

USI SCHOOL OF BUSINESS REPORTS

CRAIG D. SCHNUCK, EXECUTIVE-IN-RESIDENCE

The Executive-in-Residence program is designed to stimulate students' thinking and to broaden their education through discussion and interaction with executives. Craig D. Schnuck is a compelling choice for Executive-in-Residence because of his business excellence and community service. He has served in virtually every position of Schnuck's operations. Schnuck was elected President of Schnucks Markets, Inc., in 1984 and was elected President and Chief Executive Officer in 1989.



Schnuck donates time to community service and the business community. He is on the Board of Directors for 6 community nonprofit organizations including United Way and The Boy Scouts of America. Schnuck is a staunch supporter of education. He is a trustee for the John Burroughs School, a member of the President's Advisory Council of Cornell University, and the chair of the Capital Campaign for the Childgarden School for retarded citizens. He is also on the Board of Directors for Edison Brothers Stores, Inc.

Schnuck holds a B.S. in Food Distribution from Cornell University as well as an MBA in Finance from Cornell University.

Schnucks Markets, Inc. was formed in 1948 through a consolidation of a cooperative of individually owned grocery stores owned by the Edwin and Anna Schnuck Family. In 1990 Schnucks had a 37-38% share of the grocery market in the St. Louis area. The philosophy of store expansion at a measured pace, market innovation, and focus on customer convenience and service has led to phenomenal success. Today the 12,000 associates of Schnucks Markets achieve sales of over 1 billion dollars.

**THE SCHOOL OF BUSINESS
UNIVERSITY OF SOUTHERN INDIANA
IS PLEASED TO PRESENT**

CRAIG D. SCHNUCK

**EXECUTIVE IN RESIDENCE
FOR THE SPRING SEMESTER, 1991**

**SCHEDULE OF ACTIVITIES
Thursday, April 11, 1991**

9:00 a.m. to 9:30 a.m.	Coffee and Donuts	University Center 350
9:30 a.m. to 10:50 a.m.	Discussion	University Center 352
11:00 a.m. to 11:50 a.m.	Discussion	University Center 352
12:00 p.m. to 1:00 p.m.	Luncheon and Presentation	University Center 350
1:10 p.m. to 2:00 p.m.	Round Table	University Center 352

You are invited to attend the discussions and luncheon. For luncheon reservations call the School of Business, 464-1718. The luncheon cost is \$10; reservation deadline is April 5.

PHILIP C. FISHER NEW DEAN OF THE SCHOOL OF BUSINESS

Philip C. Fisher has been appointed dean of the School of Business, effective July 1. Dr. Fisher, director of program development and evaluation at the University of South Dakota, earned his Ph.D. in Organizational Behavior from Stanford University, MBA from University of South Dakota, and B.S. from Wayne State College (Nebraska). During his 22-year tenure at USD, he has



served as associate dean, director of business graduate programs, and professor of management. He has been active in faculty research and has published extensively. He also has been active in many midwest business associations and community organizations. He serves as the president of the Board of Directors of the Development Corporation in Vermillion, South Dakota, a not-for-profit community organization. Dr. Fisher is an experienced university administrator with a strong commitment to quality education at the undergraduate and graduate levels. He has leadership experience in such major areas as graduate programs, faculty development, and American Assembly of Collegiate Schools of Business (AACSB) accreditation.

Message from the New Dean

The seeds of greatness are to be found in what people believe can be accomplished. I am excited at the opportunity to be a part of a university where people have a vision and the confidence that the vision will be realized.

The remarkable story of the growth of the University of Southern Indiana and the development of the Division of Business into a full-blown professional School of Business are testimony to the skillful, visionary leadership of President Rice and the hard work and dedication of a fine faculty. I am privileged to join a school on its way up. I am confident that we can continue.

Our goal must continue to be quality - quality in the education our students receive, quality in faculty expertise, and quality in the services we provide to the people of southern Indiana. One mark of this is that the School of Business faculty and the University administration are committed to gaining accreditation from the American Assembly of Collegiate Schools of Business (AACSB). I support this; AACSB accreditation is the most widely recognized benchmark of the quality we seek.

