

The AMBASSADOR

An update for Illinois State University M.B.A. alumni and business partners

*the business of
Arts Management*

Spring 2002, Volume 2

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M.B.A. alumni and business partners

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Editor

Kathy Alexander

Designer

Teresa Henry

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Contents



Pioneers

Clockwise from far left: Matt Neves; Paul Berg; Baykal Eyyuboglu; Kristin Dallman, M.B.A. '00; and Sherry Wagner '89, M.B.A. '95—pioneers all in the arts management M.B.A. program.

On the cover: Berg, Eyyuboglu, and Neves in the Theatre at Ewing, home of the Illinois Shakespeare Festival. *Story begins on page 2.*

5 *M.B.A. interns*

For Illinois State M.B.A. student interns and the organizations that “hire” them, the internship program is a win-win situation, giving the students invaluable real-world experience and the organizations a ready pool of well-prepared future employees.



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Innovative M.B.A. concentration weds **ARTS & BUSINESS**

The arts management M.B.A. program at Illinois State University, which marries creative talent and business skills, has all the earmarks of a match made in heaven.



Launched in 1994, it offers students with bachelor's degrees in the arts the chance to develop the business savvy necessary for survival in a competitive marketplace.

The innovative program combines a traditional M.B.A. curriculum with graduate study in the arts (public policy and arts, grant writing, and theatre management) to give those with a creative bent the ability to run the business ends of their disciplines as well as the artistic.

Thus far, program graduates have concentrated on theatre management; however, program director Lee Graf said the degree is targeted at all creative disciplines, including painting, sculpture, and music.

"Most fine arts majors have no business background, but we are on the leading edge in helping our students gain that specialized focus," he

explained. Actors who want to manage their own theatres, painters who want to turn a profit at their studios, cellists who want to make their music shops "sing" financially, and other fine arts graduates seeking creative careers in unconventional venues are the very people at whom the arts management M.B.A. is targeted.

Sherry Wagner '89, M.B.A. '95, the first graduate of the program, is managing director of the University of Minnesota Theatre and Minnesota Centennial Showboat, where her responsibilities include human resource management, marketing, audience development, fund-raising, and community outreach for one of the largest theatre programs in the nation.

She said she transferred to Illinois State's program because it was a "better match" for her than the conventional

“My M.B.A. gave me the knowledge and credibility necessary to meet and speak with corporate leaders in their own language. Many arts organizations run on very tight budgets. With scarce resources, the arts need skilled leaders who can create success.”

M.B.A. program she was in at another university. “A specialized M.B.A. in arts administration was constructed to fit my specific needs and career goals,” she explained. “I supplemented business coursework with classes in theatre management and a graduate assistantship with the Illinois Shakespeare Festival.”

An Illinois State tradition since 1978, the festival attracts thousands of theatregoers each year and gives students in the arts management M.B.A. program the chance to work behind the scenes on everything from grant writing and fund-raising to budgeting and selling tickets.

“It’s a unique program in that it gives our students the opportunity to work intimately with a professional theatre company full time,” according to

Fergus “Tad” Currie, director of the School of Theatre.

“They are involved in fund-raising; they learn about concessions and the box office; they attend all board meetings. Nothing is kept from them. It’s classic hands-on training; plus, they’re getting their education. They’ve got a real-life model to work on; there’s nothing theoretical about it. I don’t know of any other school where students actually run a theatre.”

Kristin Dallman, M.B.A. ’00, the second graduate of the program, is the community liaison to all arts organizations in Portland, Oregon, where her duties include everything from fund-raising to marketing and promotion. “I am also part of a team that leads an annual seminar for arts organizations,



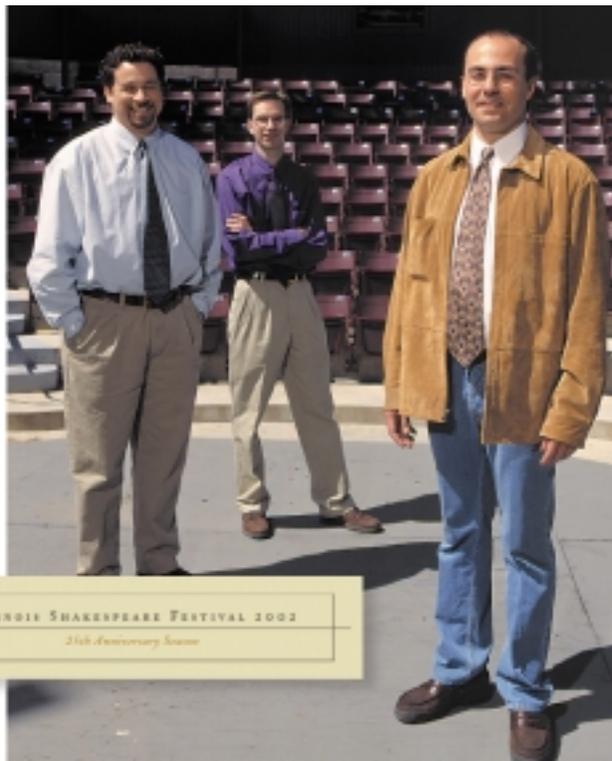
with topics ranging widely from marketing to packaging,” she explained.

Attracted to an arts management M.B.A. because she saw a need for skilled business leadership in the arts, Dallman came to Illinois State because of the “wonderful opportunity I had to be an integral part of the Illinois Shakespeare Festival. I believe I received a top-notch education—as well as a top-notch experience.”

Noting what she calls a “tremendous need” for corporate support of the arts, Dallman said, “My M.B.A. gave me the knowledge and credibility necessary to meet and speak with corporate leaders in their own language. Many arts organizations run on very tight budgets. With scarce resources, the arts need skilled leaders who can create success.”

Peter Geddeis, M.B.A. ’01, managing director of the Eugene (Oregon) Opera, was an assistant managing director of the Illinois Shakespeare Festival, rotating through all aspects of its operation, as did current M.B.A. candidate Paul Berg. Geddeis was a directing

Facing page, Sherry Wagner '89, M.B.A. '95, the first graduate of Illinois State's arts management program, is managing director of the University of Minnesota Theatre and Minnesota Centennial Showboat. Upper right this page, Kristin Dallman, M.B.A. '00, the second graduate of the program, is the community liaison to all arts organizations in Portland, Oregon. From left at right, M.B.A. candidates Matt Neves, Paul Berg, and Baykal Eyyuboglu take center stage at the Theatre at Ewing.



