

BUSINESS EXCHANGE

Corporate Connections Advance Careers

ALEXIS GORDON (BUS '14), TYLER HENSALA (BUS '13), CLAIRE HANOLD (BUS '13) and SIMONE CARON-VERA (BUS '15)

SPRING/SUMMER
2015

Meet Alumni at Your Dream Workplace | College Centers: Your Link to Industry
Degree Programs Earn Rankings | Professor's Research Explores Brand Communities

BUSINESS EXCHANGE

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The Driehaus College of Business's ties to the business community are many, from corporate partners that provide students with real-world learning experiences and career contacts, to degree programs that allow professionals to learn without leaving the workplace. We explore four examples of the power of these connections to boost student and alumni success.

ON THE COVER: Alexis Gordon (BUS '14), Tyler Hensala (BUS '13), Claire Hanold (BUS '13) and Simone Caron-Vera (BUS '15) work at PepsiCo, a DePaul Sales Leadership Program corporate partner that provides career connections for alumni.

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Read these stories on DePaulBusinessExchange.com



Good Economic Sense | Forbes named the MS in Economics one of the 10 best degrees for landing a job. Learn about the career paths of DePaul alumni who have earned this degree.



Team Player | Former Blue Demon basketball player Malik Murray (BUS '96, MBA '04) talks about the alumni connections that helped launch his career in finance.

Celebrating Our Connections to Business

The close relationship between the Driehaus College of Business and the business community began more than a century ago, when DePaul became the first university to locate its business college in Chicago's Loop. The move downtown fostered collaboration between professors and business leaders to bring real-world knowledge from the city's center for commerce into our classrooms.

Over the years, the college's relationship with the business community has grown, strengthening our academic programs and centers, enriching faculty teaching and research, and broadening career and networking opportunities for students and alumni. Generations of alumni have gained practical knowledge and connections for professional advancement through the college's links to top companies. In return, the corporate community has profited from the professional contributions of our alumni, who have assumed leadership roles across Chicago's business landscape and beyond.

In this issue of Business Exchange, we focus on our distinctive bond with the business community and how it benefits alumni, students, the college and the business community itself.

Our cover story explores four examples of the power of these connections: our Sales Leadership Program's success at preparing students for roles at Fortune 500 companies, bolstered by its corporate partners; our new Marriott Scholars program, which is exposing students to the real world of

hospitality leadership; and our educational collaborations with McGladrey and Medline, which are preparing professionals to be leaders within these firms. The theme continues on page 12, where you'll read about Corporate Connectors, a successful DePaul program that links alumni and students to career leads at companies nationwide through a network of alumni professionals at these organizations.

Our college is always seeking new ways to expand professional relationships among students, alumni and the business community. One of our newest initiatives is a mentorship program that is being developed with the help of alumni and executives on the Dean's Advisory Council. The pilot program will provide a more structured, ongoing mentoring network for our full-time MBA class and undergraduate transfer students involving fellow students and recent alumni. It will be supported by technology that will help match participants, facilitate training and track outcomes. I look forward to sharing more about this program as it comes to fruition, adding one more link between the college and the business community.

Ray Whittington

Ray Whittington
Dean, Driehaus College of Business

DEPAUL
BUSINESS SCHOOL
RANKINGS
**BY THE
NUMBERS**

Employers, college guides and international business school deans have given DePaul University's business programs high marks in recent rankings.



Source: The Princeton Review's "Top 25 Entrepreneurship Programs 2015," based on a survey of 2,000 programs.

DIVERSE GRADUATES



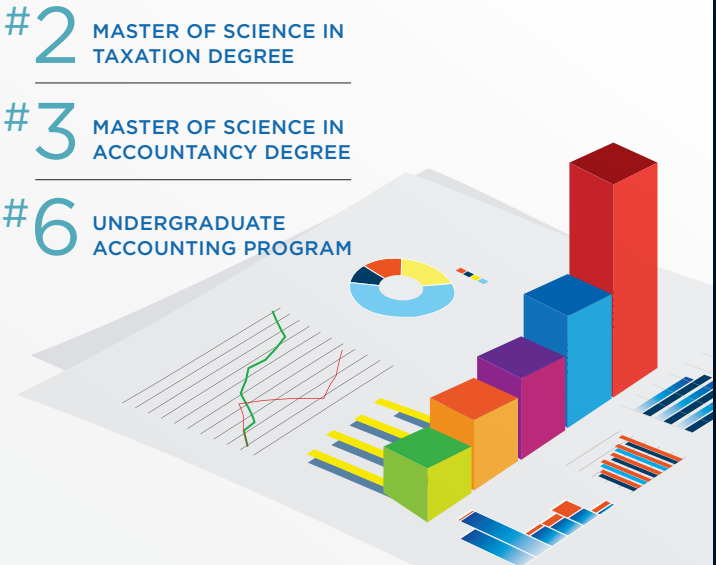
Source: Diverse: Issues in Higher Education's national "Top 100 Minority Degree Producers 2014".

