

BUSINESS matters

Wilmington College Business Division Newsletter

Volume 3, Issue 1 Spring 2006

IACBE Accredits Business Division

The International Assembly for Collegiate Business Education (IACBE) recently approved the Wilmington College Division of Business for accreditation of both its undergraduate and graduate business degree programs. In a letter to the Wilmington College president, dated September 21, 2005, Dr. Robert M. Myers, Chair of the IACBE Board of Commissioners cited the Business Division for its "impressive presentation" in its self-study.

"It is clear that the faculty, administration, and staff take the accreditation process very seriously," he wrote, "and are truly committed to outcomes assessment and continuous process improvement."

The letter went on to praise the division's facilities and information technology re-

sources as "clear program strengths" that are being "leveraged to build enrollment, launch new course delivery systems, and support the outcomes tracking process."

"The Business Division has demonstrated that it is adaptable to change and responsive to the market, and acts in an entrepreneurial manner," Myers wrote.

**'Business students
will reap
the benefits'**

According to Dr. Robert Edelson, Business Division chair, business students will reap the benefits of the IACBE accreditation through an enhanced reputation for Wilmington College business program degrees.

"In 1988, only 288 of the 1,400 U.S. colleges and universities offering baccalaureate or graduate degrees had their business programs separately accredited," Edelson said. "Today, over half of the 1,400 institutions have their business programs accredited, including us. In just 10 more years, it is anticipated that over 90 percent of these business programs will have some type of specialized accreditation. In other words, it is becoming increasingly important to an institution's reputation to have accredited status for its business programs."

Edelson went on to point out that through the accreditation process, the IACBE provides external assurance of quality in Wilmington College's business programs, and ensures that the characteristics of excellence are evident.

"Our business curriculum and co-curricular experiences provide our students with the knowledge and skills needed to function effectively in business and industry," he said. "Both graduates and their employers need and are entitled to this quality assurance from the Wilmington College business programs."

The IACBE accreditation is valid until one year after the next regional accreditation site visit in 2015.

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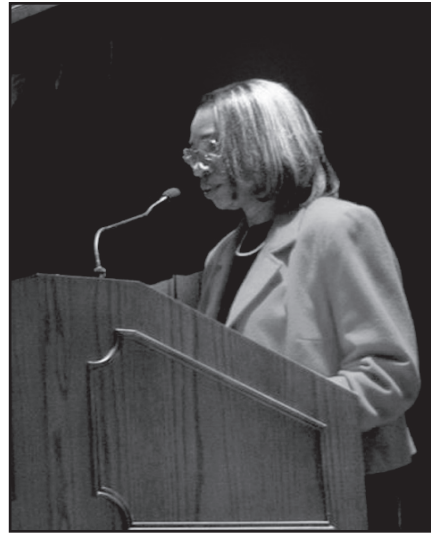


WILMINGTON
COLLEGE

Honor Society Inducts 49 Students



Scott Kirkland, son of Sherry Kirkland, Weekend Graduate Programs Administrative Assistant, shows of his SBD certificate.



Dr. Willie Cannon-Brown was the keynote speaker at the 2006 Sigma Beta Delta Annual Awards Banquet.

Forty-nine Wilmington College business students were recently inducted into Sigma Beta Delta, the highest international honor society for business, management and administration, at a special ceremony held on the New Castle campus. Guest speaker at the event was Dr. Willie Cannon-Brown, Management Professor at Peirce College, Philadelphia.

Sigma Beta Delta was established in 1986 to honor students who have attained superior scholarship in business programs in schools and colleges with regional accreditation. To be eligible for membership, a business student must rank in the upper 20 percent of the junior, senior, or master's class and be invited to membership by the faculty officers. The award provides recognition for a lifetime and is well recognized by employers throughout the country.

Currently, there are 193 chapters of Sigma Beta Delta in 43 states and one foreign country, including the chapter at Wilmington College. This year's inductees included:

Teresa A. Bliem, Jacqueline L. Cannon, Amanda C. Carson-Spychalski, Heather M. Choffo, Stanley E. Dawson, Sandra L. Dearman, Robin R. Ditoe, Richard A. Frick, Jennifer L. Gale, Martha A. Garnick, Terese D. Goodnough, Susan K. Graham, Melissa A. Gries, Michael A. Harper, Karen R. Harris, and Stacy Hutchinson.