ILLINOIS SHAKESPEARE FESTIVAL 2002
21th Anniversary Season



“Candidates for the program come from a different perspective, which makes for outstanding discussions. We try to be as diverse as possible from every perspective. The more diversity, the richer the experience for everyone.”

major as an undergraduate, doing *A Few Good Men* as his senior project. Berg spent a year at Walt Disney World in Florida before entering the program.

Surprisingly, one of the newest students in the program, Baykal Eyyuboglu, is a Turkish economist. “You don’t actually need a fine arts degree to be admitted to the program,” according to Currie, “but you do need an affinity for the fine arts.”

Diversity in all its forms and manifestations is a key element of Illinois State’s program, according to Graf and Currie, whether that diversity be geographical, cultural, or—most important—experiential.

“Candidates for the program come from a different perspective, which makes for outstanding discussions,” Graf said. “We try to be as diverse as possible from every perspective. The more diversity, the richer the experience for everyone.”

Wagner said that her business professors were “thrilled to have an arts-oriented, nonprofit perspective added to class discussions. An exciting aspect of pursuing my degree at Illinois State was the way in which the professors embraced the integration of the arts and business. They all allowed me to use an ‘arts approach’ or put an ‘arts spin’ on the projects and papers that were required for courses.”

According to Currie, “Arts people don’t think within the box. They have to think creatively, to think with imagina-

tion, because they usually don’t have any money!”

Berg, who has been in the program just a year, said he does “a little bit of everything” as an assistant managing director of the Illinois Shakespeare Festival. “My learning curve has gone up exponentially. It really teaches you time management and how to deal with pressure. When we talk theories in class, I can relate real-world experiences.”

He also said that when he receives his master’s he expects to have a leg up in the marketplace on other, newly minted M.B.A.’s who have no such background. “Business law, finance, management—everything we do with the festival relates to the real world. I’ll be far ahead of those with no experience.”

Graf and Currie see myriad employment opportunities in the future for graduates of Illinois State’s arts management M.B.A. program, opportunities with theatres, festivals, fairs, art councils, symphony orchestras, arts advocacy groups, visitor and convention bureaus, galleries, cultural programs, and innumerable nonprofit organizations, as well

as positions in contract negotiation, labor relations, and artist representation.

Conceived in 1994 by Vice President and Provost Al Goldfarb (then dean of the College of Fine Arts), College of Business Dean Dixie Mills (then director of the M.B.A. program), and Assistant Director of the School of Theatre Peter Guither (then general manager of the Illinois Shakespeare Festival), the program cannot guarantee the professional and financial success of its graduates, but it does give those graduates the “tools” they will need for such success; and, according to both Wagner and Dallman, the demand for arts management M.B.A. graduates is growing.

“The field is ripe for growth and shows no signs of slowing,” Wagner declared. “But future arts managers must realize that the arts have more competition than ever in the marketplace for people’s disposable income and spare time. With this in mind, arts organizations and their leaders must become more and more savvy about marketing practices and general business strategies just to stay alive.”



Upper photo: Lee Graf, director of the M.B.A. program, foresees myriad employment opportunities for graduates. Photo at left: M.B.A. alum Peter Geddeis, left, and current candidate Paul Berg shouldered real-world responsibilities as assistant managing directors of the Illinois Shakespeare Festival.

M.B.A. INTERNS

An untapped resource in the business world

BY PROFESSOR VICTOR G. DEVINATZ AND ASSOCIATE PROFESSOR JIM JAWAHAR

Regardless of the nature of the organization and the projects/duties performed on the internship, M.B.A. student interns almost uniformly praise the quality of their internships.

“I can honestly say that I have never seen such exceptional productivity from an intern. I hope that once he has finished his studies he will consider a full-time position with our organization.” These are the comments of an on-site supervisor of one of our M.B.A. interns. Because of positive experiences evidenced by comments similar to the one above, more and more employers are seeking out M.B.A. students as interns. Employers are interested in hiring our M.B.A. students as interns because of the specific skills, talents, and enthusiasm that they bring to the workplace. Although in the past only a few M.B.A. students participated in internships, interest in the internship program has increased substantially during the last few years.

Because of their unique backgrounds and experiences, M.B.A. student interns have been involved in a wide variety of duties, responsibilities, and projects at many different types of



organizations. Regardless of the nature of the organization and the projects/duties performed on the internship, M.B.A. student interns almost uniformly praise the quality of their internships. Four recent examples of the varied type of internships of our M.B.A. students and their reactions to the internship are described here.

In the 2000 fall semester, Timothy Freesmeyer completed an internship in the management training division of the Northwestern University Center for Public Safety in Evanston. At this intern-

ship, Freesmeyer was responsible for delivering four courses, including the supervision of police personnel; an executive training course for police chiefs, sheriffs, and other high-level law enforcement executives; and the supervision of fire personnel. In evaluating his internship, Freesmeyer stated, “In conclusion, the internship has been a valuable one... I have found that the private sector is much quicker to respond to new technology and ideas than the government agency in which I was previously employed. Looking back, I am grateful for the knowledge that I have gained over the last two years in the M.B.A. program.”

Also in the 2000 fall semester, Keith Snyder completed an internship at the Cutler-Hammer manufacturing facility in Lincoln, where he worked on the parent corporation’s business excellence certification implementation team. The team’s charge was to improve the quality of the plant’s operations, and Snyder



In an era of increased competition and pressures to increase organizational productivity and reduce costs, using M.B.A. students as interns presents employers with a distinct advantage to remain flexible and meet their short-term and long-term goals.

served as the team's project writer and assistant. According to Snyder, "I did learn about the pressures and challenges facing manufacturing facilities throughout the course of this internship... This internship provided an excellent opportunity to understand a Baldrige-type award process and how that process can be used to drive quality improvements... Overall I'm grateful for the opportunity I had to complete this internship. I believe it complemented my M.B.A. studies and provided valuable personal insights."

