Executive Mentor Program Offers Students New Keys to Success

The CBPA Executive Mentor Program (EMP), established in Fall 2012 by Assistant Dean Connie Merriman, is providing the College’s top students with opportunities to gain new strategies for success. The program, which matches high-academic achieving students from all business majors with successful executives, entrepreneurs, and public-sector leaders, was piloted in 2012/2013 with eight mentor-mentee pairs.

The pilot exceeded expectations in terms of positive experiences. Based on a survey completed by all participants, the primary success factor is “the match” - identifying commonalities between mentors and mentees. The survey asked mentors and mentees to share rewards and challenges. The majority of rewards identified by students had a common theme - “real world” and “relevant.” Students indicated it was challenging to engage in conversations with high-ranking executives, but also noted that the challenges were what helped them grow most in the program. Mentors appreciated having the chance to help students recognize they can “become anyone they wish if they set their mind to it and open their eyes to possibilities.”

Nancy Grden, chair of the CBPA Executive Advisory Council, helped to develop the EMP and is one of the first mentors to participate. For the fall 2013 semester, 12 new mentors were added and the total number of students selected for the program increased to 21. Two mentors are working with more than one mentee. The program kicked off with an EMP breakfast social for all mentors and mentees, implementing a recommendation from the pilot program surveys.

Several individuals have expressed an interest in serving as a mentor; they will be assigned a mentor beginning with the spring 2014 semester.

Information about the EMP is available by contacting Dr. Merriman or online at http://www.odu.edu/bpa/community-connections/mentoring.

At left, mentee Ryan Lancaster talks with his mentor Mike LaRock, VP of Finance and CFO at Sysco Hampton Roads Inc.
A Message from the Dean

Over the past few months our College has made great strides towards raising the quality of our student’s educational experience and increased fiscal independence. As highlighted in this edition of the Constant Hall News, with the help of our Executive Advisory Committee (EAC) and particularly EAC Chair Nancy Grden, we have successfully begun a mentoring program for our students. We believe the careful matching of our voluntary pool of senior business officials with our high GPA students will be a signal event in the development of student opportunity and potential.

Throughout the past year a specially appointed faculty task force has been working to totally revise our MBA curriculum in an effort to raise its quality, relevance, and on-line accessibility. The newly reconstructed MBA program will begin in fall 2014. The curriculum is state-of-the-art and was developed with an eye toward providing the skills businesses are looking for in MBA graduates.

In addition to our online MBA, faculty in the College have developed, or are in the process of developing, more than 70 online courses. These courses are part of degree programs in the MPA, information technology, and finance; and include certificate programs in Public Procurement and Maritime/Supply Chain Management.

On the fiscal front, most notably we have received a pledge of ten million dollars from the Strome Family Foundation and a number of smaller financial pledges to develop an entrepreneur program for our students. In the coming months, we will publish a special edition of the Constant Hall News dedicated to the development of this program.

These, along with a host of other faculty and student activities and research output described in this edition, speak well for our College. Enjoy!

Gilbert Yochum

“The mission of the College of Business and Public Administration is to prepare students, in a global context, both professionally and ethically, for successful careers in business, government, and non profit sectors; to perform relevant basic, applied and educational research; all for regional, national and global economic communities.”
Feature News

McShane’s Flood Insurance Article Garnering International Attention

An article co-authored by Dr. Michael McShane, Associate Professor of Finance (Insurance and Risk Management) and visiting scholar Dr. Diane Horn is garnering international attention from researchers, scientists, and national governments. The article, published as the cover story of the October edition of the academic journal Nature Climate Change, focuses on the seismic changes taking place in the United Kingdom flood insurance system.

The article, titled “Flood Insurance: Who Will Pay?,” resulted from research conducted in spring 2013 by Dr. McShane and Dr. Horn, a professor with the Department of Geography, Environment and Development Studies at the University of London’s Birkbeck College. The research at ODU focused on comparing flood insurance practices in the United States and United Kingdom, two countries with quite different, yet both ineffective, flood insurance systems. “Both systems are changing dramatically this year. Both are trying to change to pricing policies that reflect the real value of risk in flood insurance,” Dr. Horn said.

According to Dr. McShane, “This paper was written to make scientists studying the issue of climate change and sea level rise aware of what changes are happening in the UK system. Everyone imagines flood insurance as something that will cause adaptive behavior. However, the UK’s brand-new flood insurance system does not include any measures to encourage adaptation.”

Drs. McShane and Horn caution that adaptation will occur only if it is part of a wider strategy that includes land-use planning, building regulations, and water management. The new flood insurance scheme being negotiated between the Association of British Insurers and the UK government, known as Flood RE, has no precedents and is likely to attract attention once it is fully enacted.

In early November, Dr. McShane was contacted by a UK parliamentary assistant on behalf of the Minister of Shadow Environment and Fisheries planning to use the article as background for a Parliamentary Briefing on the Water Bill. Additionally, Drs. McShane and Horn are invited to attend a December 2013 conference sponsored by Munich RE, the world’s largest reinsurer specializing in complex risk management solutions.