INTERNATIONAL
RECOGNITION



Source: International survey of 1,000 business school deans conducted by Eduniversal.

RESPECTED ACCOUNTANCY
DEGREES



Source: National survey of tax firm hiring authorities conducted by TaxTalent.com.



↑
Sandra Shelton (third from left) with three of the DePaul professors she helped mentor through The PhD Project: James Mourey, Stephani Mason and Willie Reddic.

Professor Earns
PhD Project
Hall of Fame Award

When Sandra Shelton received her PhD in accounting two decades ago, she was a rarity. There were only a handful of minorities enrolled in accountancy doctoral programs nationally then. Today, there are more than 1,200 minority business professors with PhDs, thanks in part to the tireless work of Shelton and other pioneering professors at The PhD Project.

Founded by auditing and accounting firm KPMG in 1994, The PhD Project is an award-winning nonprofit organization dedicated to increasing diversity in business education. Shelton, the KPMG Distinguished Professor of Accountancy at DePaul, was inducted into The PhD Project's Hall of Fame in November for her role in mentoring diverse faculty and students. DePaul has the most professors nationally who are alumni of The PhD Project.

"The PhD Project gave me the opportunity to give back," Shelton says. "I am so grateful to the program and KPMG. It has definitely made a difference."



Executive Doctorate in
Business Administration Degree
Debuts This Fall

Seasoned professionals who want to take their business knowledge—and their careers—to the next level have a new option: the Executive Doctorate in Business Administration (EDBA). The degree, which the Kellstadt Graduate School of Business will begin offering in September, is a three-year, part-time program for working professionals who previously earned business-related master's degrees and have 8-10 years of experience in management or consulting.

Students in the program will learn to solve complex, real-world business problems using applied, evidence-based analyses of data. The program emphasizes practical business research techniques and will enroll a small cohort of 20 students to deepen networking relationships among students and research-focused faculty.

"We wanted to meet the learning needs of people who say, 'I have my master's, I continue to work but I still want to know more and dive deeper,'" says Robert S. Rubin, associate professor of management and the EDBA faculty board chair.

Visit go.depaul.edu/EDBA for more information.

“DePaul's EDBA is a practical, career-advancing doctoral program that equips executives with the tools to rigorously analyze real business data and find hidden solutions.”

Ray Whittington, Dean, Kellstadt Graduate School of Business



DePaul Alumni Connect Students With Sports Management

DePaul business students got an inside look at the internal operations of Chicago sports franchises through a unique management course that connected them to alumni and other professionals working in these organizations.

During five days in December, the class visited 14 sports organizations, including the Chicago Bears, Bulls, Cubs and Blackhawks, as well as the corporate offices of athletics-related products, such as Gatorade. Faculty member Andy Clark, director of the college's sports management programs, and his class were given extraordinary access to front offices and sneak peeks at new facilities, products and services by the 75 management and marketing professionals they met. About 20 percent of the sports management professionals they visited were DePaul alumni.

"It was a great chance to meet people who are important in the industry," says MBA student Ryan O'Neill. "We really got to know them and network with them. If you're interested in the sports industry and looking to learn more about it, this course is a great experience."

