careers. The School has also increased its focus on bridging the gap between the theory of the classroom and application of industry. Through various engagement activities, from student trips to Kiawah Island Golf Resort to attend a national conference to site visits within Memphis, our students receive constant exposure to their future profession. The Chair of the School, W. Terry Umbreit ([wumbreit@memphis.edu](mailto:wumbreit@memphis.edu)), would be delighted to hear from anybody interested in finding out more about our current offerings or future plans.

### DEPARTMENT OF MANAGEMENT

Last year the Fogelman College initiated the Customer-Driven MBA. We are happy to report that in the Department of Management we are about to present one of the most customer-driven BBA programs in the region. Want to learn about management and leadership? Want to learn it without leaving your area of West Tennessee? Want to learn it without even leaving your home? Recent changes to the curriculum offerings in Management allow you to answer "Yes" to each of those questions and have your wants and needs met. We have initiated a series of changes to provide our majors, and even some non-majors, with tremendous flexibility in how they can receive their management and leadership education.

First of all, the major itself. We have always provided a strong curriculum in our department with courses relating to

strategic management, human resources management and organizational behavior. Recently the faculty determined that we will formalize our offerings with areas of emphasis in Human Resource Management, Leadership and Organizations, and General Management. The HRM emphasis allows students to focus their studies towards a career as Human Resources generalists in nearly any field of endeavor. The Leadership and Organizations focus orients students toward careers as leaders/managers in non-specialized areas including the retail, service, non-profits, and hospital sectors. The General Management emphasis has built-in flexibility to allow students to take courses in management and leadership, but to also supplement them with courses that allow the student to focus on a specific field, such as sports management, entertainment, distribution, warehousing, or various service industries. We have also implemented a certificate program that allows non-majors to get additional training in Leadership or Management.

Not only have we expanded what we will be offering, we have greatly expanded how and where we will be offering our courses. Perhaps most notably, as of Fall semester 2010, the Management department will start its online BBA Management major.

In the Department of Management we continually strive to take a leadership role in serving the needs of our academic constituents. If you would like to know more about a degree in Management, please visit our website at <http://management.memphis.edu> or contact me directly.

Dr. Robert Taylor, Chair  
[rrtaylor@memphis.edu](mailto:rrtaylor@memphis.edu)

**DEPARTMENT OF MANAGEMENT INFORMATION SYSTEMS**

Primary objectives for the Department Management Information Systems (MIS) are to: (a) provide a curriculum that includes the cultural, global, and ethical environment of business; (b) develop an appreciation of the impact of information technology on business decisions; (c) promote an understanding about the role of information technology and proficiency in relevant computer applications; (d) instill an ability to integrate knowledge from different disciplines to define problems and research solutions; (e) provide a process for development of critical thinking and decision-making skills essential to solving business problems; and (f) develop the ability to contribute effectively within a team environment to the foundation knowledge in each functional area of business. The department offers degree programs at the undergraduate, master's, and doctoral levels. The department has a very active MIS Advisory Council which provides input into model curriculum, project management, and other initiatives.

Over the last six months of 2009, under the direction of Dr. Brian Janz, the MIS department embarked on a significant overhaul to its undergraduate curriculum. Based on the MIS field's model curriculum – "IS 2009" – the department will begin offering one of the most innovative undergraduate programs in the world in fall 2010. In addition to a revised set of courses around IT infrastructure, architectures, information management, and systems development, the MIS department will now be offering a course in critical thinking and project management that will be required of all undergraduate business students.

The demand for project management skills in industry is increasing; however the number of individuals who can meet the

demand is decreasing. To address these changes the Department of MIS, with leadership from Dr. Robin Poston and Dr. Sandra Richardson, created a collaborative effort between the University of Memphis and the Memphis chapter of the PMI. The result is a popular and highly successful program in which project management professionals from the Project Management Institute are engaged in student learning by providing a guest lecture series, serving as mentors for class projects, providing actual organizational projects for students to analyze and apply class concepts, and serving as judges on student team project competitions. The results are graduates who receive a rigorous education, obtain hands-on experience in industry, and form relationships with, and learn practical skills from PMI volunteers. This in turn grounds their formal education in practical industry experience. If you would like to discuss any of the initiatives that we have ongoing in the Department of Management Information Systems, or if you have any suggestions of how we might further develop, please do not hesitate to contact me.

