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UW-La Crosse Newsletter

**DEAN'S OFFICE
223 W. Carl Wimberly
Hall**

Mid-Semester is Friday March 9

- ✓ **Applications for admission to the Business Program are due.** All business majors who will be eligible, and who are **planning to start advanced (300-400 level) business courses during summer or Semester I, 2007-08, must apply for the program.** Applications are available at the Dean's Office. Late applications may not be accepted. **Applicants who are completing some of the admission requirements over the summer, here or elsewhere, must also apply by the this deadline.**
- ✓ **All major and minor changes are due.** Changes to students' majors and minors are done only through the Dean's Office. *Changes will be accepted up until mid-semester* to facilitate the registration process and assignment of advisors. No changes will be done after that date until registration is over in May.
- ✓ **Students planning to change to another school or college** must file a "change of program" form at the new college dean's office. These are also due by mid-semester, and will not be processed after that date until registration is complete in May. Program change forms are available at the Dean's Office.

Advisor/Advisee Assignments

Faculty advisor assignments are posted on the bulletin board outside the Dean's Office, and this information is also

available on-line through the "Current Students" area (TALON) of the UWL website.

Students should check to confirm their assignment, particularly new transfer and reentry students. Students are expected to visit with their advisors at least once a semester.

Advising does not take place only at registration time. Students are encouraged to visit with faculty advisors at any time. Faculty have posted office hours on their doors. If these hours are incompatible with a class schedule, students should talk with the advisor about arranging another time.

Advising on the Web

Check out the registration and course scheduling information for CBA students at our web site: www.uwlax.edu/ba/. You'll find basic information about registration advising and scheduling business core requirements and your major. This information is helpful to review before you see your advisor.

The departments also have lots of excellent information about their programs, careers, faculty, student organizations, etc. You can link to their websites from the CBA home page.

Checksheets outlining all degree requirements (General Education, Business Core, all business majors and minors) are available in dispensers near room 226 in Wimberly Hall.

Registration for Sem. I, 2007-08

Registration begins in mid-April. All instructions for registering and your SNAP report are sent to your email address by the Registrar's Office in early April. SNAP reports will also be sent to faculty advisors at that time.

Registration advising will be available from faculty advisors, usually by appointment. Advisors should have sign up sheets for appointments at this time, and students should schedule appointments well in advance of their registration time and day. **Students majoring in Accountancy and International Business are required to see their advisors before they may register, and some CBA faculty also restrict registration until an advising session has taken place.**



August and December 2007 Graduates

Students planning to graduate are **required to get a "credit check"** with Ms. Dittman before registering for their final semester. Call 785-8090, or stop by the office, to schedule an appointment.

Graduates must also file an "intent to graduate form" through the Registrar's Office website. This should be done this spring.
<https://talon.uwlax.edu/webRegistration/LoginServlet>

MGT 205 and BUS 230 Restricted Enrollment

The CBA will again **restrict enrollment** in BUS. 230, Bus. and Econ. Research and MGT 205, Legal and Ethical Environment of Business, **to students officially declared as business majors.**

Students not declared majors in business, or economics in liberal studies, will be prohibited from registering for these courses during regular registration. Mid-semester (March 9) is the final day to

officially declare programs before registration commences.

Reminders

Dropping a Class? The last day to drop a full-semester class is March 23. Drop forms may be obtained from the Dean's Office; they require the instructor or student's faculty advisor signature.

Students may not drop courses after this date.

Planning to complete a course at home this summer? If you're thinking about completing a course somewhere other than UW-La Crosse, please note you must obtain permission from the Dean's Office, in advance, if you want to transfer the course back to your program here. *Repeating* courses may be done **only at UW-L.**

Thinking about studying abroad next year? Check this website for all the information about the deadlines, various program opportunities, scholarships, etc. http://www.uwlax.edu/oie/SA/study_abroad.htm



DEPARTMENTAL UPDATES

ACCOUNTANCY DEPARTMENT

Banquet

The annual banquet is scheduled for April 24 at the Cleary Center. All accountancy majors should attend. Last year the Department of Accountancy gave out over \$20,000 for scholarships at the banquet. Accountancy department scholarship applications are available on the department website and will be accepted until March 22 (the website says March 15). Attendance at the banquet is a necessary condition to receive a scholarship.

Placement

Accountancy students interviewing in the fall of 2007 have a meeting with Career Services in April. The meeting will be on April 16 at 3:00 in 209 CWH with Karla Stanek and Ken Winter. If you are unsure about your plans for the fall you should contact Ken Winter (405 CWH) before the meeting.

