

Drake University

COLLEGE OF BUSINESS
& PUBLIC ADMINISTRATION
ALUMNI NEWSLETTER

NEXUS

CONNECTING WITH OUR ALUMNI & FRIENDS AROUND THE WORLD

A close-up photograph of a hand holding a butterfly. The butterfly is a vibrant orange and black, with its wings spread. The hand is positioned at the bottom, supporting the butterfly. The background is a soft, warm yellow, creating a gentle and uplifting atmosphere.

METAMORPHOSIS

Small Businesses Meet Big Success

INSIDE THIS ISSUE:

Meet the Interim Dean... page 2

E-mail Security: Are You Safe?... page 3

Regional Scoop: Chicago... page 8

A Note

from Dean Patrick Heaston



2

Nexus, the College of Business and Public Administration newsletter, is published for alumni and friends of the CBPA

Drake University
Marketing and Communications
2507 University Avenue, 316 Old Main
Des Moines, Iowa 50311-4505

Patrick Heaston, dean
pat.heaston@drake.edu
515-271-2871

Todd Behrends, development officer
todd.behrends@drake.edu
515-271-2502

Casey Gradischnig, associate director,
Marketing & Communications
casey.gradischnig@drake.edu
515-271-3779

Rachel Ballweg, editor
rachel.ballweg@drake.edu

Eric Flynn, FA'93, art director
eric.flynn@drake.edu

Matt Kuhns, designer

The Year of the Interim Dean

What's going on here? There's a very bad picture of some strange guy on the inside cover of *Nexus*. My name is Patrick Heaston and I have been a faculty member in the School of Accounting for the past 19 years. Dean Joe Alber has left for a deanship at Canisius College in Buffalo, NY, and the faculty asked me to step in for the next year. I am honored to fill the dean's position for this year, and as those of you who know me may suspect, I do not intend to just keep the seat warm.

So what exactly do you do when the College is in the process of trying to find and hire a new dean? Well, we are looking to the future and reexamining everything that

We are looking to the future and reexamining everything that we do. The faculty and staff are engaged in developing a new strategic plan for the College.

we do. The faculty and staff are engaged in developing a new strategic plan for the College. We intend this process to be more than a reaffirmation of what we have done in the past. The increasingly competitive nature of our environment, the impact of technology on instruction, and the growing complexity of the economy in

which our graduates must be prepared to succeed demand that we clarify our core values, evaluate the relevance of our curricula, determine the most cost-effective internal processes for achieving our objectives, and fashion an evaluation and reward system for faculty that allows them to flourish.

At the same time, we are trying to find ways to better leverage the talent that we have in more effective ways both within the College and throughout the University. For example, recent curricular changes in both the MBA and MPA programs will bring greater integration between the programs, providing more emphasis on management in the MPA degree and adding breadth to the MBA degree. We are seeking to find ways to involve faculty from a number of disciplines in providing instruction about the strategic use of information systems to demonstrate more clearly their importance and application. And, marketing faculty will be working closely with faculty in the School of Journalism to create a curriculum to better prepare students in both colleges for successful careers.

Recently, all of us in the College were stunned by the deaths from cancer of Jack Manders, professor of business law and Ayn Crowley, professor of marketing. Coming just one year after the death of David Lawrence, professor of finance, there is a deep feeling of loss in the College. But at the same time, reflection on the lives of these three professors, who exemplified the passion and commitment to teaching that we believe is a hallmark of the Drake experience, reminds us of the opportunity that we have to impact the lives of our students in positive and meaningful ways. We can use the example of these three fine professors in the classroom to renew our own passion and commitment to teaching.

This "year of the interim dean" is a time to shake whatever complacency may have crept into our College. It is a time for everyone in the College to step up and contribute to shaping our future. I know that your best wishes will be with us.

E-mail Security: Are You Safe?

by Philip Houle

In today's wired environment, people are becoming more and more dependent on the Internet and e-mail for doing business and staying in touch. At the same time, the issue of security has become more important. Threats to the secure use of e-mail include identity hoaxes, compromised messages, lost messages and malicious content.

DANGEROUS MESSAGES

Most of us likely receive e-mail and give little thought to challenging the validity of its apparent source. In fact, it is relatively easy for anyone to send e-mail and use a bogus identity. This technique is used extensively by people sending out unwanted e-mail (SPAM) to avoid revealing their true identity. And the technique could also be used to send messages that appear authentic, but in fact are hoaxes.

Without special precautions, e-mail messages travel over the Internet as text messages that can be viewed, and potentially altered, by anyone intercepting them. In addition, the Internet operates on a "capacity available" basis, which means some messages may encounter substantial delays or, perhaps, may not ever arrive at their intended destination. Since our experiences are that most all messages seem to arrive in a very fast and reliable manner, it is easy to forget that there may be times when things are different.