Much of what is needed is already in place. The School has a well qualified faculty committed to their students and their profession. The Orr Center is an excellent facility. Students have good access to state of the art computers and a well developed curriculum. Good progress has been made on library holdings.

However, there is still much to be done. The School of Business is understaffed for the programs and students it serves; faculty salaries are well below most AACSB accredited schools; the library still needs more books and journals. Students and faculty should have better access to electronic data bases. Faculty need to have access to computers and more support for research.

It will take money to solve some of these problems, and the money will probably have to come from both state and private sources. We understand that any institution, whether it is a business or a university, must give value to be valued. We will give value. I pledge a commitment to quality, service, efficiency, and responsible stewardship; and I promise to articulate our needs as clearly as possible and as forcefully as good sense will allow.

The faculty and administration at USI are proud of the University's past and have a vision for its future. I believe that vision and confidence will carry us forward to take our place among the best.

Philip C. Fisher

MBA PROFILE

The University of Southern Indiana's Master of Business Administration program has an enrollment of 212 students. Nine classes are offered this semester; seven of them are filled to capacity. The MBA program is designed to develop a thorough understanding of management science and interrelationships among the various functional fields of business. Emphasis on quantitative business analysis and decision-making provides the student valuable skills and enhancement of overall business acumen.

The MBA student body is a diverse mix of individuals with the shared goal of earning a quality business education. Over 30 undergraduate schools are represented. The largest number of undergraduate degrees are from the University of Southern Indiana followed by an equal number of degrees from the University of Evansville and Indiana University. The majority of MBA students have undergraduate degrees with business or science majors, although several students have degrees in arts or education. Sixty percent of the students reside in Evansville, while the remainder live in the Tri-State as far away as Salem, Indiana, and Princeton, Kentucky. The average age of the MBA student is 32; the range is 23 to 53. The largest age group, 40 percent of the student body, is 25 to 30 years old.

Most students are employed full-time. Job classifications and employers are too numerous to mention; however, the largest number of employers are in the manufacturing sector of the economy. The service sector is also well represented by employers in the finance, education, and retail/wholesale industries. Other employers in the service sector include representatives of the communication, transportation, health care, government, construction, and insurance industries. The results of the divergent employers and experiences are thoughtful class discussions and the opportunities for students to network with other area businesses. Several prominent regional, national, and international firms have multiple participants in the program—a signal of the importance industry attaches to a post baccalaureate education.

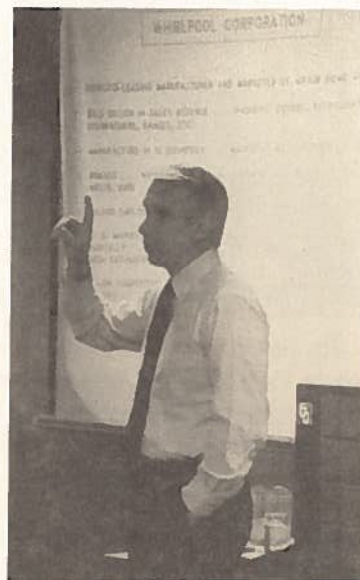
Dr. Emmet Edwards, Acting Dean of the School of Business, states, "The faculty is committed to a rigorous program that will ensure recipients of the University of Southern Indiana Master of Business Administration degree a professional education in management. We believe this program represents a strong regional asset for long-range improvement in the area's economic system."

JOHN C. ANDERSON Fall 1990 Executive-in-Residence ADVICE TO STUDENTS By: Debi Byers, Student

John C. Anderson, Division Vice President at Evansville's Whirlpool Corporation, was the School's Fall 1990 Executive-In-Residence.

"Interview. Interview. Interview." That word seemed to echo through the room as J.C. Anderson told faculty and students what it takes to get started in the real world. Anderson told

students that he went through over 100 interviews before he accepted his job at Whirlpool. "When the right job comes along, you'll know it," he said.



