



Association of Collegiate  
Business Schools  
and Programs

# 2009 ACBSP Annual Conference



~\*~  
*Celebrating Global Diversity*

~\*~  
*A Gathering of Minds  
in Challenging Economic Times*

~\*~  
June 26-29, 2009 — San Antonio, Texas

# New Learning Styles *Require* New Education Technology

## The Old Rules

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**Pearson eCollege** provides more than a learning management system. We provide integrated, on-demand teaching and learning solutions that include technology, content and services to help you reach students where they learn.

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Introduction to Calculus

The chalkboard displays several mathematical formulas:  $g(z, \mu) = \int f(x) e^{-\mu x} dx$ ,  $h(x, y) = \sum_{i=0}^{\infty} g_i(x) e^{-\mu x}$ ,  $f(x, \mu, \sigma) = \frac{1}{\sigma} e^{-\frac{(x-\mu)^2}{2\sigma^2}}$ ,  $\mu_k = e^{k\mu + k^2\sigma}$ ,  $g(x) = \int x f(x) dx$ ,  $g(k) = \exp(k\mu + \frac{1}{2}k^2\sigma^2)$ , and  $e^{\mu - \sigma^2}$ . A large yellow play button is overlaid on the board, and a video player interface with a progress bar is visible at the bottom.

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# Welcome to San Antonio and to the 2009 ACBSP Annual Conference!

Welcome to San Antonio and to the 21st Annual Conference of the Association of Collegiate Business Schools and Programs. You are joining more than 500 colleagues from across the globe at an extraordinary time for a very special event.

We come to celebrate global diversity. We come to learn from others how we can best meet the challenges of these economic times. Two themes for one annual conference are without precedent. The action was taken knowing you expect ACBSP to deliver an accreditation product and educational programming that addresses your immediate and long-term needs.

Many of you have been in San Antonio for several days as attendees of the CLADEA International Relations Conference. ACBSP is proud to join the Latin American Council of Management Schools to offer this conference in lieu of the pre-conference accreditation workshops offered in previous years. This also presented the opportunity for ACBSP to partner with the Hispanic Association of Colleges and Universities and three host institutions in San Antonio — the University of the Incarnate Word, Our Lady of the Lake University, and University of Texas, San Antonio. We thank all involved in supporting the CLADEA conference and for their work in creating an international conference experience with an emphasis on Latin America.

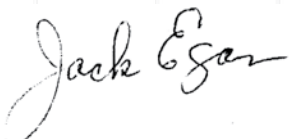
Each year we make changes with the hope they will better serve our members and our attendees. Many of you experienced one of these changes well before you arrived as you utilized our new online registration process. Another significant change is the new way in which we will provide handouts for the various sessions. Handouts will be available for printing at the new ACBSP Resource Center. In previous years, it was difficult to determine how many handouts should be printed, resulting in either an excess or a shortage. Now we can print exactly what you need, when you need it. For your convenience, the Resource Center is open before, during and after conference sessions.

During this time of economic and financial concern, there is a need to review and evaluate all expenditures. For several years, ACBSP shirts were provided to attendees. To avoid any increase in the registration fee this year, a decision was made not to incur the additional expense for the shirts. However, limited quantities and sizes of ACBSP shirts from previous conferences are available at the Registration Desk for those who would like to purchase one.

We close with a special welcome to our first-time attendees. There are several first-time attendees' special activities that hopefully will help assure you a valued experience during your first conference. First-time attendees will have special forums at the orientation sessions. In addition, there will be specially designated tables during the luncheons where you can interact with other first-time attendees as well as veteran members.

In the spirit of continuous improvement, we invite all attendees to let us know how we can create a better conference, a better experience, and a better association. Throughout the conference, you will have numerous opportunities to provide valuable feedback on the evaluation forms.

As you leave San Antonio, please mark your calendar for the upcoming regional conferences (information available at [www.acbsp.org](http://www.acbsp.org)) as well as for June 25-28, 2010, when ACBSP gathers at the new JW Marriott Los Angeles located in the new entertainment district, L.A. LIVE. We are already working to provide the content and location for another great ACBSP Annual Conference.



Jack Egan  
President  
ACBSP Conference Co-Chair



Janice Stoudemire  
President-Elect  
ACBSP Conference Co-Chair



Jack Egan  
President  
ACBSP Conference Co-Chair

Janice Stoudemire  
President-Elect  
ACBSP Conference Co-Chair

# Schedule At A Glance

## Friday, June 26

7:00 am — 5:00 pm	Registration
8:00 am — 9:30 am	Committee Meetings
8:30 am — 9:30 am	First Time Attendee Orientation
10:00 am — 11:30 am	Annual Business Meeting
11:30 am — 5:00 pm	International Lounge Open
12:00 pm — 2:00 pm	Opening Luncheon sponsored by eCollege
2:00 pm — 5:00 pm	Exhibits Open
2:00 pm — 2:30 pm	Dessert in Exhibit Area
2:00 pm — 2:30 pm	International Lounge — Focus on Europe
2:30 pm — 3:30 pm	Associate Degree Institutions Meeting
2:30 pm — 3:30 pm	Baccalaureate/Graduate Degree Institutions Meeting
3:30 pm — 4:00 pm	Visit Exhibits
3:30 pm — 4:00 pm	International Lounge — Focus on Asia
4:00 pm — 5:00 pm	Regional Meetings
5:30 pm — 6:30 pm	First Time Attendee Orientation
6:30 pm — 8:30 pm	Networking Dinners (separate registration required)
8:00 pm — 10:00 pm	Welcome Reception

## Saturday, June 27

7:00 am — 4:00 pm	Registration
7:30 am — 4:00 pm	Exhibits Open
7:30 am — 4:00 pm	International Lounge Open
7:30 am — 8:30 am	Breakfast in Exhibit Area
8:00 am — 9:30 am	Concurrent Sessions
9:30 am — 10:00 am	Visit Exhibits
9:30 am — 10:00 am	International Lounge — Focus on Latin America
10:00 am — 11:45 am	Keynote General Session
11:45 am — 12:00 pm	Visit Exhibits
11:45 am — 12:00 pm	International Lounge — Focus on Canada
12:00 pm — 1:30 pm	Keynote Luncheon
1:30 pm — 2:00 pm	Dessert in Exhibit Area
2:00 pm — 3:30 pm	Concurrent Sessions
3:30 pm — 4:00 pm	Visit Exhibits
3:30 pm — 4:00 pm	International Lounge — Focus on Europe
4:00 pm — 5:30 pm	Concurrent Sessions

## Sunday, June 28

7:00 am — 4:00 pm	Registration
7:30 am — 4:00 pm	Exhibits Open
7:30 am — 4:00 pm	International Lounge Open
7:30 am — 8:30 am	Breakfast in Exhibit Area
8:00 am — 9:30 am	Accreditation Breakfast (by invitation only)
8:00 am — 9:30 am	Concurrent Sessions
9:30 am — 10:00 am	Visit Exhibits
9:30 am — 10:00 am	International Lounge — Focus on Asia
10:00 am — 11:30 am	Concurrent Sessions
11:30 am — 12:00 pm	Visit Exhibits
11:30 am — 12:00 pm	International Lounge — Focus on Latin America
12:00 pm — 1:30 pm	Salute to Regions Luncheon sponsored by ETS
1:30 pm — 2:00 pm	Dessert in Exhibit Area
1:30 pm — 2:00 pm	International Lounge — Focus on Canada
2:00 pm — 3:30 pm	Concurrent Sessions
6:30 pm — 10:00 pm	Accreditation Banquet

## Monday, June 29

7:30 am — 8:30 am	Breakfast Buffet
8:30 am — 10:00 am	Closing Session sponsored by LiveText

## ACBSP

This conference guide provides important information about the 2009 ACBSP Annual Conference. You can refer to the conference schedule at a glance, get details about our sponsors and exhibitors, and learn about each of the concurrent sessions, conference speakers and presenters. There are also pages in the back of this guide for notes you might want to make.

## Spouse Program

A spouse program is not offered during the ACBSP Annual Conference. Spouses and guests are welcome to join us at any ticketed event. We are providing a new process to purchase discounted event tickets, knowing these funds are often your personal funds. A bulletin board will be set up at the Resource Center where conference participants will be able to post any unused meal tickets and request extra tickets from participants who are not able to use a ticket. See page 8 for details. If space permits, there may also be an opportunity for spouses and guests to attend the Closing Breakfast on Monday. Please join us at 8 a.m. to see if space is available.

## Welcome to Our First Time Attendees!

If this is your first time attending an ACBSP Annual Conference, we welcome you to San Antonio. We are so glad you're here. You will receive a special "First Time Attendee" ribbon, so that others will join us in welcoming you. We have special tables designated for first time attendees at the Opening Luncheon on Friday. We also encourage you to attend one of two First Time Attendee Orientations scheduled at 8:30 a.m. and 5:30 p.m. on Friday.

## Registration Desk

Along with this conference guide, you will receive the following registration materials:

- A **Conference Bag** to help you organize the conference guide and handouts. We thank **BusinessWeek** for their sponsorship of the eco-friendly conference bags.
- A **Registration Packet** with your name badge and meal tickets. If there is still a balance owed for your registration, we ask for payment at the conference or that you make arrangements for payment immediately upon returning to your institution.
- **Meal Tickets** for each meal function have been inserted in your name badge holder behind your name tag.
- A **Lanyard** for your name badge holder and ribbons you'll receive at the Information Desk. We thank **SIFE** for their sponsorship of the name badge, lanyard and ribbons.

## Information Desk

After you've checked in at the Registration Desk, you may be directed to the Information Desk, located at the Resource Center, where you'll receive information on one or more of the following:

- **First-time Conference Attendees** will learn how to get the most value from this important first conference.
- **ACBSP Members** from institutions in candidacy for accreditation, have just received initial accreditation or have been re-affirmed will learn how you will be honored at various events during the conference and pick up ribbons that will go on your name badge.
- **Teaching Excellence Recipients** should report to the Information Desk to learn how you will be honored at the Salute to Regions Luncheon on Sunday.
- **Ribbons** that honor your valued role with ACBSP and your participation in the annual conference. These will go on the badge you received at the Registration Desk, and will help other members see your involvement in ACBSP. The list on the next page will help you identify what each colored ribbon represents. Please use this as a checklist to secure the appropriate ribbon(s).



## Ribbons Identify Who's Who at the ACBSP Annual Conference

### BOARD OF DIRECTORS

**BLACK/GOLD:** Current members and officers of the ACBSP Board of Directors  
**BRIGHT YELLOW/GOLD:** Past President  
**RED/GOLD:** Immediate Past President

### BOARD OF COMMISSIONERS

**GREEN/GOLD:** Current members of the Baccalaureate/Graduate Degree Board of Commissioners  
**GREEN/GOLD:** Current members of the Associate Degree Board of Commissioners

### COMMITTEE CHAIR

**AQUA/GOLD:** ACBSP Committee Chairs

### NEW MEMBER

**YELLOW/GOLD:** New member of ACBSP who has joined during the 2008-2009 membership year

### CHAMPION & CO-CHAMPION

**RED/GOLD:** Each member institution has one Champion and one Co-Champion, who promote the value of ACBSP and accreditation to others on campus

### ACCREDITATION

**YELLOW/GOLD:** Candidate for initial accreditation  
**SILVER/BLUE:** Newly Accredited — granted initial accreditation in Fall '08/Spring '09  
**NAVY BLUE/SILVER:** Reaffirmed — granted reaffirmation in Fall '08 or Spring '09  
**RED/GOLD:** Mentor  
**SILVER/BLACK:** Evaluator

### TEACHING EXCELLENCE

**BROWN/GOLD:** Recipients of the 2009 ACBSP Teaching Excellence Award

### REGIONAL PRESIDENTS

**PEACH/GOLD:** Presidents from all eight ACBSP regions

### KAPPA BETA DELTA

**ROYAL BLUE/GOLD:** Attendees from an institution with a KBD Chapter, including designated officers

### DELTA MU DELTA

**PURPLE/GOLD:** Attendees from an institution with a DMD Chapter, including designated officers

### SIFE

**NAVY BLUE/SILVER:** Attendees with a SIFE Team on their campus

### SAM WALTON FELLOW

**NAVY BLUE/SILVER:** Faculty Advisors for campus SIFE Teams

### SPONSORS

**YELLOW/GOLD:** Gold Sponsors — Pearson eCollege, ETS and Tarkenton Institute  
**SILVER/GOLD:** Silver Sponsor — LiveText  
**RED/GOLD:** *BusinessWeek*, Cengage Learning and SIFE

### EXHIBITOR

**WHITE/GOLD:** Exhibitors for the 2009 ACBSP Annual Conference

### SPEAKERS

**RED/GOLD:** Conference Speaker  
**DARK GREEN/GOLD:** Moderator

### FIRST TIME ATTENDEE

**MULTI-COLORED:** First time ACBSP Annual Conference Attendee

### EMERITUS

**OCEAN BLUE/GOLD:** Someone who has been granted Emeritus status by ACBSP

### STAFF

**PURPLE/MULTI-COLORED:** ACBSP staff



## International Lounge

The International Lounge is a tradition at the ACBSP Annual Conference. It has been expanded this year to provide a dedicated space in Salon J. The International Lounge features table top displays by members from outside the United States. During selected hours, representatives from these schools will be available at their table to meet and decide how to continue the discussion started in San Antonio. Daily schedules list the hours when the International Lounge will be open.

## Networking Reception and Dinners

Networking Dinners offer an opportunity to join with other attendees to share experiences in a social atmosphere. The dinners are geared toward individuals who are interested in learning pathways to becoming a dean (aspiring deans) and those new to the position (new deans). Attendance is open to anyone, including veterans who can share their experiences. The Networking Dinners will take place at Sazos Restaurant in the Marriott Rivercenter. The cost is \$70, and includes host beverages during the reception, dinner, gratuity and taxes.

If you have not already registered for the Networking Dinner prior to the conference, you may register on site at the ACBSP Registration Desk until Friday at 2 p.m. Space is limited to 50 participants, so reserve your spot now.

## Welcome Reception

The ACBSP Board of Directors, Conference Co-Chairs and Staff welcome you to San Antonio, Texas and to the 2009 ACBSP Annual Conference. Please join us for a Welcome Reception in your honor at the Oaktree Terrace & River Terrace at the Marriott Riverwalk. This location provides you a perfect evening view of the magnificent San Antonio River Walk. Desserts and a Margarita Bar will be offered. The Welcome Reception is open to all conference attendees and exhibitors. Guests are invited at a cost of \$30 per individual.

## Meal Tickets

Meal tickets are issued for each event. Tickets will be collected as you enter the room. We suggest that you keep them in your name badge holder, so they are always available.

### Guest Meal Ticket Purchase — From ACBSP

Guests are welcome at any event. Tickets may be purchased for any of the meals at the prices listed below. These prices represent the actual cost to ACBSP for your attendance at the meal function. Meal tickets are available for purchase at the ACBSP Registration Desk. Payment is required at the time of purchase.

Opening Luncheon.....\$ 50	Welcome Reception.....\$30
Keynote Luncheon.....\$ 50	Salute to Regions Luncheon.....\$50
Accreditation Banquet.....\$100	Closing Breakfast.....\$40

### Guest Meal Ticket Purchase — Discounted Tickets For Sale or Purchase

Each year, attendees leave the conference early or choose not to attend a meal function. We also have attendees each year who would like to have a spouse or friend attend a meal function, but find the ticket prices somewhat expensive, especially if they are using personal funds. A bulletin board is set up at the ACBSP Resource Center where attendees can offer meal tickets for sale at a discounted price with contact information. Anyone in need of extra meal tickets for a spouse or guest can post a request for tickets with contact information. The transaction will take place solely between the conference participants.

We will offer an option for spouses to attend the Closing Breakfast if space permits. See “Spouse Program” for information.

## One-on-One Accreditation Visits

On Sunday afternoon, schools may schedule an appointment time with a member of the Associate Degree or Baccalaureate/Graduate Degree Board of Commissioners. The purpose of the One-on-One Accreditation Visits is to create the opportunity for representatives from schools with specific questions about the ACBSP accreditation process to meet directly with board members who can properly respond to those questions. Board members can explain how to get started with the accreditation process, how to properly file accreditation reports, or how to prepare for an upcoming site visit. Appointments are limited, so sign up early to reserve your spot. **A sign-up sheet will be at the Resource Center.**

## Exhibit Area

All breaks will occur in the Exhibit Area, located in the Third Floor Foyer outside the entrance to all major events. The Exhibit Area will be open:

Friday — 2:00 p.m. - 5:00 p.m.

Saturday — 7:30 a.m. - 4:00 p.m.

Sunday — 7:30 a.m. - 4:00 p.m.

## Honor Societies Exhibit Booth

Learn more about honor societies affiliated with ACBSP. Delta Mu Delta, Kappa Beta Delta and Sigma Beta Delta will all have displays in the Exhibit Area with valuable information about starting or supporting a chapter on your campus.

## Sponsored Refreshment Breaks • Internet Access Card

All of our refreshment breaks are sponsored by different exhibitors who are valued participants in the 2009 ACBSP Annual Conference. As an added incentive for you to stop by and learn more about their products and services, exhibitors sponsoring the refreshment breaks will be distributing a limited number of Internet Access Cards. Each card will provide 15 minutes of Internet Access to computers conveniently located in the hotel lobby. **Internet Access Cards must be used during the conference.**

### Saturday and Sunday Morning Coffee and Pastries

Before concurrent sessions on both Saturday and Sunday mornings, the Exhibit Area will be open. This is a sponsored break, where coffee and pastries will be served, along with fruit and oatmeal.

## Handouts For All Sessions

In a change from previous years, copies of the PowerPoint® presentation or academic paper that is presented at a keynote or concurrent session will not be provided at the session. Instead, we invite all attendees to print handouts at the Resource Center. Computers and printers allow each attendee to print the handout he or she needs for any session, whether it's a session he or she will attend, is considering attending, or has missed because of attendance at another session. This procedure is new this year, and is part of the greening effort by ACBSP at each conference to reduce waste and protect the environment. It will also eliminate the problem of running out of handouts due to attendance exceeding what was expected. Each handout includes an evaluation form for you to use to provide feedback to the presenter and to ACBSP.

## ACBSP Resource Center

The ACBSP Resource Center, located in the exhibit area, will be open throughout the conference. Staff will be available to answer your questions, to help you enroll in various conference events, and to help you exchange meal tickets.

### Update Your ACBSP Gateway Profile

Each member institution has an institutional profile that can be accessed using the "login" feature on the ACBSP Gateway Web site, and each individual has a profile. Giles Rafol, ACBSP member services manager, will be at the Resource Center on Friday — 7:00 a.m. - 5:00 p.m., Saturday — 7:00 a.m. - 4:00 and Sunday — 7:00 a.m. - 3:00 p.m. He will provide instructions on how to log in and update your individual profile. He will also give an overview of the site.

Everyone who stops by the ACBSP Resource Center to update their profile will be entered into a drawing for prizes that will be awarded daily. Please present the ticket included with your name badge.

### Print Station

Melinda Dorning, ACBSP communications manager, will be at the Print Station, located at the Resource Center, during regular exhibit hours, Friday — 2:00 p.m. - 5:00 p.m., and Saturday/Sunday — 7:30 a.m. - 4:00 p.m. She will assist you with printing handouts for any session.

## ACBSP Resource Center...continued

### Discounted Tickets For Sale

The Resource Center is the location of this service, which is provided by ACBSP and described on page 8.

### One-on-One Accreditation Visits

On Saturday and Sunday, the Resource Center will offer sign-up sheets for these visits, described on page 8.

## Attendance Prizes

A new format will be provided for attendance prizes. Rather than giving out all prizes on Monday morning, the first attendance prizes will be given at the conclusion of the Keynote Luncheon on Saturday. Additional prizes will be awarded during the luncheon on Sunday. All remaining items will be given on Monday during the closing session. You must be present to win. Your name is printed on your breakfast or luncheon ticket. These tickets will be collected at the door and will be used for the drawings.

We are pleased to recognize several groups that have made special contributions in donating attendance prizes by creating a special category. The members of the host committee in the San Antonio area and our international attendees are two specific categories. Look for other categories to be added in future years.

## ACBSP-Logo Shirts

Shirts with the ACBSP logo have been given to attendees at some of our previous conferences. ACBSP evaluates each year whether or not to offer clothing with the ACBSP logo. The Annual Conference committee has made the decision not to provide shirts this year, in an effort to refrain from any cost increases in challenging economic times. They thought it best to allow these funds to meet increased expenses needed to provide a quality conference experience.