Finally, modern software provides for what is commonly called active content. This means that the e-mail



message contains a payload involving the execution of code that causes things to happen on the recipient's computer. Examples of this are messages that contain animation, etc. The obvious problem with accepting active content is that some active content may be destructive or malicious — a virus. Active content may be present even when no attachments exist on the message. Active content risks are typically recognized as virus problems and most organizations use various techniques to protect themselves from these threats.

FRAUD PROTECTION

So, what can be done about protecting yourself from bogus or altered e-mail? The solution is to use secure e-mail. To do this, you must have a Digital Identification (ID). A Digital ID involves use of a certificate authentication that will vouch for your identity and your ownership of encryption keys, one private and one public. In the world of the public Internet, you can try a certification authority, such as VeriSign, that markets digital certificates.

A digital certificate can be used as a Digital ID card. Within the enterprise, an authentication server can be established that establishes Digital ID cards that can be used within the organization. For example, a trusted authority, such as the human resources department, can load an employee's identity into the server. This

enables the employee to use secure e-mail. When secure e-mail is used, the receiver of the secure e-mail can expect the message to have the same legal standing as a signed document. Further, the content of the message will have been encrypted to prevent alteration. The receiver will know that the content has not been altered by anyone.

Although most popular e-mail clients and systems support secure e-mail services, it appears that most organizations and most users of e-mail do not use the capability. They seem to feel that any security threat is minor and that anyone interested in creating mischief would not target them. However, many experts believe that problems are more common than reported because organizations that have experienced attacks do not report or publicize the incidents because of the negative image it creates.

As e-mail becomes more and more a part of our individual identities, problems of identity and security will become more important. Complex issues of privacy and identify theft will become even more complex. The future should be most interesting.

YOUR OPINION WANTED: If you have an industry-related opinion you'd like to write and submit for consideration as a future *Hot Topic*, or if you want to respond to this editorial, send an e-mail to casey.gradischnig@drake.edu.

Philip Houle is associate professor of information systems in the College of Business and Public Administration



IN BRIEF

CAMPAIGN DRAKE ENDS ON HIGH NOTE

Five years and thousands of donations later, Campaign Drake ended on May 31 by meeting its \$190 million goal, the largest amount of money ever raised by Drake University. Thanks to the generous support and dedication of alumni, friends, faculty and staff, Campaign Drake brings significant improvements to Drake's programs and campus.

The College of Business and Public Administration has benefited greatly from the success of Campaign Drake. Examples of CBPA projects supported by Campaign Drake include: upgraded computer hardware and software; support of programs at the Kelley Insurance Center; program improvements in the Masters of Business and Public Administration graduate programs, and the addition of the Master of Accounting degree; the Adams/Bowers Actuarial Science Education Center; state-of-the-art technology for a media classroom; and eight newly endowed scholarships for students funded by the 1969 Charter MBA class and faculty — Roger K. Brooks, Des Moines/Drake Corporate Partners, Lee Flory, the Ivan and Joan M. Marks Family, the Richard G. Peebler Family, and Peggy Behrens Person.

4



Faculty Profile

Ismael Hossein-Zadeh

Professor of Economics

Drake History: Hossein-Zadeh joined Drake in the fall of 1988. He teaches courses in international economics, developing economies, comparative economic systems, and macroeconomics.

ALBER EXITS, HEASTON NAMED INTERIM DEAN

Patrick Heaston, Aliber distinguished professor of accounting, was named interim dean of the CBPA.

Former Dean Joe Alber left Drake in June to become dean of the Richard J. Wehle School of Business at Canisius College in Buffalo, NY. Heaston, in his 20th year at Drake, has extensive experience in both CBPA and University-wide governance.

He earned his bachelor's and master's degrees from Creighton University and his doctorate in from the University of Nebraska-Lincoln. Heaston has accounting experience in both public accounting and government and teaches financial accounting. He has been selected as the outstanding teacher in the CBPA three times, twice at the undergraduate level and once at the graduate level.

During Heaston's tenure as director of the School of Accounting, the School attained accreditation from AACSB International, initiated a master's degree in accounting, and redesigned the accounting major to incorporate it throughout the four years of undergraduate study. In addition, the School of Accounting created joint accounting majors that allow accounting majors to study other major business areas as part of the accounting degree.

HILLMAN RECEIVES LEVITT COMMUNITY SERVICE AWARD

Aliber Distinguished Professor of Accounting A. Douglas Hillman received the 2002 Madelyn M. Levitt Distinguished Community Service Award at September's Faculty/Staff Convocation Program.

"Doug has dedicated 32 years to teaching at Drake, helping students master the many nuances of accounting," said Drake President David E. Maxwell. "But it's for his dedication to serving the Des Moines community that we honor him today."