Also inducted were Scott M. Kirkland, Deborah Badger Klenk, Timothy R. Kochem, Carolan E. Krajewski, Julie A. Krywko, Melissa V. Kulich, Samuel James Lewis, Yasmyn Lorenzo, Anna J. Malec, Brian P. Martin, Gary S. McGill, Michele L. Mills, Shani A. Murray, William C. Murray, Shanneice Aleah Neal, Scott E. Nichols, Rachel L. Norris, Cheryl A. Peel, Shanna M. Phile, Ann Marie Phillips and Allison J. Polizzi.

Also, Edward Samuel, Jr., David A. Short, Michael David Spillane, Michelle R. Spitelli, Susan M. Sweeny, Chrystal D. Tilger, Jennifer Ton, Jennifer A. Vallee, Denis A. Weigert, Vernard V. Wilkerson, Angela R. Wilson, and Carlos Wong-Cheng were honored.

Business Matters

Business Matters is produced by the Division of Business, Wilmington College. We reserve the right to edit all content for style, clarity, and length. Story and photograph submissions are welcomed.

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Business Briefs

Business Faculty Stay Busy

Have you ever wondered what our full-time Business Division faculty do when they are not planning for and teaching classes, going to on-campus meetings, or grading papers? Here is just a small sampling of their recent “extra-curricular” activities:

Bob Edelson (Business Division Chairperson) attended the Delaware State Chamber of Commerce Leadership Series and annual dinner, and attended the kick off of the 2006 Delaware Earned Income Tax Credit Campaign. **Clint Robertson** (MBA Coordinator) attended the American Marketing Association’s Marketing Educator’s conference, and the NCAA Regional Compliance Conference. He also continued a management development program at Terumo Hospital. **Don Durandetta** (Fusion Program Coordinator) attended a number of Blackboard and hybrid training sessions, and the Delaware State Chamber of Commerce Leadership Series. **Don Stuhlman** (Finance Coordinator) represented the college at the Mayor of Dover’s Annual Prayer Breakfast, and was a reviewer for the 11th edition of *Principles of Financial Management*, the text used in Finance 305 and 306. **Jack Cunningham** (Director of Public Safety) earned his Doctorate in Educational Leadership and Innovation from Wilmington College, and still plays second base in the Tri-State Men’s Over 48 Baseball League. He also won three gold medals in the Senior Olympics. **Janice Wardle** (Sports Management Coordinator) attended the Intercollegiate Athletic Forum in New York City, and presented at a recent Faculty Development Day. **Jeff Branch** (New Castle

Finance/Accounting Coordinator) attended a meeting of local directors of organizational leadership and development programs at Immaculata College; **Joseph Holler** (M.S. Management Coordinator) gave several presentations in Manila, the Philippines, and visited Vietnam as part of his doctoral studies at Pepperdine University. **Lynda Fuller** (Management Coordinator) presented at Faculty Development Day and recently was appointed to the International Assembly for Collegiate Business Education’s review board. **Mike Karia** (Assistant Professor) traveled to India; and **Roland Livingston** (MSOL Coordinator) attended a Society of Human Resources Management conference on “Power, Politics and Influence.” **Sally Stokes** (Accounting Coordinator) was elected chairperson of the Board of the Delaware State Society of CPAs, and also was appointed a member of the State Board of Accountancy’s ad hoc committee to review rules and regulations. **Stephanie Narvell** (HRM Coordinator) helped to coordinate Sigma Beta Delta business honor society meetings, and co-presented with **Lynda Fuller** two workshops at Allen Food Markets in Seaford, DE. She also continued her doctoral studies at Nova Southeastern University. **Steve LeShay** (Marketing Coordinator) attended the Business Professionals of America and DECA Fall Leadership Conference, and served as a judge for statewide high school competitions in both organizations. He also reviewed an article for the *International Journal of Teaching and Learning in Higher Education*.

New MSOL Coordinator Likes Traveling to Work



Not too many people will commute 453 miles one way to their job. Yet, that’s exactly what Dr. Roland Livingston, newly-appointed coordinator of the Master of Science in Organizational Leadership (MSOL) program, does each week.

Livingston lives in Fairfield, Vermont, approximately eight hours away from Wilmington, Delaware. Each week, he makes the arduous commute by car to return to his wife, Florence, and their idyllic home which once was a favorite vacation get-away spot when the couple lived in Ellicott City, MD. According to Livingston, he and his wife don’t plan on moving anytime soon.

Before becoming MSOL coordinator, Livingston taught two years in the program to great reviews. His teaching experience also included prior adjunct experience at Johns

Hopkins University, American University, and Columbia University Teachers College.

Since 1992, Livingston has run his own consulting business, R. E. Livingston & Associates; and prior to that he was the Vice President of Human Resources and Administration for CSX Intermodal, Inc., a major transportation service company.