Anderson said that before a student can get to the interview stage, a few skills must be acquired. "Above all, you must be able to work with people. Always have a win-win attitude, not win-lose; don't settle for less than the best." Anderson put emphasis on communication skills. He said, "if you can't talk to people intelligently, you won't succeed. Strong writing and oral skills are essential." He also pointed out that if you want to succeed as an executive, never forget where you came from and the people who are still there.

Hard work and perseverance are two qualities needed to succeed in the business world. Anderson advised, "do not let setbacks stop you from pushing forward and succeeding. Being an executive does not make you invincible; you will make mistakes. Just get back up, brush yourself off, and start over."

Anderson capped off the Executive-In-Residence sessions by telling students to take the tough classes and get the grades. "Employers look at grades as much as experience. Grades will help you get the job. What you learn in those tough classes will help you succeed."

BOARD OF VISITORS



In the Fall of 1989, the Board of Visitors was established to guide the newly formed School of Business. The specific purposes of the Board of Visitors are to provide a channel of communication between the School and the business community; to participate with and provide counsel to the School regarding objectives, strategies, goals, problems, and opportunities; to advise the School in determining the direction of instructional and non-instructional programs; to promote and participate in appropriate business-faculty-student interaction activities and programs; to identify speakers from the business community for various School presentations; to assist with the placement of graduates; and to support the School in the development of various forms of financial resources.

The Charter Board is made up of senior executives willing to lend their expertise in strategic planning to the School of Business and to help chart the way to delivering a quality professional education to undergraduate and graduate students. These Board members have our sincere gratitude for the time and thought they have given to our school:

Roxy Baas, Partner, George S. Olive, CPA; John J. Bolger, Managing Director, Commercial Credit Corporation; Victor Davis, Vice President, Human Resources, Bristol-Myers Squibb; Calvin Dentino, Executive Vice President, Old National Bank; Brian Derry, Site General Manager, Total Quality, General Electric; Carolyn Georgette, Manager, Residence Service, Indiana Bell Telephone Company, Inc.; Robert E. Griffin, President, Escalade, Inc; David E. Gunn, Partner, Harding Shymanski & Company; Mark Hubbard, President/Treasurer, Evansville Sheet Metal Works, Inc.; the late Ray Keller, Operations Manager, ALCOA; John Kopacz, President and Chief Executive Officer, Mertech, Inc.; Robert Leich Jr., President, Charles Leich and Company; John Lippert, President, Chief Executive Officer, National City Bank; James Minarik, Vice President/Sales, Sparkomatic

Corporation; Paul Nolan, President, GTE North; Phillip Schoffstall, Superintendent, Evansville Vanderburgh School Corporation; Thomas M. Smythe, President, Keller Crescent Company; Richard Strenkowski, President, Sunbeam Plastics Corporation; Robert Swan, Partner, Kemper CPA Group; Irwin Teich, President, Business Finance Division, Barclays Business Credit, Inc.; William Vieth, President, CNB Bancshares, Inc. and Citizens National Bank; Michael J. Weber, Healthcare Industry, Consultant, AmHealth, Inc., Chairman.

Robert M. Leich and Richard Strenkowski have served as the first chair and vice chair of the Board of Visitors.

ROBERT M. LEICH First Chair of the Board of Visitors

Robert M. Leich is a long-time resident of Evansville where his family has been active in the community since the mid-1800's. His great-grandfather, Charles Leich, arrived here from Germany in 1848 via flatboat coming up the Mississippi and Ohio Rivers from New Orleans. It was this man, Charles Leich, who founded the venerable Charles Leich and Company, a 137-year-old wholesale pharmaceutical firm of which Robert Leich is the president and owner today.



Leich was educated at Culver Military Academy and Yale University from which he earned a B.A. degree in 1965. He spent two years in active military service, including one year in Vietnam. Following the military, he enrolled at the Business School at Indiana University where he received an MBA degree with honors in 1969.