Hillman is active in many community and national organizations, including Rotary International. He is a member of Holt International Children's Services Board of Directors, a non-profit organization helping place homeless children with caring parents around the world. Hillman also contributes his time, energy and expertise to the Boy Scouts.

In addition, Hillman serves on the Board of Directors of Iowa Prison Industries, a non-profit organization that focuses on inmate rehabilitation through work programs. With his help, Iowa has risen from 34th in the United States to 5th in offender employment.

Background: Ph.D. in economics from the New School for Social Research in New York. He taught economic classes at Lehman and Manhattan colleges before coming to Drake.

Favorite Aspect of Teaching: Interacting and getting to know the students, and hearing how they advance through life after graduation.

Research Interests: External debt problems of less-developed countries, business cycles, and polit-

ical economy of military spending in the United States. Currently working on a book manuscript titled: "Economic Foundations of War on Terrorism."

Professional Associations: The American Economic Association, the Middle East Economic Association, and the Union of Radical Political Economics.

Notable Achievement: Working through college and graduate school without access to any financial assistance. Writing

a book and publishing work in a number of scholarly publications.

Off-the-job Interests: Reading, writing, outdoors, socializing and discussing politics with friends.

"Most students come to economics classes with certain reservations and inhibitions, if not fear. I have learned that, in teaching economics, trying to dispel such inhibitions is as important as the teaching of the subject itself."

POPULAR PROFESSOR PASSES AWAY

Jack Manders, 69, professor of business law, died Sept. 17 of cancer at Hospice Kavanagh House.

A native of Dubuque, Manders was general counsel to the Iowa Insurance Commission for nine years before joining the Drake faculty in 1970 as assistant professor of business law. He was named associate professor in 1981 and was promoted to full professor in 1987. He held a bachelor's degree from Loras College, a master's degree from Drake and a law degree from University of Notre Dame.

Although Manders was not teaching this fall, he had planned to ease into retirement by serving as co-director of Drake's Kelley Insurance Center before taking full retirement next year. "He was really looking forward to retirement," said Steve Clapham, associate professor of management and international studies. "His sudden illness and death have come as a huge shock to everyone."

Manders was "an eloquent fighter for causes he believed in and a real champion for the faculty," Clapham said. "He believed in the University and always sought opportunities to make it better. He was the kind of individual that you could have an argument with and five minutes after that you could have lunch together and everything was fine. He didn't hold grudges. On occasions he had what appeared to be a bit of a hard surface, but he had a very big and soft heart."

Harry Wolk, professor emeritus of accounting, knew Manders for 30 years. "Jack was a fiesty but delightful colleague," Wolk said. "He could certainly add spice to a faculty meeting (and he would be very pleased that I said that). He was a very warm and deep-feeling person and he will be very much missed."

Rahul Parsa, associate professor of statistics, described Manders as "a great teacher who cared deeply about his



Jack Manders

students." He added that "While some students thought he was tough and demanding, they appreciated how much he taught them — usually after the class was over."

Memorial contributions may be made to St. Joseph Indian School or Hospice Kavanagh House.

VISITING PROFESSOR ADDRESSES INTERNATIONAL ISSUES

He's lived and worked in Thailand and Singapore, and set small Iowa businesses on the path to globalization. Now, Rex Welling has come to Drake.

Welling, visiting assistant professor of international business, took a leave of absence from the Iowa Department of Economic Development, where he worked with Iowa companies to increase foreign exports and coordinated meetings with distributors to help those companies go international. Welling joined the faculty this fall to help bring an international business perspective to the CBPA. He will also help develop Drake's new global citizenship center, which he hopes will increase international awareness on campus and increase student, faculty and alumni interest in the international arena.

Welling, an Iowa native, has worked overseas at the U.S. Embassy in Thailand, where he was a correspondent for the Voice of America and worked with the refugee program. He was also a pharmacy representative in Singapore, specializing in Southeast Asia and Europe as the pharmaceutical company expanded its international offices.

"Students are very interested in international business," said Welling. "Through courses in the CBPA and the global citizenship center, I hope to increase awareness in the importance of Iowans and Iowa companies participating in the international arena."

"Plus," Welling added, "teaching gives me exposure to students, which keeps me from going stale."

PLANNED GIVING SITE MAKES DONATING SIMPLE

Planned giving just got easier. The new planned giving Web site, located just off the alumni gateway, puts all the important information about donating to Drake right at your fingertips. The site includes brief descriptions of the variety of donation options available, tips on the process of charitable giving, and a form that allows donors to give money through the planned giving site.

"Drake's new planned giving Web site is a wonderful way to learn more about ways to give that will benefit you as well as Drake University," said Nancy Perazelli, director of gift planning at Drake. "It's only a quick click away at www.drake.edu/alumni. Please visit soon!"