ACBSP does have an inventory of shirts from previous years. They will be available for purchase at the Registration Desk on Saturday and Sunday. The price for each shirt is \$15. Two colors are available, dark green and maroon, in limited sizes.

## Conference Proceedings

New this year, ACBSP offered those making presentations the opportunity to have papers related to their presentations go through a blind peer-review process and to be presented as part of the conference proceedings. In addition to these papers, all presentations given to the ACBSP office by the required deadline are included in these proceedings.

ACBSP welcomes a new sponsor, **Cengage Learning**, who is the sponsor of the conference proceedings. Through their financial support, the conference proceedings are being made available on a flash drive at no cost to attendees. Those not attending the conference or those seeking a second copy may purchase the proceedings at a cost of \$25. A ticket given to you when you registered may be taken to the Cengage booth in the exhibit area and redeemed to secure your conference proceedings on flash drive.

## Evaluation Form

Evaluation forms are provided for each of the concurrent sessions. The evaluation form will be included in the handout you will print at the Print Station. The session moderator may have copies as well. The forms will be collected at the end of each session.

An Overall Conference Evaluation form was included in the bag you received at the Registration Desk. We appreciate your comments and time in completing these evaluations. Each will be reviewed and acted upon in planning future conferences. Please place the forms in boxes located at the Registration Desk and the Resource Center. The Overall Conference Evaluation form can also be placed in boxes at the Closing General Session on Monday morning.

## Staff

Staff and volunteers from the ACBSP office and ACBSP family are here and in the headquarters office to be of assistance and to create the best possible conference experience for you. Please do not hesitate to contact them at any time. Look for the multi-colored ribbons to identify staff during the conference.

Douglas Viehland.....Executive Director  
 Steve Parscale.....Director of Accreditation  
 Diana Hallerud.....Accreditation Coordinator  
 Candace Jackson.....Conference Manager  
 Melinda Dorning.....Communications Manager  
 Mary Riley.....Office/Data Coordinator

Sherry Williams.....Administrative Assistant  
 Giles Rafol.....Member Services Manager  
 Tricia Kullman-Ruiz.....Conference Coordinator  
 Jesse Harrison.....Exhibit Hall Coordinator  
 Klayton Parscale.....Exhibit Hall Volunteer/  
 Assistant to Executive Director

## Recognition and Gratitude For Our 2009 ACBSP Host Committee

ACBSP thanks the host committee, made up of members from San Antonio and the surrounding areas of Austin and Sequin, for contributing to the success of the 2009 ACBSP Annual Conference. The committee was joined by officers of the Southwestern Council of Business Schools and Programs, Region 6. The host committee has provided valuable assistance in recent years by promoting the conference, securing moderators for the concurrent sessions, identifying students who assist with various activities in support of ACBSP staff, and donating items for attendance prizes to be given at the two luncheons and the closing breakfast.

**Austin Community College - Pinnacle Campus — Charles Quinn**

**Huston-Tillotson University — Steven Edmond**

**Our Lady of the Lake University — Robert Bisking**

**St. Edward's University — Marsha Kelliher**

**Texas Lutheran University — Nick Lockard**

**University of Phoenix - San Antonio — Paul Cooper**

**University of Phoenix - Austin — John Carroll**

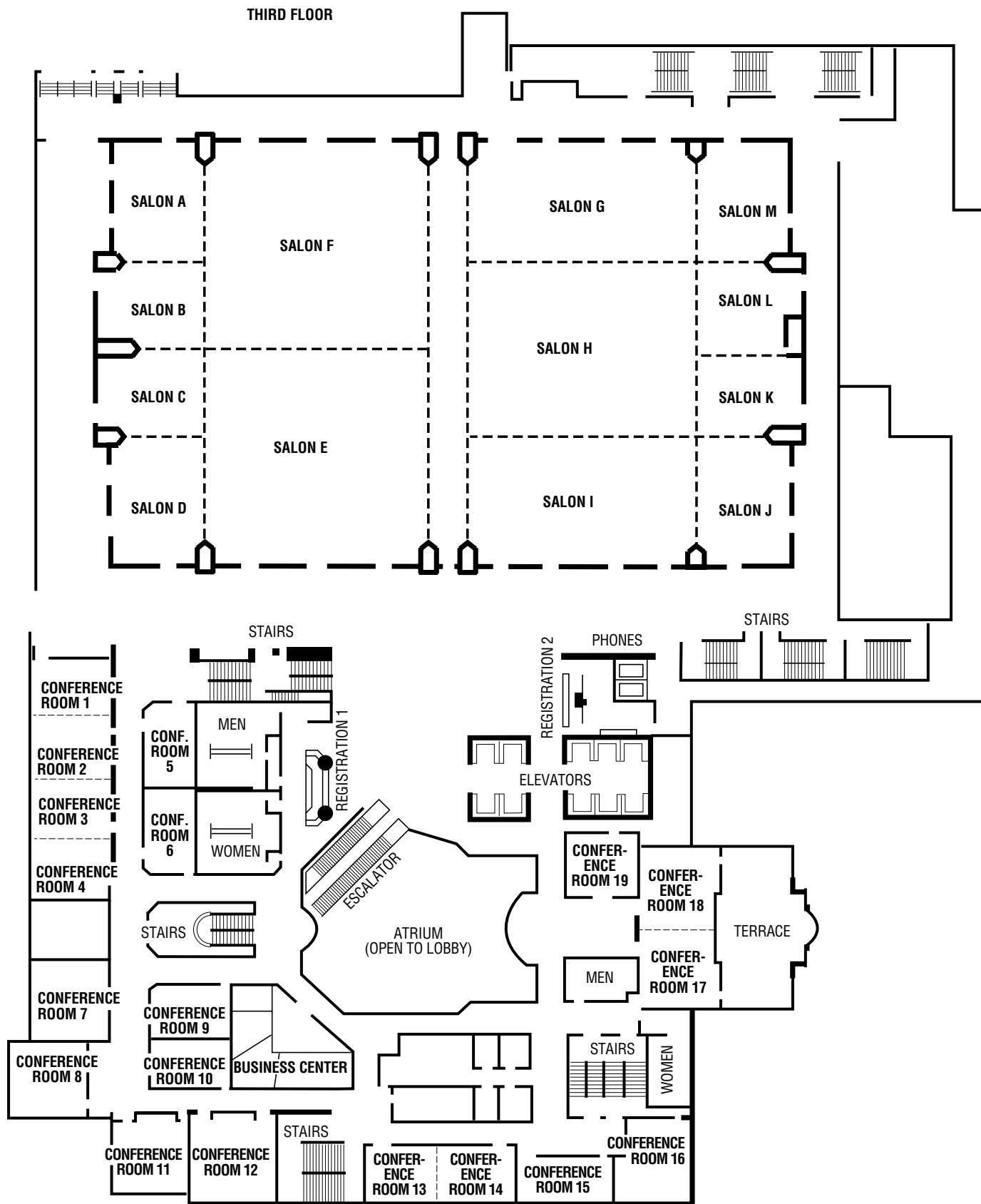
**University of the Incarnate Word — Annette Craven**

—  
**Southwestern Council of Business Schools and Programs (Region 6)**  
 —

**David Dyson, President**  
**Paula Baxter, President-elect**  
**Theresa June Hrncir, Treasurer**  
**Bob Bisking, Secretary**



# Marriott Rivercenter Third Floor Map



# Sí San Antonio

From the Alamo to SeaWorld to its world-famous River Walk, San Antonio, Texas has a lot to offer. ACBSP invites you to experience this beautiful city, full of Hispanic heritage and culture, while you attend the 2009 ACBSP Annual Conference. We've highlighted only a few of the many attractions this city offers.

The Alamo was the first of five Catholic missions established in the 18th century along the San Antonio River. It served as a way station between



east Texas and Mexico. Already 100 years old when it fell into the notorious Battle of the Alamo, you'll find it in the heart of San Antonio. It is the #1 tourist attraction in Texas. Mission San Juan features a beautiful Romanesque archway at the entrance gate. The chapel and bell tower are still in use. Guests can also tour a self-guided nature trail that leads to the river.

This summer, ACBSP conference-goers will be among the first to enjoy a new River Walk, almost double the original size. Lush landscapes, quaint pathways and striking outdoor art line two new miles of the romantic River Walk. This new "Museum Reach" extension, which opened to the public May 30, stretches north along the San Antonio River. It connects the existing River Walk, with two more miles of shops, galleries and restaurants, to the outstanding San Antonio Museum of Art and culminates at the 125-year-old Pearl Brewery, a vibrant urban village.

The Rivercenter Mall is connected to the Marriott Rivercenter, headquarters for the ACBSP Annual Conference. Resembling a monolithic glass house, the Rivercenter Mall blends many of the conveniences of indoor shopping with a genuine outdoor feel. In addition to retailers like Macy's and Dillard's, the mall houses an IMAX theater, movie theater and the Rivercenter Comedy Club.

SeaWorld San Antonio is the world's largest marine life park. Shamu and friends put on one of the most spectacular shows in Texas. You can take a dip with a sea lion and come face-to-face with a beluga whale. You can feed the friendly dolphins, witness sharks swimming in a coral reef, encounter penguins and flamingos, and gawk at the gators in Alligator Alley.



photo by Willow Graef

Photos of the Alamo, San Juan Mission and the Rivercenter Mall are courtesy of the San Antonio Convention and Visitors Bureau.



SeaWorld San Antonio is the world's largest marine life park. Shamu and friends put on one of the most spectacular shows in Texas. You can take a dip with a sea lion and come face-to-face with a beluga whale. You can feed the friendly dolphins, witness sharks swimming in a coral reef, encounter penguins and flamingos, and gawk at the gators in Alligator Alley.

Whatever you choose to do, we hope you take advantage of this very popular vacation destination and explore all that San Antonio has to offer.

# Board of Directors — 2008-2009

President.....	Jack Egan.....	New Jersey City University, New Jersey
President-Elect.....	Janice Stoudemire.....	Midlands Technical College, South Carolina
Secretary.....	Sue Courtney.....	Kansas City Kansas Community College, Kansas
Treasurer.....	Veronique Sournies.....	Institut European de Management International, France
At Large - 4 year.....	Nick Lockard.....	Texas Lutheran University, Texas
At Large - 2 year.....	Shirly Kleiner.....	Johnson County Community College, Kansas
Commissioner - 4 year.....	Abiodun Ojemakinde.....	Albany State University, Georgia
Commissioner - 2 year.....	Von Plessner.....	Northwest State Community College, Ohio
Immediate Past Commissioner - 4 year.....	Duncan C. McDougall.....	Plymouth State University, New Hampshire
Immediate Past Commissioner - 2 year.....	Charles Beem.....	Bucks County Community College, Pennsylvania
Immediate Past President.....	David Ho.....	Metropolitan Community College, Nebraska
Public Member.....	Morgan Clevenger.....	Students In Free Enterprise (SIFE), Missouri
Representative, Council of Regional Presidents.....	Ward Thrasher.....	University of Bridgeport, Connecticut
Ex-officio Member.....	Douglas Viehland.....	ACBSP Executive Director

# Board of Commissioners — 2008-2009

## Baccalaureate/Graduate Degree

Chair.....	Abiodun Ojemakinde.....	Albany State University, Georgia
Chair-Elect.....	Patricia Rucker.....	Peirce College, Pennsylvania
Public Member.....	Timothy Anderson.....	Chadron State College, Nebraska
Member.....	Samuel Dunn.....	Northwest Nazarene University, Idaho
Member.....	Harpal Grewal.....	Clafin University, South Carolina
Member.....	Peter Horn.....	International School of Management, France
Member.....	Annette Craven.....	University of the Incarnate Word, Texas
Member.....	Duncan C. McDougall.....	Plymouth State University, New Hampshire
Member.....	John Millar.....	Tiffin University, Ohio
Public Member.....	Tina Shoemaker.....	Informatics Inc., Washington
Ex-Officio Member.....	Steve Parscale.....	ACBSP Director of Accreditation
Ex-Officio Member.....	Douglas Viehland.....	ACBSP Executive Director

## Associate Degree

Chair.....	Von Plessner.....	Northwest State Community College, Ohio
Chair-Elect.....	Charles Beem.....	Bucks County Community College, Pennsylvania
Member.....	Arthur Braza.....	Three Rivers Community College, Connecticut
Member.....	Alireza Roodsari.....	Baltimore City Community College, Maryland
Member.....	Andy Saucedo.....	NMSU - Dona Ana Community College, NM
Member.....	John Espey.....	Volunteer State Community College, Tennessee
Member.....	Rose Marie Kuceyeski.....	Owens Community College, Ohio
Member.....	Lynnette Yerbury.....	Salt Lake Community College, Utah
Public Member.....	Richard Russell.....	Retired, Kansas Board of Regents
Ex-Officio Member.....	Steve Parscale.....	ACBSP Director of Accreditation
Ex-Officio Member.....	Douglas Viehland.....	ACBSP Executive Director



# Past Presidents

When you visit the ACBSP home office, a grouping of photos in the hall pays tribute to all of the past presidents who have served so diligently on the ACBSP Board of Directors. Since 1988, these members have led the governing bodies of ACBSP. They are part of the history of this association, celebrating CHEA recognition in 2001 and helping to shape ACBSP into the respected international accrediting body it is today.

It's unlikely that many of you will have the chance to visit the ACBSP home office and see the Presidents Hall, so we include the list in this Conference Guide. We thank all of our past presidents for their contribution to ACBSP and dedication to the continuous improvement of business education.

**Dr. William W. Wright**

1989-1990

**Dr. Richard C. Hansen**

1992-1993

**Dr. Curtis Strube**

1994-1995

**Dr. George Oliver**

1996-1997

**Dr. Ken Armstrong**

1998-1999

**Dr. Percy Vaughn**

2000-2001

**Dr. Edward Meyer**

2002-2003

**Dr. Larry Lynch**

2004-2005

**Dr. Richard Symons**

2006-2007

**Dr. Joe M. Kinzer**

1990-1992

**Dr. Eric Larson**

1993-1994

**Dr. Paul Wyant**

1995-1996

**Dr. Michael Homer**

1997-1998

**Dr. Janis Hutchins**

1999-2000

**Ms. Donna Duffey**

2001-2002

**Ms. Barbara Van Syckle**

2003-2004

**Dr. Larry Zachrich**

2005-2006

**Mr. David Ho**

2007-2008

# Exhibitors

**AME Learning**

**Baldrige National Quality Program (NIST)**

**BusinessWeek**

**Cabell Publishing, Inc.**

**CapSim Management Simulations**

**Cengage**

**Certiport**

**Educational Benchmarking, Inc. (EBI)**

**Euromonitor International**

**Educational Testing Service (ETS)**

**eLearnabout Videos**

**Hispanic Association of Colleges and Universities (HACU)**

**Interpretive Simulations**

**Ivy Software**

**LiveText**

**National Business Education Association**

**Northcentral University**

**PACAT, Inc.**

**Pearson eCollege**

**Peregrine Academics**

**Project Management Institute (PMI)**

**Rise Display**

**Sedona Systems**

**Stock-Trak**

**Students In Free Enterprise (SIFE)**

**Technological Fluency Institute (TFI)**

**The Austral Group**

**The CERA Credential - Society of Actuaries**

**The Planning Shop**

**The Tarkenton Institute**

## AME Learning

(888)401-3881, ext. 226, [www.amelearning.com](http://www.amelearning.com)

AME Learning is a leader in providing financial literacy education in corporate and academic markets. Founded in 1997, AME uses a patented and award-winning system to teach accounting and financial principles in an intuitive way. Some of AME's corporate clients include Burger King, Hallmark, Toyota, Bell Canada and Purolator. Some of AME's academic clients include Fanshawe College, Salt Lake Community College and Humber College.

## Baldrige National Quality Program (NIST)

(800)248-1946, [www.quality.nist.gov](http://www.quality.nist.gov)

The Baldrige National Quality Program (BNQP) improves the quality and competitiveness of U.S. organizations through the recognition of national role models and the dissemination of their successful strategies. The Program manages the Malcolm Baldrige National Quality Award, the highest level of recognition that a U.S. organization can receive for performance excellence. BNQP distributes information on its Award recipients and the Criteria for Performance Excellence.

## BusinessWeek

[www.businessweek.com](http://www.businessweek.com)

*BusinessWeek's* B-School Connection program helps deans and administrators bring the boardroom to the classroom with valuable resources which seamlessly integrate *BusinessWeek* content into their curriculum. Relevant, and useful, *BusinessWeek* helps students develop the career-building habit of staying current with business trends.

## Cabell Publishing, Inc.

[www.cabells.com](http://www.cabells.com)

Since Cabell Publishing, Inc. was founded in 1978, the goal has been to help professors, graduate students and researchers publish their manuscripts in academic journals. To achieve this objective, the company strives to maintain current contact information on the addresses, phones, e-mails, Web sites and ISSN for a large number of journals. Also, the company seeks to provide information on publication guidelines, review information and direct links to the journals Web sites.

## CapSim Management Simulations

(847)501-2888, [www.capsim.com](http://www.capsim.com)

Capsim Management Simulations, Inc.® is a provider of premier educational business simulations to universities and corporations worldwide. In the business for 24 years, Capsim® is dedicated to evolving our simulations to meet client demands and therefore learning potential. Experience the reward, or ruin, without the risk.

## Cengage

[www.cengage.com](http://www.cengage.com)

Cengage Learning delivers highly customized learning solutions for colleges, universities, professors, students, libraries, government agencies, corporations and professionals around the world. These solutions are delivered through specialized content, applications and services that foster academic excellence, professional development, and measurable learning outcomes. Some of Cengage Learning's existing company and imprint brands include Heinle, Gale, Wadsworth, Delmar, Brooks/Cole and South-Western.

## Certiport

[www.certiport.com](http://www.certiport.com)

Certiport® is the leading provider of training, assessment and certification solutions. They are a pioneer in performance-based testing and standards-driven programs. They feature solutions that prepare candidates for meaningful education and employment through certification in IC3® (Internet and Computing Core Certification), Microsoft® Office certification programs (MOS and MCAS) and the Adobe® Certified Associate certification programs.

## Educational Benchmarking, Inc. (EBI)

[www.webebi.com](http://www.webebi.com)

Since 1994, Educational Benchmarking (EBI) has been dedicated to improving retention, student success, and the quality of the college student experience. EBI offers over 50 nationally benchmarked academic and student affairs assessments based on accreditation/professional standards and *Making Achievement Possible* (MAP-Works), the next-generation student retention and success program.

## Euromonitor International

[www.euromonitor.com](http://www.euromonitor.com)

Euromonitor International offers quality international market intelligence on industries, countries and consumers. We have more than 30 years of experience publishing market reports, business reference books, online information systems and bespoke consulting projects. Continuous development of our research and technologies ensures that we are at the cutting edge of information solutions.

## Educational Testing Service (ETS)

(609)921-9000, [www.ets.org](http://www.ets.org)

Educational Testing Service (ETS), a non-profit organization, is dedicated to advancing quality and equity in higher education by providing fair and valid assessments and related services. ETS's robust and highly sophisticated research allows it to provide solutions to meet many of the needs of the higher education market, from assessments to course evaluations to teaching tools.

## eLearnabout Videos

[www.elearnabout.com](http://www.elearnabout.com)

eLearnabout Videos prides itself on providing you with the tools to enhance your personal and professional financial decision-making skills. Our videos are easy to follow and allow you to learn more about the world of finance at your own pace, in a comfortable setting and at a convenient time. We combine innovative production techniques with an unrivaled teaching expertise to meet the needs of both individuals and businesses.

## Hispanic Association of Colleges and Universities (HACU)

[www.hacu.net](http://www.hacu.net)

The Hispanic Association of Colleges and Universities was established in 1986 with a founding membership of 18 institutions. Today, HACU represents more than 450 colleges and universities committed to Hispanic higher education success in the U.S., Puerto Rico, Latin America, Spain and Portugal. HACU is the only national educational association that represents Hispanic-Serving Institutions (HSIs).

## Interpretive Simulations

(434)979-0245, [www.interpretive.com](http://www.interpretive.com)

Interpretive was founded in 1986 to become a key player in academic simulations and currently has the broadest range of products on the market. Our internationally proven portfolio of interactive marketing and management simulations stands out for a broad coverage of topics, real world based cases, and a distinguished list of coauthors from a variety of institutions.

## Ivy Software

(800)342-5489, [www.ivysoftware.com](http://www.ivysoftware.com)

Ivy Software was incorporated in 1986 and since that time has been expanding its interactive software titles in the Business Education Library (BEL). Available on CD or online, BEL products range from accounting to marketing with plans for future titles to cover all the Common Professional Components. This spring, the BEL products were approved by ACBSP as meeting the requirements for CPCs.