Professor Lloyd Brooks, Acting Chair  
[lbrooks@memphis.edu](mailto:lbrooks@memphis.edu)

**THE DEPARTMENT OF MARKETING & SUPPLY CHAIN MANAGEMENT**

The Department of Marketing & Supply Chain Management (MSCM) in the Fogelman College of Business & Economics offers high-quality academic programs including undergraduate majors in Marketing Management and Logistics/Supply Chain Management, and a Ph.D. in Marketing. The department also offers a wide range of courses for the FCBE MBA programs including classes in negotiation, marketing strategy, marketing research, international marketing, retail marketing management, and supply chain management.

Our nationally known faculty have diverse areas of expertise including advertising strategy, strategic sourcing and procurement, customer relationship management, supply chain modeling, negotiation, productivity management, systems analysis, services marketing, and management science. Faculty members actively deploy this expertise in their classrooms, their consulting and outreach activities and their published research.

As part of the Ph.D. program, the department hosted about 65 participants at the 4th annual Southeast Marketing Symposium on Friday, February 5, 2010. Marketing Ph.D. students and their Ph.D. program coordinators from eight southeast schools participated in the symposium: Alabama, Florida State, Kentucky, Louisiana State, Memphis, Mississippi, Mississippi State, and Tennessee-Knoxville. The Symposium is held each year to provide networking opportunities for the Ph.D. students and to encourage sharing of research interests and activities among the participants.

Several University of Memphis doctoral students participated in the program: Andrew Borodin, John Cicala, Phillip Hart, Aaron Joyal, Christine Kowalczyk, Jennifer Martinez, Mohammad Nejad and Keith Story. Dr. Dan Sherrell represented Memphis as the MSCM doctoral program's coordinator. Dr. O.C. Ferrell, Professor of Marketing and Creative Enterprise Scholar at the University of New Mexico, and a Distinguished Professor of Marketing & Business Ethics at the University of Memphis from 1989 to 1998, was recognized for his commitment to advancing doctoral education in the field of marketing.

This conference is a notable example of the types of activities that we develop in MSCM as we seek to develop innovative ways to

promote learning and scholarship. Please do not hesitate to contact me if you would like to learn more about what we do, or have suggestions of how we may continue to evolve.

Professor Marla Stafford, Chair  
[mstaffrd@memphis.edu](mailto:mstaffrd@memphis.edu)

**FCBE AWARDS**

Several faculty won awards this year. First, four faculty members - Judy Brown, Cyril Chang, Julie Heath and CS Pyun - were awarded 2009-2010 Suzanne Downs Palmer Professorships for their outstanding achievements in research, teaching and service respectively. In addition to her Palmer Award, Professor Julie Heath also won a University of Memphis Distinguished Teaching Award. Further, Professor Irvin Tankersley won a Thomas Briggs Award for Teaching Excellence and also the University of Memphis Helen Hardin Honors Program Teaching Award. These are a remarkable group of awards, and speak to the esteem with which these professors are held in the College, across the University, and in the broader community. Details of their varied accomplishments are outlined below.

**PALMER TEACHING AWARD: JUDY BROWN**

Judy Brown, an Assistant Professor in the Department of Management Information Systems, is the recipient of the Palmer Award in the teaching category. Judy has been noted for the high quality of her teaching in the College for a number of years, and has touched numerous students in multiple ways. Among other things, she pioneered the introduction of the myITlab into MIS 2749, thus enabling students to participate in hands-on practice sessions. She has served as coordinator of MIS 2749, working with the MIS faculty, regular and adjunct, to ensure that the most current and relevant material is effectively delivered and that student performance is appropriately



Judy Brown

evaluated. Judy has also incorporated the Microsoft Certification Applications Specialist Examination into her course, thus enabling students to obtain a valued certification that will enhance their employment opportunities. She has advised, both formally and informally, countless MIS students, writing numerous letters of recommendation and regularly going the extra mile to find them employment upon graduation; she has also maintained contact with our graduates, continuing to provide advice as they advance in their careers. Finally, Judy has been a liaison with the professional MIS community, thus ensuring that her students are exposed to cutting-edge concepts and that employers are made aware of what our graduates have to offer. In these ways, and in many others, Judy has proved herself a worthy winner of a Palmer Professorship.