5

Drake Historical Moment

The CBPA has a long history of collaborative efforts with other colleges and schools at Drake. In this photo from the 1956 Quax, business students and journalism students produced a televised fashion show.



METAMORPHOSIS

Small Businesses Meet Big Success

by Rachel Ballweg,
with reporting by
Billie Shelton

The entrepreneurial spirit is alive and kicking at Drake. From the classes and workshops offered by the College of Business and Public Administration, to the seminars and support provided by the Small Business Development Center (SBDC) and the John Pappajohn Entrepreneurial Center (JPEC), students, alumni and Des Moines community members are taking advantage of the education and training they received through Drake programs to start their own successful small businesses. And they aren't alone; 99 percent of all businesses in the United States are small businesses.

6 “Universities are the perfect engines for starting new businesses,” said Sherry Shafer, BN’63, director of the SBDC and the JPEC. “Entrepreneurs can come from everywhere — business, pharmacy, music, biology, journalism — different disciplines bring unique things to businesses. That’s why universities are perfect, it’s really good to have that interdisciplinary focus.”

SEEDS OF GROWTH

The SBDC frequently works in conjunction with the CBPA and other Drake colleges and schools to create and run programs sponsored by JPEC and the Kauffman Foundation.

The Drake JPEC offers students two opportunities to obtain seed money for new business ventures. Since 1996, the Drake JPEC has awarded five \$10,000 new venture grants to Drake students. Three of the five companies are still going concerns; the two remaining recipients sold their businesses to large chains.

In addition, venture capitalist John Pappajohn offers three \$5,000 seed grants annually on a competitive basis to students in Iowa. Last year, Drake students Jennie Dorris, JO’02, and Jim Casey, BN’02, were awarded both a \$10,000 grant from the Drake JPEC and one of the competitive \$5,000 grants for their Web ‘zine, *knotmag.com*.

John Brant, GR’01, founder and chief technology officer of Sciengistics, LLC, won a new venture grant to start his business, which markets and develops software to help companies plan their

resources efficiently. One product, StationApps, has been used by the airline industry to forecast the staff size required to meet operation needs. Brant credits his success to the JPEC grant, his Drake MBA, and the help he received from the SBDC.

“I took advantage of every opportunity available to me,” said Brant.

Derek C. Holmes, Sr., GR’99, president and owner of Tec-Link, LC, used his seed grant to launch an information technology professional services company.

“The MBA program gave me the fundamental knowledge to understand real world situations,” said Holmes.

“The business classes I took at Drake were very helpful in setting up my new business and doing the bookwork,” says Marilyn Graham, BN’57, ED’57, president of Marilyn Graham Designer Originals. “It gives me a much better understanding of where we are going and what changes need to be made to achieve the growth desired.”

Graham produces and markets a line of mother of the bride dresses for dress shops all over the country, including a showroom in Atlanta and, until recently, in the garment district in New York.

FINDING A NICHE

Keeping in mind the mantra of growth and change when developing business plans with entrepreneurs in any niche of the small business market, the JPEC has created a special program tending to the needs of Iowa farmers.

Grow Your Market Farm, a program sponsored by the JPEC with help from the CBPA and the Drake Law School, assists individuals with marketing their small farm produce to Iowa distributors.

Jason Heki, a high school junior, started Green Acres Family Farm in Jefferson Township, IA, three years ago by selling fresh eggs and organic produce to a few customers. Now a booming business, he can barely keep up with demand for his product and the whole Heki family is involved. Jason’s parents, Rich, JO’80, and Barb Heki, JO’78, GR’90, credit Drake with helping them get their small family farm off the ground.



Growing Small Businesses: (above) Kassidy Briles (right) and her mother Shari (left) specialize in raising butterflies for weddings and other occasions. (right) Jason Heki gathers eggs for his booming produce business, Green Acres Family Farms. The Briles and the Heki's families received help launching their businesses from the JPEC and the Kauffman Foundation.

“Drake instructors provided a wealth of valuable information and walked everyone in the class through difficult portions of their business plans, said Barb Heki. “In addition, our Drake degrees and business experience in the areas of communications, research, marketing and public relations were extremely helpful in guiding Jason as he formulated his business plan and launched the business.”

WE GIVE YOU WINGS

Kassidy Briles started Dream Wings in 1999 through a program at the JPEC called Mother and Daughter Entrepreneurs in Teams. Briles and her mother, Shari, raise butterflies for release at special occasions, primarily weddings. Dream Wings was featured in *CosmoGirl* and *The Des Moines Register*. Kassidy, a junior in high school, was voted one of the top 100 entrepreneurs in the country by *Y&E* magazine.