Demand for UW-L accountancy graduates in professional positions and current accountancy majors in internships remains strong. Accounting Career Expo and Accounting Interview Days attracted over 20 organizations to recruit accountancy majors. Last year, see www.uwlax.edu/CareerServices/Report/default.html, over 97% of accountancy majors were placed in related employment and, on average, they earned over \$40,000. Most internships are full-time, paid internships in the spring with public accounting firms. The same website shows that there were 64 accounting internships last year. All are well paid and most of the spring internships are full-time in public accounting.

New Chair

Starting July 1, Dr. Eide will replace Dr. Winter as department chair.

Publications

Burrowes
Accounting Education: An International Journal
The Ethics of Instruction

Critical Perspectives On Accounting
An Elegy to Derrida

Managerial Finance
New Managerial Self Awareness

Accounting, Auditing & Accountability Journal
Born Again Accountants

Chartered Accountants Journal Of New Zealand
America

Beyond Passwords - Biometrics and You
Lack of Public Display Impairs Legitimacy

Much ado about Internal Controls

Managerial Auditing Journal
Introspections of a Post-Andersen Auditor

Burrowes & Hendricks
Managerial Finance
Independent Financial Experts: From Wished-For to Wistful Thinking

Burrowes & Kastantin
Critical Perspectives On Accounting
In Spitzer We T(h)rust

Eide
Research In Healthcare Financial Management
The Impact of Resource Based Relative Value Scale on US-Based Community Health Centers

Chartered Accountants Journal Of New Zealand
Lack of Public Display Impairs Legitimacy

Tougher Bankruptcy Laws in the US

US Internal Control Certifications Inadequate

Eide, Gardner & Kastantin
Tax Adviser
Integrating Circular 230 into the Tax Curriculum

Amendments to Circular 230, Part I & Part II

Gardner
Tax Adviser
Practice & Procedures: An Analysis of SSTS Interpretation No. 1-2 (Part I & Part II)

Kastantin
Accounting Education: An International Journal
Teaching to the Choir: Challenges of a Learner-Centered Simulation

The Ethics of Instruction

Managerial Finance
Beyond Earnings Management: Using Ratios to Predict Enron's Collapse

Winter
Baseball in the Classroom: Teaching America's Pastime
The Business of Baseball: Forecasting the Financial Effects of the Babe Ruth Purchase

On Balance
Changing Lanes

The Cooperstown Symposium On Baseball And American Culture
Yankee Profits and Promise The Purchase of Babe Ruth and the Building of Yankee Stadium

Class Scheduling Information

Classes may not be offered if they do not reach enrollment minimums.

Summer 2007

ACC 221, 222, and 421 will be offered.

Fall 2007

All courses required in the ACC major will be offered. ACC 301, Taxation for Non-Accountants, will be offered as an elective or as part of the ACC minor.

J-Term 2008

ACC 221 and 222 will be offered.

Spring 2008

421 will NOT be offered. All other required major courses (including 418) will be offered.

Accountancy Minor

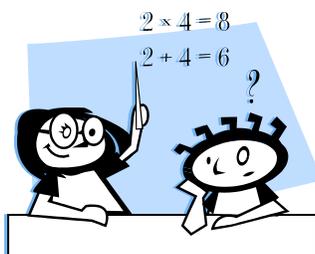
The accountancy minor consists of thirteen credits including ACC 321 and ACC 322, plus any two additional ACC courses numbered 300 or above. Courses taken to satisfy the minor may be used to meet major electives.

150-hour Curriculum

Wisconsin has joined most other jurisdictions in requiring 150 college credits to become a CPA. Minnesota's 150-hour rule went into effect 7/01/06. The department recommends that all students complete their 150-hour curriculum before starting employment in any jurisdiction. Students heading to other jurisdictions can check <http://www.aicpa.org/states/uaa/150chart.htm> to find out where that jurisdiction is in the 150-hour process.

Accountancy Tutors

If you need assistance with your ACC 221 or ACC 222 class, tutors are available Monday through Friday in room 327 Wimberly Hall. Exact hours are posted on the door.