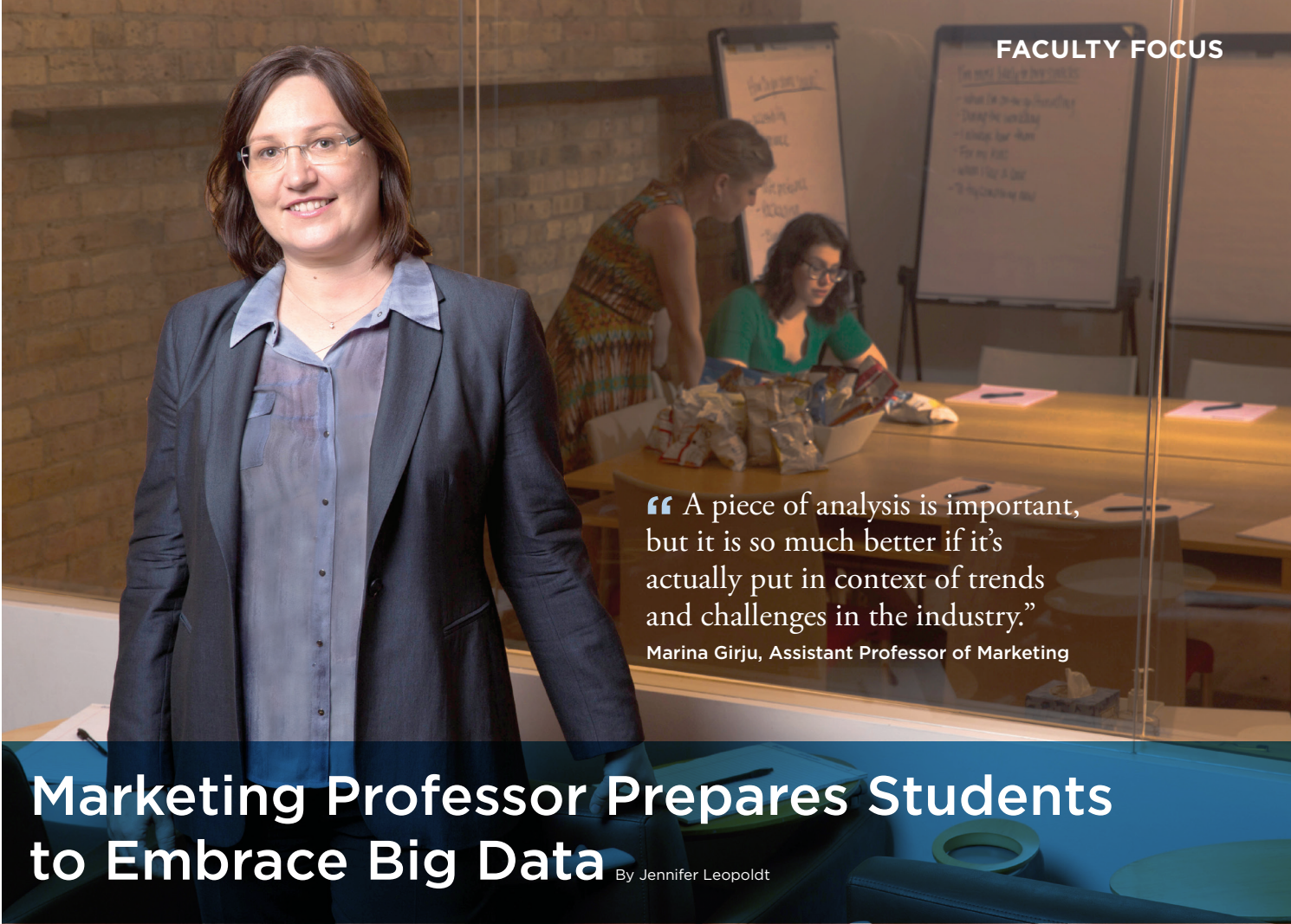


DePaul students got an inside view of Chicago athletics organizations, including the Bears, from alumni and others who work in sports management.



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“A piece of analysis is important, but it is so much better if it’s actually put in context of trends and challenges in the industry.”
Marina Girju, Assistant Professor of Marketing

Marketing Professor Prepares Students to Embrace Big Data

By Jennifer Leopoldt

With the rise of big data, marketers are finding new and better ways to analyze and predict consumer behavior—and Marina Girju is preparing DePaul students to do the same.

"We have a hands-on approach. For every model that I'm introducing, I also have a project where the students have to apply the model to the data set. They put everything in the perspective of the consumer or business so we can understand how the analysis is going to influence all of the parties involved," says Girju, assistant professor of marketing in the Driehaus College of Business.

The term "big data" refers to the collection of large, complex data gathered through multiple methods. For marketing, data can come from point-of-sale scanners at a store, loyalty cards or online shopping, among other sources.

"The data can be very overwhelming—not only the size, but also the richness," Girju says. "Most data sets have at least 100 variables that explain consumer behavior, and in my course, it's usually over 300. You can cut it in a million ways and get a million answers."