“The help I received from Drake and the JPEC is the reason I own my own business today,” said Briles.



Student Profile

Tyson Moore

Major/year: Senior finance major with an economics minor

Hometown: Lincoln, NE

Notable Achievement: President of Sigma Alpha Epsilon, president of Mortar Board, Top Junior Award, Outstanding Student Senator Award, Beta Gamma Sigma National Alumni Scholar.

Internships or work experience: Worked in the regulatory department of UBS Payne Weber, and for an online high school degree program called *Class.com*.

Campus activities: Student representative on the Drake Board of Trustees' Business and

In addition to helping community members gain the competitive edge with their small businesses, the SBDC, JPEC and CBPA provide opportunities for students to get involved.

Last year, Kristen Mahowald, BN'02, interned at the SBDC with Iowa's International Trade Program. She traveled to Mexico to help set up its first small business center, spoke to business organizations, counseled small business owners on starting an export/import business, and wrote a book documenting how small businesses can grow internationally. Mahowald is currently an international sales coordinator for Power Electric in Minnesota.

“Drake prepares graduates to be independent thinkers and encourages their entrepreneurial spirit through creative class projects,” said Mahowald. “The CBPA provides students with fantastic internship opportunities. Students who take advantage of these opportunities are vastly better prepared to choose an appropriate career path.”

Billie Shelton is a freelance writer.

Finance Committee, chair of the Student Life Committee, chair of Student Fees and Allocation Committee, senator-at-large.

Career Aspirations: To work with clients in financial services, possibly as a financial planner:

“My advisor and professors within my major have been very interested in my development and have helped me through individual attention. The courses I've taken have given me a good base for the future.”

REGIONAL SCOOP: CHICAGO



Nicknamed the Windy City, Chicago is home to the Sears Tower, an impressive lakeshore, and incredible shopping on Michigan Avenue's Magnificent Mile.

BUSINESS

Home to the busiest airport in the world, Chicago is a bustling, vibrant city with 15 Fortune 500 companies headquartered downtown, including transportation giant Boeing, The Tribune Company, one of the country's leading media companies and food industry leaders Sara Lee and Quaker Oats.

Chicago has more than 300,000 businesses in the metro area, ranking the city third in the country behind New York and Los Angeles.

While the majority of Chicagoland workers are employed in finance, real estate and insurance companies, the city stays true to its blue-collar roots with steel and construction firms like Inland Steel Industries and Smurfit-Stone Container. Other large corporations that call Chicago home include printer R.R. Donnelly and Sons, telecommunications giant AT&T, accounting firm Price Waterhouse Coopers, and LaSalle Bank, sponsor of the world-famous Chicago Marathon.

CULTURE

There is no shortage of activities available for any tourist or resident of the city and its many suburbs.

The Windy City borders Lake Michigan, boasts the world's second tallest building, and hosts a variety of sports teams, including the Cubs and White Sox, the Bears, the Bulls, the Chicago Fire, and the Blackhawks and Wolves. Music fans flock to the popular Chicago Blues and Jazz Fests, and shoppers check out the wide range of opportunities

from Michigan Avenue to Little Chinatown to Navy Pier. Chicago is also home to world-renowned museums, including the Art Institute, the

Shedd Aquarium, the Field and Science Museum, and the Museum of Science and Industry.

Other entertainment options include joining the TV audience of such nationally syndicated shows as "Oprah," "The Jenny Jones Show," and "The Jerry Springer Show," all taped in Chicago.

CHICAGO BY THE NUMBERS (2000 data)

Greater Chicago population	8,272,768
Median rent	\$1,723
Average house price	\$155,960
Average household income	\$41,549
Unemployment rate	7.2%
Number of Drake alumni	5,000

8



"The Chicagoland Drake alumni chapter has a tremendous number of participants. It's a great way to meet and network with other alumni and stay connected to Drake."

Christin Lore, BN'93 new program project manager, Fleet Boston Financial – Fleet Capital Leasing



"Chicago is the premier place for business in the Midwest. If you want a large city with everything, but not the relentless pace of New York City, this is the place to be."

Vinaya Sharma, BN'93 actuary, senior manager, Allstate Life Insurance Company



"Chicago is a wonderful place to live. The city provides great shopping and entertainment, the country's best restaurants, a beautiful lakefront, celebrated sports teams and fantastic city living. Overall, the best reason to chose Chicago is its variety. It is a city that has endless opportunities."

Chris Witte, BN'89, GR'90, director of category management, Pepsico, Pepsi-Cola North America

ALUMNI CHAPTER

Thinking of visiting or moving to Chicago? Connect with other Bulldogs in the area through Drake's Chicago Alumni Chapter by contacting Carol Noyce Molino, BN'85, at 630-260-9953. Or, contact the Chicago Office of alumni director Stacy Rungaitis at 847-397-9400.