## LiveText

(708)588-1735, [www.livetext.com](http://www.livetext.com)

LiveText's Accreditation Management System provides institutions with advanced and user-friendly, Web-based tools for developing, assessing and measuring student learning outcomes/competencies. From standards-alignment and assessments to data reporting and surveys, LiveText equips users with tools and support to easily report and demonstrate true assurance of student learning and gain accreditation success.

## National Business Education Association (NBEA)

[www.nbea.org](http://www.nbea.org)

Educating for success in business and life, the National Business Education Association represents individuals and groups engaged in instruction, administration, research, and dissemination of information for and about business.

## Northcentral University

[www.NCU.edu](http://www.NCU.edu)

Northcentral University's School of Business & Technology Management provides an outstanding array of courses and degree specializations developed to meet the needs of business professionals. The 100% online format enables professionally-engaged learners to fit education into their already busy lives. NCU's business program is the first 100% online school to be accredited by ACBSP. We offer BBA, MBA, DBA and PhD's.

## PACAT, Inc.

[www.collegeoutcomes.com](http://www.collegeoutcomes.com)

PACAT has more than two decades of experience at providing college exit examinations (ACAT) in a variety of disciplines. The ACAT's customizable content allows departments to test only in those areas that match their goals for educational outcomes without sacrificing the ability to obtain national comparisons of their students' performance. The ACATs are available in both paper and online formats.

## Pearson eCollege

(888)884-7325, [www.pearsoncollege.com](http://www.pearsoncollege.com)

Pearson eCollege enables educators to achieve measurable success for academic programs through integrated, on-demand solutions that advance and improve the teaching and learning experience. Pearson eCollege is backed by the world's largest education technology company—Pearson. Our integrated technology and services, content solutions and multi-level user support help students reach their academic goals.

## Peregrine Academics

(877)260-1555, [www.peregrineacademics.com](http://www.peregrineacademics.com)

Peregrine Academic Services, LLC, provides a variety of online testing and training programs with customized materials that meet a variety of needs associated with higher level education. Our focus is on quality of materials, client and customer support, and the highest standards for academic excellence.

## Project Management Institute (PMI)

(610)356-4600, [www.pmi.org](http://www.pmi.org)

Project Management Institute (PMI), the global advocacy organization for the project management profession, helps institutions prepare qualified project professionals for the workforce. PMI's academic services include research grants and conferences, scholarships, academic case studies, professional credentials and publications. Additionally, PMI accredits project management degree programs.

## Rise Display

(866)770-1150, [www.risedisplay.com](http://www.risedisplay.com)

Rise Display Network is an internet-based display control center that enables users to manage digital signage networks via the Web anytime, anywhere. Hundreds of universities nationwide use the Rise Display Network to deliver customized content to flat screen displays featuring live weather, sports, financial information and news.

## Sedona Systems

(865)363-6375, [www.sedonaweb.com](http://www.sedonaweb.com)

SEDONA is a self-service Web database application that allows members to maintain their teaching, research, service, experience, professional development, and assessment records. Administrators may use SEDONA to support accreditation, assess learning goals/objectives, customize reports (including CVs), create database queries, Web surveys and evaluations, and benchmark faculty productivity using scorecards.

## Stock-Trak

[www.stocktrak.com](http://www.stocktrak.com)

Stock-Trak Group is the world's leading authority and provider of stock market portfolio simulations serving the academic community since 1990. Used by more than 1100 professors in 30 countries, Stock-Trak's simulations are the world's leading teaching supplement in finance, economics, investments, accounting, portfolio valuation derivatives classes in use at 85% of the top 100 U.S. business schools. Stock-Trak also serves the financial community with clients such as Scottrade, E-Trade, Forbes and stock exchanges globally. Banks, brokerage firms and institutional clients use Stock-Trak business simulations for teaching, training employees, and building wealth management programs.

## Students In Free Enterprise (SIFE)

(417)831-9505, [www.sife.org](http://www.sife.org)

SIFE is an international non-profit organization that brings together top leaders of today and tomorrow to create a better, more sustainable world through the positive power of business. Founded in 1975, the program is active on more than 1400 college and university campuses in more than 40 countries. Through projects that improve the quality of life and standard living for people worldwide, the students, academic professionals and industry leaders who participate in SIFE are demonstrating that individuals with a knowledge and passion for business can be a powerful force for change.

## Technological Fluency Institute (TFI)

(866)277-5061, [www.techfluency.org](http://www.techfluency.org)

The Technological Fluency Institute provides programs and services that employ technology for assessment and learning. TFI's programs increase individuals' technological literacy and fluency. The Institute also specializes in designing and developing online assessments and Web-based learning programs for K-12 schools, colleges, agencies and businesses. Some key products offered by TFI include CAT1, E-SESS, and the Comprehensive Business Exam.

### The Austral Group

[www.theaustralgroup.com](http://www.theaustralgroup.com)

The Austral Group is an educational services firm, based in South America, that organizes international short-term study programs for MBA and undergraduate business programs to Argentina, Brazil, Chile and Peru. We deliver customized, high-quality study trips with rich educational content, seamless logistics, and cultural activities that provide an unforgettable immersion experience.

### The CERA Credential - Society of Actuaries

[www.ceranalyst.org](http://www.ceranalyst.org)

The Chartered Enterprise Risk Analyst (CERA) credential is the most comprehensive and rigorous demonstration of enterprise risk management (ERM) expertise available. Building upon the long-standing history and standard of excellence of the Society of Actuaries' (SOA) existing credential, the CERA credential reflects the actuary's evolution - from helping the world better understand risk to leading an organization's risk strategies using the framework of ERM.

### The Planning Shop

[www.planningshop.com](http://www.planningshop.com)

The Planning Shop is the leading academic publisher specializing in entrepreneurship and small business management. Our books and software are based on years of real-world experience, sharing insight and advice—secrets and strategies—from entrepreneurs, funding sources, CEOs and other strategic players. Our flagship product, *The Successful Business Plan: Secrets & Strategies*, has been widely adopted by business schools and used by thousands of MBA students to create their business plans and enter competitions.

### The Tarkenton Institute

[www.tarkentoninstitute.org](http://www.tarkentoninstitute.org)

Tarkenton Institute provides innovative educational solutions for today's demanding students. Integrating a unique educational delivery system (The Novel), with real-world application software, the student "sees" how and why business works. Thru the "Novel" approach, students assume the role of a departmental manager, and by interacting with the Web-based software, deliver actual business solutions.

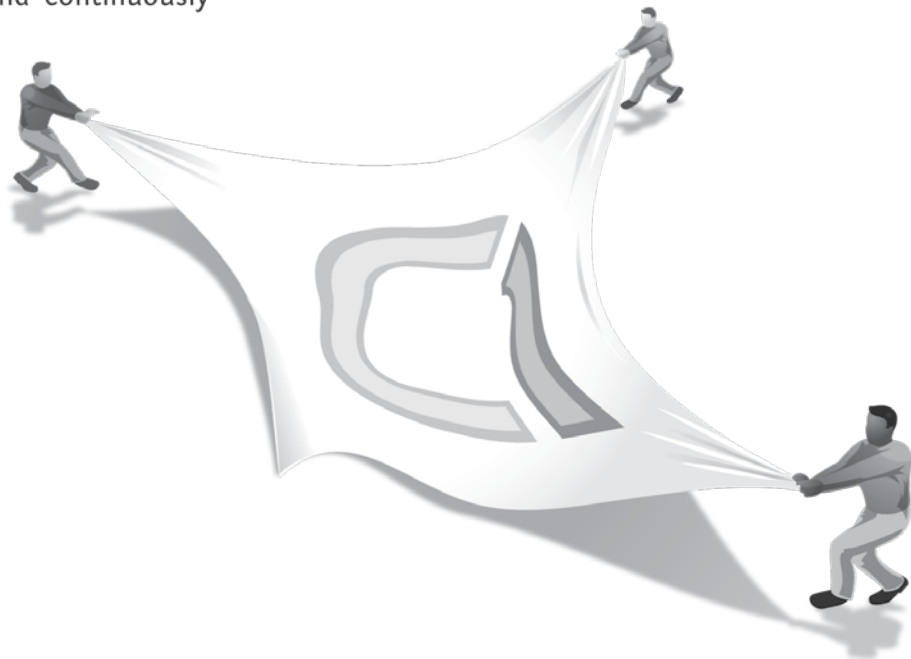


## Flexibility without Complexity

In partnership with ACBSP, LiveText offers business programs a series of seven best-practice business learning outcomes and associated assessment instruments to help you assess, measure, and report student performance and continuously improve your program.

To assist in managing the often stressful process of meeting accreditation needs, LiveText offers an innovative suite of flexible assessment tools.

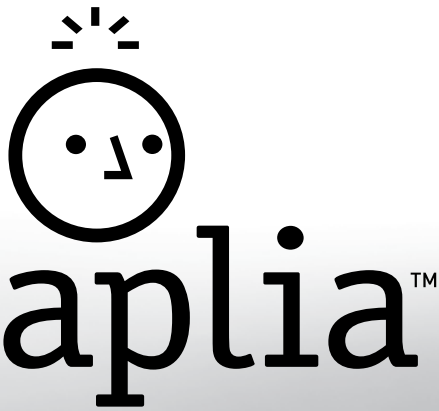
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**LiveText**  
[www.livetext.com](http://www.livetext.com)

# Delivering Results through Engagement

CENGAGE LEARNING'S  
**GLOBAL ECONOMIC WATCH**  
GLOBAL ECONOMIC CRISIS RESOURCE CENTER



Stop by the South-Western Cengage Learning booth to learn more.



# Corporate Sponsors

ACBSP greatly appreciates the generous support of our corporate sponsors!

## Gold Sponsors



## Silver Sponsor



## Sponsors





# Friday's Menu



## OPENING LUNCHEON

SPINACH SALAD

*(Baby Spinach Leaves with Bermuda Onions, Pancetta Crisps, Mushrooms and Caramelized Orange Vinaigrette)*

PAN SEARED GULF SNAPPER

*(Encrusted with Chives and Tomato Cream Sauce)*

ROASTED VEGETABLE ORZO PASTA

CHEF'S SELECTION OF VEGETABLES

FRESH BAKED ROLLS AND BUTTER

STARBUCKS COFFEE AND TEA SERVICE

## DESSERT IN EXHIBIT HALL

FRESH FRUIT TART

## WELCOME RECEPTION

MARGARITA CHEESECAKE

MINIATURE MARGARITA FLAN

MINIATURE TRES LECHES *(Chef's specialty Dessert)*

HOMEMADE TEQUILA LIME PIE

CHURROS

*(with chocolate, caramel & raspberry dipping sauces)*

PREMIUM BRANDS CASH BAR

MARGARITA BAR

# Conference Schedule

## Friday, June 26

Friday, June 26

7:00 a.m. — 5:00 p.m.	<b>Registration</b> .....	Registration 1
8:00 a.m. — 9:30 a.m.	<b>Committee Meetings</b> .....	Conference Rooms 1-6
	Marketing	Conference Room 1
	Member Services	Conference Room 2
	Global Business Education	Conference Room 3
	Bylaws	Conference Room 4
	Articulation	Conference Room 5
	Business-Industry Relations	Conference Room 6
8:30 a.m. — 9:30 a.m.	<b>First Time Attendee Orientation</b> .....	Conference Room 12
10:00 a.m. — 11:30 a.m.	<b>Annual Business Meeting</b> .....	Salon E
11:30 a.m. — 5:00 p.m.	<b>International Lounge</b> .....	Salon J
12:00 p.m. — 2:00 p.m.	<b>Opening Luncheon</b> .....	Salon A, B & F
	<i>(sponsored by Pearson eCollege)</i>	
2:00 p.m. — 5:00 p.m.	<b>Exhibits Open</b> .....	Third Floor Foyer
2:00 p.m. — 2:30 p.m.	<b>Desserts in Exhibit Hall</b> .....	Third Floor Foyer
2:30 p.m. — 2:30 p.m.	<b>International Lounge — Focus on Europe</b> .....	Salon J
2:30 p.m. — 3:30 p.m.	<b>Associate Degree Members</b> .....	Salon C & D
2:30 p.m. — 3:30 p.m.	<b>Baccalaureate/Graduate Degree Members</b> .....	Salon E
3:30 p.m. — 4:00 p.m.	<b>Visit Exhibits</b> .....	Third Floor Foyer
3:30 p.m. — 4:00 p.m.	<b>International Lounge — Focus on Asia</b> .....	Salon J
4:00 p.m. — 5:00 p.m.	<b>Regional Meetings</b> .....	Third Floor
	Northeastern Region 1	Salon B
	Eastern Region 2	Conference Room 2
	Southeastern Region 3	Salon A
	Great Lakes Region 4	Salon C, D
	Midwestern Region 5	Conference Room 1
	Southwestern Region 6	Conference Rooms 3-4
	Western Region 7	Conference Room 5
	International Region 8	Conference Room 6
	International Region 9	Conference Room 11
5:30 p.m. — 6:30 p.m.	<b>First Time Attendee Orientation</b> .....	Conference Room 12
6:30 p.m. — 8:30 p.m.	<b>Networking Reception and Dinner</b> .....	Sazos Restaurant
8:00 p.m. — 10:00 p.m.	<b>Welcome Reception</b> .....	Oaktree Terrace & River Terrace at the Marriott Riverwalk

## First Time Attendee Orientation

Conference Room 12

8:30 a.m. — 9:30 a.m. and 5:30 p.m. — 6:30 p.m.

The First Time Attendee Orientation will give an overview of the history and structure of ACBSP and offer suggestions for getting the maximum benefit from the conference. There will be ample time for questions and discussion. The sessions are open to anyone attending the conference, including those who have attended previous conferences and want to learn more about ACBSP.

## International Lounge

Salon J

11:30 a.m. — 5:00 p.m.

The International Lounge is a tradition at the ACBSP conference. It has been expanded this year to provide a dedicated space. The International Lounge will feature table top displays by members from outside the United States. During breaks between sessions, representatives from these schools will be available at their table to meet and discuss how to continue the discussion started in San Antonio. See the schedule on page 21 for selected times.

## Opening Luncheon

Salon A, B & F

12:00 p.m. — 2:00 p.m.

Matt Leavy



The ACBSP 2009 Annual Conference Opening Luncheon features **Matt Leavy**, CEO of Pearson eCollege. Drawing on his extensive experience in education technology and as a former president of the Pearson Education Latin American Group, Leavy will offer his perspective on the business of technology solutions in education. He will explore the current challenges facing this rapidly evolving market, where it came from and the future it's headed toward.

In his keynote address, Leavy will cover the relationship between education and business, including business leadership in early private online education. He will also discuss the fast growth of for-profit online education, presenting case studies and identifying the successful attributes of leading institutions that traditional schools may emulate.

The success of education is driven by more than just technology. Leavy will explore the innovative methods that many institutions use to create quality programs while relying heavily on fundamental and standard educational practices, such as ACBSP's learning outcomes. He will also highlight other powerful tools, like academic analytics suites that place student performance and activity data in educators' hands.

Leavy will also discuss the use of proven content from publishers, including eTextbooks and other digital solutions. He will highlight an institution's use of interactive content solutions. Leavy will explore how these content solutions offer engaging instruction on campus or online.

With his extensive practical knowledge and personal insights, Matt Leavy will examine the evolution of technology in education and deliver compelling examples of growth and opportunity in the business of online education.

As president of Pearson eCollege, Leavy oversees all daily operations, including new business development, account management, customer care, professional services, product engineering technology and product management. Prior to his appointment as Pearson eCollege president, Leavy was responsible for mergers, acquisitions and strategic partnering activities in addition to numerous internal strategic and operating projects for Pearson Education. Leavy has held positions in corporate strategy and technology management with Pearson and Prodigy Internet.

## Meeting of all Associate Degree Schools

Salons C and D

2:30 p.m. — 3:30 p.m.

All conference attendees from Associate Degree schools are encouraged to join this meeting to celebrate member schools that have entered candidacy for accreditation in the past year. The Associate Degree Board of Commissioners works with the ACBSP accreditation team to help member institutions achieve accreditation. The board meets twice each year to review applications for candidacy, accreditation and reaffirmation. They also meet at the Annual Conference each year. In addition to honoring new candidates for accreditation and recognizing institutions receiving initial accreditation and reaffirmation of accreditation, the board will share a report on accreditation activities and elect commissioners for the coming year. ACBSP members who are not accredited are eligible to vote; non-members and exhibitors are not eligible to vote, but welcome to attend.

## Meeting of all Baccalaureate/Graduate Degree Schools

Salon E

2:30 p.m. — 3:30 p.m.

All conference attendees from Baccalaureate/Graduate Degree schools are encouraged to join this meeting to celebrate member schools that have entered candidacy for accreditation in the past year. The Baccalaureate/Graduate Degree Board of Commissioners works with the ACBSP accreditation team to help member institutions achieve accreditation. The board meets twice each year to review applications for candidacy, accreditation and reaffirmation. They also meet at the Annual Conference each year. In addition to honoring new candidates for accreditation and recognizing institutions receiving initial accreditation and reaffirmation of accreditation, the board will share a report on accreditation activities and elect commissioners for the coming year. ACBSP members who are not accredited are eligible to vote; non-members and exhibitors are not eligible to vote, but welcome to attend.

## Regional Meetings

4:00 p.m. — 5:00 p.m.

ACBSP membership is divided into nine geographical regions. International Region 9, representing member institutions in Latin, Central and South America is proposed as the newest region and will meet for the first time at the 2009 Annual Conference, if the bylaws amendment is approved during the Annual Business Meeting on Friday morning. Each of the regions hold meetings in the fall and winter, and at the Annual Conference. This is an opportunity to meet and network with individuals from your region. Announcements will be made regarding meetings planned later in 2009, opportunities for involvement on ACBSP committees and in the regions, and introduction of officers. See the schedule on page 23 for a listing of all regions and specific room assignments. Your name badge will identify your region.

## Networking Reception and Dinner

Sazos Restaurant

6:30 a.m. — 8:30 p.m.

Networking dinners offer an opportunity to join with other attendees to share experiences in a social atmosphere. The dinners are geared toward individuals who are interested in learning pathways to becoming a dean (aspiring deans) and those new to the position (new deans). Attendance is open to anyone, including veterans who can share their experiences. The Networking Dinners will take place at Sazos Restaurant at the Marriott Rivercenter. The cost is \$70 and includes host beverages during the reception, dinner, gratuity and taxes. If you have not already registered for the Networking Dinner prior to the conference, you may register on site at the ACBSP Registration Desk until 2 p.m. today. Space is limited to 50 participants.

## Welcome Reception

Oaktree Terrace & River Terrace at the Marriott Riverwalk

8:00 p.m. — 10:00 p.m.

The ACBSP Board of Directors, Conference Co-Chairs, and Staff welcome you to San Antonio, Texas and to the 2009 ACBSP Annual Conference. After enjoying dinner at a restaurant of your choice, please join us for a Welcome Reception in your honor at the Oaktree Terrace & River Terrace at the Marriott Riverwalk. This location provides you a perfect evening view of the magnificent San Antonio River Walk. Desserts and a Margarita Bar will be offered. The Welcome Reception is open to all conference attendees and exhibitors. Guests are invited at a cost of \$30 per individual.