Nature Climate Change is a monthly journal dedicated to publishing the most significant and cutting-edge research on the science of climate change and its impacts and wider implications for the economy, society and policy. The article by Drs. McShane and Horn is currently featured on the journal’s website (www.nature.com/nclimate), accompanied by photos of flooding in Norfolk, Virginia and Norfolk, UK.

Wayne Talley Named “Distinguished Transportation Researcher”

Dr. Wayne Talley, Eminent Professor, received the 2013 Distinguished Transportation Researcher Award from the U.S. Transportation Research Forum (TRF). Dr. Talley is Executive Director of the Maritime Institute and holds joint faculty appointments as the Beazley Professor of Economics and Professor of Maritime & Supply Chain Management.

The award recognizes Dr. Talley’s significant record of transportation publications; growth of the journal Transportation Research Part E: Logistics and Transportation Review into one of the top-ranked academic transportation journals in the world over his 13-year tenure as editor-in-chief; and his high ranking in the international maritime transportation academic community.

Notable previous recipients of the award include two Nobel Laureates in Economics - William Vickery of Columbia University and Dan McFadden of the University of California at Berkeley.

TRF is a national independent organization of transportation professionals formed in 1959 for the purpose of “providing an interdisciplinary and impartial meeting ground for the exchange of information, leading practices and ideas among practitioners, researchers and government officials related to all modes of freight and passenger transportation, dealing with both domestic and international issues.”
Researchers Awarded $245,000 NSF Grant

In September 2013, the US National Science Foundation (NSF), the Directorate for Social, Behavioral, and Economic Sciences, awarded a grant of nearly a quarter million dollars to a team of four ODU faculty members.

Dr. Wu He, Assistant Professor of ITDS; Dr. Ling Li, Professor of MSCM; Dr. Li Xu, Professor of ITDS; and Dr. Ivan Ash, Associate Professor of Psychology, were awarded a grant of $245,460 for their project titled “Improving Security Behavior of Employees in Cyberspace through Evidence-based Malware Reports and E-Learning Materials.”

Recent incidents related to information security indicate that the weakest link in a security chain is the technology user. This highlights the need for organizations to develop innovative methods to increase the security awareness of their employees, as well as improve the employees’ capabilities to engage in online security behavior.

The funded project will examine the factors that affect cyber security behavior and study ways to use customized and evidence-based malware reports and e-learning materials to help employees more deeply understand their security risks and to improve their security behavior.

The results of the project will contribute to theory development in business, behavioral, and psychological areas and will be disseminated to a broad audience that includes corporate IT directors, managers, employees, researchers and practitioners in various industries such as financial services, logistics and supply chain, information security, healthcare, and insurance.

This NSF grant is in the category of business and economic science, which is a rare accomplishment for business faculty members across the US. The latest research and development (R&D) expenditures data released by the National Science Foundation shows that ODU has been ranked number 17 in business/management R&D expenditures due to external funded grants and contracts.

Additionally, ODU has been ranked 55th in the category of total research and development among public institutions without a medical school. This grant helps ODU maintain its high ranking in research nationwide.

Researchers Awarded $245,000 NSF Grant

Talley is Co-Chair of IAME Conference

An estimated 300 international scholars will arrive in Norfolk in July 2014 to attend the International Association of Marine Economists Conference. ODU is an institutional co-host for the Conference. Dr. Wayne Talley, Eminent Professor of Economics and Executive Director of the International Maritime, Ports and Logistics Management Institute, is conference co-chair.

ODU’s expertise in port research stretches back decades, in part because of the university’s location near a major deep-water port, but also because of the work of ODU faculty researchers. At the 2011 IAME meeting in Chile, worldwide university rankings for port research over the past 30 years were presented. ODU was eighth in the world in these prestigious rankings, second only to the University of Washington in the Western Hemisphere.

“We are very well known around the world for this research,” Dr. Talley said, explaining why Norfolk was selected as the site for the 2014 conference, which is being co-hosted by Canada’s Dalhousie University and Texas A&M-Galveston.

The theme of the 2014 IAME conference is “Maritime Economics in a Post-Expansion Panama Canal Era.” Already confirmed to appear at the conference are Jorge Quijano, CEO of the Panama Canal Authority; CEOs of major U.S. ports in Los Angeles and New Orleans; and representatives of industry-leading companies in the fields of shipping, importing and exporting.

At the conference, ODU will also host an academic publishing panel of globally known academic researchers in the discipline. The panel presentation will be primarily for students. ODU has rapidly expanded its academic expertise in the field. In addition to the newly-established MSCM discipline and the undergraduate MSCM major, the CBPA offers a 12-credit-hour graduate Maritime, Ports and Logistics Management Certificate (available online).

Through the maritime program, ODU is able to meet the unique needs of the region’s national and international shipping, transportation, distribution and supply chain businesses.
Dr. Shaomin Li, Eminent Scholar and Professor of International Business, is preparing for a future showing at the University’s Baron and Ellin Gordon Art Galleries. The theme of the show, as described on the poster pictured at right, is “China: Carrying the Revolution to the End?” It will include some of Professor Li’s original art works and some propaganda posters from Mao’s era.

When Mao died in 1976, Professor Li, a soldier in the Chinese Liberation Army but an artist by trade, was ordered to paint a portrait of Mao for one of his many funerals in China (see photo at left).