You can also connect in cyberspace by visiting Drake's online alumni community at www.drakealumni.net.

NAB Members

Richard C. Anderson, CFO, treasurer, Wellmark Blue Cross/Blue Shield

Gerald D. Bair, retiring director, Iowa Dept. of Revenue & Finance

Ronald T. Barry, chairman, Color Converting Industries

Judith A. Brannon, VP, corporate legal department, Guide One Insurance

Robert C. Capps, president, Mid-America Mortgage Services

Brian Clark, senior VP, chief product officer, AmerUs Group

James Curtis, retired

Donald H. Fletcher, president, Hallmark North America, Hallmark Cards, Inc.

Robert C. Fligg, president, L&L Insulation and Supply Co.

David L. Hansen, exec. director, Farm Safety 4 Just Kids

Arthur Johnson, retired

Mark Jolesch, president, Glamour Shots

Stephen J. Kirke, president, insurance services, Seabury & Marsh

Jeffrey M. Lamberti, attorney, Handley, Block, Lamberti & Moore, P.C.

Laurie L. Mardis, investment manager, IMG

Jack E. Meyer, retired

Patrick J. Meyer, sr. manager, product marketing, Pella Corp.

Steven R. Montigne, VP, small and medium business, Market Center

Christopher Nelson, president, Kemin Industries

Douglas C. Person, senior VP, asset management, BH Equities, Inc.

Jacqueline Schuessler, information manager, Pioneer Hi-Bred International, Inc.

Stephan J. Seko, director, corporate projects, Waterloo Industries, Inc.

Ronald W. Shellady, president, Shellady Commodities

Charles D. Terlouw, partner, KPMG

Class Notes

John W. Bishop BN'58, Closter, NJ, was appointed president of Gurnee Heating and Air Conditioning Corp.

Jim Knight BN'67, was appointed investment manager and consultant as proprietor of Knight Associates.

Frank Spillers BN'74, Des Moines, was named president of Iowa's banking operations for Bank of America.

Doug Angstrom BN'75, New York, was named managing director for Goldman, Sachs and Co.

James C. Weide GR'75, Fort Wayne, IN, joined Swiss Re Life and Health America, Inc. as second vice president of market research.

David W. Rademaker BN'76, Naperville, IL, was named vice president of Axiom Intermediaries, LLC.

Linda M. Ross GR'77, GR'78, Mesquite, TX, was appointed contract manager for the Dallas Area Agency on Aging.

Suzanne Schwengels GR'78, Fairfield, IA, was named executive vice president for the Iowa Chapter of the American Institute of Architects.

Michael Buxton Devine GR'80, Scotland, has been appointed lecturer in law and course leader for the master of law degree in international commercial law by the Robert Gordon University School of Public Administration and Law.

UPDATE ON THE COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION NATIONAL ADVISORY BOARD

9

The board wishes the best to former Dean Joe Alber as he pursues new challenges at Canisius. We have enjoyed working with Joe these past years.

During the search process for our new dean, we look forward to supporting Interim Dean Pat Heaston. Dr. Heaston has appeared at numerous board meetings in recent years and so our board is familiar with him.

I met with Dr. Heaston in August to discuss the agenda for our upcoming October 2002 meeting. We also discussed his desire for our board to become better acquainted with the faculty. We look forward to this opportunity.

We would like to welcome two new board members who will join us for the first time this fall.

- Brian Clark, senior VP and chief product officer for AmerUs Group
- Mark Jolesch of Glamour Shots

Our special thanks to Jack Meyer for his hard work on creating our newly adopted charter. We are confident this will define our mission more clearly and provide ongoing support of our fine College of Business and Public Administration.

Steve Kirke
Chair, CBPA National Advisory Board

CLASS NOTES

Jeanne Haworth BN'80, Glendale, CA, was named director of marketing for David N. Schultz, Inc.

David Hibbs BN'81, Urbandale, IA, joined the Independent Community Bankers of America as midwest regional director in Des Moines.

Timothy Charles Meyers Sr. BN'81, GR'84, Valencia, CA, was promoted to principal at Ernst & Young.

Brian Pofahl BN'83, Mason City, IA, has opened the midwestern division of Unit Construction.

Scott R. Simmons GR'83, Brooklyn Park, MN, was named director of the election division in the Minnesota Secretary of State's office.

David Miller BN'84, Gold Hill, NC, was promoted to vice president of finance for Bank of America.

Mark Atkinson BN'85, Des Moines, was selected for the *Des Moines Business Record's* Forty Under 40 recognition.

John Naylor BN'85, Eden Prairie, MN, was promoted to managing partner for the central region of Towers Perrin.

David Classen BN'86, Hawthorn Woods, IL, won the 2001 Chicago-to-Mackinac Boat Race.