**PALMER RESEARCH AWARD: CYRIL CHANG**

Dr. Cyril F. Chang, Professor of Economics and Director of the Methodist Le Bonheur Center for Healthcare Economics is a recipient of a Palmer Research Award. Cyril has written extensively in two applied areas



Cyril F. Chang

of economic research: health care and not-for-profit organizations. In health care, he is recognized by his peers for making at least three important contributions: (1) The evaluation of TennCare as a state-level health reform program, (2) Prevalence of potentially avoidable hospitalizations and its variations among racial and insurance groups, (3) Cost effectiveness evaluation of medical intervention in clinical trials. Currently in health care, he is studying hospital readmissions and how to reduce them and the impacts of high-deductible, consumer-driven health plans on the utilization and costs of prescription drugs and other health services such as ER care and specialist services. Over the last three years, Cyril has secured \$350,000 in research grants, a period in which he has had 11 articles published in journals including Health Care Management Review, Medical Care Research and Review, and the Journal of American Geriatric Society.



Julie Heath

**PALMER SERVICE AWARD:  
JULIE HEATH**

Professor Julie Heath, a member and former Chair of the Department of Economics, was the unanimous selection of the Palmer Awards Committee as recipient of the Palmer Service Award. Julie's contribution to the College, the community, and the broader economics profession are extensive and impressive. Among other things, Julie has served on the Board of Directors of the Council for Economic Education and the Executive Committee of the National Association of Economic Educators, both prominent national organizations that oversee economic education; she also sits on several state and local boards and task forces. On campus, Julie has developed a five-pronged approach to help address financial literacy issues among University of Memphis students that has included various peer-mentoring programs and the development of a Financial Information and Resource Center. She is the President of Phi Kappa Phi honors society and also serves as the academic advisor for economics majors in the College of Arts and Sciences. Julie was also Chair of the Continuous Improvement Committee and has presented at several

initiatives organized by the Provost's Office, including Tenure & Promotion and New Chair workshops. In the community, Julie has developed the Center for Community Education that helps to provide professional development opportunities for K-12 teachers and also develops financial literacy among students in Memphis City and Shelby County School Boards. In order to support her work in financial education, Julie has been able to secure over \$875,000 over the last three years, from private financial, and public State and federal, institutions. Julie's work has been recognized in multiple ways, perhaps most notably she was given the Harold Love Award for Community Service in 2007, a State-wide award given by the Tennessee Higher Education Commission.



C.S. Pyun

**PALMER RESEARCH AWARD:  
C.S. PYUN**

Dr. C.S. Pyun, Professor of Finance, is a winner of a Palmer Research Award. C.S. has proved throughout his distinguished career that he is a creative and accomplished researcher. He has tackled many contemporary issues in finance related to emerging capital markets with state of the art econometric methods. As a

result of his academic research productivity and resulting status, he has counseled governments as well as businesses. Over the last three years he has published 19 papers, including 9 in top finance journals and 8 in refereed conference proceedings.

The esteem with which C.S. is held is demonstrated by his various appointments as an economic advisor to the Korean government by three of the country's presidents, an associate editorship of a finance journal, a visiting scholar at a prestigious research institute in Korea, an exclusive retainer for Union Planters Bank, and advisory board memberships of several professional, trade and civic organizations. He has also served as President of the 400-member Korea-America Economic Association of North America.

Going back to his groundbreaking publication in 1980 in Journal of Financial and Quantitative Analysis, one of the two A+ finance journals at the time, C.S. has set the standard for other finance faculty to follow. He is undoubtedly highly deserving of this prestigious award.