For Dr. Li’s students, his early life experiences bring a personal aspect to the classroom that helps student gain a truly international perspective.

When the University needed someone to represent a signature program that has significant direct impact on the Hampton Roads region, who better than Dr. Erika Marsillac and “green” supply chain management.

Part of the University’s marketing campaign “Because Hampton Roads is our Pride,” the ad shown at left highlights Dr. Marsillac’s research into ways to manufacture and ship goods profitably while also minimizing environmental damage. Her research helps the region’s businesses and extensive transportation network - trucking, railroads, and ports - thrive.
Faculty News

Faculty Named “Super CPAs” by Virginia Business, VSCPA

Three full-time accounting faculty members and three part-time faculty members were recognized as 2013 Super CPAs. The list of top Virginia CPAs, published annually since 2001, is a collaboration between the publication Virginia Business and the Virginia Society of Certified Public Accountants (VSCPA). The list recognizes CPAs selected by their peers as the profession’s leaders in 12 accounting categories.

Selected in the Educator category were Dr. Doug Ziegenfuss, Professor and Chair of Accounting; Terry Kubichan, Senior Lecturer of Accounting; and Randall Spurrier, Senior Lecturer of Accounting. Mr. Spurrier was one of 12 Super CPAs, one from each category, selected to have a personal profile published in the November 2013 issue of Virginia Business. Individuals selected for a profile were among the top 10 vote getters in their respective category.

The profiled CPAs were asked to discuss their involvement in the field of accounting, as well as trends in their specific fields. Mr. Spurrier commented on the importance of ensuring that students understand “the value of an accounting degree” in a slowly recovering economy. He noted the job prospects for accounting graduates are extremely positive.

Adjunct faculty member Catherine Daley was also named a Super CPA in the Educator category. Ms. Daley teaches Corporate Taxation courses for the Accounting program.

Two adjunct faculty members were recognized in their category of specialization. Gary Baum (Wall, Einhorn, & Chernitzer PC) was recognized in the Business Valuation/Litigation category. Mr. Baum teaches a Business Valuation elective course in the MBA program. Dian Calderone (Hunt & Calderone PC), who teaches undergraduate accounting courses, was recognized in the Individual Tax category.

Professor Judge is Visiting Professor at Instituto de Empresa in Madrid

Dr. William Q. Judge, E.V. Williams Chair of Strategic Leadership and Professor of Management, is on sabbatical in fall 2013 and is a Visiting Professor at the Instituto de Empresa (IE) in Madrid, Spain. IE Business School is the top-ranked business school in Europe as ranked by Financial Times.

While at IE, Dr. Judge is meeting with all faculty in the management department; sitting in on distinguished lectures by faculty at MIT, Wharton, and Stanford; and learning about the institution’s business school. According to Dr. Judge, the school is “led by a charismatic dean who emphasizes entrepreneurship and innovation. In fact, entrepreneurship is one of the four key values celebrated at IE. It is fascinating to see how quickly they move when a new idea arises.”

Educators at IE are especially interested in Dr. Judge’s change management simulation at Harvard Business Publishing. He has presented the simulation to the Executive Education Council and to a local consulting firm affiliated with BTS consulting, a global strategy executive firm.

While on sabbatical, Dr. Judge is also interacting with other European educational institutions. In October, he attended the Nordic Corporate Governance in Copenhagen, Denmark, sponsored by the Copenhagen Business School. With Dr. Colin Mayer, former dean and endowed chair at Oxford University’s Said Business School, he provided an Anglo-American perspective of Nordic governance practices. In December, he will give a research presentation at Toulouse Business School in Toulouse, France.

Prior to beginning his position as Visiting Professor, Dr. Judge, his wife (Dr. Sharon Judge, Associate Dean in ODU’s Darden College of Education), and their two children toured Spain (San Sebastion & Barcelona) and Southern France. Before returning to Virginia, they will visit Granada, Spain; the island of Mallorca; and Morocco. The family is keeping a blog of their trip at teamjudge.wordpress.com.
Faculty News

Faculty Publications, Presentations, Honors, Grants


• **Dr. Stephen Gordon** and **Dr. Ling Li**, Professor of Maritime and Supply Chain Management, (2013), “Factors That Influence Chinese Automotive Suppliers’ Mass Customization Capabilities.” In press at *International Journal of Production Economics*. (with Kun Liao and Xiaodong Deng)

• **Dr. Ling Li** and **Dr. Erika Marsillac**, “Case: Supplier Selection at Kerneos Inc.” Invited presentation at the Cases in Supply Chain Management session, Annual Meeting of the *Production and Operations Management Society*, Denver, CO, USA, May 2013. (with Ted Kosiek)


• **Dr. Ling Li** and **Dr. Erika Marsillac**, Assistant Professor of Maritime and Supply Chain Management, (2013), refereed case study: “Case 11: Supplier Selection at Kerneos Inc.” *The Supply Chain Management Casebook: Comprehensive Coverage and Best Practices in SCM*, Financial Times Press, pp. 124-129 (with Tom McNamara)

• **Dr. Wu He**, Assistant Professor of Information Technology; and **Dr. Ling Li**, Professor of Maritime and Supply Chain Management, (2013). “Social Media Competitive Analysis and Text Mining: A Case Study in the Pizza Industry.” *International Journal of Information Management*, 33(3), 464–472. (with S. Zha) Available online at http://www.journals.elsevier.com/international-journal-of-information-management/. This article has become the most downloaded article from this SSCI-indexed Elsevier journal in 2013. Additionally, the article was featured in *Strategy + Business*, an award-winning management magazine for decision makers in businesses and organizations around the world.