In the 2001 summer session, Erin Bradshaw interned in the human resources department at BroMenn Healthcare in Bloomington. Throughout her internship, Erin completed a number of projects, including researching and benchmarking information on performance evaluations, background checks, generational expectations, and sabbaticals. In evaluating her internship, Bradshaw stated, "Overall I would say the most useful aspect of the internship was getting the actual hands-on experience as opposed to the classroom work.

I do believe that my courses have prepared me for a job not only with the ability and knowledge, but also in work ethic; however, the internship taught me how to utilize those skills in the real world."

Finally, another M.B.A. student completing a 2001 summer session internship was Jamie Fox. She served as the assistant house manager of the Illinois Shakespeare Festival run by the Illinois State University School of Theatre. For her internship, Fox was responsible for running the day-to-day operations of the festival, including supervising student workers and volunteers in preparing the grounds, monitoring the number of seats sold, and taking inventory at the end of each night's show. According to Fox, "The best part of the internship was learning how to run a festival... I have always wanted to work for a theater, museum, or festival because I have always had an interest in the arts. I never would want to be an artist; I think too much like a businessperson. Arts management provides an opportunity to blend both worlds.

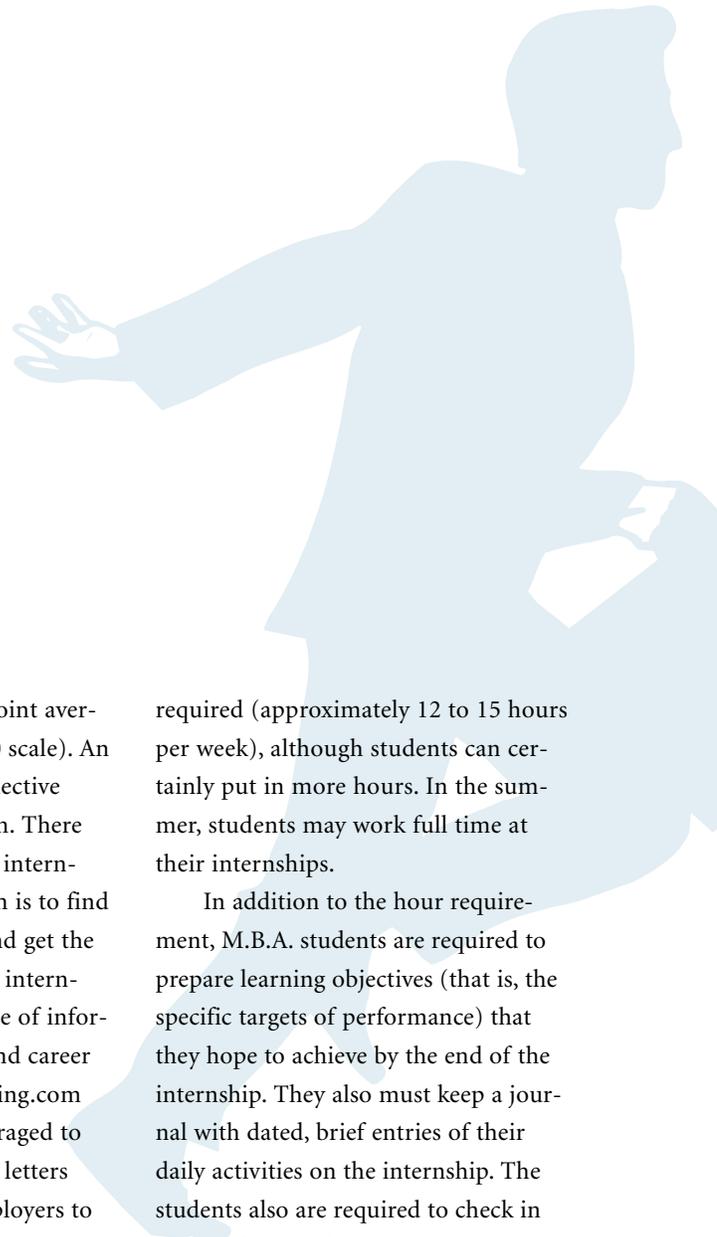
I can use the skills I learned in my business classes to help an organization that brings music, theatre, and other forms of art to the public."

These examples highlight two key points. First, regardless of the type of organization and the duties/projects involved, all employers stand to gain from hiring our M.B.A. students as interns. Second, and without exception, M.B.A. students who have completed internships firmly believe that they have learned valuable lessons through their internships. Thus, an internship can be and often is a valuable experience to M.B.A. students.

What are the advantages to organizations from hiring M.B.A. students as interns?

There are a number of advantages to hiring M.B.A. students as interns. First, M.B.A. students possess the advanced knowledge, skills, maturity, and analytical abilities to work on a variety of duties, responsibilities, and/or special projects with little supervision. Second, hiring an M.B.A. student to

M.B.A. student interns functioning in the role of trained professionals often bring unique and fresh perspectives that organizations can use to improve many everyday business practices.



work on special projects will be significantly less expensive to organizations than hiring “consultants” with comparable levels of knowledge and skills. Third, M.B.A. student interns functioning in the role of trained professionals often bring unique and fresh perspectives that organizations can use to improve many everyday business practices. Finally, organizations can use the internship as a probationary period to evaluate whether they would like to offer the M.B.A. intern a full-time position upon completion of the internship. There is no better way to find out if a person is suitable for the job and the organization than employing the person for a “trial period” by way of an internship.

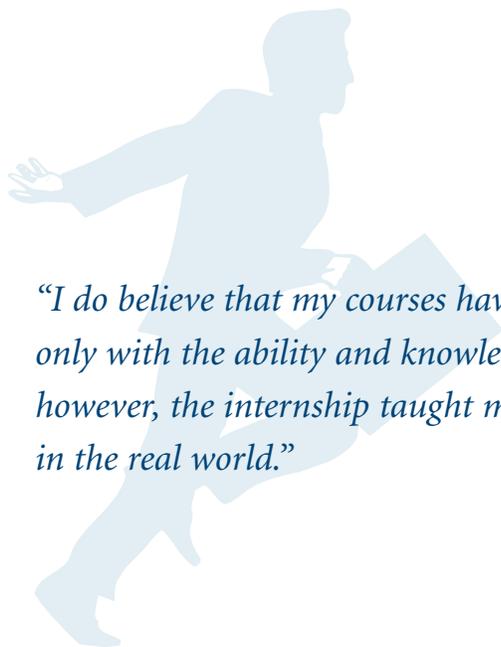
What should M.B.A. students do to obtain an internship and receive internship credit?