## Saturday's Menu



### CONTINENTAL BREAKFAST

SLICED SEASONAL FRUITS & BERRIES  
 BREAKFAST BREADS AND MUFFIN TOPS  
 ASSORTED BAGELS WITH CREAM CHEESE  
 OATMEAL WITH RAISINS AND BROWN SUGAR  
 STARBUCKS COFFEE AND TEA SERVICE  
 WHOLE MILK, 2% AND SKIM MILK

### BUILD-YOUR-OWN-TACO BREAKFAST BAR

*(With Scrambled Eggs, Chorizo and Eggs, American Sausage, Mexican Potatoes, Cheddar Cheese, Pico de Gallo, Salsa and Flour Tortillas)*

### KEYNOTE LUNCHEON

A TOUR OF GARDEN GREENS  
*(With Peppercorn & Vinaigrette Dressings)*

SMOKED TEXAS BRISKET  
*(Glazed with BBQ Sauce)*

CARAMELIZED ONION MASHED POTATOES  
 CHEF'S SELECTION OF VEGETABLES  
 FRESH BAKED ROLLS AND BUTTER  
 STARBUCKS COFFEE AND TEA SERVICE

### DESSERT IN EXHIBIT HALL

TEXAS CHOCOLATE PECAN PIE TARTS



# Conference Schedule

## Saturday, June 27

7:00 a.m. — 4:00 p.m.	<b>Registration</b> .....Registration 1
7:30 p.m. — 4:00 p.m.	<b>Exhibits Open</b> .....Third Floor Foyer
7:30 a.m. — 4:00 p.m.	<b>International Lounge</b> .....Salon J
7:30 a.m. — 8:30 a.m.	<b>Breakfast in the Exhibit Area</b> .....Third Floor Foyer
8:00 a.m. — 9:30 a.m.	<b>Concurrent Sessions</b> .....Third Floor
9:30 a.m. — 10:00 a.m.	<b>Visit Exhibits</b> .....Third Floor Foyer
9:30 a.m. — 10:00 a.m.	<b>International Lounge-Focus on Latin America</b> ...Salon J
10:00 a.m. — 11:45 a.m.	<b>Keynote General Session</b> .....Salon E
11:45 a.m. — 12:00 p.m.	<b>Visit Exhibits</b> .....Third Floor Foyer
11:45 a.m. — 12:00 p.m.	<b>International Lounge—Focus on Canada</b> .....Salon J
12:00 p.m. — 1:30 p.m.	<b>Keynote Luncheon</b> .....Salon A, B & F
1:30 p.m. — 2:00 p.m.	<b>Desserts in Exhibit Area</b> .....Third Floor Foyer
2:00 p.m. — 3:30 p.m.	<b>Concurrent Sessions</b> .....Third Floor
3:30 p.m. — 4:00 p.m.	<b>Visit Exhibits</b> .....Third Floor Foyer
3:30 p.m. — 4:00 p.m.	<b>International Lounge—Focus on Europe</b> .....Salon J
4:00 p.m. — 5:30 p.m.	<b>Concurrent Sessions</b> .....Third Floor

Saturday, June 27

## Keynote General Session

Salon E

10:00 a.m. — 11:30 a.m.

### Celebrating Global Diversity • Panel of Deans

This Keynote General Session will focus on the two themes of this conference. The first 30 minutes will focus on *Celebrating Global Diversity*, as we introduce the content for a series of concurrent sessions to be held Saturday afternoon. ACBSP has established key partnerships with similar associations around the world. Representatives from each will be introduced for brief remarks and to describe the content for afternoon sessions. Speakers include: **Shuai Yang** from CIBT China; **Jorge Talavera**, executive director, Latin American Council of Management Schools; and **Bryan Holden**, executive director, European Council for Business Education.



Panelists (top row, left to right): Shuai Yang, Jorge Talavera and Bryan Holden, and Moderator Freda Hartman; and Panelists (bottom row, left to right): Bob Bisking, Kim Donaldson and Blair Carruth

The remaining hour will focus on *A Gathering of Minds in Challenging Economic Times*. A panel of deans from non-profit, for-profit and community college institutions will discuss their experiences and leadership strategies for promoting teaching excellence in uncertain economic times.

Excellence in teaching is a defining cornerstone for business schools and program effectiveness. A wide range of leadership strategies must be used to help faculty excel, many of which are budget driven. This interactive session will identify strategies and offer suggestions. **Freda Hartman**, dean of scholarship, University of Phoenix, will serve as moderator. Panelists include: **Bob Bisking**, dean, School of Business and Leadership, Our Lady of the Lake University; **Kim Donaldson**, dean, Ken Blanchard College of Business, Grand Canyon University; and **Blair Carruth**, dean, School of Business, Salt Lake Community College.

## Keynote Luncheon

Salon A, B & F

12:00 p.m. — 1:30 p.m.

### Martin VanDerWerf • Chronicle Research Services



The Saturday Keynote Luncheon will feature Martin VanDerWerf, director, Chronicle Research Services, a new division of *The Chronicle of Higher Education Inc.* VanDerWerf will highlight the first report from Chronicle Research Services. The report, called *Financial Uncertainty and the Admissions Class of Fall 2008*, was released in December. It is the first comprehensive analysis of how the declining economy, falling housing values, and the shortage of student loans is affecting college admissions, and how increasing numbers of students are asking for more financial aid. He will discuss the response of others, as he has presented the report in a variety of forums since its release.

VanDerWerf will also discuss data gathered for three additional reports on the College of 2020. Chronicle Research Services has been putting together a series of reports, focusing on students, technology, faculty and facilities. The reports help illuminate the fundamental changes that colleges can expect to undergo in the next decade.

For 40 years, authoritative reporting and research has made *The Chronicle of Higher Education* the leading source of news, commentary and information in higher education. Chronicle Research reports examine important issues and perceptions in depth, providing a way for those in higher education to stay informed and engaged.

## Concurrent Sessions

8:00 a.m. — 9:30 a.m.

While each concurrent session is 90 minutes, more sessions include two 40-minute presentations with a five-minute break between presentations. We have made every effort to ensure compatibility between the presentations that are paired together, however we realize that some will leave and others will enter as one presentation ends and another begins.

Six tracks of content are offered during each concurrent session. This includes three tracks focused on **Teaching Excellence**, one track focused on the conference theme of **Celebrating Global Diversity**, and three tracks focused on **Accreditation**.

Biographical information on each speaker and presenter can be found in a section that begins on page 52.

### Teaching Excellence Track

8:00 a.m.— 8:40 a.m.

Conference Room 11

Session Presenters:

#### Mission Possible: Developing Your Measurable Outcomes

Diane Bandow and Tish Matuszek, Troy University

It's not Mission Impossible! You can create your own measurable outcomes when you develop course syllabi. This workshop addresses how to write student learning outcomes (SLOs) that have measurable outcomes and include linkage between mission, vision and program outcomes.

8:50 a.m.— 9:30 a.m.

Conference Room 11

Session Presenter:

#### Building Better Learning Devices

Jack Calhoun, South-Western Cengage

This session will be a discussion of some of the latest print and electronic classroom solutions designed to better engage students. It also will cover connectivity of digital products to a common learning outcomes framework, as well as demonstrate analytical views and reporting tools that show student performance data.

8:00 a.m.— 8:40 a.m.

Salon C

Session Presenters:

#### Using Content Analysis For Teaching

Mark Green, Meghan Carmody-Bubb, Phyllis Duncan,  
Carol Jeffries-Horner and Sujata Venkateswar —  
Our Lady of the Lake University

How to use content analysis software to facilitate compilation and analysis of interviews students perform as part of a class. This combination of data analysis juxtaposed with student real-world involvement can be used to augment almost any management course.

8:50 a.m.— 9:30 a.m.

Salon C

Session Presenter:

#### Effective Practices for Learning Achievement

Juanita Rodriguez, University of Puerto Rico, Rio Piedras Campus

Enjoyment and interest are the magic sparks that motivate students to learn, work hard and persevere. In every student there are aptitudes, talents and potentials that need to be developed. Learn strategies to increase student effort, enjoyment and performance.

Saturday, June 27

## Teaching Excellence Track

8:00 a.m.— 8:40 a.m.

### **A Second Life Primer**

Salon D

**Session Presenter:** Rose Marie Kuceyeski, Owens Community College

The use of virtual worlds is still a cutting edge application. Many business educators are still trying to answer the following questions: What is it? How can I use it in my classes? How is it used in the workforce? In this session, we'll answer these questions and explore Second Life as a technology tool.

8:50 a.m.— 9:30 a.m.

### **Technology: Enhancing Learning in the Classroom**

Salon D

**Session Presenter:** Ronald Brownie, Purdue University North Central

Younger learners entering higher education institutions today are better prepared to use technology in the learning process than the traditional education (Socratic) methods. Using technology in the classroom may enhance learning outcomes.

## Celebrating Global Diversity Track

8:00 a.m.— 8:40 a.m.

### **Title VI — 50 Years of International Support**

Salon K

**Session Presenter:** Janis Petronis, Tarleton State University

This session highlights the significant impact of Title VI programs over the past 50 years, describes the pressing need for Title VI programs, and addresses future directions of Title VI programs as a funding source for business programs.

8:50 a.m.— 9:30 a.m.

### **NASBITE International**

Salon K

**Session Presenter:** Sara Jackson, president, NASBITE International

The mission of NASBITE International is advancing the practice of global business. In its 22 years, NASBITE has grown to represent the trade educators, trade service providers, and trade practitioners by providing “train the trainer” conferences and sharing information and resources. NASBITE has taken the lead in developing the Certified Global Business Professional credential for international business and the session will introduce the latest developments for the CGBP.

## Accreditation Track

8:00 a.m.— 9:30 a.m.

### **Associate Degree Standards and Criteria Session An Overview of the Outcomes Assessment Process**

Conference Room 7

**Session Presenters:**

Lynnette Yerbury, Salt Lake Community College and  
Von Plessner, Northwest State Community College

At this session, the role of outcomes assessment in the accreditation and reaffirmation process will be discussed. Special emphasis will be given to the purpose of quality assurance reports and the role they play in preparing institutions for reaffirmation.

## Accreditation Track

8:00 a.m.— 8:40 a.m.

Conference Room 4

Session Presenter:

### **Bacc/Grad Degree Standards and Criteria Session**

#### **Leadership in Higher Education: The University EAN Experience**

Jorge Enrique Silva Duarte, University EAN

Leadership in higher education is one of the major challenges that education has had to face in recent years. The EAN University Experience offers an opportunity for EAN to demonstrate to other ACBSP colleagues how their founders and managers have created a world class leadership system.

8:50 a.m.— 9:30 a.m.

Conference Room 4

Session Presenters:

### **Bacc/Grad Degree Standards and Criteria Session**

#### **Using Assessment to Achieve Excellence**

Sherry Shipley and VK Sharma, Trine University

A recently developed assessment process aimed at continuously improving the learning outcomes and core competencies of students will be presented. The focus is on our procedure to better utilize assessment data in a way that is meaningful to all stakeholders.

8:00 a.m.— 8:40 a.m.

Conference Room 1

Session Presenters:

### **Accreditation Process Session**

#### **Transformation Through the Initial ACBSP Accreditation Challenges**

Rami Khasawneh and Marvin Bates, Lewis University

Moving toward ACBSP Accreditation requires increased assessment of student learning outcomes, enhanced processes, additional courses, and potential faculty development while economic challenges may result in budget reductions. The process of initial accreditation presented challenges that require workable and cost-effective solutions.

8:50 a.m.— 9:30 a.m.

Conference Room 1

Session Presenter:

### **Accreditation Process Session**

#### **SEDONA: Web Application Supporting Accreditation/ Assurance of Learning**

Jon Woodroof, SEDONA Systems

SEDONA is a self-service Web database application that allows users to maintain their teaching, research, service, experience, professional development, and assessment records. SEDONA supports accreditation, assesses learning goals/objectives, customizes reports, creates database queries, Web surveys and evaluations, and benchmarks faculty productivity using scorecards.

8:00 a.m.— 9:30 a.m.

Conference Room 8

Session Presenter:

### **Associate Degree Accreditation Process Session**

#### **Feedback Session For Experienced Associate Degree Evaluators**

Larry Zachrich, ACBSP Associate Director of Accreditation

This session provides an opportunity to share questions, advice and process improvements with Associate Degree evaluators who have participated in a site visit during the past year. In addition, actual self-studies and feedback reports will be used for comment writing exercises.

Saturday, June 27

## Concurrent Sessions

2:00 p.m. — 3:30 p.m.

While each concurrent session is 90 minutes, more sessions include two 40-minute presentations with a five-minute break between presentations. We have made every effort to ensure compatibility between the presentations that are paired together, however we realize that some will leave and others will enter as one presentation ends and another begins.

### Teaching Excellence Track

2:00 p.m.— 2:40 p.m.

Salon D

**Session Presenters:**

Laura Mays, John Millar, Perry Haan and Michelle Dietrich —  
Tiffin University

Tiffin University's overseas programs include a variety of activities outside the classroom that prepare students for the challenges of the global workforce. These activities begin in the classroom, but move beyond its confines to enhance students' abilities to maneuver successfully within the increasingly diverse global workforce.

2:50 p.m.— 3:30 p.m.

Salon D

**Session Presenters:**

A. Dale King and J. Wayne King, Lenoir-Rhyne University

Furniture and textiles, two venerable industries in the U.S. manufacturing sector, have been greatly affected by the outsourcing of manufacturing jobs. Two case studies will describe how this outsourcing provides opportunities to offer programs for these displaced workers.

2:00 p.m.— 2:40 p.m.

Salon C

**Session Presenter:**

David Frantz, Indiana University East

This presentation is designed to assist faculty members who would like to move more into the online course delivery. The session will be a candid discussion of the issues involved in doing so.

2:50 p.m.— 3:30 p.m.

Salon C

**Session Presenter:**

**Achieving a Culture of Evidence for Institutional Accountability**

Jeff Borden, Pearson eCollege

In this session, attendees will learn about the assessment life cycle and see how Pearson eCollege tools can be combined to simplify the process of gathering evidence of student learning against existing objectives, standards and goals for accrediting bodies.

## Teaching Excellence Track

2:00 p.m.— 2:40 p.m.

Conference Room 11

Session Presenter:

Terry McNair, *BusinessWeek*

Used by more than 170 colleges, the *BusinessWeek* education program is a powerful tool for your students and provides them with one of the most respected and widely-read resources of current business information. Program features and benefits will be presented.

### ***BusinessWeek's B-School Connection Program***

2:50 p.m.— 3:30 p.m.

Conference Room 11

Session Presenter:

Tridib Chatterji, Dubai Women's College

For ease of student access and to save on paper, a prototype course portal was developed at Dubai Women's College. All course material, including group allocations and project tracking data, is placed online and readily accessible to all students.

### ***Use of a Course Portal in the Classroom***

## Celebrating Global Diversity Track

2:00 p.m.— 2:40 p.m.

Salon K

Session Presenters:

Jorge Talavera, CLADEA; and  
Jorge Enrique Silva Duarte, EAN University

Representatives from Latin America share thoughts on global business education practices in their countries located in Latin America. Other topics include trends for accreditation, opportunities for study abroad and exchange opportunities, and the impact of the economic crisis on their education delivery.

### ***Focus on Latin America***

2:50 p.m.— 3:30 p.m.

Salon K

Session Presenters:

Arthur Coren, Kwantlen Polytechnic University,  
Mary Vaughn, College of the North Atlantic and  
Wendelin Fraser, Mt. Royal College

Representatives from Canada share thoughts on global business education practices in various provinces in Canada. Other topics include trends for accreditation, opportunities for study abroad and exchange opportunities, and the impact of the economic crisis on their education delivery.

### ***Focus on Canada***

Saturday, June 27

## Accreditation Track

2:00 p.m.— 2:30 p.m.

Conference Room 7

Session Presenters:

### Associate Degree Standards and Criteria Session

#### The Curriculum Standards

Art Braza, Three Rivers Community College, and  
Andy C. Saucedo, NMSU Dona Aña Community College

During this session, special emphasis will be given to the required documentation on the quality assurance reports for revised curriculums and new programs. Sections 2, 3 and 4 of the quality assurance report will be reviewed and explained. Examples of how to respond to notes, conditions and recommendations that were issued as a result of accreditation, reaffirmation, or from quality assurance reports will be discussed.

2:00 p.m.— 2:40 p.m.

Conference Room 4

Session Presenter:

### Bacc/Grad Degree Standards and Criteria Session

#### The Use of Comparative Data in the Accreditation Process

Edwin Vineyard, Northern Oklahoma College

Comparative or peer institution data is an important tool that both associate degree and baccalaureate/graduate degree business divisions can use to measure themselves. This presentation will show how comparative data can be used to benchmark important measurement areas for goal setting and continuous improvement.

2:50 p.m.— 3:30 p.m.

Conference Room 4

Session Presenter:

### Bacc/Grad Degree Standards and Criteria Session

#### Accounting Accreditation! Specialized ACBSP Accounting Accreditation

Steve Parscale, ACBSP Director of Accreditation

This session describes the ACBSP specialized accounting accreditation process. We will discuss the concurrent and non-concurrent process of accrediting your accounting program with your specialized business program accreditation or reaffirmation of accreditation. In addition, we will discuss the major differences in the *ACBSP Standards and Criteria for Demonstrating Excellence in Baccalaureate/Graduate Degree Accounting Programs*.

2:00 p.m.— 3:30 p.m.

Conference Room 1

Session Presenter:

### Bacc/Grad Degree Process Session

#### The Initial and Reaffirmation Process for Baccalaureate/Graduate Degree Institutions

Ron DeYoung, ACBSP Associate Director of Accreditation

This session describes an overview of the process (including costs and timetable) involved for baccalaureate/graduate degree institutions to receive initial accreditation and reaffirmation of accreditation.

2:00 p.m.— 3:30 p.m.

Conference Room 8

Session Presenters:

### Bacc/Grad Degree Process Session

#### Writing Effective Feedback Report Comments For Baccalaureate/Graduate Degree Evaluators

Annette Craven and Tina Shoemaker  
ACBSP Bacc/Graduate Degree Commission

This session is conducted by commissioners and experienced Baldrige examiners using an ACBSP self-study feedback report and institutional response examples to provide additional hands-on training for site visit evaluators.

## Concurrent Sessions

4:00 p.m. — 5:30 p.m.

While each concurrent session is 90 minutes, more sessions include two 40-minute presentations with a five-minute break between presentations. We have made every effort to ensure compatibility between the presentations that are paired together, however we realize that some will leave and others will enter as one presentation ends and another begins.

### Teaching Excellence Track

4:00 p.m.— 5:30 p.m.

Salon D

#### Linking Academic Excellence, Assessment and Administration

**Session Presenters:** R.T. Symons and Ray Jacobs, Ashland University

Attendees will observe a practical application of a process that implements the Global Benchmarking Assessment Initiative as a tool to develop and assess the competencies of an existing business program, including the administrative protocol required to continuously improve the program.

4:00 p.m.— 4:40 p.m.

Salon C

#### A Comparative Analysis of Pedagogical Techniques in Teaching Business Ethics

**Session Presenters:** Haseeb Jamee Ahmed and Nick Desai, Johnson C. Smith University

This session presents the results of a unique self-developed survey instrument containing six vignettes dealing with ethical dilemmas. The study tested the effectiveness of teaching business ethics through using small vignettes as compared to using a comprehensive case analysis. The effectiveness was measured in terms of ethical decision-making skills of the individual students and response with that of their perception of ethical attitudes of the business executives.

4:50 p.m.— 5:30 p.m.

Salon C

#### Measuring Learning Outcomes in a Business Ethics Course

**Session Presenters:** Hamid Khan and Robert Bisking, Our Lady of the Lake University

Ethics teaching in business is very important for accreditation purposes. Learning outcomes are used in determining what values and skill sets emerged in a student after the course in core values, critical thinking, interdisciplinary thinking, oral communication, writing, and information literacy.

4:00 p.m.— 5:30 p.m.

Conference Room 11

#### Cheating in the Classroom and a Prescription

**Session Presenter:** Donald Noone, Caldwell College

Teaching excellence and learning excellence is undermined by the universal pervasiveness of student cheating. Prevailing methods used to deter cheating have not succeeded. A new method for influencing students that utilizes imagination, feelings, memory, and visualization that touches the emotional responsive core of a student will be explicated and experienced by attendees.

Saturday, June 27

## Celebrating Global Diversity Track

4:00 p.m.— 4:40 p.m.

Salon K

**Session Presenters:**

### Focus on Europe and the Middle East

Veronique Sournies, IEMI; Bryan Holden, ECBE; Peter Horn, ISM and Howard Reed, HCT-Dubai Women's College

Representatives from Europe and the Middle East share thoughts on global business education practices in their countries located in these key areas of the globe. Other topics include trends for accreditation, opportunities for study abroad and exchange opportunities, and the impact of the economic crisis on their education delivery.

4:50 p.m.— 5:30 p.m.

Salon K

**Session Presenters:**

### Focus on Asia

David Thomas, CIBT and Vladimir Kureshov, Siberian State Aerospace University

Representatives from various countries in Asia share thoughts on global business education practices in their own countries. Other topics include trends for accreditation, opportunities for study abroad and exchange opportunities, and the impact of the economic crisis on their educational delivery.

## Accreditation Track

4:00 p.m.— 5:30 p.m.

Conference Room 7

**Session Presenters:**

### Associate Degree Standards and Criteria Session

### Performance Results and Student Outcomes

Charles Beem, Bucks County Community College  
Ali Roodsari, Baltimore City Community College

Emphasis during this session will be placed on completing the assessment cycle and understanding the outcomes chart in the quality assurance report. Attendees will participate in developing student outcomes.

4:00 p.m.— 5:30 p.m.