**UNIVERSITY OF MEMPHIS  
DISTINGUISHED TEACHING AWARD:  
PROFESSOR JULIE HEATH**

Professor Julie Heath, Professor of Economics, has been announced as a winner of the 2010 University of Memphis Distinguished Teaching Award. While a prestigious award in its own right, this is only one of a long line of teaching awards that Dr. Heath has won. These have included:

- University's Honors Program 'Teacher of the Year' (1993)
- Fogelman College of Business & Economics 'Teaching Excellence Fellowship' (1998)
- University of Memphis 'Thomas W. Briggs Foundation Teaching Award' (2000)
- Tennessee Bankers Association 'Tennessee

- Educator of the Year' (2006)
- Institute for Financial Literacy 'Educator of the Year' (2008)
- Southern Economic Association 'Elzinga Award' (2008)

Heath, a former chair of the Department of Economics, has taught a wide range of classes, from introductory principles to Ph.D. theory classes. She has developed several new courses, including 'The Economics of Sports' and 'Men, Women and Work.' She has just completed development of an online personal finance class and is in the process of developing an Economics and Law course that will be added to the department's elective rotation in spring 2011. Julie has also developed and taught a Ph.D. Teaching Seminar for the teaching assistants in the College, taping each student and providing individual feedback. Julie is undoubtedly a worthy winner of this award, and has once again enhanced the reputation of the FCBE.

**PROFESSOR IRVIN TANKERSLEY  
WINS THOMAS BRIGGS AND HONORS  
TEACHING AWARDS**

Professor Irvin Tankersley, a professor in the School of Accountancy, has won two prestigious teaching awards this year. First, he is the recipient of an Excellence in Teaching award from the Thomas W. Briggs Foundation. This is a highly prestigious award, and is well-merited recognition for one of the College's most outstanding, and widely recognized, teachers. As School of Accountancy Chair, Professor Carolyn Callahan, pointed out, "Professor Tankersley has demonstrated exceptional teaching skills in legal studies at the undergraduate level on several levels. Over a sustained period of time, he has proven to be an excellent teacher and a wonderful asset to the School of Accountancy." Irv demonstrates strong interpersonal skills inside and outside the classroom. These attributes and skills make



Professor Irvin Tankersley wins Thomas Briggs and Honors Teaching Awards



Professor Julie Heath is presented with the 2010 University of Memphis Distinguished Teaching Award.

it easy for his students, and colleagues, to interact with him. Both in the lecture hall and out, Dr. Tankersley is a dynamic and powerful communicator who possesses the gift of being able to make complex legal topics understandable. In spite of these exceptional talents, he is a humble and approachable person who loves to share his extensive legal knowledge. As Professor Callahan opined, Irv is not only a great teacher he is also a wonderful colleague and an exemplary university citizen. In addition to the Briggs Award, Professor

Tankersley has also won an award for teaching excellence in the Helen Hardin Honors Program. Each year, honors students from across the University of Memphis campus have the opportunity to nominate a professor for the Honors Program's Excellence in Honors Teaching Award. This is an award that that allows students a chance to honor an effective and imaginative professor who has taught an honors seminar during the course of the academic year. In nominating him, students praised Professor Tankersley's ability to

explain difficult concepts clearly, his good sense of humor, his sense of organization, and his friendly and approachable personality. One student said, "I can tell he really enjoys teaching and does not find it a burden to have face time with his students." Another wrote, "Professor Tankersley instructs with the fullest intention of helping students comprehend the material."

Congratulations and thanks, once again, to Professor Tankersley.



Hundreds of alumni, friends, faculty and staff attended the 17th Annual Fogelman Alumni Luncheon. (Clockwise from upper left.) Arthur N. Seessel presents Gary Wunderlich with the Entrepreneur of the Year award. Dean Rajiv Grover congratulates Distinguished Friend of the College Joseph DeVivo. Outstanding Alumnus of the Year Ben Watkins receives his award from Dean Grover. Outstanding Young Alumna Chris Chu speaks after receiving her award.

**17TH ANNUAL ALUMNI DAY LUNCHEON**

The FCBE Alumni Chapter's 17th Annual Alumni Luncheon was a huge success that brought hundreds of our alumni, friends, faculty, and staff together. The keynote speaker was Lane Carrick (BPS '03). Carrick is the Chairman and CEO of Sovereign Wealth Management and Chairman of Triumph Bank. He is also a tremendous supporter of the FCBE, serving on the Dean's Executive Committee, and is also involved across the University as a Tiger Scholarship Fund donor in the Athletics Department.