ECONOMICS DEPARTMENT

Voyages with a Vision: Reality Tour to Tanzania

Donna Anderson, Economics, and John Betton, Management, have developed a Study Abroad Program in Tanzania for J-Term 2008 focusing on socially responsible business practices. We are partnering with Global Exchange (GX), an international nonprofit human rights organization working for global, political, economic, environmental and social justice. Tanzania, known for its natural wonders from Mt. Kilimanjaro to the Serengeti, is one of the most unique countries in Africa because of its post-colonial socialist background and its relative stability in an unstable region. Students will come face to face with crucial issues about globalization and its impact on communities to better understand them and see socially responsible business and other grassroots solutions in action. The study tour will be built around the focal areas of sustainable development, fair trade, education, conservation, and workers' rights.

We welcome all students to:

-Visit a traditional Maasai village and talk to villagers, elder women herbalists, and the Olaiboni (spirit healer), about indigenous culture, changes occurring in Maasailand and the impact of globalization.

-Enjoy a roast goat lunch while learning about reforestation programs in the context of climate change in the transitional villages of Nadosoito and Mkonoo.

-Discuss ecological issues with Maasai villagers at the base of the Oldony Sambu mountain around an evening campfire.

-Take part in a wildlife safari while speaking with park officials, tourism representatives and others who are working on issues of conservation in the region.

-Understand the development of workers' rights against the backdrop of the slave chambers of Stone Town, a terrible place where slaves were packed into tiny rooms before they were taken to market and the site of one of the greatest human atrocities ever.

-Learn about fair trade first-hand at a coffee cooperative.

-See how globalization is connected to education in Tanzania, where we envision an opportunity for our group to sponsor a child's education.

If you are interested on learning more, contact either Dr. Anderson, anderson.donn@uwlax.edu, or Dr. Betton, betton.john@uwlax.edu We will have an informational session later this semester.

Faculty Notes

On March 17, Professor Keith Sherony and economics student Kim LaGuardia presented "A Ballpark by Anyone's Measure" at NINE's 14th Annual Spring Training Conference in Tucson, Ariz. The paper considers the unique circumstances of Major League Baseball which, unlike other major sports that require all areas of play meet official specifications, stipulates the dimensions for only part of its playing field. Irregularities among the parks at which baseball games are played raise the possibility that the park's configuration influences the outcome of the game. The study quantified the differences in Major League Baseball parks by comparing each team's park data to a set of "standardized" data and considered the extent to which ballpark features affect home team performance.

The Economics Department has hired Kathryn Birkeland, who will join the faculty in August, 2007. Professor Birkeland is currently completing her Ph.D. at Arizona State University. Her teaching interests include macroeconomics, money and banking, and monetary theory. Her research focuses on macroeconomic labor market outcomes. This fall she will teach Eco 305: Intermediate Macroeconomic Analysis and Eco 120: Global Macroeconomics.

For the 2007-2008 school year Taggart Brooks will be on sabbatical. During the year he'll be working on retooling his research and teaching focus by developing materials for Health Economics (ECO 471) which he plans to teach upon his return in the Fall of 2008. He also plans to begin a book manuscript which will be geared toward a non-academic audience and based on research at the intersections of economics, sex, and adult entertainment. In addition to some traveling to present his current research, he also hopes to teach at the Maastricht Center for Transatlantic Studies. If you have any

interest in studying abroad in the spring of 2008, stop by for a chat with Dr. Brooks.

Mike Hauptert had his book, The Entertainment Industry (Greenwood Press), published last fall. He has now started a new project on the labor history of professional baseball. This new book will be published by The University of Florida Press as part of their labor history series. Hauptert continues his work on the financial history of baseball with Professor Ken Winter (Accountancy). They will be presenting their latest research, "Building a League One Dollar at a Time: The Story of the Early Success of the American League," at the annual Cooperstown research conference in June. Hauptert and Winter, along with Lise Graham (Finance), published "Applying Modern Financial Principles to the Babe Ruth Purchase," in *Baseball in the Classroom* (McFarland & Co. Publishing) last fall. The article details how the three combined students from their classes into an interdisciplinary group project.

Some scheduling notes...

This fall the Economics Department will deviate from its usually upper division course schedule by postponing Eco 320: Economics of Sports and Entertainment until the 2008 spring semester. Economics majors are reminded that the required intermediate theory courses are each offered only once per academic year: Eco 305: Intermediate Macroeconomic Analysis in the fall semester and Eco 308: Intermediate Microeconomic Analysis in the spring semester.

ECO 303: Industrial Organization will be offered again in the fall semester, it was last offered in fall 2005. The principal goal of the course is to educate students about the economist's way of thinking about public policy issues in industrial economics. The field of industrial organization has undergone considerable change (sometimes referred to as the "new IO") with game theory used as the framework for understanding settings in which strategic interaction is present. Public policy too has undergone dramatic change, with modern industrial organization working its way into contemporary antitrust policy. The course will also get into current issues such as intellectual property rights (patents and copyrights), corporate governance, and health care. This would be a good course for a pre-law student.