“I chose to apply for the full-time MSOL coordinator position in Wilmington College’s business graduate program because it connects me with an academic program I value,” Livingston said.

Dr. Livingston received his Ed.D. from Pepperdine University, his MS from American University, and his BA from Delaware State University. His office is located in room 217 at the Wilson Graduate Center.

For more information about the MSOL program, call Dr. Livingston at (302) 295-1147 or email him at roland.e.livingston@wilmcoll.edu.

'A Soft Walk Through Vietnam'



A Vietnamese woman paddles down the Mekong Delta in what Holler calls "my National Geographic photo."

"Ever since understanding the possibilities in my doctoral program for a significant world and a deeply personal experience, I knew I had to go to Vietnam."

With this entry in a daily journal he kept from July 27 to August 13, 2005, Joe Holler (M.S. Management Program Coordinator) reflected on the reasons for visiting the Asian country. The first reason was that Holler is studying for a Doctorate in Organizational Change at Pepperdine University. He felt the trip to Vietnam via the Philippines would be an excellent opportunity to witness some of the changes that have occurred in those two countries, while also meeting with a fellow doctoral student and good friend who lives in the Philippines, and giving presentations at De La Salle Lipa University and two local businesses. In fact, Holler's first lecture was to a very patient audience that had been waiting for four hours for his delayed flight to Manila. While there, he visited a World War II cemetery and memorials, and met Romy

Yap, former commanding general of the Philippine armed forces, who served in Vietnam during the war.

The second reason, the "personal experience" that motivated him, however, was much deeper and more moving. Holler's brother-in-law David had served in the U.S. Army in Vietnam. Both he and Joe had received their Army commissions from Pennsylvania Military College. David then introduced Joe to his sister, Ellen, who eventually became Holler's wife. David was killed in a roadside ambush near An Khe, on the edge of the Central Highlands during the Tet offensive in 1968. He received the Silver Star posthumously.

"By going to Vietnam, I wanted to honor David's memory as well as honor our country's men and women, and the people of Vietnam," Holler wrote. "My world view is that I believe the world is good because its people are good. Problems in the world are the difficult pieces in the assembly of a larger

puzzle. My world exists within myself, among the groups with which I relate, and the organizations and cultures I experience."

The flight to the Philippines took Holler 32 hours from the East Coast of the United States. After a three-day visit



Holler arrived in Ho Chi Minh City on Aug. 1 and departed Hanoi on Aug. 13, 2005

he flew to Hong Kong before arriving in Ho Chi Minh City, Vietnam. From there he went to the MeKong Delta, and then took a 19-hour train ride to Hue where he stayed with a Vietnamese family. Next, he went south to Quy Nhon and traveled west to An Khe. There Holler placed a small, wooden, homemade plaque by a mountain where his brother-in-law had died 37 years earlier and took his "soft walk" as he thought about David's ultimate sacrifice. Holler's trip concluded with visits to Da Nang, Hanoi, and Ha Long Bay near the south China border.

During his travels, Holler had many interesting experiences -- from trying to safely cross the motorbike-congested streets of Ho Chi Minh City, to sharing sweet, tough chicken "knee-to-knee" with fellow train compartment travelers who spoke no English, to total immersion in many of the cultural, historical, and social events of both Vietnam and the Philippines. Throughout these experiences, Holler continued to look for cues that reinforced or challenged his assumptions.

"Simple acts of kindness and smiles have such incredible power," he reflected. "I always felt safe traveling alone and I felt very welcomed by the Vietnamese people. I had 100 percent support from family and friends. By looking retrospectively on my Vietnam experience while honoring the past and the present, I've been better able to enact an optimistic and hopeful view for our planet. My visit to Vietnam confirmed my world view."



6



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3

1. Ho Chi Minh City government building
 2. Sitting "knee-to-knee," Joe Holler (second from right) shares a train compartment with three Vietnamese men
 3. Holler poses with Jollibee at the "McDonald's of the Philippines"