In order for M.B.A. students to participate in an internship, they must have completed a minimum of 12 credits in the core M.B.A. courses, have taken the M.B.A. core course in the area of the internship, and possess a

cumulative graduate grade point average of 3.2 or higher (on a 4.0 scale). An internship will count as an elective course in the M.B.A. program. There are two avenues to obtain an internship. Obviously one approach is to find an internship opportunity and get the same approved by one of the internship coordinators. One source of information on such internship and career opportunities is the eRecruiting.com Web site. Students are encouraged to post their résumés and cover letters there, allowing potential employers to search for qualified candidates. Another approach is to apply for internships available through the management, marketing, finance, or accounting internship office. Once the student has accepted an internship offer from an employer, he/she should meet with one of the internship coordinators to learn about the requirements for receiving internship credit. Briefly, in order to receive 3 credits the student must complete a minimum of 180 contact hours on his/her internship. This is the minimum number of hours

required (approximately 12 to 15 hours per week), although students can certainly put in more hours. In the summer, students may work full time at their internships.

In addition to the hour requirement, M.B.A. students are required to prepare learning objectives (that is, the specific targets of performance) that they hope to achieve by the end of the internship. They also must keep a journal with dated, brief entries of their daily activities on the internship. The students also are required to check in with an internship coordinator approximately halfway through the internship to let the coordinator know how the internship is going from the intern’s perspective. Finally, the student is required to write a final paper of 10 to 15 pages (with a minimum of 10 references) that contains a self-analysis component as well as a component analyzing the internship with respect to the academic coursework taken in the M.B.A. program.



“I do believe that my courses have prepared me for a job not only with the ability and knowledge, but also in work ethic; however, the internship taught me how to utilize those skills in the real world.”

What should employers desiring to hire our students as interns do to participate in our program?

Employers interested in hiring our M.B.A. students as interns should contact Student and Alumni Placement Services to list their internship on eRecruiting.com. In addition, they should contact the appropriate internship coordinator to complete an internship opportunity form. Although internships are accepted at all times by eRecruiting.com and at the internship office, for maximum consideration by M.B.A. students summer opportunities should be listed by the beginning of February, fall opportunities by the end of June, and spring opportunities by the end of September. Applications of students who meet the qualifications specified by the employer will be faxed to the contact person listed on the internship opportunity form. The employer has the discretion to conduct interviews and select one or more students to work as an intern.

There are only a few requirements in addition to the responsibility of supervising the intern. After the student checks in with the internship coordinator during the internship period, the coordinator will call the on-site supervisor to discuss the progress of the M.B.A. intern. Approximately three weeks before the end of the internship, the on-site supervisor will be sent a performance appraisal form to evaluate the student intern's performance. This evaluation form can be filled out by hand and takes approximately 10 to 15 minutes to complete and mail or fax back to the internship coordinator. Although these are the only formal requirements for the on-site supervisors, the internship coordinators are available for consultation throughout the summer session as well as the fall and spring semesters.

Conclusion

Because of both the advantages and the low costs to employers, internships result in a win-win situation for both the M.B.A. student and internship employer. In an era of increased competition, and pressures to increase organizational productivity and reduce costs, using M.B.A. students as interns presents employers with a distinct advantage to remain flexible and meet their short-term and long-term goals. Because of such advantages, organizations that have hired our M.B.A. students as interns continue to offer internships every semester. We trust that other organizations that hire our M.B.A. students as interns for the first time will also discover the value and benefits of hiring M.B.A. student interns and wonder why they waited so long to get in the game.

Internship coordinators



Accounting
Harlan Fuller
(309) 438-5192
hjfulle@ilstu.edu



Marketing
Jim Munz
(309) 438-5139
jbmunz@ilstu.edu



Finance
Erika Gilbert
(309) 438-5188
ewgilbe@ilstu.edu



Student and Alumni Placement Services
Pam Cooper
Assistant Director,
Professional Practice
(309) 438-3245
pjcoope@ilstu.edu



Management and Quantitative Methods
Victor Devinatz
(309) 438-3403
vgdevin@ilstu.edu



Foreign Student and Scholar Services
Sarah Jome
Coordinator
(309) 438-5276
sjjome@ilstu.edu



Jim Jawahar
(309) 438-2395
jimoham@ilstu.edu

A number of M.B.A.s are international students, who bring a wealth of diverse experience to the area through a variety of internship and employment options. A quality support network at Illinois State University assists in processing the necessary employment paperwork with the Immigration and Naturalization Service, allowing them to obtain work permission quite readily in most cases.

Although internships are accepted at all times by eRecruiting.com and at the internship office, for maximum consideration by M.B.A. students summer opportunities should be listed by the beginning of February, fall opportunities by the end of June, and spring opportunities by the end of September.

View from the TOP

James Van Houten '89 traveled to campus in November 2001 to share some of the experiences that changed his view of the role of management. A crowd of M.B.A. students, faculty, and staff gathered for "An Evening with a CEO" over an informal box supper.

Growing up in California, joining the U.S. Marine Corps, and working at the Salvation Army one summer are some of the experiences that shaped his attitudes and beliefs, and changed his mind about studying sociology. Van Houten majored in comparative literature while attending Long Beach State on an athletic scholarship but never con-

sidered pro sports. He then worked at five companies in 11 cities doing 13 jobs. He started in insurance at GM. He then went to Wausau, then to Country Companies (now COUNTRY Insurance & Financial Services), and finally to MSI Insurance, which he owned until he recently sold it and retired.

Some of the views he shared included how choices of what to control help determine results, how decisions regarding corporate charitable giving are shaped, and how a nation's infrastructure affects the likelihood of business success.

In responding to audience questions, Van Houten advised looking at an industry and picking someone big in a big company to see how things are done well, and to take risks. Companies and industries change, so one's career path may no longer exist, but people have transferrable skills.

Jim Van Houten '89, former CEO and owner of MSI Insurance, and Aaron Curtis, M.B.A. Association president, view Normal from the top of Watterson Towers residence hall on the Illinois State campus.