Conference Room 4

**Session Presenters:**

### Bacc/Grad Degree Standards and Criteria Session

### Balancing Cultural, Economic and Assessment Needs in a Global Institution

Patricia Masidonski, Benjamin Akande, Janet L. Kourik, and Peter E. Maher from Webster University

Webster University, a multi-campus, multi-national institution, has recently been through a successful ACBSP accreditation process. The Consistency Project, providing a foundation for curriculum communication and sustainable assessment processes, is described along with its impact on organizational culture and university budget.



## Accreditation Track

4:00 p.m.— 5:30 p.m.

Conference Room 1

**Session Presenter:**

**Associate Degree Process Session**

### **The Initial and Reaffirmation Process for Associate Degree Institutions**

Larry Zachrich, ACBSP Associate Director of Accreditation

This session describes an overview of the process (including costs and timetable) involved for associate degree institutions to receive initial accreditation and reaffirmation of accreditation.

4:00 p.m.— 5:30 p.m.

Conference Room 8

**Session Presenter:**

**Bacc/Grad Degree Process Session**

### **Feedback Session for Experienced Baccalaureate/Graduate Degree Evaluators**

Ron DeYoung, ACBSP Associate Director of Accreditation

This session provides an opportunity to share questions, advice and process improvements with baccalaureate/graduate degree evaluators who have participated in a site visit during the last year.

Saturday, June 27

# Sunday's Menu



## CONTINENTAL BREAKFAST

SLICED SEASONAL FRUITS & BERRIES  
 BREAKFAST BREADS AND MUFFIN TOPS  
 ASSORTED BAGELS WITH CREAM CHEESE  
 EGG & CHEESE ENGLISH MUFFIN SANDWICH  
 CANADIAN BACON & EGG ENGLISH MUFFIN SANDWICH  
 OATMEAL WITH RAISINS AND BROWN SUGAR  
 STARBUCKS COFFEE AND TEA SERVICE  
 WHOLE, 2% AND SKIM MILK

## SALUTE TO REGIONS LUNCHEON

TEXAS COBB SALAD  
*(Mixed Greens with Smoked Chicken Breast, Diced Tomato, Chopped Egg, Bacon, Avocado, Bleu Cheese, and Fried Tortilla Strips with a Black Pepper & Dijon Vinaigrette)*

FRESH BAKED ROLLS AND BUTTER  
 STARBUCKS COFFEE AND TEA SERVICE

## DESSERT IN EXHIBIT HALL

LEMON MERINGUE TART

## ACCREDITATION RECEPTION

PREMIUM BRANDS CASH BAR

## ACCREDITATION BANQUET

MESCLUN SALAD  
*(Mesclun Greens, Romaine Lettuce and Baby Spinach Topped with Dried Pears, Caramelized Pecans, Gouda Cheese and Raspberry Vinaigrette)*

6 OZ. GRILLED FILET MIGNON  
*(With Pommery Mustard Demi-Glace)*  
 3 OZ. CRAB CAKE  
*(with Jumbo Shrimp and Chardonnay Cream Sauce)*

BOURSIN MASHERS  
 CHEF'S CHOICE OF FRESH VEGETABLES  
 FRESH BAKED ROLLS AND BUTTER

DOME OF WHITE CHOCOLATE & TOASTED MACADAMIA NUT MOUSSE  
*(With Strawberry and Papaya Sauce)*  
 STARBUCKS COFFEE AND TEA SERVICE



# Conference Schedule Sunday, June 28

7:00 a.m. — 4:00 p.m.	<b>Registration</b> .....Registration 1
7:30 p.m. — 4:00 p.m.	<b>Exhibits Open</b> .....Third Floor Foyer
7:30 a.m. — 4:00 p.m.	<b>International Lounge</b> .....Salon J
7:30 a.m. — 8:30 a.m.	<b>Breakfast in the Exhibit Area</b> ..... Third Floor Foyer
8:00 a.m. — 9:30 a.m.	<b>Accreditation Breakfast</b> (by invitation only).....Salon A
8:00 a.m. — 9:30 a.m.	<b>Concurrent Sessions</b> .....Third Floor
9:30 a.m. — 10:00 a.m.	<b>Visit Exhibits</b> ..... Third Floor Foyer
9:30 a.m. — 10:00 a.m.	<b>International Lounge—Focus on Asia</b> .....Salon J
10:00 a.m. — 11:30 a.m.	<b>Concurrent Sessions</b> ..... Third Floor
11:30 a.m. — 12:00 p.m.	<b>Visit Exhibits</b> ..... Third Floor Foyer
11:30 a.m. — 12:00 p.m.	<b>International Lounge-Focus on Latin America</b> ..Salon J
12:00 p.m. — 1:30 p.m.	<b>Salute to Regions Luncheon</b> .....Salon A, B & F
1:30 p.m. — 2:00 p.m.	<b>Desserts in Exhibit Hall</b> .....Third Floor Foyer
1:30 p.m. — 2:00 p.m.	<b>International Lounge—Focus on Canada</b> .....Salon J
2:00 p.m. — 3:30 p.m.	<b>Concurrent Sessions</b> .....Third Floor
5:30 p.m. — 7:30 p.m.	<b>Accreditation Photography</b> .....Conference Room 6
6:30 p.m. — 7:15 p.m.	<b>Accreditation Reception</b> .....Salon E Foyer
7:15 p.m. — 10:00 p.m.	<b>Accreditation Banquet</b> .....Salon E

Sunday, June 28

## Salute To Regions Luncheon

Salon A, B & F

12:00 p.m. — 1:30 p.m.

### Teaching Excellence Award Presentation



The Salute To Regions Luncheon recognizes the efforts of each of the eight regions that make up the membership of ACBSP, and to honor recipients of the 2009 International Teaching Excellence Award. Recipients from each region will be honored from both associate and baccalaureate/graduate degree-granting institutions.

Each of the Regional recipients will be presented with a medallion and a \$100 check. Two will receive the International Teaching Excellence Award, one from an associate degree school and one from a baccalaureate/graduate degree school. They will each receive international recognition, a plaque, their name inscribed on a permanent honor roll plaque hanging in the ACBSP office and a \$500 check.

New to the Teaching Excellence Award Program this year are financial contributions to assist ACBSP in granting the regional awards and both international awards. This is made possible with the generous financial support of the University of Indianapolis-Athens Campus, in Athens, Greece, for baccalaureate/graduate degree level awards, and by an anonymous donor for the associate degree level awards. The associate degree level awards will be presented in memory of Lt. Col. Edward Ortowski. ACBSP is grateful for both of these generous donations.

A representative from Educational Testing Service, sponsor for this luncheon, will give an update of products and services that promote student learning assessment.



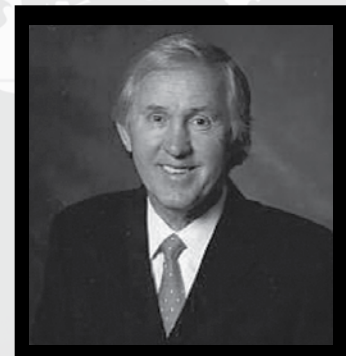
Steven Painchaud (top) and Cynthia Webb accepting their 2008 International Teaching Excellence Award. Both are pictured with David Ho, ACBSP president, 2007-2008.

## Accreditation Banquet

Salon E

6:30 p.m. — 10:00 p.m.

Fran Tarkenton



Fran Tarkenton, highly regarded athlete and entrepreneur, is the speaker for the Sunday evening Accreditation Banquet. As one of the NFL's all time greats, he was inducted into the NFL and Collegiate Football Halls of Fame. As quarterback for the Minnesota Vikings, he took his team to the 1973, 1974 and 1976 Super Bowls. He has also launched 15 companies over the last 25 years with revenues of up to \$142 million.

Tarkenton is often asked about the similarities that exist between sports and business. Here are his thoughts. "The relationship between success in sports and success in business is closely aligned. In football, I learned fast as a quarterback that I could throw the football. But that's not all it takes to win a game. As a team you share the onus of success. Nobody has all of the answers, so it's incumbent upon business leaders - the good ones - to assemble a team that brings together the best of everything. I'm talking about fashioning a team that's motivated by winning customer's respect, by answering their needs, and by providing the highest level of service and commitment possible."

Today, Tarkenton continues to advise and counsel businesses. He helps identify new opportunities in fast changing environments and develop innovative channels of distribution. Tarkenton created GoSmallBiz.com to share his experiences and lessons in creating small businesses by developing a toolkit focussed on starting and developing a small business. In 2009, he created the Tarkenton Institute to bring this toolkit into the classroom for those who will be the future small business owners. Tarkenton Institute is an exhibitor at the conference and Fran Tarkenton will be at the booth on Sunday afternoon to discuss his philosophy and for photo opportunities.



# We Salute The Eight Regions of ACBSP

The membership of ACBSP is represented in eight geographical regions. With steady growth in recent years, proposal for a ninth region has been submitted to the Board of Directors for approval at this Annual Conference. Involvement in your respective region is a key benefit to your ACBSP membership. Regional meetings held throughout the year provide networking and educational opportunities. The Teaching Excellence Award Program is held each spring for eligible candidates from each region, with a chance to compete for one of two International Teaching Excellence Awards, announced each year at the Annual Conference. Many regions have committees that provide an opportunity to be involved in important issues affecting business education in your area. Also, nominations for ACBSP committees come from each region, providing access to leadership positions on the national stage.



Sunday, June 28

## 2008-2009 Regional Presidents

- Northeastern Council..... Region 1..... **Ward Thrasher**..... University of Bridgeport
- Eastern Council..... Region 2..... **Alireza Roodsari**..... Baltimore City Community College
- Southeastern Council..... Region 3..... **Karen Stevenson**..... Nashville State Community College
- Great Lakes Council..... Region 4..... **Barb DiNardo**..... Owens Community College
- Midwestern Council..... Region 5..... **Nancy Krumland**..... Southeast Community College
- Southwestern Council..... Region 6..... **David Dyson**..... Oral Roberts University
- Western Council..... Region 7..... **Blair Carruth**..... Salt Lake Community College
- International Council..... Region 8..... **Vasilis Botopoulos**.. University of Indianapolis Athens

# Congratulations To Our 2009 ACBSP Teaching Excellence Award Recipients

## Associate Degree Recipients

*The associate degree awards will be presented in memory of Lt. Col. Edward Ortowski, through an anonymous donation.*



**Rex Bishop**  
Professor  
Business and Economics  
College of Southern Maryland  
Region 2



**Michael Ryan**  
Associate Professor of Business  
Administration  
Gainesville State College  
Region 3



**Alfred Fabian**  
Professor/Faculty  
Business Administration  
Ivy Tech Community College  
Region 4



**Patricia Galitz**  
Instructor  
Business Administration  
Southeast Community College  
Region 5



**Daniel Ziesmer**  
Associate Professor/Department Chair  
Computer Science & IT Studies  
San Juan College  
Region 6



**Tridib Chatterji**  
Faculty/Business  
Dubai Women's College  
Higher Colleges of Technology  
Region 8

## Baccalaureate/Graduate Degree Recipients

*The baccalaureate/graduate degree awards are supported this year by a financial contribution from the University of Indianapolis, Athens Campus, in Athens, Greece.*



**Kevin Wayne**  
Associate Professor  
Business Administration  
Rivier College  
Region 1



**Scott Ballantyne**  
Associate Professor  
Business  
Alvernia University  
Region 2



**Haseeb Jamee Ahmed**  
Associate Professor  
Banking and Finance  
Johnson C. Smith University  
Region 3



**Joe Ament**  
Professor  
Accounting and Taxation  
Roosevelt University  
Region 4



**Brenda Jones**  
Instructor  
Marketing/Management  
Northwest Missouri State University  
Region 5



**Karen Shumway**  
Assistant Professor  
Management  
Angelo State University  
Region 6



**Thomas Old**  
Lead Faculty  
Business  
University of Phoenix, Idaho Campus  
Region 7



**Michael Gordon**  
Associate Professor  
Business Administration  
International School of Management  
Region 8

Sunday, June 28



# Previous ACBSP Teaching Excellence Award Recipients

A special plaque hangs in the hall of the ACBSP home office, honoring all of the International Teaching Excellence Award Recipients. Since 1995, a representative has been chosen from baccalaureate/graduate degree member schools. Since 2001, two awards have been given - one from a baccalaureate/graduate degree member school and one from an associate degree member school.

We include the list of previous recipients in this Conference Guide and thank each of them for their commitment to ACBSP and to maintaining and improving teaching excellence in business education.

**Barbara Luck**

1995

**Mary Sudol**

1997

**Nancy Wright**

1999

**John Fraas**

2001

**Irene Woods Clampet**

2002

**Bruce Schooling**

2003

**Satinder Dhiman**

2004

**Wanda Deen**

2005

**Pat Lemay Burr**

2006

**Levon Hayrepetyan**

2007

**Cynthia Webb**

2008

**Timothy Reeves**

1996

**Janice Harder**

1998

**Anita Hefner**

2000

**Marlon Andrus**

2001

**J. Wayne King**

2002

**Monica Gallant**

2003

**Rachel Plaksa**

2004

**Michael Krajsa**

2005

**Gretchen Carroll**

2006

**Cara Beth Johnson**

2007

**Steven Painchaud**

2008

Sunday, June 28

# Institutions Being Honored For ACBSP Accreditation

Fifty two institutions will be honored at the Accreditation Banquet Sunday evening. This is the largest number of business schools and programs accredited by ACBSP in one year since the very beginnings of the association in the late 1980's. ACBSP thanks you for your membership, for realizing the value of ACBSP accreditation and for your determination to achieve this level of excellence. Congratulations.

## *Initial Accreditation*

### **Associate Degree-Granting Institutions**

Baton Rouge Community College (Louisiana)

Chattanooga State Technical Community College  
(Tennessee)

North Arkansas College (Arkansas)

Saint Paul College (Minnesota)

Snow College (Utah)

Tunxis Community College (Connecticut)

### **Baccalaureate/Graduate Degree-Granting Institutions**

Caldwell College (New Jersey)

Cedar Crest College (Pennsylvania)

Graduate School of Corporate Management (Russia)

Greensboro College (North Carolina)

LaGrange College - Accounting Accreditation (Georgia)

Lynchburg College (Virginia)

Mount Olive College (North Carolina)

Ohio Dominican University (Ohio)

Siberian State Aerospace University (Russia)

Trine University (Indiana)

University of San Martin De Porres (Peru)

University of Maribor - Faculty of Economics &  
Business (Slovenia)

University of Maribor - Faculty of Logistics (Slovenia)

University of Puerto Rico - Aguadilla,  
Business Administration (Puerto Rico)

University of Puerto Rico - Bayamón,  
Business Administration (Puerto Rico)

University of Puerto Rico - Ponce  
Business Administration (Puerto Rico)

Vancouver Island University (British Columbia)

Webster University (Missouri)

Yanbu Industrial College (Saudi Arabia)

## *Reaffirmation of Accreditation*

### **Associate Degree-Granting Institutions**

Chattahoochee Technical College (Georgia)

Delaware Technical & Community College,  
Terry Campus (Delaware)

Jackson Community College (Michigan)

James A. Rhodes State College (Ohio)

Metropolitan Community College (Nebraska)

Orangeburg-Calhoun Technical College  
(South Carolina)

Phillips Community College of the University  
of Arkansas (Arkansas)

Sinclair Community College (Ohio)

Spartanburg Community College  
(South Carolina)

Virginia Western Community College (Virginia)

Volunteer State Community College (Tennessee)

Williamsburg Technical College (South Carolina)

William Rainey Harper College (Illinois)

### **Baccalaureate/Graduate Degree-Granting Institutions**

Bowie State University (Maryland)

Capital University (Ohio)

Clafin University (South Carolina)

Cumberland University (Tennessee)

Geneva College (Pennsylvania)

LaGrange College (Georgia)

Marywood University (Pennsylvania)

Northwest Nazarene University (Idaho)

Oakwood University (Alabama)

Texas A & M University - Kingsville (Texas)

Troy University - Sorrell College of Business (Alabama)

University of Central Oklahoma (Oklahoma)

Wagner College (New York)

Woodbury University (California)

## Concurrent Sessions

8:00 a.m. — 9:30 a.m.

While each concurrent session is 90 minutes, more sessions include two 40-minute presentations with a five-minute break between presentations. We have made every effort to ensure compatibility between the presentations that are paired together, however we realize that some will leave and others will enter as one presentation ends and another begins.

### Teaching Excellence Track

8:00 a.m.— 8:40 a.m.

Salon D

#### **The Scholarship of Teaching: Perspectives on the Boyer Model of Scholarship**

**Session Presenters:**

Freda Hartman and Joel Maier, University of Phoenix

The Boyer Model of Scholarship recognizes many types of scholarship, including faculty work related to teaching. This session will explore strategies to help faculty understand and document their engagement in the scholarship of teaching and its applicability to student success.

8:50 a.m.— 9:30 a.m.

Salon D

#### **Tap Into the Amazing Growth of Project Management**

**Session Presenter:**

Leslie Higham, Project Management Institute

As much as \$71 trillion (USD) of global gross domestic product (GDP) is spent on infrastructure projects. The supply gap in project managers has significant economic impact. The presentation reviews global trends in project management and highlights the opportunities for business schools to implement teaching programs in the discipline.

8:00 a.m.— 8:40 a.m.

Salon C

#### **Cross Walking ACBSP's Accreditation Standards and the Baldrige Criteria**

**Session Presenter:**

Sandra Byrne, Baldrige National Quality Program

ACBSP's standards are based on the Baldrige Criteria, a framework that measures performance, emphasizes results, and aids planning in an uncertain environment. We will focus on the similarities between the standards and the criteria, in order to facilitate the accreditation process, as well as to enable sustainability in today's challenging education setting.

8:50 a.m.— 9:30 a.m.

Salon C

#### **An Outcomes Assessment Solution for the Needs of a Demanding Business World**

**Session Presenter:**

Robert Budnik, LiveText, Inc.

As business programs struggle with gathering evidence of student learning, measuring outcomes, and fulfilling their missions/goals, a Web-based e-Portfolio architecture can build and strengthen a culture of assessment and real-world evaluation methods for business programs.

Sunday, June 28

## Teaching Excellence Track

8:00 a.m.— 9:30 a.m.

Conference Room 10

**Session Presenters:**

### Teaching Excellence Through SIFE

Morgan Clevenger and Mindy Ver Steegt, SIFE

This session is for current Sam Walton Fellows and those campuses without a SIFE team, to review current activities underway and discuss the many reasons why you should consider creating a SIFE team on your campus.

8:00 a.m.— 9:30 a.m.

Conference Room 1

**Session Presenters:**

### Teaching Excellence Through Honor Societies Delta Mu Delta

Chuck Fazzi and Rich Sosnowski, Delta Mu Delta

Delta Mu Delta is an ACBSP affiliated honor society for accredited baccalaureate/graduate degree institutions. This is a meeting for chapter advisors. Institutions seeking to create a DMD chapter may also attend as guests.

8:00 a.m.— 9:30 a.m.

Conference Room 3

**Session Presenters:**

### Teaching Excellence Through Honor Societies Kappa Beta Delta

Andy C. Saucedo and Idalene Williams, Kappa Beta Delta

Kappa Beta Delta is an ACBSP affiliated honor society for accredited associate degree institutions. This is a meeting for chapter advisors. Institutions seeking to create a KBD chapter may also attend as guests.

8:00 a.m.— 9:30 a.m.

Conference Room 8

**Session Presenter:**

### Teaching Excellence Through Honor Societies Sigma Beta Delta

Sandy Hammerly, Sigma Beta Delta

Sigma Beta Delta is an ACBSP affiliated honor society for baccalaureate/graduate degree institutions. This is a meeting for chapter advisors. Institutions seeking to create a SBD chapter may also attend as guests.

## Celebrating Global Diversity Track

8:00 a.m.— 8:40 a.m.

Salon K

**Session Presenter:**

### Harmonization of Global Diversity As Practiced in Europe

Bryan Holden, European Council for Business Education

This presentation will give an overview of the strategies and policies in Europe and the educational programmes being implemented so that, through harmonisation of the diversity in Europe, the European High Educational Area can be achieved.

8:50 a.m.— 9:30 a.m.

Salon K

**Session Presenter:**

### Interpretations in Religion, Language, Culture and Education: A BEST OF REGIONS PRESENTATION

Jeremy Cripps, American University of Kuwait

This presentation examines four key areas of global diversity which marked the period “most happy and prosperous” for the Roman Empire under the Antonines. The presentation will examine how we might return to similar celebrations of global diversity.

## Accreditation Track

8:00 a.m.— 8:40 a.m.

Salon C

Session Presenter:

**Accreditation Process Session** (also listed in Teaching Excellence Track)

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Sandra Byrne, Baldrige National Quality Program

ACBSP's standards are based on the Baldrige Criteria, a framework that measures performance, emphasizes results, and aids planning in an uncertain environment. We will focus on the similarities between the standards and the criteria, in order to facilitate the accreditation process, as well as to enable sustainability in today's challenging education setting.