• **Dr. Wu He** served as an National Science Foundation grant proposal panelist for CISE/Information and Intelligent Systems (IIS): Core Programs (Social Networking/Data Mining Panel), May 2013 at NSF, Arlington, VA.

• **Dr. Wu He**, invited member of the Large Grant Application Panel, US Department of Labor, Employment and Training Administration, July/August 2013. The minimum awarded in 2013 is $1 million.

• **Dr. Ling Li** and **Dr. Li Xu**, Professor of Information Technology, “A Randomized pricing decision support system in electronic commerce.” *Decision Support Systems*, available online 16 January 2013. (with Jianghua Wu)

• **Dr. Ling Li**, “Technology designed to combat fakes in the global supply chain.” *Business Horizons*, 56 (2), 2013, pp.167-177

• **Dr. Ling Li** and **Dr. Erika Marsillac**, Assistant Professor of Maritime and Supply Chain Management, (2013), refereed case study: “Case 11: Supplier Selection at Kerneos Inc.” *The Supply Chain Management Casebook: Comprehensive Coverage and Best Practices in SCM*, Financial Times Press, pp. 124-129 (with Tom McNamara)

Please note that authors/presenters/investigators are listed according to their affiliation with the ODU CBPA. This may not correspond to order of authorship or level of responsibility.
Faculty News

Faculty Publications, Presentations, Honors, Grants

- **Dr. Erika Marsillac**, “Supply Chain Modifications in an Era of Green Energy,” invited presentation, ECOconference, Old Dominion University, Norfolk, VA, USA, April 2013.


- **Dr. Michael McShane** was a member of the core planning group and major participant in the two-day conference “Transatlantic Solutions to Sea Level Rise Adaptation: Moving Beyond the Threat.” Dr. McShane served on the panel “Flood Insurance and Adaptation: What Can the US and Europe Learn from Each Other?”


- **Dr. Katrina Miller-Stevens**, Assistant Professor of Public Administration; and **Dr. John C. Morris**, Professor of Public Administration, co-principal investigators, “Fleet Family Services Program Community Capacity Study for the Transition Assistance Program (TAP).” Awarded by the Office of Fleet and Family Services, US Navy Mid-Atlantic Region, Norfolk, VA. Award amount: $123,832. October 2012. (with Tancy VandeCar-Burdin, ODU SSRC)


- **Dr. John C. Morris** and **Dr. Katrina Miller-Stevens**, “Collaboration Processes and Institutional Structures: Reexamining the Black Box.” Presented at the Annual Meetings of the Western Social Sciences Association, Denver, CO, April 2013. (with PhD PAUP student Luisa Diaz-Kope)

- **Dr. John C. Morris**, co-principal investigator, “Evaluation of Family Planning Education in Newport News, VA,” awarded by Planned Parenthood of Southeastern Virginia, $37,800.

- **Dr. John C. Morris** participated in the 2013 Meetings of the Southeastern Conference on Public Administration in Charlotte, NC in September 2013 - Panel Chair, panel on Environmental Policy and Panel Moderator, panel on “Green Horizons: Choosing an Effective Future for Environmental Policy.”

- **Dr. Anil Nair**, Professor of Management; and **Dr. Michael McShane** (2013). "Enterprise Risk Management as a Dynamic Capability," forthcoming in *Managerial and Decision Economics*. (with PhD business student S. Fainshmidt and PhD business alumnus E. Rustambekov)

- **Dr. Jong Park**, Assistant Professor of Accounting and **Dr. Yin Xu**, Professor of Accounting, participated in the Center for Learning and Teaching’s Annual teachFAIR, a presentation titled Learning by Students’ Video Clips in Intermediate Accounting.

- **Dr. Wayne Talle**, Beazley Professor of Economics and Professor of Maritime and Supply Chain Management, “Maritime Transport Chain Choice by Carriers, Ports, and Shippers.” *International Journal of Production Economics*, vol. 142, 2013, pp. 311-316. (with M. Ng)

Faculty News

Faculty Publications, Presentations, Honors, Grants

- **Dr. Wayne Talley** and **Dr. Erika Marsillac**, (2013). “Port Performance Evaluation: A Port Service Chain Perspective,” *The Distinguished Transport Lecture at The Institute of Transport Studies*, The University of Hong Kong, Hong Kong, PRC, October 2013. (with ManWo Ng)
- **Dr. Gary Wagner**, Professor of Economics and an associate with the Economic Forecasting Project, was invited to participate in the Survey of Professional Forecasters, a Federal Reserve Bank of Philadelphia initiative that seeks to produce consensus macro-economic forecasts for the United States every quarter. Wagner will participate in the survey every quarter, but will be recognized in the fourth-quarter forecast produced in November.
- **Dr. George White**, “Legal distance, cognitive distance, and conflict resolution in international business intellectual property disputes.” In press at *Journal of International Management*. (with PhD business student S. Fainschmidt, and C.L. Cangioni)
- **Dr. Juita-Elena Yusuf**, Assistant Professor of Public Administration; and **Dr. John C. Morris**, “Possible Explanations for Variation in Punitiveness Across the United States: An Exploratory Analysis.” Presented at the *Annual Meetings of the Southern Political Science Association*, New Orleans, L.A., January 2013. (with PhD PAUP alumnus Katharine A. Neill)
- **Dr. Haiwen Zhou**, Associate Professor of Economics, (2013). “Intermediate inputs and external economics,” accepted for publication at *Frontiers of Economics in China*.
Student News