4. Monks at prayer inside a Buddhist temple
 5. Ancient City of Hue
 6. A typical Vietnamese boat travels along a river

BPA Field Trip to Atlantic City Taj Mahal a Success

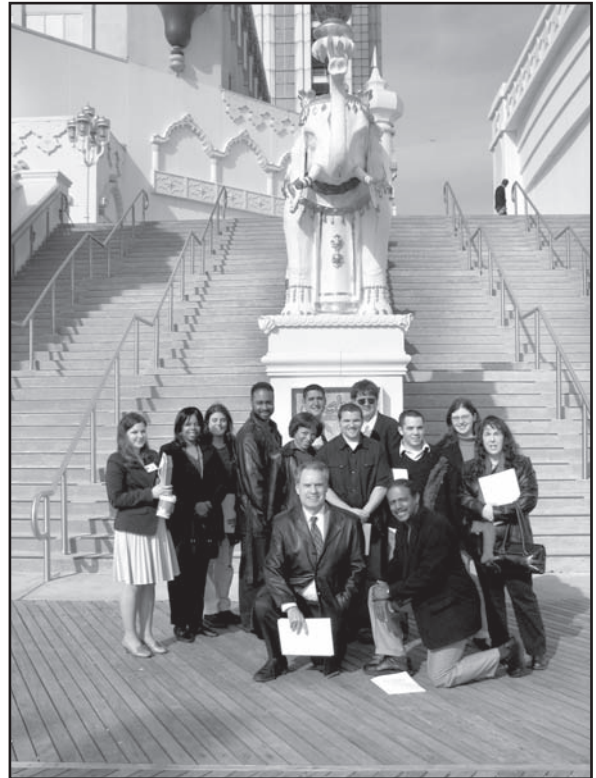
January 20 was a lucky day for 14 Wilmington College students, faculty and administrators as they got a behind-the-scenes look at some of the business operations of Trump's Taj Mahal casino-hotel in Atlantic City. The field trip was sponsored by the college's student chapter of the Business Professionals of America (BPA).

The all-day event began at 7:30 a.m. when the participants boarded a van to Atlantic City. After arriving at the Taj around 10 a.m., all were treated to a continental breakfast and then a tour of some of the VIP suites, restaurants, offices, and employee facilities. Michele Soreth, Human Resources Administrator, then gave a brief talk about what the Taj Mahal looks for when seeking to hire new employees or summer interns.

Participants also had one and a half hours of free time to enjoy the sights and sounds of the Atlantic City boardwalk before boarding the van for the return trip to the college.

This was the first field trip sponsored by the BPA. According to Jacob Meehan, special events coordinator, more trips to other businesses are planned for the future.

BPA meetings are usually held the first Wednesday of each month beginning at 4 p.m. in the auditorium of the ACC building on the New Castle campus. For more information and to find out how you can join BPA, contact Chris Moore, president, at cxm201@aol.com.



Members and guests of BPA pose outside Taj Mahal.

New BSOM 'Fusion' Program Gaining Momentum

One of the most successful new programs in the Business Division is the Bachelor of Science in Organizational Management (BSOM), an undergraduate, accelerated degree-completion program. The program is designed for students who have completed an associate's degree or successfully completed about 50 college credits and who want to complete their undergraduate degree quickly and efficiently while still engaged in an active career.

According to Dr. Don Durandetta, program coordinator, the BSOM program is "ideal for those students who may have moved during their career and accumulated college credits from several institutions of higher learning or changed majors." The program also recognizes college-level learning from prior career and military experience, he said.

The core business courses are offered in the "Fusion" program format, which uses five-week hybrid courses that meet both in class and online for about 15 months. The courses are offered in a pre-determined sequence, and each group of new students usually stays together for the 15-month period. However, the program has the flexibility for students to take courses with groups other than the one with which they started if that best fits their schedule and prior course credits.

"This approach allows a busy adult to complete three or

four courses a semester with only one evening per week required for attending class," Durandetta explained.

The program takes a broad approach to organizational effectiveness by incorporating learning experiences from all the major areas of a business curriculum. Most of the course offerings are standard Business Division courses that have been adapted to the Fusion format; however, several new courses have been developed especially for this program.

"The response to Organizational Management has been overwhelming," said Durandetta. "In the first six months, four groups totaling more than 90 students started the program, and the feedback from students has been extremely favorable."

According to one student "This is the kind of program I needed to be motivated to complete my degree. I wish you would have had it available years ago." Many students who have finished their first semester have indicated that they, too, are "delighted" with the program.

For more information about this program, contact Dr. Don Durandetta, Room 113, Peoples Building, New Castle campus, telephone number 302-328-9401 (ext. 378); or e-mail him at donald.w.durandetta@wilmcoll.edu.

McDonough Receives President's Award

Elizabeth A. McDonough, a Human Resource Management major with a 4.0 GPA from Newark, was awarded the Audrey K. Doberstein President's Award for Leadership at Wilmington College's undergraduate commencement, Sunday, January 29, 2006.

In presenting the award, college president Dr. Jack Varsalona cited McDonough for her outstanding leadership and dedication to the philosophy and mission of Wilmington College.