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Salon C

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Robert Budnik, LiveText, Inc.

As business programs struggle with gathering evidence of student learning, measuring outcomes, and fulfilling their missions/goals, a Web-based e-Portfolio architecture can build and strengthen a culture of assessment and real-world evaluation methods for business programs.

## **Concurrent Sessions**

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## Teaching Excellence Track

10:00 a.m.— 10:40 a.m.

Salon D

Session Presenter:

### **The Minute-Paper Vs. the Daily Quiz**

Felix Kwan, Maryville University

Regular formative assessment is a vital part of effective teaching and learning. This presentation offers a comparison of the major characteristics of two common formative assessment tools: the "one-minute paper" versus the "daily quiz."

10:50 a.m.— 11:30 a.m.

Salon D

Session Presenter:

### **Major Field Tests For Associate Degree Business Programs**

Von Plessner, Northwest State Community College

The Major Field Tests for business school programs help you independently and consistently measure program effectiveness, provide the data you need to evaluate your curricula, and give more time to focus on other areas of accreditation. Visit the ETS booth in the Exhibit Hall to learn more about this session and the Major Field Tests.

Sunday, June 28

## Teaching Excellence Track

### 10:00 a.m.— 10:40 a.m. **Promoting Learning with New Web Technologies**

#### Salon C

**Session Presenters:** Brad Scott and Roy Tamashiro, Webster University

Social networking tools, such as wiki-texts and blogs, are utilized in courses to promote collaborative and constructivist pedagogy. Currently, ten MBA students are spending a year studying at Webster University campuses in London, Shanghai, Geneva, Vienna, and The Netherlands. This presentation will discuss the successes and challenges of the “Web 2.0 tools” and discuss the innovative MBA program.

### 10:50 a.m.— 11:30 a.m. **Tools for Tomorrow**

#### Salon C

**Session Presenter:** Michael Thompson, Tarkenton Institute

There are seven business tools every business student needs to master. To be hired first, one needs a story to tell. The ability to add value immediately to a business will differentiate tomorrow’s student.

### 10:00 a.m.— 10:40 a.m. **Renewing Commitment to Teaching Excellence in Tough Economic Times**

#### Conference Room 8

**Session Presenters:** Wayne Bedford, Sharon Stipe, Janie Gregg and Mitzi Green  
University of West Alabama

This presentation will motivate attendees to renew their commitment to teaching excellence, quality instruction, and integrity in the learning process by using innovative ways to enhance students’ academic experiences and by use of two relatively low cost technologies. *Tegrity* and *Remote Proctor* can be implemented to encourage academic integrity both in the classroom and online.

### 10:50 a.m.— 11:30 a.m. **Digital Signage: Using LCD Displays and LED Tickers to Communicate in Finance Labs and Hallways**

#### Conference Room 8

**Session Presenter:** Ryan Cahoy, Rise Display

Join us to learn about digital display systems and see dozens of examples of how other business schools are using the technology to create a real-world learning environment for students and faculty.

### 10:00 a.m.— 10:40 a.m. **Leading to Succeed: High-impact Accounting Education**

#### Conference Room 11

**Session Presenters:** Neville Joffe and Penny Parker, AME Learning

This information session for accounting and business faculty members will introduce them to a patented method of teaching accounting that has been successfully used for over 11 years. This was developed to overcome the common challenges that are being faced today in colleges by providing professors with patented pedagogical tools to change the student perception of accounting.

## Teaching Excellence Track

10:50 a.m.— 11:30 a.m.

Conference Room 11

**Session Presenter:**

### Helping Students Succeed in Quantitatively Challenging Courses

Marsha Jance, Indiana University East

This presentation discusses methods to help students succeed in quantitatively challenging in-class and online-based courses. Courses that involve mathematics (even small amounts) can be very challenging and worrisome for some students.

## Celebrating Global Diversity Track

10:00 a.m.— 10:40 a.m.

Salon K

**Session Presenter:**

### Cultural Implications of American Globalization in China A BEST OF REGIONS PRESENTATION

Walt MacMillan, Oral Roberts University

Globalization has impacted Chinese and American Business Practices. Although these cultures maintain distinct traditions and cultural dissimilarities, it is apparent that convergence is slowly occurring. There are several hurdles to jump; however, the more educated people become about the other culture, the simpler the interaction will be.

10:50 a.m.— 11:30 a.m.

Salon K

**Session Presenter:**

### From Globalization to Globalrelation: Emerging Entrepreneurial Pedagogy A BEST OF REGIONS PRESENTATION

Becky Havens, Point Loma University

Entrepreneurship pedagogy is evolving at a pace similar to that of globalization of business. This pedagogy is now influencing education well beyond the boundaries of the historic confines of the business and engineering schools. Business disciplines are positioned to provide the types and characteristics of leaders that the global marketplace seeks.

## Accreditation Track

10:00 a.m.— 11:30 a.m.

Conference Room 7

**Session Presenters:**

### Associate Degree Standards and Criteria Session Faculty Qualifications

John Espey, Volunteer State Community College  
Rose Marie Kuceyeski, Owens Community College

This session provides definitions and guidelines to help determine faculty qualifications to meet ACBSP requirements. Examples for doctoral qualified, professionally qualified, and minimally qualified faculty will be provided.

Sunday, June 28

## Accreditation Track

10:00 a.m.— 11:30 a.m.

Conference Room 4

Session Presenter:

**Bacc/Grad Degree Standards and Criteria Session**

**Recruit, Train, Evaluate and Retain  
Outstanding Business Faculty**

George Arnold, University of Phoenix - Kansas City campus

Faculty members present the face of the University to our business students. Learn proven techniques to recruit, train, evaluate and retain the best business faculty.

10:00 a.m.— 11:30 a.m.

Conference Room 1

Session Presenter:

**Accreditation Process Session**

**A Picture is Worth a Thousand Words**

Hanora O'Sullivan, Marymount University

Examine proven new templates to transform narratives to visual data to improve the clarity and persuasiveness of self-studies, quality assurance reports and Baldrige-type applications. Geared to the novice visual data provider, the focus will be content, not technology.

## Concurrent Sessions

2:00 p.m. — 3:30 p.m.

While each concurrent session is 90 minutes, more sessions include two 40-minute presentations with a five-minute break between presentations. We have made every effort to ensure compatibility between the presentations that are paired together, however we realize that some will leave and others will enter as one presentation ends and another begins.

## Teaching Excellence Track

2:00 p.m.— 3:30 p.m.

Salon D

Session Presenters:

**Writing-to-Learn Modules: Integrating Thinking Tools  
Into an e-Curriculum**

Alissa Bick Ehrenkranz and Kim Richter  
Kwantlen Polytechnic University

This presentation describes the application of the writing process as the basis for Web-based activity modules designed to produce measurable changes in students' development of the *knowledge constituting process* within a group business plan project.

2:00 p.m.— 3:30 p.m.

Salon C

Session Presenter:

**Using a Virtual Learning Environment to Facilitate  
Learning Can (and Should) Help Learners**

Jeff Borden, Southeastern Community College

Beyond Web 2.0, Internet-based technology can be utilized in various contexts and techniques to encourage learning from all student types. Participants will leave this presentation with an extensive list of Web resources that instructors can use in the classroom (on ground or online).

## Teaching Excellence Track

2:00 p.m.— 3:30 p.m.

Conference Room 8

**Session Presenter:**

Anita Morgan, Colorado Technical University Online

In a pilot study of four graduate-level courses, the discussion board (DB) tasks were revised to be more discussion generating. The presentation will highlight the results of the study and provide recommendations for online discussion board assignments.

### **Developing Online Discussion Board Assignments**

2:00 p.m.— 2:40 p.m.

Conference Room 11

**Session Presenters:**

### **Effective Learning for Business Ethics and Social Responsibility**

Bonnie Bolinger and Janet Swalls,  
Ivy Tech Community College of Indiana

At a time when the people of the U.S. are facing economic adversity, in large part due to the transgressions of a few, a business ethics and social responsibility class is in more demand, and more important than ever. This session will provide ideas for the effective teaching and learning in a stand-alone class.

2:50 p.m.— 3:30 p.m.

Conference Room 11

**Session Presenter:**

Theresa Hrcir, Southeastern Oklahoma State University

“Students will communicate effectively in written and oral communication.” This is a typical goal for most business schools. Yet, many educators complain that students do not write well. This session details an exploratory, structured study designed to improve students’ written communication.

### **13 Errors Leading to a Lower Grade in Dr. X’s Class**

## Celebrating Global Diversity Track

2:00 p.m.— 3:30 p.m.

Salon K

**Session Presenter:**

Janis Petronis, Tarleton State University

This survey has been conducted over a period of years. It was enlarged in 2009 to include members from other business associations based in Latin America and Europe. This session will present the results from this year and take a longitudinal look at trends from ACBSP members.

### **Global Business Education Survey**

Sunday, June 28

## Accreditation Track

2:00 p.m.— 3:30 p.m.

Conference Room 4

Session Presenters:

### **Bacc/Grad Degree Standards and Criteria Session**

### **Leveraging Technology to Manage Student Learning Outcomes**

Brian McKay Epp, Pearson e-College, and  
Anthony Negbenebor, Gardner-Webb University

Accreditation bodies and external stakeholders require programs to document student achievement on learning outcomes along with the resulting growth provided by an institution's curriculum. We will explore a cost-effective collaborative effort between content, technology and academia to support ACBSP accreditation requirements.

2:00 p.m.— 3:30 p.m.

Conference Room 1

Session Presenters:

### **Accreditation Process Session**

### **One-On-One Appointments With Board of Commissioners**

Associate Degree Board of Commissioners  
Baccalaureate/Graduate Degree Board of Commissioners

This session offers the opportunity to meet individually with a member of the Associate Degree or Baccalaureate/Graduate Degree Board of Commissioners for a 30-minute appointment and address specific questions or concerns regarding accreditation for your institution.

## *Monday's Menu*



### **RISE & SHINE BREAKFAST**

SLICED SEASONAL FRUITS & BERRIES  
INDIVIDUAL FRUIT YOGURTS  
HOMEMADE GRANOLA WITH SUN-DRIED FRUITS  
INDIVIDUAL BREAKFAST CEREALS  
OATMEAL WITH RAISINS AND BROWN SUGAR

BREAKFAST BREADS AND MUFFIN TOPS  
ASSORTED BAGELS WITH CREAM CHEESE

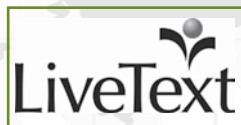
SCRAMBLED EGGS  
ROASTED POTATOES WITH ONIONS AND PEPPERS  
BACON AND COUNTRY SAUSAGE LINKS

STARBUCKS COFFEE AND TEA SERVICE  
WHOLE MILK, 2% AND SKIM MILK  
CHILLED FRUIT JUICES

# Conference Schedule Monday, June 29

7:30 a.m. — 8:30 a.m. **Breakfast Buffet**.....Salon B & F  
 8:30 a.m. — 10:00 a.m. **Closing Session**.....Salon B & F

## Closing General Session Salon B & F 8:30 a.m. — 10:00 a.m. President's Panel



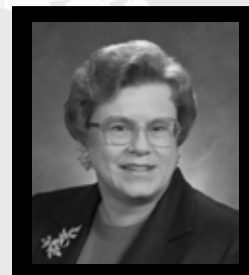
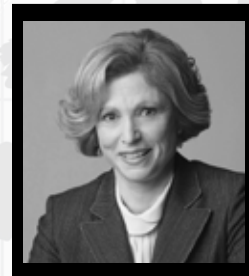
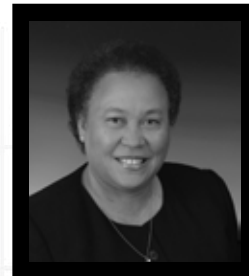
The President's Panel during the Closing General Session assembles top leaders from the three largest regional accrediting bodies, who will share their insights on the regional accrediting process, how they view specialized accreditation, and their expectations regarding federal regulatory and legislative issues. They will also describe how the current economy is impacting them as regional accrediting bodies and how schools in their regions are being impacted.

Dr. Belle Wheelan, (top right) president of the Commission on Colleges of the Southern Association of Colleges and Schools, is the first African American and first woman to serve in this capacity. Her career spans 35 years and includes the roles of faculty member, chief student services officer, campus provost, college president and Secretary of Education. In several of those roles she was the first African American and/or woman to serve in those capacities. Dr. Wheelan received her Bachelor's degree from Trinity University in Texas, her Master's from Louisiana State University, and her Doctorate in Educational Administration with a special concentration in community college leadership from the University of Texas at Austin.

Dr. Sylvia Manning (middle right) serves as president of the Higher Learning Commission of the North Central Association of Colleges and Schools. The Commission is the regional institutional accreditation agency for some 1,000 member institutions across 19 states. Her work has been marked by commitment to high academic standards, broad access, student achievement, research and scholarship, and civic engagement. Dr. Manning earned her bachelor's degree from McGill University and her Master's and Ph.D. degrees in English Language and Literature from Yale University. Before joining the Commission in 2008, she served as Chancellor of the University of Illinois and Executive Vice Provost at the University of Southern California.

Dr. Elizabeth H. Sibolski (bottom right) is executive vice president of the Middle States Commission on Higher Education, the U.S. regional accrediting agency that serves member institutions in the Mid-Atlantic area, Puerto Rico, and the U.S. Virgin Islands, as well as some international institutions. As Executive Vice President, Dr. Sibolski serves as the Commission's Chief Operating Officer. She is also a co-author of *Integrating Higher Education Planning and Assessment: A Practical Guide*. Dr. Sibolski holds a B.A. in Political Science, an M.P.A. and a Ph.D. in Public Administration from The American University.

For the second year, LiveText will sponsor the Closing General Session. Bob Budnik, president, LiveText, will give an update on the various activities underway as a valued partner with ACBSP.



**Presidents Panel**  
**Dr. Belle Wheelan (top)**  
 Commission on Colleges of the Southern Association of Colleges and Schools  
**Dr. Sylvia Manning (middle)**  
 Higher Learning Commission of the North Central Association of Colleges and Schools  
**Dr. Elizabeth Sibolski (bottom)**  
 Middle States Commission on Higher Education

Monday, June 29

# Conference Speakers

## Haseeb Jamee Ahmed

Dr. Haseeb Jamee Ahmed serves as an associate professor of finance and Sam Walton Faculty Fellow at Johnson C. Smith University in Charlotte, North Carolina. Subsequent to earning a B.S. in mechanical engineering, he obtained an M.B.A. with concentrations in finance, economics and management and a Ph.D. in finance. He is a recipient of IBM and Prudential Fellowships, Nissan Fellowship to the University of Chicago, and Scholar-in Residence awards at Duke and New York Universities. Dr. Ahmed has appeared frequently in radio and television as an expert on economy and financial services industry.

## Benjamin Ola. Akande

Dr. Akande is dean of the School of Business and Technology and professor of economics at Webster University. As dean of one of the nation's largest business schools, Dr. Akande has responsibility for three academic departments, 26 degree programs and a \$40 million budget. The school has 13,000 students and 1,500 faculty in over 100 campuses worldwide. Dr. Akande is a highly regarded consultant on strategy and leadership development. He has consulted with Top Fortune 500 companies and is a sought-after national speaker.

## George Arnold

Dr. Arnold is currently chair of the John Sperling School of Business, University of Phoenix - Kansas City campus. He completed a doctorate in business administration at University of Phoenix, a master's in management at Webster University, and a bachelor's in business administration at Loyola Marymount University. He is responsible for the selection, assessment, certification, mentoring, evaluation, training, and scheduling of business faculty. Also serves as a core administrative faculty member teaching within the program curricula.

## Randy M. Ataide

Professor Ataide brings considerable business experience to his current position as associate professor of entrepreneurship and director of the Fermanian Business Center at Point Loma Nazarene University in San Diego, California. As director, Ataide provides primary leadership for the strategic planning of the Center's mission, and teaches contemporary management, sales management, entrepreneurship, and the small business institute at the undergraduate and graduate schools. Ataide successfully presented peer-reviewed papers on entrepreneurship at the 2007 ACBSP Annual Conference, and the Christian Business Faculty Association 2008 National Convention. Ataide also received a "Best of the West Presentation" award from ACBSP Region 7.

## Diane Bandow

Dr. Diane Bandow is an associate professor at the Troy University site in Atlanta, Georgia. She had approximately 22 years experience at AT&T and AT&T Bell Laboratories after an early retirement and prior to joining academia. Her experience in business includes human factors engineering, quality management, corporate training and program development, team development as well as being the transition manager responsible for change management. Bandow was trained as a Malcolm Baldrige Examiner for AT&T to serve on the national examining board for the AT&T Chairman's Quality Award.

## Marvin Bates

Marvin Bates is director of ACBSP accreditation at Lewis University, in the southwestern suburbs of Chicago. The accreditation initiative will bring ACBSP accreditation and an external confirmation of Lewis' graduate and undergraduate business teaching excellence. Additionally, Bates is an instructor of marketing, teaching a wide variety of marketing courses, including: Principles of Marketing, Marketing Strategy, and International Marketing. He effectively applies business practices and procedures, delivering professional programs designed to engage learners. He holds an MBA from Northwestern, Kellogg School, with a dual major in marketing and organizational behavior.

## Wayne Bedford

Wayne Bedford received his Ph.D. from Mississippi State University and is the associate dean in the College of Business, chair of the department of CIS and technology, and associate professor of computer information systems at the University of West Alabama. He served as the accreditation committee co-chair during UWA's recent reaffirmation process and currently serves as ACBSP champion. His research includes trust in mobile commerce, using technology to reduce cheating in online and on-campus classes, and using technology to enhance teaching excellence.

# Conference Speakers

## Charles Beem

Charles W. Beem is professor of business and economics at Bucks County Community College in Newtown, Pennsylvania. He is also the area coordinator of management and marketing, and faculty advisor for the Phi Theta Kappa and Kappa Beta Delta honor societies. Beem teaches face-to-face classes, as well as online classes. He has served as president and secretary for ACBSP Region 2, and is currently a member and chairperson-elect of the ACBSP Associate Degree Board of Commissioners. He is also a member of the ACBSP Board of Directors.

## Alissa Bick Ehrenkranz

A native New Yorker, Ehrenkranz came to Vancouver in 1991 from the New York City Public School system to teach special education theory for the principles of teaching program at the University of British Columbia. In addition, Ehrenkranz has worked for the Richmond/Vancouver Health Board and B.C. Children's Hospital developing public health curricula and family-centered care education materials. Currently, she is senior faculty at the Learning Centres of Kwantlen Polytechnic University. Ehrenkranz's research interests include writing and cognition, multi-modal learning, and Web-based teaching methods.

## Robert Bisking

Dr. Bisking is a retired Naval Officer. He has been a corporate executive and had an organizational development consulting practice for 10 years. Since June 2005, he has been the dean of the School of Business and Leadership at Our Lady of the Lake University in San Antonio Texas. His professional interests are in strategic management, change management and leadership development. He is very active in ACBSP as a site visit accreditation evaluator, mentor for universities seeking accreditation, chair of the Business/Industry Relations Committee and serves as an officer in ACBSP Region 6.

## Bonnie S. Bolinger

Dr. Bolinger holds the rank of professor at Ivy Tech Community College, where she has been employed for the last 16 years. She has been the chairperson for the business administration program for the last five years, which has annual enrollment of approximately 450 students. She has been teaching the importance of making sound ethical decisions since beginning her tenure with the college. Four years ago, she and one of her program chair colleagues successfully proposed a stand-alone class and a course number was assigned. The class has been a required class for students seeking the A.A.S. degree in business administration at the Wabash Valley Region since its inception. Beginning in the fall of 2009, the class will be required for all business administration students in the Ivy Tech system statewide.

## Jeff Borden

Senior director of teaching and learning at eCollege, communication instructor, professional keynote speaker, education doctoral candidate, creativity coach, technology trainer, and stand-up comic are just a few descriptions of Jeff Borden, M.A. A college professor and administrator for 15 years, Borden assists faculty, administrators, and trainers from diverse fields in conceptualizing and designing both on-ground and online courses. Recently, Borden also testified to the U.S. Congress' Education Committee, describing the future of education and technology. To read Borden's blog or get more information, check out: <http://jeffpresents.com>.

## Art Braza

Art Braza is associate professor at Three Rivers Community College in Norwich, Connecticut. He has more than 24 years of successful business and teaching experience. Braza worked eight years for a leading national corporation and 20 years as a college professor at both two and four year colleges. He has an undergraduate degree from Bryant College in accounting and an MBA from Bryant with a concentration in accounting.