MBA Team Best in World In Global Business Simulation

A team of five MBA students enrolled in International Business Issues earned first-place worldwide in the GLO-BUS International Business Simulation for the week of November 4, 2013. INBU 632 is a required course for all MBA students, with discipline-specific modules taught by different faculty members, including Dr. Larry Filer, Dr. Bruce Seifert, Dr. John Ford, Dr. Anil Nair, and Dr. Shaomin Li, as well as Dr. George White, who taught the simulation module.

GLO-BUS is a fully online exercise in which teams of students run a digital camera company in head-to-head competition against companies run by other class members and for ranking against teams from other universities across the globe. Company operations parallel those of actual digital camera companies. Just as in the real-world, companies compete in a global market arena, selling digital cameras in four geographic regions - Europe-Africa, North America, Asia-Pacific, and Latin America.

Company officers must make decisions relating to research and development, component usage, camera performance, product line breadth, production operations, work force compensation, outsourcing, pricing, sales and marketing, finance, and corporate citizenship and social responsibility.

The challenge is to craft and execute a competitive strategy that results in a respected brand image, keeps your company in contention for global market leadership, and produces good financial performance as measured by earnings per share, return on investment, stock price appreciation, and credit rating.

All aspects of the GLO-BUS business strategy game parallel the functioning of the real-world digital camera market, thus allowing students to think rationally and logically in deciding what to do while obtaining valuable practice in making a variety of different business decisions under circumstances that mirror real-world competitive conditions.

In the photo below, Matthew Muller, Chief Marketing Officer (left) and James Heddings, Chief Executive Officer, point out the “Great Cameras” multinational enterprise in first place on the GLO-BUS Global Top 100 list. Also pictured is Dr. George White, Associate Professor of Management. Other members of the Great Cameras leadership team were Michael Boyce, Chief Information Officer; Benjamin Shumate, Chief Operations Officer; and Barry White, Chief Financial Officer.

Marketing Students, Faculty Receive AMA Best Paper Award

A research paper written by marketing students Emmyrose Kahn and Ziniya Zahedi and Dr. Aaron Arndt, Assistant Professor of Marketing, received a “Best in Track Paper” award at the American Marketing Association (AMA) Summer Educator’s Conference 2013. The manuscript, titled “Looking competent: How customer perception of salesperson expertise is influenced by visual cues and verbal statements,” was designated best paper in the Personal Selling and Sales Management track.

The paper was based on an Honors College research project undertaken by the students and supervised by Dr. Arndt. The project started with an analysis of videos of sales encounters and included a series of experiments designed and conducted to study the impact of specific expertise tactics.

Shown at the AMA Conference, from left, Emmyrose Kahn, Dr. Aaron Arndt, and Ziniya Zahedi.
CREED Real Estate Student Council Provides Links to Industry

The E.V. Williams Center for Real Estate and Economic Development (CREED) unveiled several new initiatives in Fall 2013 to connect CBPA undergraduate students with Hampton Roads' leading commercial real estate and economic development organizations. The goal of these initiatives is to enhance academic performance and to broaden students' practical knowledge of the industry.

In September, the CREED Real Estate Student Council (CRESC) was launched to offer students of like interests and academic paths an organization where topics in real estate are explored. Additionally, the Council will provide students a portal for interacting with CREED industry members to broaden their understanding of the market and to network for internship and employment opportunities.

CREED-sponsored student immersion programming this fall included a meet and greet event with commercial real estate business leaders and a site visit and tour of the Wells Fargo Center in downtown Norfolk. The meet and greet, held at the Baron & Ellin Gordon Art Galleries, was attended by more than 40 business leaders and students.

The Wells Fargo Center site visit was led by CREED Program Manager Kylie Bullion and hosted by Stephanie Sanker, CREED chair and Vice President of S.L. Nusbaum Realty. Following a presentation by Tom Johnson, Senior Vice President at S.L. Nusbaum Realty Co., the students were taken on a tour of the Class A, mixed use development comprised of an office tower, retail space, parking garages, and luxury apartments. The Wells Fargo Center is the region’s first LEED Gold Certified high-rise office building and mixed-use development.

At an on-campus meeting of the CRESC, Dr. Mark Lane, Associate Professor of Finance, spoke to students about personal finance and real estate investment. Dr. Lane offered students insight into savings strategies, cost of living analysis, and real estate investment as tools to develop a strong sustainable financial portfolio after graduation.