Girju knows about putting data into context. Before joining DePaul in 2012, she worked for TNS, a leader in consumer market research, as a data analyst. Her job for the company's client Frito-Lay was to study the data generated by thousands of U.S. consumers who recorded details about their snacking habits. Girju and her co-researchers then developed DemolImpact, a forecasting model for predicting snack consumption for hundreds of snacks in dozens of categories.

In her own research and in the classroom, Girju continues to examine the connection between big data and business strategy. She gets her undergraduate and graduate students excited about research and analytics by engaging them in real-world projects.

No matter the class, Girju reaches students by combining the theoretical with the practical. "A piece of analysis is important, but it is so much better if it's actually put in context of trends and challenges in the industry," she says.



Corporate Connections That Advance Careers

By Jennifer Leopoldt

“As an alumna looking back, I owe my success to this program.”

Claire Hanold (BUS '13)

Presenting business solutions to industry leaders as class projects. Connecting with executives for real-life lessons in the field. Learning without leaving the office. The Driehaus College of Business's deep ties to the business community allow DePaul students to benefit in all of these ways and more, whether through undergraduate opportunities or graduate-level linkages.

Connections with corporations and firms help students develop marketable skills and prepare them for in-demand careers. For alumni, these connections help build career-advancing networks, as well as DePaul affinity and pride.

Read more about some of the initiatives that connect DePaul to industry and showcase how a real-world, career-focused business education benefits everyone involved. →

CENTER FOR SALES LEADERSHIP

In 2004, 3M was the first corporation to approach DePaul about developing a sales leadership education program. “Today, we have 64 business partners—companies that provide funding and internships, guide curriculum design, lecture in classes, coach students, provide technologies and data for projects, and offer outstanding career opportunities,” says Dan Strunk, executive in residence and managing director of the Center for Sales Leadership. **“This collaborative effort between business and academia is preparing the next generation of talent. Everyone wins—the students, the businesses and the university.”**



Alexis Gordon (BUS '14), Tyler Hensala (BUS '13), Claire Hanold (BUS '13) and Simone Caron-Vera (BUS '15) connected to careers at PepsiCo through DePaul's corporate partnerships.

The center partners with Fortune 500 companies, including PepsiCo, Chase, MillerCoors and Wrigley, to shape its curriculum and stay relevant in an ever-changing job market. Students in the Sales Leadership Program can earn a minor or concentration by choosing between two tracks: sales in any industry or category management in the consumer products industry, which looks at grouping products to optimize relevance and sales.

The program's case-study structure lets students merge theory with practice and provides immediate interaction with company representatives. **Leah Sbigoli (BUS '11)** remembers working with Walgreens and Roundy's in a space management class to create a business plan for optimizing energy drink sales. “In the end, we got to present to the actual category managers at the company and show them our recommendations. I felt like I was seeing the immediate benefits of my education,” says Sbigoli, who now is a space management analyst for partner company Walgreens.

Ren Stoecklin (BUS '13) agrees. “You knew that you were being given real-life data and that at the end of the quarter, you'd be presenting to industry experts. It really forced you to not just consider it a school assignment, but to consider it a job interview every time you were presenting a final,” says Stoecklin, who worked as a category analyst in partner company Red Bull's graduate program, an 18-month rotational program for leadership training.

Another program graduate, **Claire Hanold (BUS '13)**, was impressed by how welcoming the corporate partners were. “They never once treated us like we were college students; they treated us like their business partners and wanted to help each of us individually in any way they could,” says Hanold, who is now a category analyst for partner company PepsiCo's Foodservice Division. “As an alumna looking back, I owe my success to this program. The professors provided me with the tools and resources to be successful and helped me make connections with our incredible business partners along the way.”

MARRIOTT HOSPITALITY SCHOLARS PROGRAM

This year, the School of Hospitality Leadership is expanding its undergraduate professional development opportunities with a unique partnership. A \$200,000 gift from the J. Willard and Alice S. Marriott Foundation led to the launch of the Marriott Hospitality Scholars Program, which provides 10 freshmen and 10 juniors each a \$10,000 J. Willard and Alice S. Marriott Foundation Hospitality Scholarship, paid over a two-year period.