Student Research

The following Economics students had their research published in the 2006 UWL Journal of Undergraduate Research:

John Laueremann, "Earnings Differential by Industry: Testing the Theory of Compensating Wage Differential".
Advisor: Dr. Donna Anderson

Evan Powell, "The Economic Effects of Occupation and Industry: Employee Personal Health Insurance Concerns".
Advisor: Dr. Donna Anderson

The following Economics students received 2006 Undergraduate Research Grants:
Kevin Roland, "College Students' Understanding of Retirement Planning".
Advisor: Dr. Donna Anderson

Derek Freedlund, "Government Response to Terrorism". Advisor: Dr. Donna Anderson.

during their advising schedule or contact Dr. Wolf, Dept. Chair.

Personal Finance (FIN 207) is now included in the General Education curriculum as a component of the Self and Society category. The course enables students to learn financial life skills that will alleviate many of the financial problems people are encountering today due to the changes in our society. Topics covered include investing, fringe benefits, taxes, buying a house and/or an auto, credit and budgets. Guest speakers are used to bring "real world" information into the class in different areas such as credit, investing, and home buying. This is an extremely useful course for all majors and now fulfills a general education requirement.



Spring Seminars

March 30, Mary Gregson Hansen, affiliated with American University, will speak on adoption.

April 13, speaker, Ray Cohn from Illinois State will speak on immigration.

April 20, Pete Ferderer, Macalster, will speak on the stock market.

April 27, Kristin Anderson, speaker from Augustburg College, on the topic motion study.

Gordon Spellman Fund

Through a generous alumnus donation, finance students have the opportunity to manage and invest real money! Portfolio Management (FIN 475) and Investment Analysis and Management (FIN 721) students will review and present investments for the Spellman Fund. The students then interact with a committee of UWL alumni that are successful investment professionals to finalize the funds selections. Johnson & Johnson, Proctor & Gamble, and Kohl's were chosen by the CBA Investment Advisory Committee based on student presentations in December 2006.

Class Scheduling Information

Summer Term

The department is offering Personal Finance (FIN 207), during Summer I. Investments (FIN 380), a finance major core requirement, is offered in Summer II. Principles of Financial Management (FIN 355) will be offered in both Summer I & II. For more information, please see your advisor or the department chairperson, Dr. Wolf.

Fall Term Courses

Personal Finance (FIN 207) will be offered and is open to students in all colleges.

Another elective open to all CBA students is Principles of Insurance (FIN 360). In this course, students learn about a variety

FINANCE DEPARTMENT

The Risk and Insurance Concentration will receive a make-over. As the demand for financial planners and Insurance Representatives dramatically increases, the concentration will become more flexible allowing students to focus on financial planning in addition to insurance. In conjunction with the redesigned concentration, the department hopes to offer Advanced Financial Planning (FIN 407) next spring. This new course would cover a variety of personal finance topics such as mutual fund investing, taxes, life insurance, and retirement planning. Tentatively, the course will have FIN 355 and FIN 360 as prerequisites, please plan ahead. If you have any questions about the redesigned concentration or the new course, please speak to your advisor

of risk management concepts, insurance industry practices, and common insurance contracts. Although the course is primarily an introduction to the topic of risk management for the firm, some attention is given to personal insurance for the home, automobile, life, and health. The prerequisite for FIN 360 is completion of ACC 221.

Finance Group I Electives

Management of Financial Institutions (FIN 410) examines the environment in which financial institutions operate, its changing nature, and managerial decision-making within that environment. Financial institutions like banks are continuing to expand beyond their traditional product offerings, such as personal and commercial loans and trust services, into new areas such as financial planning, insurance, financial security sales, and investment banking. Consequently, the employment opportunities in that industry continue to expand. This course is open to any students who have completed the prerequisite (FIN 390 or ECO 301).

Portfolio Management (FIN 475), which has FIN 380 as a prerequisite, provides students with a more in-depth investigation of the concepts of risk and risk reduction through portfolio construction, as well as various methods for measuring an investor's return on investment. Additional attention is paid to derivative securities (primarily options and futures) that are frequently mentioned in the financial press. Students enrolled in Portfolio Management manage the student-directed Spellman Portfolio.

January Term

The Department of Finance plans to offer Personal Finance (FIN 207) and Principles of Financial Management (FIN 355) during the January 2008 term.