SMIF Students Competing in CFA Institute Challenge

A team of students enrolled in the Student Managed Investment Fund class is competing in the 2013 CFA Institute Research Challenge.

The Challenge, sponsored by the Certified Financial Analyst Institute, is a competition between university-sponsored teams that research a designated publicly-traded company, prepare a written report on that company, and then present their findings to a panel of judges.

The CBPA team is comprised of Ryan Hanley, David Woods and Robert McBee. The faculty mentor is Dr. Mohammad Najand, Chair and Professor of Finance, and the industry mentor is John Duy CFA, from Wilbanks, Smith, & Thomas Asset Management. The team will initially compete against teams from the University of Virginia, College of William & Mary, Virginia Commonwealth University, University of Richmond, and other schools in Virginia.

The competition has three levels: local, regional, and global. Winners at the local level advance to compete at the regional level against other winning teams from within their geographic region. Regional winners advance to compete at the global level. All expenses are paid by the CFA Institute.
CBPA Recruiting Boot Camp Offers Job-Seeking Preparation

The fall 2013 CBPA Recruiting Boot Camp offered students valuable tips on professional dress, professional dining etiquette, and networking strategies. Some of the region’s leading employers volunteered their time to talk with the 43 attendees about what job seekers can do to set themselves apart and be more competitive in the job market.

In addition to the wealth of knowledge gained through the speakers’ presentations, the attendees also had the opportunity to network with employers and their peers.

Recruiting Boot Camp, offered for the first time in 2012, was developed by Dr. Douglas Ziegenfuss, Chair of the Department of Accounting. It is co-sponsored by the Department of Accounting and the Career Management Center (CMC). The goal of the Boot Camp is to help students gain confidence in their understanding of professionalism, awareness of employer expectations, and career search strategies.

This year’s event was open to all undergraduate and graduate students currently on the Dean’s List. Several accounting firms were represented, including Dixon Hughes Goodman CPAs; Wall, Einhorn, & Chernitzer, PC. (WEC); McPhillips, Roberts & Deans, PLC; and Cherry Bekaert L.L.P.

Professional recruiters reviewed resumes and provided individualized feedback to Boot Camp attendees.

While they enjoyed a four-course meal, students heard about proper dining etiquette from Penny Craig-Pickel, the College’s CMC liaison, and ODU alumnus Kate McGaughey.

Study Abroad Program Investigates History of Asian Port System

In summer 2013, the Port Study Abroad Program focused on the history and development of the Asian port system. A group of seven students, led by Dr. David Cook, Associate Professor of MSCM, traveled to Shanghai and Hong Kong for the two-week experience.

Students had the opportunity to compare various aspects of the Chinese transportation system with that of the United States. They also learned about the history, society, and economic activities of Shanghai and Hong Kong and attended lectures on China’s economy, culture and maritime operations.

Highlights of the trip included visits to Yangshan Island in Shanghai, Hong Kong’s Modern Terminals, and Hong Kong International Terminals. The students witnessed the scope and magnitude of marine container operations in China and Hong Kong. They also visited the Asia Air Freight Terminal in Hong Kong.

In Shanghai, the students visited Culp Fabrics and the China Shipping Yangshan International Container Storage and Transportation Co., Ltd., gaining a first-hand perspective on the types of logistics activities being conducted by the companies.

Shanghai Maritime University and Hong Kong Polytechnic University faculty presented academic lectures on the maritime industries in China and Hong Kong. An historical perspective on the maritime industries in China and Hong Kong was facilitated by visits to the China Maritime Museum and the Hong Kong Maritime Museum.

In addition to the maritime-specific components of the program, students were fully immersed in the culture and history of China and Hong Kong through a series of visits to historical sites. After returning to the United States, students presented a program to share their experiences with members of the local business community and the Old Dominion University community.
Charlotte Anders is New EDC Executive Programs Manager

Charlotte L. Anders has joined the CBPA Executive Development Center as Executive Programs Manager. In this position, she develops and manages professional development and continuing education programs targeting individuals, businesses, industries, and government agencies that have a need to improve skills and job performance to meet the challenges of today’s business environment.

Prior to joining Old Dominion University, Ms. Anders served as the Executive Director for Virginians for the Arts, a non-profit state-wide arts advocacy program, and taught business courses in the Department of Management at ECPI University.

The majority of her career has been in higher education, with more than 25 years at Virginia Polytechnic Institute and State University serving as Director of the Virginia Tech Hampton Roads Center, Interim Director of the Virginia Tech Richmond and Roanoke Centers, and as an Economic Development Specialist in the University’s Public Services Programs unit. In all of these positions, she served as a liaison between the university and local governments, regional businesses and industries, the education community, and non-profit organizations seeking development information and faculty expertise. She developed and delivered educational programs, facilitated strategic and community planning, and provided technical research and development assistance.

Ms. Anders holds a Bachelor of Science degree in Hospitality and Tourism Management and a Master of Science degree in Business Management from Virginia Tech.

She is also a graduate of the Hampton Roads Chamber of Commerce’s Lead Hampton Roads program, the Commonwealth Management Institute offered by the Center for Public Policy at Virginia Commonwealth University and Arthur Anderson, and the American Economic Development Council’s Economic Impact Analysis program.