Michael VanPreter FA'86, GR'95, Springfield, IL, was appointed financial manager of Associated Anesthesiologists.

Johnine Hays BN'88, LW'93, West Des Moines, IA, assisted in writing a guidebook for charitable planners, *The Tools & Techniques of Charitable Planning*.

Paul Tunink GR'88, Des Moines, was appointed director of finance for Kemin Nutrinsurance, Inc.

David Rigsby BN'89, Denver, was named assistant general counsel of First Trust Corporation.

Charlie Freund II BN'90, Fishers, IN, has formed Retirement Counseling Services.

Diane Chalfant-Drury BN'91, Urbandale, IA, passed her final actuarial exam and was promoted to associate actuary at FBL Financial Group.

Mark Lawless BN'91, GR'94, Des Moines, received the Chairman's Award for outstanding sales performance at UPS.

Scott Yetmar GR'91, Cleveland, OH, was awarded the David B. Lawrence Undergraduate Teacher of the Year from the CBPA.

Stella Vicanovic BN'92, West Des Moines, IA, was promoted to assistant vice president of Marsh Advantage America.

Chad Daugherty BN'93, London, was promoted to practice leader of Hewitt Associates flexible benefits design program for the United Kingdom.

Jeffrey Karch GR'93, Des Moines, was selected for the *Des Moines Business Record's* Forty Under 40 recognition.

Christine Bartkowski BN'94, Chicago, was promoted to account supervisor at DraftWorldwide.

Stephen T. Custis BN'94, Owatonna, MN, accepted a position as actuarial manager group health for Federated Insurance.

Brent Seiler BN'94, Chicago, was named a fellow of the Society of Actuaries.

Robert B. Rossow GR'95, Panora, IA, was promoted to colonel in the Air Force Reserve.

Ted Biderman LW'96, GR'96, Marietta, GA, was appointed senior vice president and general counsel for HealthTronics Surgical Services, Inc.

David Schneider BN'96, San Diego, was assigned to the Marine recruit depot to command Marine drill instructors and recruiters.

Matt Dobereiner BN'97, Des Moines, was promoted to manager of global finance and accounting for Kemin Foods, the international manufacturer and marketer of FloraGLO-brand lutein.

Hugo Antonio Galicia BN'97, Schaumburg, IL, was appointed technical lead of front-end internal Web applications for Zurich Insurance National America.

Thu Nguyen BN'97, Overland Park, KS, received a master of science in business information systems from the University of Kansas.

10



Alumni Profile

Joe Yamen, BN'91, JO'91

Occupation: Owner/president of Shelter Insurance Agency, West Des Moines.

Notable Achievement: Shelter's 2000 Agent of the Year, 1994 President's Plaque, 1999 Agent of the Year runner-up, and 1995 President's Plaque runner-up.

Off-the-Job Interests: Spending time with wife and daughter, golfing, exercising, traveling, and managing two businesses he co-owns outside his insurance agency — New Horizons Computer Learning Center and Heavens Best Carpet Cleaning.

Favorite Class: Marketing with Mary Edrington

"My experiences at Drake were the beginning of a growth period for me. At Drake, I gained the self-confidence I needed to be self-employed and own my own business. Plus, Drake was diverse enough to allow me to make friends in a lot of different circles, races and interests."

Zach Johnson BN'98, Cedar Rapids, IA, entered his second PGA Tour event, the BellSouth Contention.

Emma Edvardsson BN'99, Sweden, is attending law school at Stockholm University.

Faculty News

Patrick Heaston, interim dean of the CBPA and the Aliber distinguished professor of accounting, received the CBPA's Outstanding Graduate Teaching Award in March.

C. Kenneth Meyer, Thomas F. Sheehan distinguished professor of public administration, received the Harry I. Wolk Outstanding Faculty Scholar Award in March.

A. Douglas Hillman, Aliber distinguished professor of accounting, published the fourth edition of his textbook, *Financial Accounting*, in August. Hillman also received the Madelyn M. Levitt Community Service Award in September.

Raymond Hubbard, professor of marketing, has been promoted to the Thomas F. Sheehan professor of marketing.

Bob Cooper, the EMC distinguished professor of insurance, and **Garry Frank**, professor of public administration, published, "Ethical Challenges in the Two Main Segments of the Insurance Industry: Key Considerations in the Evolving Financial Services Marketplace" in the March issue of the *Journal of Business Ethics*.

Cooper and Frank also co-published with Mary Hansen, Drake associate professor of nursing, "Key Ethical Issues Encountered in Healthcare Organizations: Perceptions of Nurse Executives" in the June issue of the *Journal of Nursing Administration*. Cooper presented a paper titled, "Business and Professional Ethics in Transitional Economies and Beyond: Considerations for the Insurance Industries of Poland, the Czech Republic and Hungary" at the Conference on Business Ethics in Transitional Economies in Prague in March.

