

# Business

The Magazine of the Southern Illinois University Edwardsville School of Business

SUPPORT FOR THE  
*School of Business*  
comes in many forms.  
THIS *generosity*  
is invaluable.

—John C. Navin, PhD, Interim Dean  
and Professor of Economics and Finance



# About the SIUE School of Business

## Our Vision

The SIUE School of Business will be a nationally recognized premier metropolitan business school that develops highly skilled and innovative graduates who enhance businesses, organizations and communities.

## Our Mission

Engage in high-quality instruction, research and professional activities to prepare current and future business professionals and to improve business practice. These efforts add value: for students, by enhancing their career prospects; for organizations, by developing business professionals who meet their needs and stimulate innovation; and for business disciplines, by producing and disseminating timely and relevant scholarship.

### 4 Undergraduate Programs

BS Accountancy  
BS Business Administration  
BS Business Economics and Finance  
BS Computer Management and Information Systems

### 9 Undergraduate Business Administration Specializations

Economics  
Entrepreneurship  
Finance  
General Business Administration  
Human Resource Management  
International Business  
Management  
Management Information Systems  
Marketing

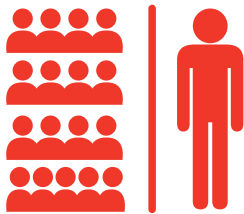
### 5 Graduate Programs

Master of Business Administration  
Master of Marketing Research  
MS Accountancy  
MS Computer Management and Information Systems  
MS Economics and Finance

### Faculty

50 Full-time

24 Part-time



11 Student Organizations

Including three national honor societies

## National Recognition Top 5%



The School of Business is among an elite five percent of business schools worldwide that have earned the prestigious accreditation from the Association to Advance Collegiate Schools of Business (AACSB International). This accreditation represents the highest standard of achievement for business schools worldwide. Less than 25 percent of AACSB accredited schools also hold the accounting accreditation. The School of Business has been accredited by AACSB since 1975, and the accountancy program achieved separate accreditation in 1987.

## Signature Courses

Business Transitions I: Planning for Success  
Business Transitions II: Commitment Beyond College



300

Employers recruited SIUE business students through on-campus career fairs last year

## Ranked

#12

The economics and finance graduate program is ranked 12th in *The Financial Engineer's* 2015 Financial Economics Rankings. Overall scores are based on the program's acceptance rate, incoming students' undergraduate GPA and GMAT scores, employment after graduation, and starting salary.

9 Years

For the 9th consecutive year, the School of Business is named an outstanding business school by *The Princeton Review*. "The Best 296 Business Schools: 2015 Edition" by *The Princeton Review* recommends the School as one of the best institutions in the U.S. from which students can earn an MBA.

# From the Dean

Welcome to the Fall 2014 edition of *SIUE Business*. In each edition, we focus on the many accomplishments of our alums, faculty, and students. In addition to celebrating our successes, this issue will also highlight the generous benefactors who work behind the scenes to make these successes possible. The School of Business is fortunate to have many gracious donors and partners who support our programs, facilities, and most importantly our students. Without the generous support of our alumni, corporate partners, faculty, staff and friends, we would not be able to provide the support that many of our students need to pursue their passion in business at SIUE.



In this issue, we highlight a few of the many areas where your generous donations are making an impact. We feature gifts directed to the international studies program, which helps to connect our students to the global business environment. We take another look at the Cougar Business Resource Center, a top-notch learning facility for our students that would not have been possible without the help of our benefactors. We also look at giving to the School from the perspective of our faculty, and learn why they believe that supporting SIUE is important. And, we highlight one of our many corporate partners, Edward Jones, with a focus on how their support helps our students and programs.

The goal of the School of Business is to be “as innovative as any industry.” As part of our innovation we need to ensure that as we prepare our students with the hard skills in the classroom, we also prepare them with the soft skills that are so important as they transition from business student to business professional. We currently offer two courses, which are required for all School of Business students, GBA 301 and GBA 402. These newly implemented courses, one taken as students enter the School and one taken as students prepare to graduate, assist students with the development of professional skills related to job searching, professional networking,

interviewing and business etiquette. These courses highlight business ethics, feature advice and counsel from School of Business alums, and highlight experiential learning through internships and co-ops.