MSCM Now a Recognized Discipline

The CBPA has received approval from the University and from the State Council for Higher Education Virginia (SCHEV) to establish a Maritime and Supply Chain Management (MSCM) Discipline with the Department of Information Technology/Decision Sciences.

Three professors within the department agreed to become faculty members of the discipline – Dr. Ling Li (E.V. Williams Research Fellow, APICS Fellow and Professor of Maritime and Supply Chain Management), Dr. David Cook (Associate Professor of Maritime and Supply Chain Management), and Dr. Erika Marsillac (Assistant Professor of Maritime and Supply Chain Management). They join Sara Russell Riggs, Lecturer of Maritime and Supply Chain Management.

Additionally, Dr. Wayne Talley of the Department of Economics agreed to become a faculty member of the discipline and was given joint faculty appointments in the Department of Economics (Frederick W. Beazley Professor of Economics) and the Department of ITDS (Professor of Maritime and Supply Chain Management).

The roots of the discipline go back to the creation of the Major in Maritime and Supply Chain Management in 2006.

IFSC Holds Founders’ Day Luncheon

The Insurance and Financial Services Center held their Founders’ Day luncheon on November 6. Keynote speaker for the event was Skip Stiles, Executive Director of Wetlands Watch.

Mr. Stiles discussed what the Hampton Roads area is doing, plans to do, and should be doing to mitigate and adapt to increasing flood risks exacerbated by rising sea levels and sinking ground. A state-wide advocate for sea level rise adaptation, Mr. Stiles has appeared in local, regional, and national media and has provided Congressional testimony on the subject.

The annual Founders’ Day program provides an opportunity to recognize and honor members of the local insurance community for attaining various professional and educational designations. Student recipients of scholarships provided by four industry associations were announced. These associations include: Norfolk-Tidewater Chapter of the Society of Financial Services Professionals (SFSP), Tidewater Chapter of the Chartered Property Casualty Underwriters (CPCU) Association, Chartered Property Casualty Underwriters (CPCU) Society, and National Association of Insurance and Financial Advisors (NAIFA).
Executive Development Center Signature Courses Underway

Two of the college’s Executive Development Center’s (EDC) signature programs began in September. The Executive Certificate in Financial Management, a 14-month course, is registered with the Certified Financial Planner Board of Standards, Inc. and meets the educational requirements for approval to take the Certified Financial Planner exam. This year’s cohort consists of 18 students representing the military, private financial firms, local government, and consulting businesses. Interested students must complete an application which is reviewed by Dr. Bruce Rubin, Associate Professor of Finance, the Academic Coordinator for the program.

The demanding program is presented in six modules covering all aspects of financial planning. The final module is a capstone course which integrates all information from the previous modules and requires the student to complete a comprehensive financial plan for a client. After all modules have been successfully completed, students’ names are submitted to the CFP Board and they are allowed to sit for the exam. ODU is the only approved provider in this region for this course.

The second signature course, the Society for Human Resources Management’s Learning System® is a course designed to help human resources professionals advance in their careers and prepare for the PHR (Professional in Human Resources) or the SPHR (Senior Professional in Human Resources) certification exams.

Seventh-Annual Economic Impact Award honoring Newport News Shipbuilding

“The sole designer, builder, and refueler of US Navy aircraft carriers and one of two providers of US Navy submarines. With a workforce of over 22,000; NNS is the largest industrial employer in Virginia and the largest shipbuilding company in the US.

Friday, March 21, 12 noon
Norfolk Waterside Marriott

Information/register: kdavenpo@odu.edu

EDC 36th-Annual Virginia Municipal Clerks Institute and Academy

In October, the Executive Development Center hosted 62 municipal clerks from across the Commonwealth for the 36th-Annual Virginia Municipal Clerk Institute and Academy.

The program, sanctioned by the International Institute of Municipal Clerks (IIMC), is the Association’s primary education program and awards certification points to participants toward the designation of Certified Municipal Clerk and Master Municipal Clerk. The IIMC strictly oversees the educational component, requiring courses that directly apply to the Clerk’s professional role and professional development.

This year’s courses included sessions on First Amendment Rights, the Freedom of Information Act, record keeping requirements for public minutes, technical writing, technology and cloud storage, and employee performance review. Presenters included CBPA faculty, adjunct faculty, or staff – John Barker, Technology Manager/Fixed Asset Coordinator; Susan Craft, adjunct faculty and Principal, Consulting by Design of Princess Anne; and Dr. Lance Frazier, Assistant Professor of Management.

Old Dominion University and the Executive Development Center has served as the educational arm for the Association for more than 10 years and hosted more than 500 clerks during that time.
Public Service Festival Highlights Multidisciplinary Minor

The Department of Urban Studies and Public Administration hosted the first annual Public Service Festival on October 29. The event, a picnic with music and prizes, was designed for ODU students to learn more about the multidisciplinary Minor in Public Service offered through USPA. ODU introduced its minor in public service in August 2010 with the goal of helping prepare students for citizenship, leadership, and careers in governmental and nonprofit agencies, and to encourage the spirit of volunteerism. It is a 12-credit minor with six credit hours each of core classes and approved electives. Students from any college may earn the public service minor.