Craig Havemeyer, visiting assistant professor of marketing, joined the CBPA faculty this fall.

Sunanda Roy, assistant professor of economics, joined the CBPA faculty this fall.

Inchul Suh, assistant professor of finance, joined the CBPA faculty this fall.

Rex Welling, visiting assistant professor of management, joined the CBPA faculty this fall.

Dianne W. Whittle, visiting assistant professor of accounting practice, joined the CBPA faculty this fall.

Ruth Evans GR'00, Des Moines, was selected as Ms. Wheelchair Iowa and plans to enter the Ms. Wheelchair America competition. She has been a volunteer for U.S. Senator Tom Harkin.

Drake CBPA e-mail addresses

Patrick Heaston
interim dean
pat.heaston@drake.edu

James Dodd
associate dean, director of the School of Accounting
jim.dodd@drake.edu

Mary Edrington
assistant dean, internship coordinator
mary.edrington@drake.edu

Danette Kenne
director, graduate programs
danette.kenne@drake.edu

Bob Wood
chair, information systems
robert.wood@drake.edu

John Rozycki
chair, finance and economics
john.rozycki@drake.edu

Stuart Klugman
chair, actuarial science and statistics
stuart.klugman@drake.edu

Garry Frank
chair, public administration
garry.frank@drake.edu

Brad Meyer
chair, management and international business
bradley.meyer@drake.edu

Ray Hubbard
chair, marketing
raymond.hubbard@drake.edu

CBPA Web site:
www.drake.edu/cbpa/

What's new with you?

Have you changed your address or career? Do you have family news? Have you done something you'd like communicated to your classmates? Then fill out this form and mail it to the Drake University Office of Alumni and Parent Programs, 2507 University Avenue, Des Moines, IA 50311-4505. Or you can submit information online at www.drakealumni.net

Name _____ Class year _____

1st Major _____ 2nd Major _____

Mailing address _____

City _____ State _____ Zip _____

E-mail address _____

Home phone _____ Work _____

Employer _____ Title _____

What's new? _____

Talk of the Town

Welcome to *Talk of the Town*, the public forum for airing opinions, gripes and predictions on issues of interest to CBPA faculty, students and graduates.

What solutions do you see for restoring investor confidence in published corporate financial statements?

“Strong U.S. government enforcement of the law that identifies and punishes guilty senior executives with both financial and criminal (prison) penalties.” – Cary F. Viktor, BN’68, GR’72, Lockheed Martin Corporation

“Once corporate executives, including participating board of directors members, face large monetary fines personally, in conjunction with imprisonment



penalties, they will take more care of the companies they lead.” – Chris Humlicek, BN’93, human resources manager, CareResources, LLC

“Businesses should stop compensating CFOs and controllers with incentives tied to the value of company stock. Pay them in cash, not stock options.” – Ed Faber, BN’83, special projects team leader, Cedar Rapids Gazette

“The corporation and its investors must share the responsibility for improving investor education in financial statements. Assuming corporations provide accurate financial statements, the ultimate responsibility lies with the investors. Whether taking corporate-sponsored or independent financial workshops or seminars, investors must

research and educate themselves before investing.”

– Jeffrey H Williams, BN’76, GR’77, president, Diamondback Consultants

“The accounting profession needs to displace the government as the ‘watch dog’ for the profession, assume a leadership role to take action against those who have violated the established rules, and take the lead in ensuring consistent and accurate financial reporting.”

– Jerry F. Wilson, BN’70, Hewitt Associates

“I would challenge the governing body of Generally Accepted Accounting Practices to tighten their accounting guidelines to restrict ‘creative accounting.’”

– John R. Hovey, BN’76, president, Merit Resources, Inc.

“Promote ethical training throughout all businesses and industries. Then, in each annual financial publication, detail the code of ethics and training guidelines followed by all people of the company.”

– Jordan Greene, BN ’01, marketing associate, SYSCO Foodservice of Minnesota

“Simplify, simplify, simplify! Make disclosures in language anyone with an eighth grade education can understand.”

– Kal Kaplan, BN’67, business manager, Bay View Capital

“Time is the answer. I believe the vast majority of corporations in America are run honestly. The majority of financial statements are reported accurately.

However, those companies I’m talking about don’t make the news headlines. As all others have, this bear market too, shall pass.”

– Charlie Freund, II, BN’90, vice president-retirement services, Retirement Counseling Services

Drake
DRAKE UNIVERSITY

2507 University Avenue
Des Moines, IA 50311-4505

Nonprofit Organization
U.S. POSTAGE PAID
Des Moines, Iowa
Permit No. 2217