Support for the School of Business comes in many forms, from alums, young and a little more experienced, faculty and staff, friends of the school and our corporate and community partners. This generosity is invaluable. Thank you to each of you that have helped to shape the success of the School of Business. I hope you enjoy this edition of *SIUE Business*, and I look forward to hearing from you.

John C. Navin, PhD  
Interim Dean

# How does the School of Business use my gift?

Each year alumni, friends and corporations donate their time and money to benefit the SIUE School of Business. Their monetary donations play a critical role in ensuring the success of our students and faculty. We are often asked, “How is my gift put to use?” The following graphic illustrates how our donors’ generosity positively impacts the success of the School of Business.

## Alumni-65% Gifts received FY14

“As a donor, I have a new appreciation for my days as a student and the people who made it possible.”

—Derek Yiu, BS '11  
*(read about Derek on page 5)*

## Friends-15% Gifts received FY14

“Supporting the School of Business is something we value, and it is a good feeling to know that we are helping our students and programs”

—Laura Swanson Schoenecker, PhD,  
Associate Professor of Management  
*(read more on page 6)*

## Corporations-18% Gifts received FY14

“The School of Business is developing our future workforce, and we have the opportunity to nurture their education.”

—David Mayo, BA '82, MBA '88, Senior Director of Information Systems-Project Office and General Partner, Edward Jones  
*(read about Edward Jones on page 7)*

## Matching Gifts-2% Gifts received FY14

Many companies have matching gift programs and will match employees’ charitable contributions to organizations such as the School of Business. To learn more about your employer’s policy, contact your human resources representative.

*(read more about charitable giving on page 12)*

## Foundation

All gifts to the School of Business flow through the SIUE Foundation. The SIUE Foundation exists to support the mission, vision and values of the University. The Foundation assists the School of Business with fundraising, serves as the financial steward of gifts, produces donor receipts, manages the investment of our donor funds and has fiscal oversight.



The gifts the School of Business receives account for only 5% of our annual operating budget.

## Directed vs. Undirected Gifts

Donors have the ability to direct their gifts to specific School of Business funds, which support a specific cause, such as scholarships or the Business Transitions curriculum. The dean of the School of Business reviews all undirected gifts and applies them to the areas of greatest need.

### High-Impact Campaign: Business Transitions Curriculum

Our goal is to raise \$250,000 in the next year to continue providing our Business Transitions curriculum. With input from regional business leaders, the School of Business developed a two-course transitions curriculum to help students improve their soft skills, which are critical to career success. The impact of a gift to the campaign reaches all SIUE business students.

[siue.edu/business/highimpact](http://siue.edu/business/highimpact)

### Scholarships

Scholarships enable deserving students to receive a high-quality education, and help to attract and retain students committed to becoming successful business professionals.

### General Fund

The general fund allows the School of Business to provide a wide array of educational opportunities for students which are not funded by state dollars, tuition or fees. A few examples of these notable opportunities include: all business students receive a subscription to *Financial Times*; travel funding for academic competitions, presentations and professional society meetings; awards and recognitions; and funding for innovative curriculum and software/databases used in courses. Your generous support enables us to provide essential components to enrich our students' academic experience.

### Departments

Department chairs review their undirected funds and, in consultation with the dean, utilize funds based on the areas of greatest need.



**“This opportunity has opened more doors for me than I could ever have imagined.”**

—Simi Ogunnaike (second from left)  
Junior, Economics and Finance

**“This scholarship exemplifies the integrity of the School of Business and its goal of preparing students to be business professionals.”**

—Meghan Watt (second from right)  
Senior, Accountancy

# Success after Graduation, Vision for Future Inspires Alumni Gift



Choosing to give is more than just writing a check. Just ask Steve McCann, BSBA '78. He is an advocate for getting involved and knowing where and how your gift makes an impact. So, when the School of Business approached him and shared its vision to create a dynamic, state-of-the-art student resource center, McCann made a generous \$100,000 gift.

"It's about being part of the process," McCann said. "My decision to give was about, 'What is this going to deliver, and is this really going to add value to the University and students?'"