Advising and Registration

Advising SNAP reports will be e-mailed to finance majors at the beginning of April. You may then sign up for an advising time on the schedules posted in the hallway outside the Finance Department offices. Please be sure to bring your SNAP form to the advising session.

Faculty Notes

Shane Van Dalsem will join the Finance faculty next fall. Mr. Van Dalsem comes to UWL with excellent teaching credentials and promising research potential from the University of Arkansas. He will teach Corporate Finance (FIN 370).

Dr. Krueger will present, 'Corporate Reputation and Investment Value,' and Drs. Graham and Krueger will present, "Does Investing in Interim Terms Pay Dividends," at the 2007 MBAA in Chicago. Both papers are also included in the Proceedings of the Academy of Finance.

Dr. Graham continues to serve as the Interim Associate Dean is the VP-Finance for the Academy of Financial Services.

Dr. Carney serves on the Investment Committee of the UWL Foundation. The investment income earned on the Foundation's endowment is the source of the funding for UW-L student scholarships. Dr. Carney also serves on the UW System Tax Sheltered Annuity Investment Committee.

Dr. Krueger is the editor of the Proceedings for the 2006 Academy of Finance annual meeting.

Professors Carney and Morrison continue to serve on the Board of Directors of Advantage Credit Union. Additionally, Dr. Carney is the vice-chairman of the board and Ms. Morrison serves as the Treasurer.

Dr. Aiuppa taught a course in corporate finance in Caen, France, last November. The course is part of a graduate program at the University of Caen.

ECESP

The entire department continues to be involved with the East Central European Scholarship Program (ECESP). In particular, for the scholars attending UW-L during the 2006-2007 academic year, Dr. Carney is the academic adviser and Dr. Tom Krueger is the internship coordinator. Last fall, Dr. Aiuppa served on the dissertation committee of Klime Poposki, an ECESP Scholar, and then participated in the defense in Skopje, Macedonia. Drs. Robinson and Wolf are providing special courses in Derivatives and Financial Institution Management for the Scholars during Spring Term 2007.

FMA

Dr. Wolf will lead the Financial Management Association (FMA) on their annual trip to Chicago on April 12-13, where they will visit the Chicago Mercantile Exchange, Chicago Board of Options Exchange, and the Federal Reserve Bank - Chicago. Prof. Morrison will organize the FMA Golf Outing on May 4. Both events have been extremely successful and we look forward to outstanding attendance.

Tutors & Other Assistance

If you need a little help to understand your latest finance assignment or lecture, we urge you to visit our tutors located in 406E Wimberly Hall. Jon Gartzke, Megan Lulling, and Megan Markisen will be pleased to help you with your questions. Administrative assistance can be obtained from our program assistant, Mrs. Lori Komarek, whose office is in 404 Wimberly Hall.

Information Systems Department

Fall Course Offerings

The department will offer 6-8 sections of I-S 220, providing up to 240 seats for the anticipated larger incoming CBA class. We plan to continue to utilize the computer testing tool, SAM, to evaluate Microsoft Office skills of the students. Students planning to take this course should expect to spend substantial time and effort in learning many subjects in business information systems as well as acquiring skills for mastering productivity tools.

Dr. Wen has resumed his chair and teaching duties in the department after his return from sabbatical leave in Taiwan. He will be offering the I-S 401 course with writing emphasis and teaching a MBA core course, BUS 735, in the coming fall. The 4-credit MBA course will undergo substantial redesign since it no longer is a team-taught class.

One section of I-S 330 will be offered by Dr. Kyung Hoon (Brian) Yang. He will also teach one section of MGT 370 for the Management Department.

Dr. Wehrs is scheduled to offer I-S 320 (Data-driven Decision Support Systems) and Dr. Park, I-S 405 (IS Seminar). However, the offering of these two IS elective courses is subject to the minimum enrollment level set by the CBA. Students planning on taking these courses should also choose appropriate alternate courses as backups in case they are cancelled.

No other upper-division IS elective course will be offered in the coming fall. Students who need electives for timely graduation are encouraged to take IS internships for credits, the IS independent

study course, or qualified elective courses in the Computer Science Department.



International Programs

Dr. Wen created a section of I-S 499, Independent Study, last semester that included an international program. Five CBA students enrolled in this section to study the subject of information security management. The international component was jointly supported by the Title VIB grant of the CBA and a German federal grant from the University of Applied Sciences (UAS) in Frankfurt.