The public service curriculum is designed to provide a solid foundation in public administration and nonprofit management, including an appreciation of both internal processes and the external environment of public and nonprofit organizations.

The minor has a goal of preparing students for careers in public service and for graduate education in public administration, public affairs, and related fields.

Every year, the USPA hosts Public Service Week on the ODU campus, with a variety of events that spotlight the opportunities and challenges of a public service career. The next Public Service Week events are planned for February 3-7, 2014.

News from E.V. Williams Center for Real Estate & Economic Development

The E.V. Williams Center for Real Estate and Economic Development (CREED) Industry Leaders on Campus advances CREED’s mission of enhancing students’ experiential learning. Russ Young, Virginia Port Authority; and Warren Harris and Scott Hall, City of Virginia Beach Economic Development, gave presentations to the CBPA's Finance Club. Additionally, CREED Executive Committee members Larry Colorito, Valbridge Property Advisors, and R. Worth Remick, CBRE Hampton Roads, joined the CBPA Executive Mentoring Program.

David Harnage, Chief Operating Officer for Old Dominion University, was guest speaker for the 2013 Annual Membership Meeting. Mr. Harnage discussed the recently unveiled Campus Master Plan identifying redevelopment and new construction planning to accommodate the University’s growth over the next 20 years.

In November, CREED members and business leaders gathered at the Folkes/Stevens Indoor Tennis Center for the 3rd Annual CREED Scholarship Tennis Tournament. The event, sponsored by TowneBank, CBRE Hampton Roads, City of Chesapeake Economic Development, City of Virginia Beach Economic Development, First Potomac Realty Trust, Cushman&Wakefield/THALHIMER, Image Business Interiors, The Miller Group, S.L. Nusbaum Realty Co., and Warwick Plumbing & Heating, benefits the CREED Real Estate Student Scholarship Fund.

CREED will present the 19th Annual Hampton Roads Real Estate Market Review and Forecast on Thursday, March 13, 2014 at the Ted C. Constant Convocation Center at Old Dominion University. The annual Hampton Roads Real Estate Market Review publication is now circulated to more than 9,000 readers and accessible online as a digital flip book. Special thanks to Inside Business for its continued collaboration on this project.
Marketing Alumni Connect with AMA During Marketing Week

The CBPA Student Chapter of the American Marketing Association hosted three marketing alumni as part of a series of activities held to promote marketing during ODU’s Homecoming Week.

Alumni Mike Zelin from Phoenix, Arizona and Doug Wedeck from New York City shared their experiences in the marketing industry with students in Michelle Carpenter’s marketing classes. During a lunch meeting with the alumni, members of the AMA heard tips on how to pursue the various marketing specialties in which they are interested.

Mike Zelin, BSBA Marketing ‘86, is Regional Sales Manager for Cobham Aerospace Communications. Cobham designs and manufactures communications products for general and corporate aviation, military, commercial airline, and helicopter applications. Doug Wedeck, BSBA Marketing ‘85, is Executive Vice President of EUE Screen Gems, a global content production company serving a variety of industries including television, film, and mainstream advertising.

Shown are Mike Zelin and Doug Wedeck (back row, from left) with ODU AMA Club members (front, from left) Alivia Urqhardt, Stephanie Laria, Caron Charlotte, and John Sulguero.

In a separate event related to Marketing Week, the AMA club hosted alumnus Erica Campbell Byrum, class of 2004, for a presentation on how students could use social media to help secure their first internship or job. Ms. Byrum, described as having “extensive knowledge and passion for the endless potential of social media marketing,” joined Dominion Enterprises in 2004. She currently serves as Director of Social Media for Dominion Homes Media, the umbrella division for Homes Media Solutions (Homes.com) and For Rent Media Solutions, a leading provider of marketing and media services for the real estate and property management industry.

Ms. Byrum has been a national public speaker at various multifamily housing and real estate events such as the National Apartment Association Education Conference and Exposition. She also serves as Vice President of Social Media on the Board of the Hampton Roads Chapter of the American Marketing Association.

KUDOS & CONGRATULATIONS

... Deb Butler, CIO, Norfolk Southern Corp. and Vice Chair of the CBPA Executive Advisory Council (EAC) and Suzy Kelly, CEO of Jo-Kell Inc. and member of the CBPA EAC, were honored as “2013 Famous Former Girl Scouts” by the Girl Scouts of the Colonial Coast. They both serve as mentors in the Executive Mentor Program.

... Brian Holland, BSBA ’93, received the 2013 ODU Alumni Service Award. Mr. Holland is owner and president of Atlantic Bay Mortgage Group. He is a member of the CBPA EAC and serves as a mentor in the Executive Mentor Program.

... Ross Mugler, MPA ‘03, BSBA ’84, was elected president of the Virginia Commissioners of the Revenue Association. Mugler, who has served as Commissioner of the Revenue for the city of Hampton since 1992, is a former Rector of the ODU Board of Visitors. He is a certified Master Commissioner of the Revenue through the Weldon Cooper Center at the University of Virginia.

... Jack Ross, BSBA ’84, received a 2013 Outstanding Alumni Award. Ross is President/COO of Dominion Enterprises and Landmark Media Enterprises and a former member of CBPA EAC.