**McCann's gift helped establish the Cougar Business Resource Center (CBRC), an executive meeting space in the School of Business that integrates technology with a collaborative work environment. The CBRC was part of the larger aspiration to raise the School's profile and garner national attention.**

Contributing in a way that gives students a top-notch resource center to hone their skills resonated with McCann.

"Throughout my career, I've competed for jobs or worked for graduates from some of the top schools in the country—Yale, Harvard, Stanford and USC—or they worked for me. I never felt disadvantaged. The quality of my SIUE education set me up for success, and now I can help enhance it," McCann said.

He noted how School of Business students consistently have won high-profile competitions, like the ACG Cup (see page 8). Preparation for these

competitions requires significant student collaboration and resources.

"Former School of Business Dean Dr. Gary Giamartino would walk through the building and see groups of kids doing their work in stairwells and hallways," McCann said. "He told me, 'We really need to provide some kind of resource center where students have the tools they need to be successful in doing the job we're asking of them.'"

That vision inspired McCann to give more than his annual alumni association donation. He knew he could make an impact.

McCann came to SIUE after growing up in nearby Cahokia, Ill. Following his freshman year, he joined the military for four years and returned to SIUE to study accounting.

After graduating with a degree in accounting, he joined the Touche Ross accounting firm and later went on to work for Peabody Coal, May Company, Service Merchandise, and finally, retired as CFO of Longs Drugs. Today, McCann sits on a number of boards, volunteering his time and enjoying retirement.

"When I think about how I started my career, things would have been very different if I had gone somewhere other than SIUE," said McCann.

# Answering the Call: Young Alum Gives to Help School Grow

Sometimes opportunity doesn't knock, it rings. At least that was the case for Derek Yiu, BS '11, who recently answered a call from a number he didn't recognize and ended up giving back to his alma mater – the SIUE School of Business.

That call just happened to come from one of the many students who work with the SIUE Foundation to reach out to alumni to keep them connected to the School and apprised of progress.

“He explained the great new additions and programs added to the School of Business since my time there,” said Yiu, a systems administrator at Enterprise Holdings in St. Louis. “As SIUE grows, it makes my degree even more valuable.”

Yiu found the details on facility upgrades and the rise in the rankings exciting, which spurred his personal interest and commitment to supporting the School of Business.

The timing was fortuitous. Yiu had read SIUE alumni publications and noticed that other alumni around his age were giving back.

“The call helped me realize I want to support SIUE as much as I can,” Yiu said. “I do think that SIUE will grow bigger, and its reputation will join the ranks of the other top schools.”

Giving back not only benefits the School, but it can have personal benefits as well. According to a study published last year in the *Journal of Economic Behavior and Organization*, giving back to organizations and understanding the impact of that donation on others helps the giver lead a happier life.

“As a student, you take things like technology for granted. As a donor, I have a new appreciation for my days as a student and the people who made it possible,” added Yiu. “It's great to know I will have a positive impact on students in the future.”



# Faculty Donors See Impact of Investment in the Classroom

When Drs. Timothy Schoenecker and Laura Swanson Schoenecker stand in front of the class, they're not just looking out at the business leaders of tomorrow. They're looking at their investment.

"Our contributions support the resources and activities that prepare our students for the professional world," said Schoenecker. "We consider ourselves fortunate. Giving back is a small way we can return the favor."

The Schoeneckers, who have worked for the SIUE School of Business for more than 20 years and are currently associate professors of management, are members of the Dean's Society and part of a growing number of faculty who are giving back to the School — and making an impact.

The couple has seen first-hand how private support has improved technology in the classroom and directly benefited students. Faculty donations have also created opportunities for study abroad programs and the School's Business Transitions curriculum, which develops student professionalism and networking skills.

"Supporting the School of Business is something that we value, and it is a good feeling to know that we are helping our students and programs," said Swanson Schoenecker. "We're passionate about learning and developing students — and we believe in SIUE's mission. These are great reasons to give."

As educators, the Schoeneckers provide students with the skills and knowledge they need to succeed. Through their financial commitment, the couple's impact extends well beyond what they teach in their classrooms.

Steven Brant, accounting instructor, echoes this sentiment. He's yet another faculty donor; Brant designates his gifts to the accounting program. He enjoys seeing the impact of his gifts and how they benefit the students he teaches.