In late October of 2006 eight UAS students and two faculty members (Drs. Schneider and Giegler) visited UW-L. Dr. Wen took a break to come back to La Crosse from his sabbatical leave in Taiwan to lead the international group (consisting of thirteen students and three faculty) in conducting field studies at the Gundersen Hospital and Federated Insurance Co. in Owatonna, MN. For the second half of the program, the five CBA students went to Germany with Dr. Wen during January 8 to 15, 2007, to join force with the Germany team to conduct additional field studies at three sites in Frankfurt: Flaport, German Railways, and Bundes Bank of Germany. Three research projects have been defined over the five field studies and the resulting papers will be submitted to UW-L's undergraduate research journal by the end of the current semester. The collaboration between the two teams from U.S. and Germany has been seamless and the exchange experience for both sides a real success. We hope similar support can come from UW-L's central administration in the future, as a tangible realization of its commitment to internationalization.

While on his sabbatical leave in Taiwan, Dr. Wen also made a formal visit to the main campus of the Beijing Union University (BUU) and its College of Applied Arts and Sciences (CAS) in China. The purpose of his trip was to continue his effort in building a joint MBA program with the BUU as a whole and to confirm UW-L's existing agreement on a similar joint MBA program with the CAS. The discussions with many key Chinese personnel have resulted in a scheduled UW-L visit of a BUU delegation in early April, 2007. Both collaborating partners of

the joint MBA program expect to finalize the agreement during the upcoming visit.

Faculty Research Output

Refereed Journals

Park, Yangil and Chen, Jeng-Chung. "A Study of Medical Doctors' and Nurses' Acceptance and Adoption of Smartphone," *Industrial Management & Data Systems*. Accepted and forthcoming.

Park, Yangil and Chen, Jeng-Chung. "In search of factors to online game addiction and its implications," *Journal of International Technology and Information Management*. Accepted and forthcoming.

Yang, Kyung Hoon.. "Strategy toward for Third Party Logistics Systems: A Case Analysis Using the Blue Ocean Strategy," Accepted and forthcoming, *OMEGA*, 2007.

Yang, Kyung Hoon. "Human Decision-Making Behavior and Modeling Effects," Accepted and forthcoming, *Decision Support Systems*, 2007.

Conference Proceedings

Chen, Jeng-Chung and Park, Yangil. "Relating Two End-user Theories to Online Game Addiction," *Decision Sciences Institute (DSI) Annual Meeting*, November 2006, San Antonio, TX.

Yang, Kyung Hoon. "Ubiquitous-Oriented 3rd Party Logistics System: Uncontested Blue Ocean Market Space," *Decision Sciences Institute*, held in San Antonio, Texas, November 2006.

Wen with Peng, Kuo-Fang, Hsu, Tong-An, and Kuang-Wei (2006), "The Impact of Information and Telecommunication Development on National Socioeconomic Development - an Empirical Study on City Indices in Taiwan," *Proceedings of the 4th Conference of Management Academia*, CDROM, National Chin-Yi Institute of Technology, Taichung, Taiwan.

MANAGEMENT DEPARTMENT

Drs. Tom Hench and John Betton co-authored a paper titled: "The Environment' and 'Sustainability': An Interdisciplinary Re-Framing." The paper was presented at The Third International Conference on Environment, Cultural, Economic and Social Sustainability in

Chennai, India at University of Madras on January 4-7, 2007.

Dr. Betton presented a paper entitled "Human Rights, Globalism and Cultural Values: Universality and the Nation State" at the Fourth International Conference on New Directions in The Humanities at Tunis, North Africa in July. The paper was published in November in Volume 4 of the refereed journal, *International Journal of the Humanities*.

He also presented a paper "Redefining Global Responsibility: The impact of the Alien Tort Claims Act on redefining responsibilities for human rights violations" at the Second International Conference on Corporate Social Responsibility held in Berlin, Germany in October 2006.

Dr. John Betton will be offering MGT 408 in the second summer session at 10.30 .

Dr. Betton is teaching three classes in the environmental studies capstone course in the fall semester.

Undergraduate Research

Dr. John Betton was faculty mentor for two undergraduate research projects that were awarded international grants by the Undergraduate Student Research Fund. The two students, Kira Keuhn and Melissa O'Neill conducted research in Curitiba, Brazil over J-term, where in addition to their research they learned to samba.



International undergraduate research on corporate social responsibility is currently being undertaken by Rebecca Krage in Spain and a further project sponsored by John Betton and awarded an international undergraduate grant has been published in the current issue of the *Journal of Undergraduate Research*.