The year's honorees included Outstanding Alumnus of the Year Ben Watkins (BBA '78). Watkins is a Certified Public Accountant in Tennessee, Iowa and Mississippi. He joined Watkins-Uiberall in

1988 and currently oversees all healthcare- and pension-related engagements for the firm. Watkins has also been a long time supporter of the FCBE and is a member of the Tiger Scholarship Fund in the Athletics Department. He has been instrumental in various roles as a volunteer in the FCBE, including with the alumni board and the School of Accountancy advisory board. The Outstanding Young Alumna was Chris Chu (BBA '00), Co-Founder of EVS Corporation. Chris is currently involved with the FCBE as a member of the MIS Advisory Council. Entrepreneur of the Year was Gary Wunderlich (MBA '95), Chief Executive Officer of Wunderlich Securities. Founded in 1996, Wunderlich Securities serves both private and institutional clients, and manages to successfully combine a traditional focus on privacy and accountability with a modern emphasis

on technology and execution. The Distinguished Friend of the College was Joseph DeVivo, President of Orthopaedics, Smith & Nephew. DeVivo is a member of The FCBE's Executive Committee and has been a prominent force behind the development of the new Customer-Driven MBA program.

The FCBE Alumni Chapter would like to thank everyone involved for putting on a wonderful Alumni Day Luncheon. If you are a U of M graduate, a former or current student, a friend, or a loyal Tiger fan, then you bleed True Blue! You, your friends and your family are all welcome to join the University of Memphis Alumni Association. For more information, please go to [www.memphis.edu/alumni/joinnow/](http://www.memphis.edu/alumni/joinnow/) or call 901-678-2586.



Ben Watkins and Darrell Cobbins share a laugh at the Fogelman College Alumni Luncheon.



Kenneth Siegfried

#### FREQUENTLY ASKED QUESTIONS ABOUT THE IMPORTANCE OF ALUMNI GIVING

with Kenneth Siegfried, Director of Development for the Fogelman College of Business & Economics

#### Q: Why is alumni giving so important?

**A:** First, alumni giving is one of the seven categories that U.S. News & World Report uses to determine its ranking for colleges and universities. Second, your gift makes a difference by enabling your college to maximize its potential by providing our future leaders more opportunities, more often.

#### Q: How does U.S. News & World Report ranking help the University of Memphis?

**A:** The U.S. News & World Report is looked at by many of our prospective students. As our ranking increases, so will the quantity and quality of our students. Improving the ranking of the university will also add value to your degree.

#### Q: Does my \$20 gift count towards the alumni giving participant rate?

**A:** Yes. Any gift is appreciated and counts toward our alumni giving participation rate in U.S. News & World Report.

#### Q: How are gifts used by the Fogelman College?

**A:** Gifts made directly to the Fogelman College of Business & Economics are used to enhance the learning of our students. Examples of how gifts are used include scholarship support for our students, funding for faculty and student research, renovations/upgrading of our classrooms and facilities, general support of our course and program offerings, and much more.

#### Q: Can I designate my gift to a certain department in the Fogelman College?

**A:** Yes. You can designate where you want your gift to go. You can specify any department, student organization, or program that you would like to support. We want to provide the maximum amount of flexibility to our supporters of the Fogelman College.

#### Q: Is my annual gift tax deductible?

**A:** Yes. The University of Memphis Foundation is a qualified tax-exempt corporation under Section 501 (c) (3), and the University of Memphis is a tax exempt government entity under Section 501 (a) of the U.S. Internal Revenue Code; therefore, your contributions are tax deductible to the extent provided by law.

#### Q: How do I make my gift and who can I contact if I have any questions?

**A:** You can make your gift by using the attached envelope, or by visiting [www.memphis.edu/giving](http://www.memphis.edu/giving) and making a donation through the U of M's secure online giving website.

Should you have any questions, please feel free to contact Kenneth Siegfried, Director of Development at 901-678-3068 or by email at [k.siegfried@memphis.edu](mailto:k.siegfried@memphis.edu).

*Kenneth Siegfried*

#### WHAT IS YOUR LEGACY?

You have supported the Fogelman College of Business & Economics for years.