"I am a role model for my students, and I'm invested in cultivating professionals and preparing them for a successful future," said Brant. "After graduation, I hope that they will be motivated to give back to organizations that strengthen our communities."







## Edward Jones Gifts Time and Talent to Shape Business Curriculum for Professional Success

As one of the largest companies in the St. Louis region, Edward Jones understands it can only remain successful if it's building talent. That's why Edward Jones has a long-standing partnership with the SIUE School of Business. The firm donates time, expertise and industry knowledge to students while they're in school, and subsequently has become one of the largest employers of SIUE alumni.

"Through our partnership, we are building a stronger community," said David Mayo, BA '82, MBA '88, senior director of information systems-project office and general partner at Edward Jones. "Our associates share their real-world knowledge to help students gain exposure to everyday challenges that businesses face. In turn, we're developing a strong talent pool to recruit future associates."

Leaders from across the Edward Jones organization engage with students in the classroom, serve as panelists for senior projects, and connect with professors on trends and industry activities. The company also plays a major role in the School's Project Management Symposium, an executive education program for project management professionals from across the region with a focus on lessons learned and best practices.

"Edward Jones usually has 4-5 people actively present at the symposium and another 60 or so attend. It's a great real-life project management experience for the students who plan and execute the events each year," Mayo said.

"It is our hope that we provide students with a different perspective and new ways to determine viable solutions," Mayo said. "We continue to stay connected to the school, helping prepare students for practical challenges and expanding insights beyond classroom training."

Edward Jones doesn't stop at in-class experiences. Many School of Business alumni have obtained full-time employment with Edward Jones after starting with the company through internships and cooperative education opportunities.

Edward Jones currently employs approximately 270 SIUE alumni, many of them working in information services and financial advisory roles.

"When we have open positions, we turn to SIUE's School of Business for talent," Mayo said. "When we offer internships, our hope is that one day the students will become our associates or our clients. The School of Business is developing our future workforce, and we have the opportunity to nurture their education."

# SIUE Overcomes Boardroom Pressure to Win Third ACG Cup Title



Palms sweat and hearts race. Certainly it's no easy task to win over a skeptical and inquisitive board, but four SIUE School of Business graduate students now know exactly what it takes—placing first in the 2014 Association for Corporate Growth (ACG) Interuniversity Cup. It was the third consecutive win for the School.

Tyler Miller, MS '14, Ryan Price, MS '14, Mark Webster, MS '14, and MBA student Rajesh Pudota overcame the pressure and made the best case to judges. Their presentation and recommendations outperformed teams from Washington University and the University of Missouri-St. Louis.

“The team worked their tail off to prepare for the ACG Cup. But when you get in the boardroom, it's unnerving. Teams have 30 minutes, and you can't fake your way through it,” said Dr. Bill Finnie, ACG Cup Chair. “The judges can smell it, and they don't like it.”

The case study competition exposes students from leading business graduate programs to real-world experience in mergers and acquisitions, investment banking, financial advising and private equity. The team received advice, tutoring and other assistance from faculty and advisors leading up to the competition. During the week of the competition itself, outside help was limited in the first round and prohibited in the second round, so the team had to rely on each other.

Finnie describes the SIUE School of Business' unique ACG Cup approach and support as the “special sauce” to their success. According to Finnie, it's not about who has the highest

grades. Faculty hand-select participants based on the students they feel have the right combination of skills and a competitive predisposition.

“The SIUE team receives one-on-one coaching, and students learn more about mergers and acquisitions and growth strategies than 99 percent of MBA students in this country,” said Finnie.

The ACG Cup consists of two rounds. The first is an internal competition between teams within the participating schools. Teams of four or five students take the role of investment bankers competing for the chance to maximize the return for a client company looking to find a buyer.

In the second round, the winning team from each school competes as investment bankers advising a board of directors of a firm involved in a mergers and acquisitions transaction. It's not enough to just make the numbers work. It is important to also understand the dynamics and personal preferences of the parties involved in the case. In addition to the analysis, teams are required to apply aspects of game theory, strategy and negotiation techniques to give a specific recommendation to their client.

In both cases, judges act as the company's board of directors and “hire” the team that makes the most compelling case. Judges included ACG members, professors and deans of the participating schools in the first round. In the second round, all judges are St. Louis ACG members with in-depth experience in mergers and acquisitions.