Meet LESLIE FOGLE

new M.B.A. academic advisor



Leslie Fogle joined the M.B.A. program staff October 1 as an M.B.A. academic advisor. With the addition of this half-time position, the M.B.A. staff is able to provide better service to students, especially during peak advising periods. Leslie's primary responsibility is student advising, but she also edits the *Business—Master It!* newsletter and assists with other M.B.A. program activities.

Prior to coming to Illinois State, Leslie served as the coordinator of development and as a community education instructor at Heartland Community College. She is business administration graduate of Illinois Wesleyan University and a 1995 graduate of the Illinois State M.B.A. program. Leslie is pursuing her Ph.D. in educational administration.

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William Kuhar, M.B.A. '92
Rowland Kwayi, M.B.A. '92
Morgan Lee, M.B.A. '91
Roland Leisch, M.S. '75
Marilyn (Martin) Lewis, M.B.A. '84
Janette Lowey, M.B.A. '00
John McCullough, M.S. '68
Randall Moore, M.S. '72
James Moran, M.S. '75
Brad Naeymi, M.B.A. '76
Corey Oltman, M.B.A. '01
Melissa (Enderlin) Pitcock, M.B.A. '98
Kevin Roundcount, M.B.A. '84
Dorothy (Dosch) Sands, M.S. '73
Keith Snyder, M.B.A. '00
Todd Steffen, M.B.A. '94
Cara Stephan, M.B.A. '93
Scott Stevens, M.B.A. '81
Carol (Huddleston) Straka, M.B.A. '80
Charles Taylor, M.S. '70
Steven Wannemacher, M.B.A. '78
Joseph Wemlinger, M.B.A. '97

\$1-\$49

Michael Baroni, M.B.A. '00
Julie (Lombardi) Busse, M.B.A. '96
Kevin Carroll, M.B.A. '89
David Chizana, M.B.A. '97
Loren Ehling, M.S. '73
Henry Falb, M.S. '72
John Franklin, M.B.A. '94
Cheryl Frohlich, M.B.A. '82
Alan Ganci, M.B.A. '92
Dennis Glavin, M.B.A. '01
James Graehling, M.B.A. '80
Jamie Harding, M.B.A. '96
Glenn Hayen, M.B.A. '78
Jeffrey Hicks, M.B.A. '98
Frederick Hoyt, M.B.A. '84
Laszlo Hudra, M.S. '68

William Hull, M.B.A. '80
Karen (King) Jensen, M.B.A. '86
Ronald Jones, M.S. '73
Thomas Joseph, M.B.A. '88
Mark Kellerhals, M.B.A. '85
Steven Klostermann, M.B.A. '97
Jack Kuntz, M.B.A. '96
Parker Lawlis, M.S. '61
Richard Lee, M.S. '65
Sunil Maheshwari, M.B.A. '88
Dale Maley, M.B.A. '90
Donna (Ajster) Marcacci, M.B.A. '81
Linda Ray (Ray) Matzigkeit, M.B.A. '91
James Micetich, M.S. '69
Steven Monk, M.B.A. '93
Michael Munro, M.B.A. '79
Andrew Netemeyer, M.B.A. '90
Michael Nudo, M.B.A. '90
Daniel O'Connell, M.S. '72
Terry Pemberton, M.S. '74
Larry Periman, M.B.A. '77
Ann (O'Neill) Personette, M.B.A. '94
Stephen Personette, M.B.A. '94
Marcee Place, M.B.A. '00
Armand Primeaux, M.B.A. '97
Timothy Quinlan, M.S. '75
Barry Rapp, M.B.A. '93
Kim Rapp, M.B.A. '94
Lisa (Christensen) Schiller, M.B.A. '01
Randall Schrock, M.B.A. '98
Ross Speiran, M.B.A. '97
D. Bruce Sutter, M.B.A. '80
Daniel Tap, M.B.A. '94
Hiten Thakore, M.B.A. '79
Sun Tuet, M.B.A. '81
Dane Turner, M.B.A. '93
Peter Vlagos
Leslie Waddell, M.B.A. '97
Paul Wells, M.B.A. '95
Peter Wells, M.B.A. '89
Martha Gerig Williams, M.B.A. '84
David Wilson, M.B.A. '82
Yujian Yan, M.B.A. '00

DONOR Profiles



Philip Maughan,
M.B.A. '78

“The discipline I learned from the M.B.A. Program and exposure to a broader viewpoint than my undergraduate major afforded,” answered Philip Maughan recently when asked what Illinois State University had contributed to his success in business. Therefore, it comes as no surprise when he reveals his appreciation for the school’s role in his development and the development of future generations are what motivates him to support the College of Business and the M.B.A. Program.

A part-time commuter student, Maughan appreciated facing issues in an academic way through the M.B.A. that he would confront at work in the future. So far, that future has included 20 years in accounting and finance with Sears in Ohio, Illinois, and Washington, D.C., and 10 years with Northern Trust in Chicago. He currently serves as senior

“Tuition and taxes do not fully cover the cost of educating the next generation. Gifts can make a big difference, allowing schools to direct dollars in ways the state legislature might not put as a top priority but in ways that will help students.”

vice president in charge of the financial unit for worldwide operations and technology management. In case that title sounds too good to be true, he protests that his area has “all expenses, no revenue!”

Why did he give that first gift? Maughan has always believed in giving back to society in general, particularly education, and in sharing his success. Before he began his M.B.A., he had already been giving to his undergraduate institution, the University of Dayton, a private school. But, he adds, public schools deserve support, too. “Tuition and taxes do not fully cover the cost of educating the next generation. Gifts can make a big difference, allowing schools to direct dollars in ways the state legislature might not put as a top priority but in ways that will help students.” Due to this reason and his positive feelings about Illinois State University, he added it to his gift list.

Maughan expects his gifts to help students graduate and make a difference. Giving helps him feel connected to the ongoing mission of the school, so he plans to continue to give each and every year. “We have an obligation.”



Warren Schmidgall,
B.S. '73, M.B.A. '75

It’s payback time!

From Central Illinois to Saudi Arabia and points in between, Warren Schmidgall has built a successful career in accounting and finance. He attributes his success to the solid grounding in accounting and business principles he received at Illinois State University. And that is why he now “pays back” Illinois State and the College of Business through alumni giving.