MARKETING DEPARTMENT

Personnel News

Some of you may have noticed that there is a new face in the Marketing Department this term. In December of 2006 Mrs. Judi Shepherd retired after 27 years of service to the UW system. Mrs. Shepherd had been the Marketing Department ADA for the last 13 years. She has been replaced by Ms. Jean Bonde. Ms. Bonde had been the ADA in the Department of Economics for the past several years, so she comes to us very well versed in the CBA and University processes and procedures. She is still in the process of settling in, but if you are in the area stop by and welcome her to her new departmental "home."

The Marketing Department was successful in their Fall 2006 Search for a new addition to the department. Mr. Feng (Oliver) Liu will be joining the Department in the Fall of 2007. Mr. Liu is a Doctoral Candidate in Marketing at the University of Wisconsin, Milwaukee. He is originally from Hangzhou, China (a city south of Shanghai) and has a background in Journalism, Internet Marketing, and Media Research. He will be teaching Market Research in the undergraduate program this fall. We are looking forward to his joining us, and feel he is going to bring a new dimension to our program. Be sure to look for him this coming fall.

Publications

Dr. Brokaw and Dr. Achenreiner have had a paper entitled "The Factors of Worldmindedness: An Investigation" accepted for publication by the journal *Review of Business Research*. The paper will be published in RBR Volume VII, number 4, 2007. The article has also been accepted for presentation at the annual conference of the International Association of Business and Economics in Las Vegas in October.

Two recent Marketing graduates also had papers accepted in the 2006 UW-La Crosse Journal of Undergraduate Research:

Alicia Herrling: "A Piece of the Action: Women's Quest to Become a Part of the Video Game Industry" (Dr. Brokaw Advisor)

Eric Kau: "Regional Branding: A Relationship of Public and Private Sectors" (Dr. Brokaw Advisor).

Course Offerings

The Marketing Department anticipates offering the following courses during the summer 2007 session:

MKT-309, Dr. Brokaw - First 3 weeks of the first summer session.
MKT-444, Mr. Chilsen - First 3 weeks of the first summer session.

SMALL BUSINESS DEVELOPMENT CENTER



International Seminars

The Small Business Development Center is offering three international business seminars this semester as part of the Department of Education Title VI programs. Faculty and students are welcome to attend. Please register on line (www.uwlax.edu/SBDC) or at the SBDC in 120 Wimberly Hall.

International Business Roundtable: Mexico

March 29, 10:00-12:00 (networking lunch follows)

Many businesses in the 7 Rivers Region are engaged in (or are considering) trade with Mexico. Business practices and customs vary from the familiar domestic environment. Contracts, shipping, cultures, and marketing practices all can change, either subtly or dramatically.

John Konkel of the Wisconsin Department of Commerce will facilitate our second International Business Roundtable. It will provide an opportunity for peers to share insights and what they have learned along the way. The panelists include:

- Guillermo Lupi, Trane
- Eric Dillaber, Red Arrow International
- Leticia Pena, Professor of Management, UW-La Crosse

Business Across Cultures: China
April 10, 9:00-12:00 a.m.; networking lunch; 1-3:00 p.m.

What role does culture play in international business? Understanding cultural differences is crucial to success in international business. Business tactics, negotiation strategies, and etiquette all vary across cultures. This program will help understand how cultural differences can affect the business relationship.

The program will be presented by Richard Gesteland, a global authority on managing and negotiating across cultures. The program will include a morning general overview session, followed by a culture-specific afternoon session on China.

Join us for the whole day (includes lunch) or a single session. UW-L faculty and student discounts will apply. Full details, registration, and disability accommodations are available online at www.uwlax.edu/SBDC or at (608) 785-8783.

Global Trade Professional Certification Training

May 20-24 (on-campus lodging is available in the new Reuter Hall)

A curriculum has been developed to prepare managers to take the exam for the national certification as an international trade manager. The certification provides a benchmark for competency in global commerce.

The curriculum provides a thorough coverage of all aspects of global trade management. The SBDC is offering this four-day professional seminar at UW-La Crosse on May 20-24, 2007. There will be an opportunity to take the certification exam in June.

The National Association of Small Business International Trade Educators (NASBITE) is responsible for the Certified Global Business Professional Certification (CGBP). For more information about the certification, go to www.NASBITEcgbp.org.

STUDENT ORGANIZATIONS

AMERICAN MARKETING ASSOCIATION



American Marketing Association is a nationally affiliated organization that strives to provide college students with opportunities to expand critical business skills through professional development, community service, fundraising, and socials. AMA provides its members with opportunities to network with business professionals, UW-L faculty, and fellow students. With over 90 members, AMA is off to a great start for the fall semester!