*continued page 9*

# International Experience Provides New Opportunities and Growth for Students

When resumes cross the desk of Dion Joannou, BS '89, there is one qualification that always stands out: international experience.



Joannou, a former international student himself, chose to leave South Africa and study abroad at the SIUE School of Business, which launched a career that would take him to four different continents. Today, Joannou is an experienced business executive who's serving on corporate boards. He shares his success by making gifts to the School's International Program.

"Having worked and lived in many other countries, I know the importance of international experience. We live in a global market. It is essential for employees to have an understanding of other cultures," said Joannou. "International experience makes individuals more well-rounded professionals and opens doors to new opportunities. There isn't a substitute for real-life immersion in a different culture."

According to Joannou, students who study abroad have a distinct advantage. A deeper understanding of other cultures, the ability to adapt to diverse environments and the confidence gained by the experience are just a few. Immersion impacts what students see, hear, eat and experience—and brings new perspective.

Each year, about 50 students in the School of Business participate in international programs, which include student and faculty exchanges, study abroad, travel study courses, and service learning experiences. Many students benefit from gifts directed to the School's International Program to offset the cost of travel, making programs affordable for most students.

"I had the opportunity to study abroad in Germany, China and Budapest—and you realize just how big the world really is," said Jared Fischer, BS '07, senior internal auditor, Graybar, St. Louis. "It opened my eyes to new things. I became more well-rounded, expanded my network and found life-long friends. And, the international experience provides diversity in classes. Students gain insights and learn new ways of thinking."

Dr. Susan Yager, professor of computer management and information systems, couldn't agree more. "International students share their experiences through classroom discussions and group projects, which enriches everyone's education. This exposure also strengthens communication skills and builds understanding of how to interact with people from other cultures."

Clearly, the benefits are many. And, as Joannou points out, international exposure on a resume can help a student stand out among the competition.

## Support International Studies

The International Program provides students with opportunities to learn about global business practices while studying in China, Hungary, England, France, Germany, and other locations. Your gifts fund travel awards to cover a portion of the airfare for deserving School of Business students who could not otherwise participate in international programs.

Contact [scolvin@siue.edu](mailto:scolvin@siue.edu) for more information on how to make a gift.

"First, you have to figure out what the financials are and what the company's worth. Then, you can build a story," said Miller, who took a position with Stifel Nicolaus after graduating. "You get all these numbers, and you have to determine, 'What do we do to make everyone happy?'"

"I've never been more excited to work with a team," said Price, who is interning as a data scientist at Jefferson Davis Associates. "We all really came together to win."

## How to Support Student Groups

Eleven student organizations enhance the education and career development for students in the School of Business. Students have opportunities to work closely with faculty mentors and attend national conferences and competitions. Your support helps student groups travel to conferences, bring in speakers and provides them with additional resources.

Contact [scolvin@siue.edu](mailto:scolvin@siue.edu) for more information on how to make a gift.

# College Affordability: Scholarships Ease the Burden

When Becky Nesbit, BS '05, MBA '14, returned to school to earn her MBA, she knew it wouldn't be easy. It wasn't just a matter of adding weekly classes to her schedule along with the additional demands of homework and studying, but also balancing her full-time job, family and tuition costs.

Nesbit knew an advanced degree from the SIUE School of Business was an important piece to her career success. "I wanted to go back to school to make sure I had an edge up on others who were in a similar job as me," she said. At the time, she worked for Retirement Plan Services, a small company in St. Louis with 40 employees.

When Nesbit received an email from the School of Business about scholarships for part-time graduate students, she jumped at the opportunity to apply. She was awarded the Lawrence B. Heitz Scholarship, a \$3,000 award that recognizes MBA students working for, or pursuing a career with, a small or mid-cap company.

The scholarship not only offset the cost of her classes, it offered peace of mind as she balanced all the demands in her life. "As my career advances, I'd like to give back to the school that gave so much to me," said Nesbit. Today, she works as a retirement plan analyst with Enterprise Holdings in St. Louis.

Scholarships made possible by donors like Lawrence "Larry" Heitz, MBA '69, enable gifted students, like Nesbit, to focus on their academic careers and make college a more affordable option.

