



HARRIS-STOWE STATE UNIVERSITY

Anheuser-Busch School of Business Administration

NEWSLETTER

OCTOBER/NOVEMBER 2008

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BLACK EXECUTIVE EXCHANGE PROGRAM (BEEP)

OCTOBER 22-23, 2008



The Anheuser-Busch School of Business Administration and The Office of Career Services presented the second BEEP Student Symposium on October 22 and 23. The program was a huge success with 12 BEEP executives attending. The BEEP executives were:

James Buford, President
Urban League-St. Louis

Lee Lewis Jr.
Group Diversity Manager, Enterprise Rent-A-Car

Susan Eickhoff
Audit Partner, KPMG LLP-St. Louis

Trish Bourage
KPMG LLP-St. Louis

Arthur Bryant
Director, U.S. Forest Service-Washington, D.C.

Lauren Hill
Supply Chain Management Professional

Cynthia Jordan
Business Development Representative, Southwest Bank

Cheryl Polk
Executive Vice President, COO, United Way St. Louis

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Amber Simpson
US Bank

Jerry Price
Maintenance Supervisor/Total Productive Maintenance
Coordinator, Unilever

Stefania Traylor
African-American Outreach Program Manager, CIA

Ken Coffin
CIA

AND

M. Carl Wheeler
Partnerships for Innovation

Many topics were discussed, such as: “Importance of Business Communication,” “Habits of Successful Young Business Leaders,” “Promoting Ethics in Business,” “Developing Students as Practicing Professionals,” “Entrepreneurship,” “Navigating the Corporate Maze,” “Fall into Your Own Business,” “Women in Executive Roles,” “Minority Men in the Executive Workplace” and “Choosing Your Personal Brand.”



Michael R. Holmes, Executive Vice President and Chief Administrative Officer for Express Scripts, was the Keynote Luncheon Speaker. Numerous students stated that Holmes delivered a dynamite speech and they would love to hear him speak again.

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RENT-A-CAR
Luncheon
AND
KPMG LLP
Reception



SEE BEEP PICTURES ON PAGE 6

HOMECOMING PARADE

Anheuser-Busch School of Business Administration had two entries in the Homecoming Parade on October 10, 2008. The American Marketing Association (AMA) Chapter of Harris-Stowe State University (Faculty Advisor is Dr. Peter Ndoma-Ogar) created an outstanding float, and Students In Free Enterprise (SIFE), (Faculty Advisor is Richarlene Beech) decorated a lovely vehicle.



REGIONAL BUSINESS COUNCIL (RBC) FALL RECEPTION

The RBC Fall Reception was held on Thursday, October 30, at Busch Stadium's Champions Club from 4-6:30 p.m. The event gave our students a great opportunity to meet and network with mentors, other Regional Business Council CEOs and their peers. Students attended small group discussions led by CEOs covering issues relating to business in the region. Business students who had the opportunity to attend this event with Dr. Shawni Jackson were: Marshae Bennette, Tiffany Taylor, Keyuana Bradshaw, Latasha Booth, Christian Peebles, Stevie Kelly, Brittany Keno and Rachel Spurgeon.



AMERICAN MARKETING ASSOCIATION (AMA) CHAPTER OF HARRIS-STOWE STATE UNIVERSITY RECEPTION



The American Marketing Association (AMA) held their reception on November 6, at the Busch School of Business. The purpose of the reception was to market the organization and recruit new members. According to Christy Parks, Vice President, "Most of our members are juniors and seniors, and we would like to see the organization continue to be active in the future." The AMA is a very active organization at the school of Business.



"GLOBAL MARKETING STRATEGY"

Dr. Peter Ndoma-Ogar had a Research Paper accepted for publication. "Global Marketing Strategy: A Contingency Model Approach" was accepted for publication in the *Centre of Management Development (CMD) of the Nigerian Management Review* on July 15, 2008.

HUD GRANT WRITING

Dr. Peter Ndoma-Ogar attended the HUD Grant Writing and Proposal Development Workshop in Atlanta, Georgia, September 22-24.

DR. ROBERT KAMKWALALA TO PRESENT

Dr. Robert Kamkwalala will present a paper that he and Dr. Johndavid Kerr are writing for publication. He will present the paper at the National Association of African-American Studies in Baton Rouge, Louisiana on February 14, 2009. The paper is entitled "Emerging Markets in Africa: Epic Shift in Land Usage and Privatization."