"Faculty have remarked about her exceptional organizational skills and her willingness to do whatever needs to be done, qualities that make her a natural leader," he said. "As president of Sigma Beta Delta (the international honor society for business), she set the bar for productivity and, by example, encouraged others to contribute time and energy to the organization."

For 10 years, McDonough was involved with two home schooling facilities as an administrator and an instructor. During that time, she was instrumental in procuring two governor's proclamations and two joint resolutions from the Delaware legislature honoring home schoolers. She also has had an article published in a home school resource book.

Currently, McDonough is employed by Delmarva Power as a strategic workplace consultant. She is a member of Delta Epsilon Rho, Wilmington College's honor society, and the Dean's List.

Jeff Branch New Part-timer

The Business Division welcomes its newest employee, Jeff Branch, a part-time assistant professor who will be helping with the accounting and finance undergraduate programs at the New Castle campus, and assisting when needed with the division's new accelerated-learning "Fusion" program.

Branch holds a Bachelor's degree in Business Administration from LaSalle University, a Master's degree in Organizational Leadership from Philadelphia Biblical University, and is currently pursuing a Doctorate in Educational Leadership at Widener University.

Before joining Wilmington College, he chaired the Organizational Leadership Program at Philadelphia Biblical University; was the Director of Organizational Development and Competency Systems at Mercy Fitzgerald Hospital in Darby, PA; and was the Senior Human Resources Organizational Business Partner at Penn Mutual Life Insurance.

Branch is also an executive coach and organization development and effectiveness consultant. He has over 15 years of experience advising corporations and not-for-profit organizations on strategic business issues.

Study Ranks Delaware #1 State for Workers

A new study ranks Delaware the top state for workers, according to research by the Political Economy Research Institute at the University of Massachusetts-Amherst. The ranking is based on average pay, the percentage of workers receiving health insurance and retirement benefits, and the ability of workers to unionize.

"This study suggests that there are even more excellent reasons to stay and work in Delaware for many of our graduating business students," commented Dr. Robert Edelson, Business Division chairperson.

The Institute ranked all 50 states and the District of Columbia. Other states in the top five were New Hampshire, Minnesota, Vermont, and Iowa.

Division Sponsors State Leadership Series

For the second year, the Business Division is a Gold Sponsor of the Delaware State Chamber of Commerce's Leadership Series, a quarterly luncheon meeting that features a prominent leader from the Delaware business community. In February, Mr. Ted T. Cecala, Chairman of the Board and CEO of Wilmington Trust was the keynote speaker for the first meeting of 2006. He related his experience in growing a Delaware institution to a multinational presence.

Wilmington College attendees included Janice Wardle, Jack Cunningham, Don Durandetta, Mike Karia, Bob Edelson, and Stephanie Narvell.

The Wilmington College Business Division Vision & Mission Integration Statement

Vision

Create a diverse community of learners who are knowledgeable, ethical, adaptable, successful, and confident in their lives and chosen careers.

Mission Integration Statement

The Business Division is committed to excellence in teaching, relevancy of the curriculum, and individual attention to undergraduate and graduate business students. We believe that a student is best served by learning strong conceptual frameworks that can be adapted to the ever-changing global environment. Our goal is to produce graduates who understand the requirements of their chosen careers, have the skills needed for productive action, and the ethics and values to work for the common good. We value interpersonal, qualitative and quantitative skills, recognizing that all are necessities for success. A diverse faculty and student body is the essence of our mission and an implicit acknowledgement that vision and creativity are enhanced when we value differences. The Business Division is eager to serve the needs of all organizations, including for-profit, not-for-profit, and government. We regard our students and our practitioner-based faculty as members of a learning community who recognize the granting of a degree is only a milestone in the continuing need for education.

DIVISION OF BUSINESS

Business programs are offered at the Delaware locations listed below. For information about a specific undergraduate or graduate program, contact one of the persons also listed below.

LOCATIONS

Main Campus

320 North DuPont Highway
New Castle, DE 19720
(302) 328-9401

North Dover

3282 North DuPont Highway
Bldg. A, Dover, DE 19901
(302) 734-2594

Dover Air Force Base

Building 639 436 MSS/DPE
639 Evreux Street, Room 215
Dover, DE 19902
(302) 674-8726

Georgetown Campus

William Carter Partnership Center
Seashore Highway
Route 18, PO Box 660
Georgetown, DE 19947
(302) 856-5780

Wilson Graduate Center

31 Read's Way,
New Castle, DE 19720
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