Heitz, SIUE's first MBA graduate, benefited from the generosity of donors while pursuing his MBA at SIUE and was inspired to give back. He's been supporting the scholarship program for decades.

As a scholarship sponsor, Heitz is invited to attend the Scholarships and Awards Luncheon every year where he has the opportunity to meet the recipients of his scholarship, such as Nesbit.

"We discussed the MBA program and her career goals," said Heitz, a retired business executive and investor currently living in Arizona. "I enjoy meeting with the students to understand what they're thinking about in terms of career and providing guidance. It's important to me, as a donor, to be involved rather than just saying, 'Here's some money and goodbye.' I encourage others to support the School of Business and the impressive students here."



## Support Scholarship

One of the most important investments you can make is helping deserving students receive a business degree from SIUE. There are many scholarship funds and students you can help.

Contact [scolvin@siue.edu](mailto:scolvin@siue.edu) for more information on how to make a gift.

As companies struggle to fill positions requiring strong skills in STEM (science, technology, engineering and math) fields, are U.S. universities producing qualified graduates for these jobs?

This is the question that Dr. Mary Sumner wanted to address in one of her final research studies as a professor of computer management and information systems in the School of Business. Sumner, who retired in May, spent her entire academic career studying the role of IT in business. She has been inspired by real-life issues facing IT business leaders and has helped organizations solve many of these challenges.

In recent years, Sumner has heard the same complaint: Companies were having difficulty hiring strong IT candidates for their organizations. As she assessed their concerns, she wondered if a gap existed between what employers needed and what academic institutions taught IT students. And, if so, what was needed?

“While there’s been a lot of conversation and circumstantial evidence on this topic, no one had conducted an analysis of actual job descriptions to determine exactly what skills are required by IT jobs,” said Sumner. She partnered with Dr. Fred Niederman, professor of operations and IT management at St. Louis University’s John Cook School of Business, to analyze IT job descriptions posted by a large St. Louis-based company that recruits heavily in the IT field.

The study, which was released earlier this year, revealed that the missing skills employers seek in IT candidates are not technical skills, but instead soft skills, like problem solving, verbal and written communication, analytical skills, and interpersonal relationships. While specific technical skills and proficiency are critical, organizations are looking for IT professionals who can balance those talents with business priorities and communicate in order to integrate and streamline technology to support all aspects of a business.

“We learned employers may need to offer communications training for their IT employees, since these skills cut across all job categories. On the other hand, universities should consider providing a baseline of communications skills for all IT majors to make graduates more employable,” said Sumner.

It’s something the School of Business has already begun to address with its Business Transitions Curriculum. The curriculum, which focuses on improving those soft skills critical to career success, requires all students to take two one-credit courses.

Sumner hopes to leverage insights for this study in her new role as chief information officer (CIO) for a St. Louis-based digital imaging company. Despite retirement, she still plans to teach a few select courses and conduct research. What’s the next topic? Identifying the skill sets CIOs need in order to be part of organizational senior leadership and drive business strategy.



# Guide to Investing in your Alma Mater – SMART Choice!



*By Walter Knepper, BS '69,  
retired partner, RubinBrown  
LLP, St. Louis*

Making the decision to support charitable organizations can be complex. You must take into account your overall wealth management strategy and seek assistance from your CPA or financial planner. You also need to consider your overall current income goals and how you'd like to see your contribution benefit the organization.

Giving back to charitable organizations, such as SIUE, is a rewarding experience. I've chosen to support SIUE and the School of Business for many years, because they provided me with a solid educational foundation for my career. I encourage you to also consider making an investment in your alma mater.

Throughout my career helping families plan for their financial future, my approach has always been to understand a family's long-term goals and risk-tolerance levels to guide decision making. You have to take these into account when determining the best investment strategy for your situation. When making a charitable donation to SIUE, you have several options available:

## 1. Cash Donations

Donations to SIUE are fully deductible at a high level of 50 percent of adjusted income for individuals. The simplest method is to give a cash donation to SIUE, and claim it on your 2014 or 2015 tax return. Your donation must be properly substantiated by a canceled check or credit card and acknowledgement by SIUE.