## Ronald Brownie

Ronald Brownie is the assistant professor of organizational leadership and supervision at Purdue University North Central. He completed his associate of science in business at Quincy College, bachelor of science in professional aeronautics at Embry Riddle Aeronautical University, master of science in human resources at Chapman University, and is completing his Ph.D. in educational leadership, human resource development at Barry University. Brownie is a human resource professional with more than 15 years of experience in a broad range of positions and organizations. He previously taught for the U.S. Navy, Stetson University, and Embry Riddle Aeronautical University, accumulating more than 5,987 hours instructing and training for administrative and technical courses.

# Conference Speakers

## Robert Budnik

Robert Budnik is a graduate of Benedictine University (Illinois) with a degree in business and economics. He has over 25 years of business experience. Prior to co-founding LiveText, Budnik founded BSCSoft, a successful internet software tool company. Budnik has also held numerous key management, marketing, and sales positions at several software companies.

## Sandra Byrne

Dr. Byrne joined the Baldrige National Quality Program staff in 1999, and has primary responsibility for leading the program's education initiatives. She trains members of the board of examiners for the Baldrige National Quality Award, providing insights and instruction in using the Baldrige Criteria for Performance Excellence to evaluate organizations that apply for the award. Additionally, she works with applicants as they prepare themselves for the award process. Dr. Byrne holds a bachelor's degree and master's degree in education from the University of Illinois. Her Ph.D. in adult learning is from Virginia Tech University.

## Ryan Cahoy

Ryan Cahoy is managing director of Rise Display. He has been actively involved in the digital signage industry for nearly 15 years, and was instrumental in the development of the company's Web-based digital signage software, Rise Display Wire. In his tenure at Rise, Cahoy has been involved with all aspects of the business, from software design, creative services, marketing, sales, and designing complete systems encompassing both hardware and software. He has worked with more than 100 universities to help them build digital signage systems for a variety of applications on campus such as finance labs and campus communications systems. Cahoy graduated from South Dakota State University with a degree in business economics. He lives in Kansas with his wife and two children.

## Jack Calhoun

Jack Calhoun is vice president/editorial director at Cengage Learning.

## Meghan Carmody-Bubb

Meghan A. Carmody-Bubb, Ph.D. is chair, department of leadership studies and coordinator, MS in organizational leadership at Our Lady of the Lake University in San Antonio, Texas. Her primary teaching areas are MSOL/Ph.D., research methods and decision making. Carmody-Bubb has a B.S. in psychology from Texas A&M University and a Ph.D. in experimental psychology from Texas Tech University. She also completed the Naval Aviation Experimental Psychologist Program at the Naval Aerospace Medical Institute in Pensacola, Florida. Carmody-Bubb is author of several published technical reports, conference presentations and papers, and journal articles.

## Tridib Chatterji

Tridib Chatterji is faculty of business at Dubai Women's College (DWC) where he has worked since 2005. He has taught e-business courses at all levels. While at DWC, he and his students have represented DWC on numerous entrepreneurial activities and competitions. He has also participated in business planning for an entrepreneurial business incubator that will shortly go live. Prior to DWC, Chatterji worked as senior management in IT with a Fortune 1000 company. He was also involved with mergers and acquisitions with a focus on integration best practices and due diligence. Chatterji is also the 2009 Teaching Excellence Award Recipient for ACBSP Region 8 for associate degree-granting institutions.

## Morgan Clevenger

Having worked more than two decades in higher education at both liberal arts colleges and a public university, and SIFE, Morgan R. Clevenger, M.B.A., C.F.R.E., greatly understands the importance of quality education, core academic standards and teaching methodologies, lifelong learning, hands-on learning, networking, and the importance of philanthropic support in all facets of college and university life. Clevenger attained a B.S. degree in journalism in 1991 (cum laude) from the Percy Isaac Reed School of Journalism, and an M.B.A. in 1996 from the college of business and economics, both at West Virginia University. He received the CFRE status through the Association of Fund raising Professionals in 1997 that recognizes his tenure, success, and professionalism in the fields of fund raising, marketing and public relations.

# Conference Speakers

## Arthur Coren

Arthur Coren is dean of the School of Business, and most recently the executive director of international education at Kwantlen Polytechnic University. Coren received his Ph.D. from the University of Nebraska, Lincoln. He has written in the areas of academic integrity and organizational leadership. He has presented to groups ranging from the Conference Board of Canada and the Center for Academic Integrity to local Rotary and service clubs. He has been quoted in a variety of media including *The Globe and Mail*, *The Vancouver Sun*, *The Ottawa Citizen* and various other media outlets.

## Annette Craven

Annette E. Craven, Ph.D. is an associate professor of business and director of program accreditation at University of the Incarnate Word in San Antonio, Texas. She has a Ph.D. in higher education administration and human communications from the University of Denver, a Master of human relations and a Master of education from the University of Oklahoma, and a B.S. in business administration from the College of the Ozarks. She is an Illinois-licensed CPA, a 2008 and 2007 Malcolm Baldrige National Quality Program Examiner, and an active member of the Quality Texas (Baldrige) Award for Performance Excellence Board of Examiners. She is a member of the ACBSP Baccalaureate Board of Commissioners.

## Jeremy Cripps

Jeremy Cripps is both a chartered accountant and a certified public accountant. Born in England and educated at Eton College, Coopers and Lybrand (now Price Waterhouse Coopers) and Case Western Reserve University, Cleveland, Ohio. He earned a Ph.D. from the Union Institute in Cincinnati, Ohio. He is currently professor of management and accounting and head of the business and economics division at the American University of Kuwait. He enjoyed four years as finance director of an Ohio municipality. A Fulbright Scholar (Zimbabwe 1995 & Bulgaria 2002) and a Fulbright Senior Specialist (Bulgaria 2003).

## Nick Desai

Dr. N.V. Desai, CPA, is an associate professor of economics at Johnson C. Smith University in Charlotte, North Carolina. He has diversified experience in the industry as well as in academics. He has occupied positions such as head of the department of business and economics and controller of the university. Dr. Desai was instrumental in guiding ACBSP accreditation for Johnson C. Smith University's Business program. He has presented and published papers nationally and internationally. He was a Salzburg Fellow in Salzburg, Austria and was a Scholar in Residence at New York University.

## Ron DeYoung

Ron DeYoung served as dean of the Booth College of Business and Professional Studies at Northwest Missouri State University from 1984 to 2004, where he was responsible for five academic departments; a Small Business Development Center with three locations; University Farm; and several media outlets, including radio, television and newspaper. All business programs achieved ACBSP accreditation with his leadership. DeYoung is currently dean emeritus, teaching two courses. In addition, he has been the associate director of accreditation for ACBSP since 2002.

## Michelle Dietrich

Michelle Dietrich is president of the Tiffin University Business Club.

## Jorge Enrique Silva Duarte

Jorge Enrique Silva Duarte is chancellor, University EAN in Bogota, Columbia.

## Phyllis Duncan

Dr. Phyllis Duncan is assistant professor of leadership studies at Our Lady of the Lake University. She earned a Ph.D. in organizational leadership from the University of the Incarnate Word, an MBA from the University of Arkansas, a master of science in industrial engineering from Southwest University, and a bachelor of science in business administration from University of the Ozarks. Her 20-year business career includes holding corporate positions of CEO, COO, and senior vice president positions of marketing and corporate quality.

# Conference Speakers

## Brian McKay Epp

Brian McKay Epp, M.Ed. is a former department chair and director of international education at Jones International University, where he managed the university's agreements with partner schools across Latin America, Spain and South Korea. This experience, combined with his consulting to a wide variety of institutions at Pearson eCollege, provides him with valuable insight into accreditation challenges along with opportunities to leverage technology to facilitate best practice assessment. Epp is an internationally-experienced presenter with experience at both NAFSA: Association of International Educators and at CONAHEC.

## John Espey

John H. Espey is a commissioner for ACBSP Region 3 and serves as academic division dean and professor of business at Volunteer State Community College in Gallatin, Tennessee. Espey holds an A.A.S. degree in business from Corning Community College, Corning, New York; B.S., M.B.A., and S.C.T. degrees from Murray State University, Murray, Kentucky; and a Ed.D. from Temple University, Philadelphia, Pennsylvania. With a primary teaching area interest in marketing, Espey is active in international education, working with the Tennessee Consortium for International Studies (TnCIS) program - teaching recently in Ireland.

## Chuck Fazzi

Charles (Chuck) Fazzi is vice president of extension development for Delta Mu Delta Honor Society. He holds B.S., M.B.A., and Ph.D. degrees from The Pennsylvania State University. Fazzi is a professor of business administration at Alex G. McKenna School of Business, Economics and Government, Saint Vincent College, teaching in the area of accounting. Previous teaching appointments include Robert Morris University, Elizabethtown College, Old Dominion University, Bucknell University, Texas Christian University, University of North Texas, and Arizona State University. Fazzi has also been a corporate consultant to Duquesne Light Company, National Steel Corporation and National Intergroup Incorporated in Pittsburgh, and Hercules Inc. in Wilmington, Delaware. Professional memberships include: the Institute of Management Accountants, the American Accounting Association, and ACBSP, where he served as Region 2 president.

## Wendelin Fraser

Wendelin Fraser is dean of the Bissett School of Business at Mount Royal College (founded in 1910), where she is responsible for degree, applied degree, diploma and certificate programs in which over 2,000 business students are enrolled. Fraser, a graduate of the University of Saskatchewan (B.A.) and Simon Fraser University (M.B.A.), has worked in increasingly senior positions in four western universities over the past 30 years, including Simon Fraser University, University of Winnipeg and University of Regina. She is a recipient of several national and regional awards and has served as a board member of numerous national and regional organizations.

## David Frantz

Dr. David W. Frantz currently serves as the dean of the School of Business and Economics and associate professor of management at Indiana University East in Richmond, IN. Prior to joining Indiana University East, Frantz was an assistant and associate professor of management for the Purdue University College of Technology in Richmond, IN from 1994-2004. From 1981-1993, Frantz was a health care human resource executive for the Evangelical Health Systems, St. Agnes Medical Center and Kingsview Mental Health services.

## Mark Green

Dr. Mark Green is a professor of leadership studies at Our Lady of the Lake University. He holds a Ph.D. in educational administration, an MBA, an MS in information systems, an M.Ed, and is completing his MA in theology. He teaches leadership in his university's doctoral program in leadership studies, and has chaired over 40 doctoral dissertations in the field of leadership. Prior to his career in academe, he served as a military officer with assignments at the Pentagon and the Army Medical Department Center.

## Mitzi C. Green

Dr. Mitzi C. Green is accounting professor and chair of the department of accounting, finance, and economics in the college of business at the University of West Alabama. Her degrees include a B.S. in accounting, M.S. in accounting, and D.B.A. with a major in accounting. She serves as UWA co-champion representing the university as an accredited 4-year institutional member of ACBSP. She has worked extensively in the areas of university assessment and strategic planning and has completed Baldrige training workshops.

# Conference Speakers

## Janie R. Gregg

Janie R. Gregg received a Ph.D. from Mississippi State University and is currently teaching management, organizational behavior, international business, and business statistical analysis at the University of West Alabama. She has research interests in cyber-cheating, university violence, work-related stress, FEMA's response to Hurricane Katrina victims, and teaching excellence topics. She worked on the curriculum development committee of Mississippi State University College of Business for AACSB re-accreditation and on the strategy committee for Mississippi University for Women College of Business for ACBSP reaffirmation.

## Perry Haan

Perry Haan (DBA, University of Sarasota) is dean of the School of Business at Tiffin University, Tiffin, Ohio. He has published over 30 articles in conference proceedings and referred journals, including the *Journal of Marketing in Higher Education* and the *International Journal of Sports Marketing & Sponsorship*. He co-authored a textbook, *Practical Statistics for Business* that was published in 2008. His research interests include marketing in a number of different areas such as ethics, sales and sales management, education marketing, and sports marketing.

## Sandy Hammerly

Sandy Hammerly has been the executive director of Sigma Beta Delta Honor Society since 2005. She has a B.S. in information systems from Maryville University and an M.B.A. from the University of Missouri at St. Louis. Prior to her joining Sigma Beta Delta, she worked at Citicorp Mortgage Company and Monsanto. Hammerly has two daughters, both nurses, (Laura Zeilmann and Lea Anne Banholzer) and five grandchildren (Kelsey, Jeffrey, Abigail, Cooper and Megan) plus one mini-schnauzer named Marshall. Married to William Hammerly, she and her husband are active in their church.

## Freda Z. Hartman

Dr. Freda Z. Hartman is dean of scholarship and on the business faculty at the University of Phoenix. Since first becoming active with ACBSP in 1996, she has been dean of two business schools, guiding each to achievement of ACBSP accreditation. She is currently president-elect of ACBSP Region 7, serves on the business and industry relations committee, and is an ACBSP evaluator and mentor. Dr. Hartman holds a Ph.D. in business administration from the University of North Texas.

## Becky Havens

Dr. Rebecca A. Havens (Becky) is dean of the college of social sciences and professional studies and professor of economics at Point Loma Nazarene University, in San Diego, California, where she has served for 23 years — 13 as professor of economics and chair of business, and 10 as college dean. She is responsible for faculty hiring and performance and curriculum quality and accreditation for nine academic units at the university, including business, nursing, education, history/political science, sociology/social work, psychology, kinesiology/athletic training, family consumer sciences and communication/theatre. Her contribution to the university also includes building a university-wide assessment program for WASC accreditation, and leading the school of business in achieving professional accreditation by ACBSP.

## Leslie Higham

Leslie Higham, the PMI accreditation programs administrator, administers all aspects of accreditation of project management degree programs within PMI. In addition to guiding colleges and universities through the PMI Global Accreditation Center for Project Management (GAC) accreditation process, she also coordinates the GAC Academic Network, a virtual community of project management faculty and administrators. She also produces a monthly electronic newsletter focused on project management education and research. Higham has been with PMI for eight years. Prior to working with the GAC, she administered the Registered Education Provider Program at PMI. During her tenure in that program, it grew from a small group of fewer than 250 registered providers to over 900 training providers worldwide. Previously, Higham held jobs as a purchasing and inventory control manager, a business owner, and, more recently, as an associate director of admissions at a local college. She has her Certified Association Executive (CAE) credential from ASAE.

## Bryan Holden

Bryan Holden is the executive director of the European Council for Business Education (ECBE).

# Conference Speakers

## Peter Horn

Dr. Horn has a Ph.D. in international finance, and a masters in international tax law from Regent University's School of Law in Virginia Beach, Virginia. He is chancellor of the International School of Management and CEO of Euro-Capital Group Inc, an international private banking organization providing full banking, trusteeship, corporate management, executorship, and securities services to an international private-banking clientele. Horn's current research interests focus on quality in education, international tax law and modeling the international financial markets. He is a member of several US and European corporate boards, and is president-elect of ACBSP Region 8.

## Theresa Hrcir

Theresa J. Hrcir teaches business ethics, and financial accounting. Her research and scholarly interests are in business ethics, accounting, auditing issues, and assessment of learning. On campus, she serves on several John Massey School of Business committees at Southeastern Oklahoma State University, and on the university curriculum committee. As a CPA and member of the OSCP, she is vice-chair of the Board of Trustees for the Educational Foundation, a member of the ethics committee, and a key legislative person for the society. In recent years, she has written ethics questions and reviewed/edited financial accounting questions for the AICPA's national CPA exam. Hrcir is a past-president and current secretary for ACBSP Region 6 and served a term as secretary for the ACBSP board of directors.

## Sara Jackson

Dr. Sara Jackson is the 2009-2010 president of NASBITE International and is an assistant professor at University of the Incarnate Word in San Antonio, Texas. She is an experienced grant writer and administrator. Jackson was the founding director of the South-West Texas Border International Trade Center and established the award-winning San Antonio Export Leaders program, now in its tenth year.

## Ray Jacobs

Dr. Ray Jacobs is a professor of management in the Dauch College of Business and Economics at Ashland University in Ashland, Ohio. During his 18 years at Ashland, Dr. Jacobs has served as coordinator of the college's communications competency assessment, chair of the MBA program, and most recently as associate dean of assessment coordinator for the college. Prior to coming to Ashland, he held faculty positions at Radford University and Clemson University. Dr. Jacobs received a Ph.D. in business administration, in the area of operations management, from the University of North Carolina at Chapel Hill.

## Marsha Jance

Dr. Marsha Jance is an assistant professor of business administration at Indiana University East in Richmond, Indiana. She teaches courses in statistics and finance and is the incoming treasurer and secretary for the Great Lakes Council - ACBSP Region 4. Jance received her Ph.D. in management science from Illinois Institute of Technology Stuart School of Business in Chicago, Illinois.

## Carol Jeffries-Horner

Dr. Carol J. Jeffries-Horner is a tenured professor of computer information systems and security and serves as chair of the CISS department. She teaches graduate and undergraduate courses in systems analysis and design, database development, and information systems for managers. She was recently honored as the 2009-2010 Moody Professor for Our Lady of the Lake University, was the 2003 recipient of the Fleming Award for Teaching Excellence, and has served as a mentor for the McNair Scholars program. Her research interests include information technology curriculum issues, information assurance/security, data administration and data modeling, systems development, and management of information systems.

## Neville Joffe

Neville Joffe is an author and president of AME Learning. Over a 25-year career in restructuring manufacturing companies internationally, Joffe recognized the benefits of educating employees about the financial consequences of their everyday actions. He then created and patented a highly detailed, tactile and interactive teaching method (AME Learning) to help his employees link their actions to the bottom line. For the past 11 years, Joffe has successfully used this method to train non-finance managers of numerous Fortune 1,000 companies in North America, and has also introduced this method to colleges as an introductory accounting course. Many reputed colleges have been using the AME method to teach accounting for over five years now.

# Conference Speakers

## Hamid Khan

Hamid Khan is professor of management in the School of Business and Leadership at Our Lady of the Lake University. He primarily teaches in the MBA curriculum. Khan's research and teaching interest is in the field of performance improvement, negotiation and conflict resolution, organizational behavior (specifically psychological capital), human resource management, and ethical paradigms (applications of managerial decisions and management development of executives). In the BBA level, he teaches operation research, organizational behavior, management training and development. Khan has earned a B.S. in mechanical engineering; M.S. in industrial and management systems engineering; MBA in strategic business management; and doctorate in education.

## Rami Khasawneh

Dr. Rami Khasawneh is the dean of the College of Business and Graduate School of Management at Lewis University. He is also a professor of management information systems. Khasawneh is the executive sponsor of the accreditation initiative bringing ACBSP accreditation to Lewis University. Dean Khasawneh is a scholar involved in the formation of multiple conferences and journals. He has published and presented many papers in different journals and conferences. In addition to his academic and scholarly work, he has extensive consulting experience in information technology and project management.

## A. Dale King

A. Dale King came to Lenoir-Rhyne College in Fall 1984 and is presently the Jefferson-Pilot professor of business in the Charles M. Snipes School of Business at Lenoir-Rhyne College in Hickory, North Carolina. In 2001, she was awarded the Raymond M. Bost Distinguished Professor Award at Lenoir-Rhyne College. The award recognizes the faculty member from the college who best exemplifies excellence in quality teaching.

## J. Wayne King

J. Wayne King came to Lenoir-Rhyne College in Fall 1984 and is presently professor emeritus of business in the Charles M. Snipes School of Business at Lenoir-Rhyne College in Hickory, North Carolina. In 2002, he was awarded the ACBSP International Teaching Excellence Award. In addition to teaching, Drs. King have performed and are presently performing many consulting services for domestic and international businesses. Additionally, the two have jointly given numerous conference presentations on marketing, business ethics, and management development. In March 2009, they presented in Geneva, Switzerland, and also presented in Brugge, Belgium, at the European Council for Business Education Annual Conference in 2008.

## Janet L. Kourik

Dr. Kourik is a professor in the department of mathematics and computer science at Webster University, teaching courses in computer science and information technology. Prior experience includes over 20 years in the Information Technology field. She was a committee member and contributing author for the self-study submitted to the Higher Learning Commission, for regional university-wide accreditation. She was co-liasion for department assessment efforts and a member of the assessment team for the School of Business and Technology. In addition, she was a participant and chapter author for Webster University's ACBSP Self-Study.