ACKER/KERR PAPER ACCEPTED FOR PRESENTATION IN OSLO, NORWAY



Dr. Larry Acker and Dr. Johndavid Kerr have had their paper, tentatively entitled "Families, Memories, and the Black Entrepreneur" accepted by the Committee on Family Research for presentation at a seminar to be held in June 2009, hosted by the Oslo University College and Center for Studies of the Holocaust and Religious Minorities. This paper is part of ongoing research by the two faculty members focusing on the black entrepreneur and differences between the black entrepreneur and entrepreneurs who are white, Asian or Hispanic.



IT CAREER PATHWAYS PARTNERSHIP MEETING

The IT Career Pathways Partnership Meeting was held on Wednesday, November 19, at 8 a.m. The Partnership is made up of Harris-Stowe State University, Greater St. Louis Works and Better Family Life.



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5707 WILSON AVENUE
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GREATER ST. LOUIS WORKS
ONE METROPOLITAN SQUARE
SUITE 1300
ST. LOUIS, MO 63102



BETTER FAMILY LIFE
6347 PLYMOUTH AVENUE
ST. LOUIS, MO 63133



The purpose of this partnership is to meet the IT needs of the St. Louis area business for entry-level technology support careers. This pilot initiative will prepare interested and qualified students for jobs in our region's in-demand technology occupations.

SALUTE TO EXCELLENCE IN BUSINESS AWARDS & NETWORKING LUNCHEON

The luncheon, sponsored by the St. Louis American Foundation, St. Louis Regional Chamber & Growth Association & Urban League of Metropolitan St. Louis, was held at the Hilton St. Louis at the Ballpark, Downtown St. Louis on Thursday, November 13. It was a wonderful event honoring three distinguished St. Louis executives and entrepreneurs. Keith Williamson, Senior Vice President, Corporate Secretary and General Counsel, Centene, was honored as the 2008 Corporate Executive of the Year. Richard King, CEO, Annie Malone Children & Family Service Center, was named the 2008 Nonprofit Executive of the Year. Sheila Little Forrest and Russ Little of Afro World International Inc. were honored as the 2008 Entrepreneurs of the Year. The Keynote Speaker was Vikki Pryor, President and CEO, SBLI USA, Mutual Life Insurance Co., who was named one of Crain's Top 100 Most Influential Women in NYC Business. The Busch School of Business was represented by: (from left to right) Dr. Robert Kamkwalala, Dr. Shawni Jackson, Debbie Johnson, Latosha Booth (student), Dr. Fara Zakery, Dr. Charles Sykes, Dr. Johndavid Kerr, and Hillis Willis (student), along with Dr. Henry Givens (not pictured).



LETTER FROM THE MAYOR

Dr. Joyce Eisel's Marketing Research class did an I-64 Construction Survey. The purpose of the survey was to determine how businesses, patrons and commuters in the St. Louis metropolitan area would be affected by the highway (I-64/40) closure between Hanley and Kingshighway. The Mayor of the City of St. Louis completed the survey and sent the letter below to the class.



OFFICE OF THE MAYOR
CITY OF ST. LOUIS
MISSOURI

FRANCIS G. SLAY
MAYOR

CITY HALL - ROOM 200
1200 MARKET STREET
SAINT LOUIS, MISSOURI 63103-287
(314) 622-3201
FAX: (314) 622-4061

October 21, 2008

Dr. Joyce Eisel
[REDACTED]
St. Louis, Missouri 63105

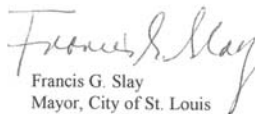
Dear Dr. Eisel:

I want to thank you and the students of the Harris-Stowe State University Busch School of Business Marketing Research class for allowing me to participate in the I-64 Construction Survey. I have completed the survey which you will find enclosed.

Due to this project, we have been able to invest in the traffic signal system throughout our city. These upgrades will reduce congestion and improve traffic flow for many years after the I-64 Project is completed.

I extend my best wishes to you and the students for continued success in all your future endeavors.

Sincerely,


Francis G. Slay
Mayor, City of St. Louis

Upon completion of the survey, the Harris-Stowe State University's Marketing Research class concluded that businesses will be affected significantly by the highway closure because greater than 50 percent of respondents felt as if the highway closure will affect where they dine, shop and attend events. Greater than 60 percent of respondents were either business owners or in the workforce. Of those who had an opinion regarding the effect of the highway closure on their business or workplace, the results were almost equally split down the middle.

The HSSU Marketing Research Class recommends that it is necessary to make constructive changes that will ultimately have a positive impact on the commuters and business owners as we face this difficult change. The class recommended that the construction teams continue to inform the public on any new road changes and make necessary adjustments to handle the increased traffic flow that occur on weekends and afternoon hours. It is important that businesses increase their advertising (especially on weekends) and promotions to entice and encourage consumers to continue to shop and support their businesses.