Your gifts have provided scholarships, supported inspiring and dedicated faculty and enhanced the educational experience for our students.

You have helped to educate generations.

Have you considered providing that support forever?

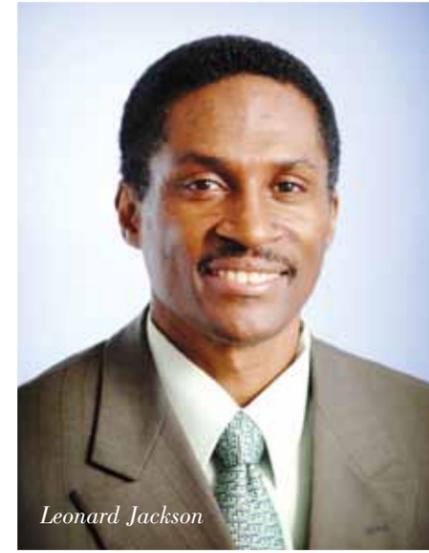
Planned giving is a means for you to leave a legacy. Your gift can take the form of cash, stocks, life insurance, or other assets, and the gift can be made either during or after your lifetime. It can be as simple as adding a codicil (a simple amendment) to your will or making the Fogelman College of Business & Economics a beneficiary of your retirement plan.

Planned gifts are critical to the long term success of the College, but there are gifts that can also provide you with certain advantages:

- You can make an impactful gift to the college without depleting money set aside for your day-to-day or retirement needs.
- You may realize substantial tax savings.
- You can share in both the present and the future success of the College and the University of Memphis.

For more information on making your planned gift to the University of Memphis, please call Kenneth Siegfried, Director of Development at 901-678-3068.

Everyone has the ability to leave a legacy. Let us work with you and help you to realize yours.



Leonard Jackson



Carol Silkes



Edward Hoang

#### NEW FACULTY AT THE KEMMONS WILSON SCHOOL OF HOSPITALITY

Leonard Jackson, Ph.D., is an assistant professor and currently serves as the advisor for the Kemmons Wilson Society and the National Society of Minorities in Hospitality. Leonard has substantial international experience in the lodging and tourism industries, and is a certified hospitality accountant executive (CHAE), revenue manager (CHRM), technology professional (CHTP), and educator (CHE). His research focuses on real estate investment trust performance, green practices and business financial performance.

Carol Silkes, Ph.D., is an assistant professor and classically trained Certified Executive Chef. Carol has been teaching culinary skills for several years, with extensive experience gained in south Louisiana working with Chef John Folse and also through her Camp Culinary initiatives. She has a continued interest in understanding culinary tourism, sustainable rural tourism development and destination branding.

#### EDWARD HOANG

Edward Hoang received his Ph.D. in Economics from the University of Houston in 2009 and his B.A. from Seton Hall University in 2000. He is currently Visiting Assistant Professor of Economics at the University of Memphis. Edward teaches both undergraduate and graduate courses in the Economics department at the Fogelman College of Business and Economics. His current research focuses on government behavior, private savings behavior and how individuals cope with economic risks.

### Support the Fogelman College of Business & Economics

by using the convenient envelope provided in this issue of *Fogelman Focus*, or by making a gift online at [www.memphis.edu/giving](http://www.memphis.edu/giving).



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The University of Memphis  
Memphis, TN 38125-3121



The University of Memphis offers equal educational opportunity of all persons without regard to race, religion, sex, creed, color, national origin, or disability. The University does not discriminate on these bases in recruitment and admission of students or in the operation of any of its programs and activities, as specified by federal laws and regulations. The designated coordinators for University compliance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 are the Vice President for Student Affairs and the Equal Employment Compliance Officer. Information in this document will be provided in alternate format upon request. The University of Memphis is an Equal Opportunity/Affirmative Action University. It is committed to education of a non-racially identifiable student body.

The University of Memphis is one of 45 institutions in the Tennessee Board of Regents system, the sixth largest system of higher education in the nation. The TBR is the governing board for this system which is comprised of 6 universities, 13 two-year institutions, and 26 area technology centers.

The TBR system enrolls more than 80.0 percent of all Tennessee students attending public institutions of higher education. UOM240-FY0910/11M

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