AMA made its mark on campus with a new fundraiser. Coupon books were distributed during textbook rental for all students and staff of UW-L. Check out the many great deals available to students and look for even more coupons next semester! If you have not received a book, come to the AMA office for your free copy.

Upcoming events for AMA include:

Participation in the Polar Plunge

AMA is raising money for the Special Olympics through this event by collecting pledges and plunging into the frigid Black River on March 3rd.

2008 Coupon Book Drive

We will be looking for more businesses for our next edition of the AMA Coupon Book to be passed out fall semester of 2007.

We are hoping to work with a few on-campus organizations to help them with promotional materials for the 2008 school year.

February 21st 2007 AMA held a panel of UW-L marketing alumni. Students were encouraged to attend and network with recent UW-L grads during a social hour and a question and answer session.

The National Conference is coming up in March. New Orleans will host the event. Thirteen AMA board and general members will be attending.

AMA will be touring the new Kwik Trip facilities and talking with the marketing manager there.

We will be having a social on the La Crosse Queen later in the semester.

The year-end banquet will be revamped this year. AMA members will have a more important role in planning. Dinner, awards and prizes will all be free of charge to our top members.

The AMA office is located in Wimberly hall, room 318-D. Feel free to visit our officers and ask questions about our club. We also have a brand new website this year. Visit us at www.uwlax.edu/ama to see pictures from our socials, check out upcoming events, and to see our members. Feel free to e-mail us with any questions at amarketa@uwlax.edu.

Students interested in joining a professional organization to enhance their communication, professional, and networking skills are invited to join AMA in the fall semester of 2007. For more information, please check out one of our meetings on Wednesdays at 5:30pm in room 337 Cartwright.

DELTA SIGMA PI



Delta Sigma Pi is a co-ed professional business fraternity that should make its way onto every business major's resumé. Having the reputation of being a Delta Sigma Pi (DSP) brother is one in its own. Employers associate the name with experience, professionalism, and personality that they know each member holds. Delta Sigma Pi is great for preparing students for the business world.

This fraternity has prospered into a nationally recognized association that is made up of, today, more than 200 chapters and over 2,000 brothers. The chapter at UW-L consists of more than 60 active brothers and 17 pledges this spring semester. With events from community service such as Adopt-A-Highway to professional events like Prep for Success with fun socials in between there is always a new activity going on. DSP can provide many job and internship opportunities because of the great

networking that become available. If you are interested in learning more about Delta Sigma Pi, visit our website at <http://www.uwlax.edu/dsp/>.

FINANCIAL MANAGEMENT ASSOCIATION



The Financial Management Association is an organization which promotes knowledge and exploration of careers in Finance and Economics. FMA provides many different options of careers through involvement with some of the top industry leaders in the world today. Each semester, FMA has three speakers from different companies come in and educate the students about their position and the company they work for. The students can then learn first hand the dynamics of the financial and economic fields of work.

FMA is open to all business students, but has great emphasis in the careers in finance and economics. This spring semester there will also be a Chicago Trip in which students can go to the Chicago Stock Exchange and gain valuable knowledge and experience. Also, this spring there will be a golf outing where students are able to golf and meet the business professionals in the area.

FMA Speaker and Meeting Times:

February 28, 2007: Bob Sendelbach, Wells Fargo

March 28, 2007: Eric Guth, Mutual of Omaha

April 12-13, 2007: Chicago Trip

April 18, 2007: Bob Allen, Piper Jaffray

May 4, 2007: Golf Outing at Fox Hollow

This semester the meetings are at 5:30 p.m. in room 141 Carl Wimberly Hall. Look for posters and announcement in classrooms for reminders of times and speakers. We look forward to an enjoyable and productive semester and we hope to see you at the meetings. If you have any questions, feel free to contact Jenny Berndt at berndt.jenn@students.uwlax.edu.

CBA ADMINISTRATION

Accountancy..... Dr. Kenneth Winter

Economics..... Dr. Keith Sherony

Finance..... Dr. Rob Wolf

Information Systems..... Dr. Kuang-Wei Wen

Management Dr. Tom Kuffel

Marketing..... Dr. Stephan Brokaw

Director, Small Business Development Center..... Jan Gallagher

Assistant to the Dean Amelia Dittman

Interim Associate Deans..... Dr. Lise Graham
Dr. Ken Winter

Interim Dean..... Dr. Bruce May

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