## Rose Marie Kuceyeski

Dr. Rose Marie Kuceyeski is a professor in the School of Business and Information Systems at Owens Community College. Her interest in Second Life originated from her Fall 2008 sabbatical, where she immersed herself in Second Life with her avatar, Susie Felisimo. Kuceyeski serves on the ACBSP Associate Degree Board of Commissioners and served as president and secretary-treasurer of ACBSP, Great Lakes Council, and past president of OBTA- An Association for Business Technology Educators. She serves as a program evaluator for ACBSP and a PEAQ evaluator for the Higher Learning Commission of the North Central Association of Colleges and Schools.

## Vladimir Kureshov

Dr. Vladimir A. Kureshov is rector of the Higher Business School, Siberian Aerospace University, in Krasnoyarsk, Russia.

# Conference Speakers

## Felix Kwan

Dr. Felix Kwan teaches economics and finance at Maryville University in St. Louis. He received his Ph.D. from Washington University. He's been teaching Principles of Economics courses for 25 years now, and has experimented with various classroom techniques, exploring which ones work best in various situations. Maryville emphasizes the importance of effective teaching, and Dr. Kwan has participated in various professional-development programs devoted to the scholarship of teaching and learning. His current research agenda is focused on the aspect of classroom assessment.

## Joel Maier

Joel Maier is campus college chair at the University of Phoenix, Idaho Campus. He holds a M.S. in management from Roberts Wesleyan College and a M.S. in psychology from the University of Phoenix. He is currently pursuing doctoral studies in higher education administration.

## Walt MacMillan

Dr. Walter MacMillan is the faculty assembly president at Oral Roberts University. He recently received the "Scholar of the Year" award from the university for completing a total of six papers in 18 months. He presented one of those papers, "A Comparative Study of Corporate Culture in Chile and Mexico," at the Pan-Pacific Conference in Bangkok, Thailand.

## Peter E. Maher

Dr. Maher is an associate professor in the department of mathematics and computer science at Webster University in St. Louis. He teaches several software development courses, including data structures, object oriented analysis, design and programming, and agile software development. Dr. Maher was part of a team which developed the ACBSP Self-Study, and is currently chair of the School of Business and Technology Assessment Committee. Prior to joining Webster, Dr. Maher worked as a consultant in the software industry.

## Patricia Masidonski

As associate dean of the School of Business and Technology at Webster University, Masidonski is responsible for the oversight of academic quality assurance across all programs. Before joining Webster University in 2004, she was engaged in university administration in several key areas: students services, career services, and directing an MBA program. She teaches a professional development course to graduate business students, focusing on self-awareness and leadership. Prior to her career in academe, Masidonski worked as a human resources professional involved in college recruiting and management development.

## Tish Matuszek

Dr. Tish Matuszek is professor of management and co-chair of the Accreditation/Program Quality Committee for Sorrell College of Business at Troy University. Her degrees include a B.A. in political science pre-law, M.B.A., M.S. in personnel and human resources, and Ph.D. with dual programs in management and social work. Her teaching specialties include strategic management, organizational behavior, research methods, and ethics. As co-chair of the Accreditation/Program Quality Committee, she supports improved teaching methods and assessment as well as program evaluation throughout the Troy system. Community service includes mentorship of entrepreneurs and women moving back into the workplace. Consulting interests include assessment and evaluation in higher education. She has two daughters who are former students of Troy. Matuszek is a certified conflict mediator and a 2009 Baldrige examiner.

## Laura Mays

Dr. Mays is an associate professor of management at Tiffin University (TU), and for the last five years she has also served as TU's director of European Programs. These programs include MBA offerings in Timisoara; Bucharest, Romania; Poznan; Warsaw, Poland; and Prague, Czech Republic. TU will begin to offer its BBA in Bucharest, Romania in AY 2009-2010. Dr. Mays is ACBSP's Region 4 chair of the Teaching Excellence Awards and along with her colleagues at TU has delivered several presentations at ACBSP annual conferences and regional meetings, focusing on TU's international program offerings. She is the author of a number of grants in international business and criminal justice, which were funded by the U.S. Agency for International Development, The U.S. State Department and the U.S. Department of Education. Her current research focus is on entrepreneurship in Eastern Europe.

# Conference Speakers

## Terry McNair

Terry McNair is the sales manager for *BusinessWeek's* B-School Connection program in the Northeast, Midwest and Florida. He has been associated with virtually every aspect of publishing from books to newspapers and magazines over the last 20 years, the last three of which have been at *BusinessWeek*.

## John J. Millar

Dr. John J. Millar is dean emeritus and professor of management for the School of Business at Tiffin University. At ACBSP, Millar has served as a consultant-evaluator, chairperson for Global Business Education, chairperson for Marketing and president of the Great Lakes Region. He is currently serving a one-year term on the Baccalaureate and Graduate Board of Commissioners and is a member of the Board of Directors at the European Council for Business Education.

## Anita Morgan

Anita Morgan is the program chair of accounting and finance at Colorado Technical University Online. In this role, she is responsible for the curriculum and course development for all programs in accounting and finance. Morgan holds a B.S. in accounting, an M.B.A. in entrepreneurship, and is completing a D.B.A. in accounting. Her experience in online education began over 10 years ago at Vincennes University in Indiana, where she developed and taught online business courses and was a member of the school's first Teaching Transformation Academy.

## Anthony I. Negbenebor

Anthony I. Negbenebor, Ph.D. is dean and professor of administration at Gardner-Webb University's Broyhill School of Management. He has done graduate and post-graduate work at the London School of Economics and the Sorbonne in Paris. Dr. Negbenebor is an expert in global issues, especially as it relates to international trade and economic development. A prolific writer, Dr. Negbenebor is the author or co-author of ten books and numerous articles. He is also a former Olympic athlete and continues to enjoy sports and travel.

## Donald Noone

Donald J. Noone, Ph.D. is a professor of business at Caldwell College, in Caldwell, New Jersey. His specialty is business ethics and innovation. He is the author of six books, including, *Creative Problem Solving*, Barron's; *Great Sales, Great Life*, Amacom; and *ASAP: The Fastest Way To Create a Memorable Speech*, Barron's. His current interest is in developing whole brain ethics, i.e., using feelings and imagination to motivate people to engage in appropriate behavior. Helping to lessen student cheating is the near-term focus of his creative method.

## Hanora O'Sullivan

Dr. Hanora O'Sullivan brings decades of experience in writing and evaluating major accreditation reports to this workshop. She spent six years as a commissioner, reading and evaluating ACBSP self-studies, and recent years as a state level Baldrige examiner. She championed her school's Virginia Baldrige award-winning application in 2008. This workshop focuses on crafting persuasive, visual presentation of information. Sample templates beyond those provided in ACBSP guidelines will be shared for the standards and criteria. This workshop will not teach graphic arts technology.

## Penny Parker

Penny Parker is professor and coordinator of business accounting programs at Fanshawe College. She has taught accounting and related subjects since receiving her Certified General Accountant (CGA) designation in 1991. While she has taught at all levels, her passion is second level, introductory accounting. Professor Parker is also known for her work as an author and publisher of several accounting based projects. Prior to her teaching career, she was employed for several years with Ernst & Young as a senior client accountant, providing tax and accounting services for a variety of business organizations.

## Steve Parscale

Steve Parscale, director of accreditation for ACBSP, is currently pursuing a Ph.D. in business administration with a specialization in management from Northcentral University in Prescott, Arizona. Parscale has a Master of Science in Management degree, a bachelor of science degree in human resource management, an associate of applied science degree from the Community College of the Air Force. Parscale was appointed by the United States Department of Commerce, National Institute of Standards and Technology to serve in the capacity of Examiner on the 2003 Board of Examiners of the Malcolm Baldrige National Quality Award.

# Conference Speakers

## Janis Petronis

Janis Petronis, professor at Tarleton State University, is chair of the ACBSP Global Business Education Committee, and is responsible for the GBE survey. She has led student study abroad trips to Asia, Europe, Central and South America. Petronis was awarded a 2006 Title VI-B Business and International Education grant for internationalizing Tarleton's business curriculum through global activities for faculty, students and business leaders. In 2009, she attended a Title VI CIBER Conference in Vietnam, the Title VI 50th Anniversary Conference, and submitted a second Title VI-B grant proposal.

## Von Plessner

Von Plessner is dean of the business school at Northwest State Community College. He joined the school's business division on a part-time basis in 1984. Prior to joining NSCC, Plessner worked for 17 years in banking with Control Data. He teaches a wide variety of courses including computer programming, accounting, economics, management, marketing, operations management, algebra, and statistics. He is also active in business and industry training and Workplace Employee Climate Analysis and Consulting Services. Plessner became affiliated with ACBSP in 1991. He has served on the marketing committee, the strategic planning committee, evaluator, president of ACBSP Region 4 and a recipient of the Teaching Excellence Award. He holds an AAB in computer science from Northwest State Community College, a BS from The Defiance College, and an MBA from The University of Toledo.

## Mark Price

Mark Price is representing Project Management Institute (PMI), the global advocacy organization for the project management profession, helping institutions prepare qualified project professionals for the workforce.

## Howard Reed

Howard Reed is director of Dubai Women's College, Higher Colleges of Technology, Dubai, UAE. He holds a B.S. from the University of South Dakota, an M.B.A. from the University of California at Berkeley and a Ph.D. from the University of Washington.

## Kim Richter

Kim Richter is an instructor for the School of Business at Kwantlen Polytechnic University, Surrey, British Columbia, Canada.

## Juanita Rodriguez

Dr. Juanita Rodriguez is professor at the University of Puerto Rico, office systems administration department. She has been department head for nine years, and is the department's coordinator for the accreditation process. She has a doctoral degree in business education from Boston University, a master's degree in administration and supervision in education, and a bachelor's degree in business education from the University of Puerto Rico. She lectures in education topics and office administration and is the author of electronic publication textbooks as well as multiple articles in the education field.

## Ali Roodsari

Ali Roodsari is chair and professor of business management and technology department at Baltimore City Community College. He is ACBSP Region 2 president, a member of the associate degree board of commissioners, and a member of the Global Business Education Committee. He has also been an active participant in assuring the maintenance of accreditation by BCCC.

## Andy C. Saucedo

Andy C. Saucedo is professor of business and marketing at New Mexico State University Doña Ana Community College in Las Cruces, New Mexico. He also serves as the SIFE advisor at the college. Saucedo is the president of the national board of directors for Kappa Beta Delta and is an ACBSP commissioner for Region 6 (two-year institutions). He played the role of Mayor Richardson in the upcoming movie, "The Rise and Fall of Their American Dream," (Nash Productions). He is also the 1999 recipient of the ACBSP Teaching Excellence Award for Region 6. Saucedo serves on various local and national committees. He has extensive managerial experience within maquiladora operations, along the U.S./Mexico border.

# Conference Speakers

## Brad G. Scott

Brad G. Scott, Ph.D. is an associate professor of finance at Webster University. He has taught in London, Switzerland, China and the Netherlands. He has been the previous chair of the business department and director of the MBA program, and served on many other service committees. Dr. Scott's past experience includes a family retail business and a position as a commercial banking officer. He received both his Ph.D. and his M.B.A. from Saint Louis University, and has remained active in his field with papers and presentations in both finance and online education.

## V.K. Sharma

Dr. Sharma joined Trine University in Angola, Indiana, as dean of the Ketner School of Business in February 2008. He has as over 35 years of technical and business experience in the commercial vehicle industry at Navistar Truck & Engine Corporation, where his most recent assignment was that of director of Global Engineering and Technology. He has written over 20 papers and has served as an invited speaker for numerous national and international organizations. Sharma holds B.S. and M.S. degrees in engineering from the Indian Institute of Technology and the University of Michigan, respectively; a Ph.D. in engineering from IIT Chicago, and a MBA from the University of Chicago. He has been chairman and board member of Truck Manufacturers Association; member Government/Industry 21st Century Truck initiative; and member External Advisory Board UMTRI. He is an active member of SAE International and ASM International.

## Sherry Shipley

Dr. Sherry Shipley is associate professor at Trine University, Ketner School of Business. Her major areas are management and entrepreneurship. She holds a B.A. from Defiance College, M.S. from the University of Toledo, and Ph.D. from Indiana State University.

## Tina Shoemaker

Tina Shoemaker has worked in health system development for the last 30 years. She has provided quality and performance improvement consultation and training to rural hospitals in critical access hospital networks and on a stand-alone basis, home health organizations, long-term care organizations and physician offices. She currently serves a number of rural hospitals across the U.S. where she provides training and consultation on the use of the Baldrige Health Care Criteria for Performance Excellence as well as evaluation and improvement opportunities for health care quality systems. She serves on the ACBSP Baccalaureate/Graduate Degree Board of Commissioners and the Board of Directors of the Alliance for Performance Excellence, a coalition of State Quality Award Programs.

## Rich Sosnowski

R. L. (Rich) Sosnowski is executive director of Delta Mu Delta Honor Society. He holds a B.S. in finance from De Paul University. Previous business positions include: CFO for Tip Top Builders; president of Micro Thunder, Inc., a 15-yr consulting firm for microcomputers; and assistant vice president for Talman Home Federal Savings and Loan. Sosnowski has served the La Grange Park Village Caucus in three officer positions. Besides currently serving as DMD national secretary and executive director, he has held many previous DMD positions which include: three terms as national treasurer; a term as director of central office, many terms as scholarship judge followed by chair of the scholarship committee. Sosnowski supported three triennial meetings by conducting panels and workshops on chapter and faculty adviser activities. He has been an active member of Eta Chapter, DePaul University, since 1977, having begun with two terms as chapter president.

## Veronique Sournies

Veronique Sournies is the international relations director of a group of private institutions based in Paris, specialized in business with orientations in hospitality, tourism, sports and leisure industries, and luxury management. She has developed for CMH/EMI strong educational and professional links with international universities in China and Russia and international hotel chains all around the world. Sournies was the first ACBSP Region 8 president and is currently treasurer of the ACBSP board of directors.

## Sharon Stipe

Sharon Stipe is associate professor of accounting and business administration in the college of business at the University of West Alabama. She teaches principles of accounting, tax and business law. She served as the student success coordinator in the college of business for 2004-2006. She currently serves as the coordinator for the Volunteer Tax Assistance (VITA) program.

# Conference Speakers

## Janet Swalls

Janet Swalls is the dean for the School of Business and the School of Fine Arts and teaches within the business administration program at Ivy Tech Community College—Wabash Valley Region. Swalls currently serves on the Vigo County Academic Business Council, on the Vigo County 4-H Council, on the Vigo County CTE Advisory Board and the Parke-Vermillion Education and Training Interlocal Board. She has earned a B.S. from Indiana State University and an M.B.A. from Indiana Wesleyan University.

## Richard T. Symons

Richard T. Symons received his undergraduate degree in economics and his M.S. in statistics from West Virginia University. In 1976, he earned a D.B.A. from the University of Tennessee with a major in marketing and logistics. Prior to his current position as professor and chairperson of the marketing department at Ashland University, Symons held several management positions. His lines of scholarship include Quality Management and Assessment with a focus on non-prescriptive review protocol. In this context, he has been published in such periodicals as *INFORMS* and *The American Management Journal*. Currently, he is a Baldrige examiner, a member of the Ohio Quality Council, and has served as a consultant to the Ohio Board of Regents. Symons is engaged in the development of the current ACBSP standards and criteria and remains an advocate for the non-prescriptive review process. He has been an ACBSP commissioner and board president.

## Jorge Talavera

Dr. Jorge Talavera is president, Universidad ESAN in Lima, Peru, and executive director of CLADEA, the Latin American Council of Management Schools.

## Roy Tamashiro

Roy Tamashiro is a professor of education in the department of multidisciplinary studies at Webster University in St. Louis, Missouri.

## Dave Thomas

Dave Thomas is the executive vice president of academic development for the CIBT Education Group, China. He leads a team of very competent Chinese who develop and manage all academic initiatives at institutions throughout China and cooperative links throughout the world. He is a doctoral candidate with Northcentral University. Thomas holds an M.B.A. from the University of Texas in San Antonio, and a bachelor's degree in Asian Studies from the University of Maryland. He was instrumental in creating and launching the first key Sino-Western international cooperative M.B.A. program in China in 1995. It is still in existence today. He serves on the board of directors for Beihai College, part of the Weifang University system. Today, academic programs at CIBT schools in China developed by Thomas and his team graduate over 2,000 students every year. He is the regional director for ACBSP Asia.

## Michael Thompson

Dr. Thompson was born in Roswell, New Mexico. While not an alien himself, he has known some. Dr. Thompson received his bachelor and master's degrees from Eastern New Mexico University and his Ph.D. from the University of Missouri. In 1982 he went to work for the Xerox Corporation and is a graduate of the Xerox Training Institute. Dr. Thompson has presented over 750 programs in over 40 states. Companies he has created programs for include IBM, Ford Motor Company, Blue Cross/Blue Shield, and the Department of the Navy. Today, Dr. Thompson is the Dean of the School of Business at East Central University in Ada, Oklahoma.

## Perumal Thirumurthy

Professor Perumal Thirumurthy joined the ranks of Johnson C. Smith University as a faculty member in January, 1985. He won the outstanding business faculty award in December, 1985, and also the outstanding faculty award in the Social Science division from the Board of Visitors in 1991. He co-authored the award winning paper on "Measuring e-commerce satisfaction: Reward error and the emergence of Micro-Surveys," presented at the 2006 International Association For the Development of the Information Society (IADIS) Conference in Barcelona, Spain. Professor Thirumurthy is a member of the American Institute of Certified Public Accountants and North Carolina Association of Certified Public Accountants.

## Mary Vaughn

Mary Vaughn is dean of business and information technology at College of the North Atlantic, Newfoundland and Labrador's public college. CNA is one of the largest post-secondary educational and skills training centres in Atlantic Canada.

# Conference Speakers

## Sujata Venkateswar

Sujata Venkateswar is assistant professor of accounting at Our Lady of the Lake University. She is also the campus SIFE advisor. Venkateswar is a CPA and holds a B.A. from the University of Bombay, India, and an M.B.A. from the University of Texas at San Antonio.

## Mindy Ver Steegt

Mindy Ver Steegt is the campus program director, SIFE USA, for Students In Free Enterprise (SIFE), and has been with SIFE since 2003. Ver Steegt is responsible for working with SIFE programs on college and university campuses across the U.S., as well as recruiting new institutions to the SIFE program. Prior to becoming the campus program director, Ver Steegt was a program manager for SIFE and worked with the SIFE programs in the Midwest. She is a graduate of College of the Ozarks in Point Lookout, Missouri, where she received a B.A. in business administration and a minor in speech communications. She was a member of the SIFE team for 3 1/2 years.

## Edwin Vineyard

In the 24 years of his higher education career, Dr. Ed Vineyard has served as an adjunct faculty member, full-time business faculty member, chair of the business division, dean of instruction, vice president for development, and is currently the vice president for the Enid campus of Northern Oklahoma College. In addition to his other duties, Dr. Vineyard is also responsible for institutional research at NOC. Dr. Vineyard has been an ACBSP evaluator for 17 years and has served as team chair on numerous site visits.

## Idalene Williams

Idalene Williams is on the business faculty in the accounting and management department of Metropolitan Community College in Omaha, Nebraska. She is also business management program coordinator. Williams is immediate past president of Kappa Beta Delta International Honor Society.

## Jon Woodroof

Jon Woodroof is the creator and developer of SEDONA, a Web-based application that over 200 universities worldwide are using to help them manage their faculty activities. He has a background in both accounting and information systems. His undergraduate degrees (business management and journalism) are from Harding University, and he has a M.S. from Texas A&M in accounting and a Ph.D. from Texas Tech in information systems. His teaching experience includes e-business, database, and accounting information systems. Woodroof's research has been in the areas of user satisfaction and continuous auditing, and he has been published in several accounting and systems journals, including *Information & Management*, *International Journal of Information Systems*, *Journal of Accounting*, *Auditing and Finance*, and *Journal of Accountancy*.

## Lynnette Yerbury

Lynnette Yerbury has taught for the Salt Lake Community College School of Business for over 21 years. She has served in a variety of roles during this period including professor, department coordinator, senator, curriculum committee representative, strategic planning committee member and chair of the school's outcomes assessment committee. She has had the privilege of working on the original SLCC self-study for ACBSP, as well as a quality review and two reaffirmation efforts. Yerbury has been an active supporter of ACBSP. She is currently serving as the Region 7 secretary and treasurer.

## Larry Zachrich

Larry Zachrich began teaching at Northwest State Community College in 1978. He served as the dean of business from 1991 to 2006, including many programs. All business programs achieved ACBSP accreditation during his leadership. He was also the dean of engineering technologies for six years and served as the dean of arts and sciences for two years. Zachrich was born in northwest Ohio and received a bachelor's degree in business administration and a doctorate in higher education administration from Bowling Green State University. He served four years on the ACBSP Board of Directors and was president in 2005-2006.

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