He joined Charles Leich and Co. on a full-time basis following his graduation from Indiana University in 1969. In November of 1973 he completed a Stock Purchase Plan under which he purchased the outstanding shares of Charles Leich and Company. Following the 1973 Stock Purchase Plan, Leich became the owner of Charles Leich and Company and assumed the presidency in November of 1973 as the fourth generation of the Leich family to head the firm.

The company has expanded into many areas and has expanded its scope of operations significantly in the past 15 years. The primary mission of the company remains distributing pharmaceutical and related products to area drug stores and hospitals.

Leich carries on the family tradition of being involved in the community and is active at the national, state, and local levels. Some of these commitments include board of directors positions of the National Wholesale Druggists' Association, the Young Presidents' Organization, the Indiana War Memorials Commission, the Evansville Water and Sewer Utility, the Evansville Day School, the Metropolitan Evansville Chamber of Commerce, and the Old National Bank of Evansville. Currently Leich is co-chairman with Mayor Frank McDonald of Evansville of the Southwestern Indiana Regional Highway Coalition (SWIRHC)...the organization dedicated to development of a four-lane highway connecting Evansville to Indianapolis. He has been a member of the University of Southern Indiana School of Business Board of Visitors since its inception and has served as the first chair of that Board this past year.

demand requirements. The model was applied to a nation-wide retail company. Two related articles "Compromise Programming: A Goal for Multi-Criteria Group Decision Making" and "Simulating the Transit Costs for the Transshipment Problem" have been accepted by the Midwest Decision Science Institute and will be published in the proceedings.

Dr. Hemaida was born in Alexandria, Egypt, where he received his primary and secondary education. He earned his undergraduate degree in Business Administration from the University of Benghazi, Libya, and his Master's in Management Science from St. Louis University. He returned to Libya and worked for two years as a college instructor and a warehouse controller in private industry.

In 1985 he joined the doctoral program at St. Louis University as a teaching associate. He taught courses in operations research, statistics, and management theory and practice. In 1988, Dr. Hemaida came to the University of Southern Indiana where he teaches statistics and management science and is an assistant professor.

TWO NEW FACULTY Ph.D.'S

Ramadan S. Hemaida completed all the requirements for the Ph.D. degree in Business Administration from St. Louis University in October. His dissertation deals with a new technique for resource allocation known as goal programming. Goal programming is a decision-making tool for handling problem situations that involve conflicting objectives.



Dr. Hemaida developed a goal programming model that deals with transshipment. Unlike transportation problems which deal with the distribution of goods and services directly from the source to the destination, transshipment problems deal with distribution of goods and services between source, destination, and/or some intermediary storage point. The objective is to minimize the total shipping costs while satisfying various supply and

Jong C. Rhim, assistant professor of Finance, received his Ph.D. in Finance from University of Missouri-Columbia in December, 1990. His dissertation entitled "Managerial Incentive Problems Associated with Executive Bonus Plans" examined the effects of management incentive plans on dividend policy. The empirical evidence suggests that managers tend to increase cash dividends when firms include an upper boundary restriction in bonus plans, an important implication to corporate compensation plans.



Dr. Rhim was born in Korea where he received a B.A. in journalism from Korea University. Following graduation he worked in Seoul as a reporter and a publicist for The Central Daily News. He received his master's degree from California State University. The areas of his research interests are corporate finance, agency theory, and dividend signalling. He teaches business finance and financial management.

VISITING PROFESSOR

Dr. Marian Dobrzynski, visiting professor of management for the spring semester, is teaching classes in Collective Bargaining and Organizational Theory and Behavior at USI.



Dr. Dobrzynski is the head of the Organizational and Sociological Department at University of Warsaw, School of Management. He has a Master's of Science from the University of Warsaw and a Ph.D. from the Central School of Planning and Statistics in Warsaw.

The international experience of Dr. Dobrzynski is especially relevant to the current trend of business and economic globalization. He has taught in France and Algeria and has conducted joint management training programs with the Dutch, Swedish, and Norwegian governments. Dr. Dobrzynski is a member of the European Network of Organizational Psychologists (ENOP), an organization which includes representation from 13 countries. The goals of ENOP are to exchange information about current research in the various countries, to initiate joint research projects, and to encourage the exchange of students.