As he looks back, Schmidgall cites learning from Professors Secoy, Hallam, Fish, Rexroad, Sieg, and others; forging

continued on page 14

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friendships during a year and a half in Watterson Towers; and teaching principles of accounting as a graduate assistant as his favorite memories of Illinois State. He admits that at the time he did not fully appreciate the quality of the education he was receiving. As he has worked and competed with graduates of better-known universities, however, he has never felt at a disadvantage.

In fact, Schmidgall has produced significant financial advantages for each company for which he has worked. A stint in Saudi Arabia for the Pepper construction company led him back to the United States and a position as international controller with Riviana Foods, a subsidiary of Colgate. Then, at Hills Pet Nutrition, another Colgate subsidiary, he was instrumental in moving the company from \$40 million in revenues when he joined to \$1 billion when he left in 1998. As executive vice president and chief financial officer for American Italian Pasta Company, he now manages treasury functions, information systems, and human resources. The company is only 13 years old but has grown to be the largest pasta producer in the United States in the four years he has been there, with a 25 percent growth rate each year.

Sharing that success with his alma mater gives him personal satisfaction. "All of us want Illinois State to be known as a great university. It takes a little bit from everybody."

Have an opening you would like to fill with an M.B.A.?

Visit eRecruiting.com for a fast and simple way to post openings your company would like to fill with M.B.A. graduates.

- You can post open positions and internships yourself. There is no need to wait for an intermediary to act on your behalf or for "snail mail" to deliver your position announcement only to



placement bulletin subscribers. Your position announcements will be immediately visible to all Illinois State students, and to all Illinois State alumni who have signed up for the service, but only those who are qualified will be

able to apply. Students and alumni of Illinois State who are qualified applicants will be able to E-mail applications directly to you.

- You will be able to browse a book of résumés of Illinois State M.B.A. students and alumni.
- If you have special criteria for a position opening (e.g., M.B.A. with an undergraduate major in marketing or finance, or M.B.A. completed by fall 2002), the Student and Alumni Placement Services Office will set up a résumé book for you that meets those criteria.

Building update

Work on the new College of Business Building is expected to begin in April. Due to the favorable general contractor bids, opened in February, we were able to accept bids for other amenities, including burnished block for the classroom corridor walls, upgrade of the mechanical controls in the offices, addition of the second elevator, sidewalk and landscaping work, and external lighting and courtyard landscaping. Architect VOA, the Capital Development Board, and campus architects will do further review and analysis before everything is final.

COB accredited by AACSB International

The Illinois State University College of Business received the official letters in April confirming reaffirmation of accreditation for the college's undergraduate and graduate programs, and for the Department of Accounting. These decisions, ratified by the Board of Directors of the Association to Advance Collegiate Schools of Business—AACSB International, confirm the quality of our efforts and the commitment to excellence demonstrated by all stakeholders in the college.

An AACSB team had visited campus in February to meet with faculty, staff, and students after the college's self-study year and report. AACSB International accredits

only about 20 percent of colleges and universities at both the graduate and undergraduate levels.



Open house for prospective M.B.A. students scheduled

The Illinois State M.B.A. program will host an evening open house for prospective students on September 17, 2002, at the Radisson Hotel and Conference Center in Bloomington. If you or one of your colleagues is interested in attending, please phone the M.B.A. office at (309) 438-8388 on or before September 1 so we may be adequately prepared. College of Business and M.B.A. faculty and staff will be on hand to give a brief presentation and answer questions. Refreshments will be served.

Graduate school fair dates

The M.B.A. program at Illinois State University will send a representative to graduate and professional school fairs on the following campuses in fall 2002. Feel free to stop by and visit.

- Augustana College, October 4
- Bradley University, October 1
- Eastern Illinois University, October 16
- Illinois State University/Illinois Wesleyan University, October 2
- Knox College, October 3
- Monmouth College, October 3
- Southern Illinois University—Edwardsville, October 2
- University of Illinois, October 29
- Western Illinois University, October 1

Baler Bilgin presented his research on “The Impact of Process-Induced Affect on Consumer Choice” at Illinois State’s Graduate Research Symposium on April 26, 2002. The symposium is sponsored annually by the Graduate School, Graduate Student Association, and Research and Sponsored Programs Office. This year only 56 individuals or teams from the entire campus were chosen to make oral presentations, 10 to make multimedia presentations, and 65 to make poster presentations. Bilgin will begin his studies toward a Ph.D. in marketing (consumer behavior) at the University of Florida next fall. His faculty advisor on this project was Gary Hunter, associate professor of marketing.



A family legacy

For what is believed to be the first time in history, three members of the same family have received M.B.A. degrees from Illinois State University. Luis Nava started the trend when he arrived on campus from Queretaro, Mexico, in January 1996. He received his degree in May 1997. Raul followed, graduating in August 1999. Then Virginia pursued her M.B.A. here. The whole family arrived to help “Vicky” celebrate her graduation in August 2001. Unfortunately the M.B.A. program does not offer volume discounts, but we would be happy to consider M.B.A. applications from the trio’s parents or future children.



Pictured, *from left*, are Lee Graf, Kathy Alexander, and Shari Rich, with the Nava family, Mrs. Nava, Luis, Mr. Nava, Vickie, and Raul.

Web site updated

The M.B.A. Web site is updated on an ongoing basis. The latest additions include new navigation tools, a page on how alumni and business partners can get involved and help themselves and the M.B.A. program, and a convenient way to submit and view the most recent alumni news. Visit <http://ililt.ilstu.edu> monthly for the latest information.



Contract M.B.A. students to receive degrees

Twenty students enrolled in the M.B.A. program being offered in Decatur by Illinois State University on a contractual basis for employees of Archer Daniels Midland, Caterpillar Inc., Bridgestone/Firestone, and Illinois Power are expected to graduate in August. They will attend graduation ceremonies on campus in December. This is the

third contractual M.B.A. program Illinois State has offered. If your company is interested in participating in a future iteration of the program, contact Shari Rich, M.B.A. program coordinator, via E-mail at sarich@ilstu.edu or by telephone at (309) 438-8388 for more information.

Khalid Razaki and his contract M.B.A. class.