## 2. Stock Donations

Securities you have held for 12 months or longer are long-term property, which may provide an optimum opportunity for disposing of that security and not paying tax on the appreciation. Capital gains taxes at the individual level are bypassed and permit for a substantial advantage in your tax planning and charitable giving opportunities subject to a limitation of 30 percent of your adjusted gross income.

## 3. Charitable Remainder Trust (CRT)

This vehicle permits you to benefit annually from some of your assets with an income payment to you and your spouse during your

lifetimes, and then the assets pass to SIUE. Depending on whether you choose the duration of your life or the life of your spouse, you will receive a tax deduction for the present value of what will go to SIUE.

## 4. Charitable Lead Trusts (CLT)

This type of trust permits you to benefit SIUE during your lifetime by paying a level of income to the University. At your death, the proceeds of the trust are distributed to your named beneficiaries. If properly set up, it will remove these properties from your estate and is an effective tool for estate planning.

## 5. Advanced Strategies

If you are selling your business and also have charitable intent, you might utilize a charitable remainder unit trust (CRUT), which will generate cash that can be reinvested elsewhere. A CRUT will permit you to receive a stream of income and avoid capital gains tax. Interest rates vary with permissible allowed levels, but must be a minimum of five percent to the donor and a very large charitable donation will be allowed for this type of structure.

## 6. Estate Bequests

Depending upon your current income needs, you might wish to assist SIUE after your passing. As the estate tax exemption for each spouse currently exceeds \$5 million, you might use assets, such as an IRA or other qualified plans, to effectively fund your charitable giving.

Using some of the above strategies, an individual in the top tax bracket might save \$4,500-\$5,000 annually, considering federal and state taxes if a \$10,000 contribution were annually made. This is in addition to substantial estate tax savings if the individual's estate is in excess of \$5 million. For a single person or married couple making approximately \$100,000 a year, a \$10,000 contribution would produce a \$3,000-\$3,500 annual tax savings.

Your charitable planning must be integrated into your overall wealth management program and will depend upon your objectives. If you are interested in investing in the institution that helped prepare you for your future, please contact Jeff Brown, director of planned giving for the SIUE Foundation at 618-650-3331.

# High-Impact Campaign: Business Transitions Curriculum



**Impact:** Increase the job-preparedness and marketability of SIUE School of Business graduates.

**Impact on SIUE:** New courses to assist students transitioning from business student to business professional. Inventive and innovative courses assist students transitioning from business student to business professional by developing professional skills related to job searching, networking, internships, interviewing and business etiquette.

**Description of Program:** The School of Business is seeking funding support for a leading-edge curricular program that molds SIUE business students into excellent leaders who are well-prepared to enter the workforce.

## The Courses

**Business Transitions I Planning for Success:** This course is designed to assist students with the transition into the School of Business and to help them develop the knowledge and professional skills related to career planning and job searching, including resume development, networking, business etiquette, the importance of internships/co-ops and community involvement. This course also highlights individual responsibility, ethical behavior, social responsibility of organizations and global perspectives on business.

**Business Transitions II Commitment Beyond College:** Taken at the end of the student's program, this course assists with the transition to the workplace through further development of professional skills related to job searching, professional networking, interviewing, personal financial planning and business etiquette. We want to ensure that, in addition to the knowledge and skills gained in the traditional classroom, our students are equipped with the soft skills and polish that will give them an edge as they transition into the professional work environment.

**The goal of the School of Business is to be as innovative as any industry.**

**Make an impact today!**  
[siue.edu/business/highimpact](http://siue.edu/business/highimpact)

# Annual Roll of Donors

The following pages contain a listing of those alumni and friends who have generously provided support for the School of Business throughout fiscal year 2014 (July 1, 2013-June 30, 2014). We strive to make the Annual Roll of Donors as complete as possible. Please let us know if you see a discrepancy in the report. The faculty, staff and students of the School extend sincere appreciation to these individuals, corporations, foundations and organizations who have invested in the careers of our future business and community leaders. Thank you!

With gratitude, John C. Navin, Interim Dean, School of Business

## Summa Cum Laude Member

(\$10,000.00 and above)

Lawrence B. '69 & Sharon L. Heitz  
Gordon A. Johnson '82, '84 & Doris K. Reynolds-  
Johnson '84, '85  
Michael N. '70 & Kathy A. '71 Wenzel  
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