Dr. Dobrzynski serves as an advisor to the president of the Confederation of Polish Employers. He is also the vice president of the Polish Foundation for Management Promotion, a quasi-governmental agency to educate Polish managers during the transition of Poland to a free-market economy.

ACCOUNTING STUDENT VOLUNTEERS

USI accounting majors are participating in the Voluntary Income Tax Assistance Program (VITA) to provide free tax return preparation for individuals who cannot afford professional tax help. During the tax filing season this tax preparation assistance is available in convenient locations such as community centers, libraries, churches, and shopping malls. This year for the first time the service is being offered on the USI campus.

The VITA program is offered in conjunction with the Internal Revenue Service. Accounting students who volunteer receive training and must acquire sufficient tax skills to pass an IRS test to be eligible to participate in the VITA program. Materials, support, and oversight are provided to the student volunteer by the IRS. This is the second tax season accounting students have participated in the program.

ADMINISTRATIVE MANAGEMENT SOCIETY



Congratulations to the USI Administrative Management Society for garnering the Award for Excellence, a college chapter award given to three clubs in the United States. USI chapter members (from left) Joe Schuler, Elizabeth Dietsch, Ann Buechler, Jennifer Woods, Beth Lasher, and Mary Welte show Emmet Edwards, School of Business Acting Dean, the club's award.

Nancy F. Bizal, Editor
John Pfister, Graduate Assistant
Mary Guthridge, Administrative Assistant

CONTRIBUTIONS PROVIDE MARGIN OF QUALITY

September 22, 1990 - March 1, 1991 Contributions

Dr. & Mrs. George Abshier Mr. & Mrs. Wilder H. Allen Mr. & Mrs. Steven D. Ashby Mrs. Kristine A. Atkinson Mr. & Mrs. Christopher A. Bengert Mr. Michael E. Beshears Ms. Nancy Bizal Mr. Michael B. Carroll Mr. & Mrs. Scott W. Chanley Citizens National Bank of Evansville Dr. & Mrs. Steven R. Cox Ms. Mary E. David Mrs. Sharon M. Dockery Mr. & Mrs. Michael W. Duncan Dr. & Mrs. Emmet D. Edwards	Dr. & Mrs. Abbas Foroughi Friends at USI Mrs. Paula J. Galloway Mr. Richard/Dr. Carolyn Georgette Ms. Mary E. Giesler Mr. & Mrs. William C. Henderson Dr. Peggy Hildebrand Mr. Mark Hildebrand Indiana Bell Telephone Company Mr. & Mrs. Clay Jeffries Dr. Ewa Jermakowicz Dr. Walter Jermakowicz Ms. Sheila M. Jones Mr. John C. Killough Dr. & Mrs. Kwangok Kim	Dr. Barbara J. Marting Dr. Edward D. Marting Ms. Elizabeth H. Masterson Mr. Stephan R. Miller Mr. & Mrs. Terry W. Mullins Mr. Gregory A. Newman Ms. Mary K. Phillips Mr. & Mrs. Jim Priest Dr. & Mrs. Munir Quddus Mrs. Janet L. Seiler Dr. & Mrs. Marwan Wafa Mr. & Mrs. David White Mr. & Mrs. Robert D. Wuerth
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TO MAKE A DIFFERENCE

The USI School of Business needs your help.

Private gifts from people like you are needed to underwrite and to enhance vital programs for the School of Business. Gifts to the USI School of Business and to the department will be used exclusively for these purposes:

- * Faculty development including faculty study and research and travel expenses to professional meetings to present papers and to maintain current knowledge
- * Programs bringing business and industry leaders to campus to interact with students and faculty and programs delivering faculty services off campus.

Your support will truly make a difference.

Emmet D. Edwards
Acting Dean

Yes, I/we want to support the University of Southern Indiana School of Business by pledging gifts to the following:

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| <input type="checkbox"/> Department of Administration Decision Science and Business Education | <input type="checkbox"/> Department of Marketing and Management | |

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