Golf outing June 8

The M.B.A. Association will host its third annual golf outing June 8. We look forward to reconnecting with alumni and meeting local business leaders at Highland Golf Course. You may phone the M.B.A. Office at (309) 438-8388 for more details. If you are not able to join us this year but would like to next year, please phone the M.B.A. Office and give us your contact information. We will put your name on the list for advance notice as soon as next year's date is set.

Career seminar

Three Illinois State University M.B.A. alumni were among the four speakers at this year's M.B.A. Association Career and Professional Development Seminar February 23 at the Radisson Hotel and Conference Center. Gerald Strickland '68 of Scottsdale, Arizona, and Mike Klockenga '77 of Overland Park, Kansas, traveled back to campus to join area businesspersons Francis Duren and Jeff Secord '73 in speaking to seminar participants.

The presentation of Strickland, a retired regional vice president of State Farm Insurance and architect of that company's master reorganization plan, dealt with organizational change and the need to do one's best at any job so as to be prepared when the opportunity for change presents itself. Secord, managing director, First Busey Securities, Inc., discussed personal financial planning. Duren, corporate public affairs manager for Caterpillar Inc., focused his comments on Caterpillar's corporate public affairs mission and current projects. Klockenga, executive vice president and managing director of DHR International, the sixth largest executive search firm in the United States, spoke about managing one's career and the importance of networking.

Plans are under way for next year's seminar, which is funded through student fees, grants from the Graduate Student Association, registration fees, donations from the M.B.A. office, and funds from the M.B.A. Association.



Photos from top: Francis Duren, corporate public affairs manager for Caterpillar Inc., greeting student Sarah Franklin at the February career seminar; Gerald Strickland '68, right, talking with Tim Klaus of the College of Business during a break; Mike Klockenga '77, speaking at the seminar; and Jeff Secord '73.

M.B.A. Awards

Trefzger named Outstanding M.B.A. Faculty Member for 2001

M.B.A. students chose Joe Trefzger, an associate professor in Finance, Insurance, and Law, as the Outstanding M.B.A. Faculty Member for 2001. He was presented a plaque at the M.B.A. Association holiday dinner November 30, 2001, and received a check for \$500 from the M.B.A. program at the College of Business recognition lunch in April 2002.

Trefzger earned a B.S. in 1977, an M.B.A. from Illinois State University in 1981, and a doctorate from the University of Illinois in 1993. He was thrilled to return to a permanent faculty spot at Illinois State and says, "The students are

bright, and have strong values and a commendable work ethic. [M.B.A. students] really want to be here, and they inspire you and make you rethink your own positions." He has taught the foundation and core courses in finance and has team-taught MBA 412, "Contemporary Business Perspectives and Leadership Skills."

Runners-up Khalid Razaki of Accounting and Jeff Secord of Finance, Insurance, and Law were also recognized at the dinner at Central Station. Sixty percent of M.B.A. students voted on the award.



Joe Trefzger, center, after receiving his Outstanding Faculty Member award at the M.B.A. Association holiday dinner. Here he is accompanied by his wife, Connie, and Chuck McGuire, Finance, Insurance, and Law chairperson.

Student receives PMI scholarship

Kirk Rasmussen, a part-time M.B.A. student who graduated in May, received the first \$1,000 scholarship from Central Illinois Chapter of the Project Management Institute. Students from the College of Business and the College of Applied Science and Technology were eligible to apply for scholarships, which were based on excellence in project management-related skills. Rasmussen, a Morton resident, completed two of the new M.B.A. courses in project management to fulfill his elective requirements for his degree.

Outstanding M.B.A. students selected for 2001-02

Courtney Jones and Baler Bilgin received Outstanding M.B.A. Student Awards at the College of Business recognition lunch in April. Each received a \$300 prize. Bilgin hails from Turkey and plans to pursue a doctorate. Jones began the program as a full-time student but changed to part-time status to accept a job offer from Caterpillar Inc. in Peoria. To be eligible for the award, students must have completed certain core courses and have a cumulative graduate grade point average of at least 3.5.



Courtney Jones, above, accompanied by her parents and Baler Bilgin, left, with friends and family at the College of Business recognition lunch in April.



NEWS about Alumni

1966

Phyllis LaMothe has informed us of the death of her husband, James E. LaMothe of Lincoln, on May 6, 2001. (8/16/01)

1971

John Butte is worldwide engine parts business unit manager for Caterpillar Inc., Mossville. He and his wife, Carmen, reside in Peoria. (10/28/01)



1972

Duane Miller received the E. Burton Mercier Service Award at the University's alumni awards ceremony on April 6. (4/8/02)

1976

Brad Naeymi is senior critical care associate for Aventis Pharmaceuticals in Overland Park, Kansas. (9/24/01)



1977

Michael Klockenga, executive vice president, joined with 23 other partners to purchase DHR International in Overland Park,

Kansas, in early 2001. They are the fastest-growing Top 10 retained search firm in the United States. (9/28/01)

1981

Jim Flanagan is a merchandising manager with Caterpillar Financial in Nashville, Tennessee. (9/7/01)

1983

Bill Kaczor raised his son as a single parent while attending Illinois State. They are now partners and owners of a mortgage business in Boca Raton, Florida. (8/28/01)

1985

Pamela Meiner, formerly director of patient relations, is now director of marketing and communications for OSF St. Joseph Medical Center in Bloomington. She has been with the Center since 1987. (3/02)

1987

Brian Hinrichs is associate professor of management in the Tabor School of Business and department coordinator for the management area at Millikin University, Decatur. His wife, Rebecca (Roberts), is director of human resources at Riverside Healthcare, Kankakee. They reside in Watseka. (10/28/01)

1988

Stanley Plappert is the chief executive officer of Colier Insurance Services, Inc., an independent insurance agency in Naples, Florida, with 17 employees. Plappert also serves on the budget and finance committee of the CPCU Society. He and his wife, Donna, have a four-year-old son, Austin. (9/6/01)

1990

Alexander Steiner is vice president, Global Network Infrastructure Solutions, Cap Gemini Ernst & Young in Grenoble, France. (8/8/01)



1992

Dan Goebel has joined the Illinois State College of Business faculty in the Department of Marketing. He earned his Ph.D. in business

administration in 1998 from the University of South Florida. (8/8/01)

1994

Dan Tap has moved to Iola, Wisconsin, where he is a State Farm Insurance agent. (8/8/01)

1995

Pankaj Raval is still in Kenya. His business is doing well in the paper stationery line. Its capacity has grown to more than 2,000 tons of paper with an annual turnover of about \$1.25 million, 20 percent of the country's market share. (10/27/01)

1997

Gretchen Roetzer is assistant vice president (senior underwriter, marketer) in the corporate insurance lending division of Bank One in Chicago. (8/8/01)

Ramesh Raghavan is at PricewaterhouseCoopers in Houston, Texas. He recently accompanied his brother to campus to begin his M.B.A. studies here. (8/10/01)

1998 and 1999

Jean-Marie and Matthew Taylor are the parents of Morgan Berard Taylor. She was born December 7, 2001, in St. Louis. Jean-Marie is an account executive with Rehr and Associates. (12/10/01)

2000

Jay Herrman is a marketing business analyst with COUNTRY Insurance & Financial Services in Bloomington, developing the company's marketing data mart. He is also teaching an undergraduate marketing course at Illinois State. (6/01)

Michael Baroni has been promoted to vice president, ADM Specialty Ingredients Division in Decatur. (10/23/01)

Rebecca and Ken Ropp are the parents of Leah Kathleen, born April 22, 2002. (4/24/02)

2001

Pete Geddeis has been named managing director of the Eugene (Oregon) Opera. (7/17/01)

SHIRTS FOR SALE

by the M.B.A. Association



The M.B.A. Association is selling shirts to raise money for its programs and philanthropies. Two designs are available. T-shirts sell for \$18 and sweatshirts for \$33. Design one is dark ink on light shirts. Design two is white ink on dark shirts. Orders placed before September 1, 2002, will be delivered in the fall of 2002. To order, use the T-shirt and sweatshirt order form.

T-shirt and sweatshirt order form

Ship to _____

Name _____

Telephone (_____) _____

Shipping address _____

City _____ State _____ Zip _____

E-mail _____

Please send (#) _____ T-shirt(s) of design one (dark ink on light shirt) @ \$18 each.

Size S M L XL

Please send (#) _____ sweatshirt(s) of design one (dark ink on light shirt) @ \$33 each. Size S M

L XL

Please send (#) _____ T-shirt(s) of design two (white ink on dark shirt) @ \$18 each.

Size S M L XL

Please send (#) _____ sweatshirt(s) of design two (white ink on dark shirt) @ \$33 each.

Size S M L XL

Total enclosed \$ _____

Make checks payable to *M.B.A. Association, Illinois State University.*

Return this completed form and your check in the enclosed business reply envelope.

Keep in touch

Please provide the following information for our files and alumni news.

Name _____ Class year _____

Home address _____

City _____ State _____ Zip _____

Home telephone (_____) _____ Facsimile (_____) _____

E-mail _____

Employer _____ Position _____

Work address _____

City _____ State _____ Zip _____

Work telephone (_____) _____ SIC code(s) (See list below.) _____

Any other alumni news to share? _____

Please return this form in the business reply envelope provided, by faxing it to (309) 438-7255, by sending it to Illinois State University, M.B.A. Program, Campus Box 5500, Normal, IL 61790-5500, or by sending the information in an E-mail message to kkalex@ilstu.edu. A copy of this form is acceptable.

Agriculture, forestry, construction, and fishing

- 01 Agricultural production—crops
- 02 Agricultural production livestock and animal specialties
- 07 Agriculture services
- 08 Forestry
- 09 Fishing, hunting, and trapping

Mining

- 10 Metal mining
- 12 Coal mining
- 13 Oil and gas extraction
- 14 Mining and quarrying of nonmetallic minerals, except fuels

Construction

- 15 Building construction—general contractors and operative builders
- 16 Heavy construction other than building construction—contractors
- 17 Construction—special trade contractors

Manufacturing

- 20 Food and kindred products
- 21 Tobacco products
- 22 Textile mill products
- 23 Apparel and other finished products made from fabrics and similar materials
- 24 Lumber and wood products, except furniture
- 25 Furniture and fixtures
- 26 Paper and allied products
- 27 Printing, publishing, and allied industries
- 28 Chemicals and allied products
- 29 Petroleum refining and related industries
- 30 Rubber and miscellaneous plastic products
- 31 Leather and leather products

- 32 Stone, clay, glass, and concrete products
- 33 Primary metal industries
- 34 Fabricated metal products, except machinery and transportation equipment
- 35 Industrial and commercial machinery
- 36 Electronic and other electrical equipment and components, except computer equipment
- 37 Transportation equipment
- 38 Measuring, analyzing, and controlling
- 39 Miscellaneous manufacturing industries

Transportation, communications, electric, gas, and sanitary service

- 40 Railroad transportation
- 41 Local and suburban transit and interurban highway passenger transportation
- 42 Motor freight transportation and warehousing
- 43 United States Postal Service
- 44 Water transportation
- 45 Transportation by air
- 46 Pipelines, except natural gas
- 47 Transportation services
- 48 Communications
- 49 Electric, gas, and sanitary services

Wholesale trade

- 50 Wholesale trade—durable goods
- 51 Wholesale trade—nondurable goods

Retail trade

- 52 Building materials, hardware, garden supply, and mobile home dealers
- 53 General merchandise stores
- 54 Food stores
- 55 Automotive dealers and gasoline service
- 56 Apparel and accessory stores

- 57 Home furniture, furnishings, equipment stores
- 58 Eating and drinking places
- 59 Miscellaneous retail

Finance, insurance, and real estate

- 60 Depository institutions
- 61 Nondepository credit institutions
- 62 Security and commodity brokers dealers, exchanges and services
- 63 Insurance carriers
- 64 Insurance agents, brokers, and service
- 65 Real estate
- 67 Holding and other investment offices

Services

- 70 Hotels, rooming houses, camps, and other lodging places
- 72 Personal services
- 73 Business services
- 75 Automotive repair, services, and parking
- 76 Miscellaneous repair services
- 78 Motion pictures
- 79 Amusement and recreation services
- 80 Health services
- 81 Legal services
- 82 Educational services
- 83 Social services
- 84 Museum, art galleries, and botanical and zoological gardens
- 86 Membership organizations
- 87 Engineering, accounting, research, management, and related services
- 88 Private households
- 89 Miscellaneous services

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