The scholars program benefits students in different ways. For freshmen, the program's activities are designed to spark an interest in choosing a hospitality major or minor. For juniors, the scholarship provides support for students completing a hospitality degree. In addition, each underclassman is paired with an older student in a mentee-mentor relationship. “The juniors are sitting on a wealth of information that the freshmen can tap into to help



Marriott Scholars Elanna Smith and Sofija Veta participate in a teamwork exercise with Marriott Sous Chef Craig Moisand, as Visiting Associate Professor Nicholas Thomas watches.

them progress through their academic careers at DePaul,” says Visiting Associate Professor Nicholas Thomas. Nothing similar existed at DePaul, so Thomas and instructor Brian Barker created a format that mirrors a management-training program. Students complete workshops based

on key areas of hospitality, such as effective communication, managing conflict, culture and diversity, before touring local Chicago Marriott properties and seeing how hotel leaders are applying the concepts.

The program “is designed to give an opportunity to get an education and to transition into hospitality to people who might not have been afforded that opportunity before,” Thomas explains. When weighing student applications, the selection committee considered whether potential scholars had faced hardship and whether they were first-generation college students.

Elanna Smith, a junior majoring in communication studies and minoring in hospitality leadership, enjoys being a Marriott Scholar for the added benefits the scholarship provides. “Besides financial support, I was fully equipped with the proper materials for a professional career. Plus, I have 19 other scholars who share the same interests,” says Smith, who secured a summer internship through the program to work for a Marriott brand.

Despite strong ties with the Marriott brand, the program does not require that students go to work for the company after graduation. Rather, the program is designed to give students a clearer idea of hospitality management as a whole, which can be difficult to understand without firsthand experience.

“That's why when we go to the properties, I really want students to interact with leaders who are actually working to get a real understanding of what their careers are going to be like when they go into hospitality,” Thomas says. “We sometimes have a difficult time doing that in the classroom, so anything we can do now while the students are in school to give them a realistic impression makes the transition post-graduation that much easier.”

McGLADREY MST PROGRAM

When Tom Blaze decided to earn his Master of Science in Taxation, he benefited from a partnership between McGladrey and DePaul. “McGladrey had a program where DePaul instructors would actually come to our seminar room, which made it very, very convenient. It was almost like it would be foolish not to do it,” says Blaze, a partner in McGladrey's State and Local Tax group, who earned his degree in 2008.



“As time goes on and as technology and platforms change, we're continuing to upgrade the program,” says Diane Kuhlmann, a McGladrey MST program instructor.

The partnership program began in 2005, and at first, DePaul faculty would go to McGladrey's main office and teach classes that were broadcast online through the company's technology. Two years ago, DePaul took over the technology, and now classes are taught and broadcast from DePaul's Loop Campus. Students can either come to class on campus or log on remotely to view the lectures. While most of the students are located in Chicagoland and the Midwest, the program also draws McGladrey employees based as far away as California, New York and Washington, D.C.

The partnership between McGladrey and DePaul came about in part because an advanced degree is a necessity

in the tax field. **“The MST brings the knowledge you need in order to function as a tax professional. It takes a lot longer to get this knowledge if you're just getting it doing client work.** You've got to have both—you need that real-world experience as well as this knowledge,” says DePaul Instructor Diane Kuhlmann.

Kuhlmann offers an interesting perspective on the program. “For 10 years, I was the director of training for tax professionals at McGladrey. I was involved with the MST program when working there, and now I'm at DePaul working on the other side,” she explains. “What we've worked really hard to do is to make sure this online program is equivalent to DePaul's regular program. Students who are attending the McGladrey program are not getting an ‘MST light.’”

Blaze also has seen the program from both sides, first as a student and now as an instructor. “While I was in the MST program, I developed a lot of respect for the DePaul instructors. They all had practical experience, and they brought examples of what they were doing in their day-to-day jobs,” says Blaze, who now teaches ACCT 570: State and Local Tax at DePaul.

After 10 years, the program is still evolving. The format used to be synchronous, meaning it was designed so all students were watching together at the same time, no matter where they were located. Now, Kuhlmann says, DePaul is moving to an asynchronous platform with prerecorded lectures. The class also includes a weekly webcast. Students can choose to attend the webcast and interact with the instructor in real time or access the recording whenever is convenient for them. “As time goes on and as technology and platforms change, we're continuing to upgrade the program.”

CEO INITIATIVE PARTNERSHIPS

A new university initiative is giving employees at large Chicago corporations another way to attend DePaul. Thanks to DePaul's Corporate and Employer Outreach (CEO), instead of hopping on a bus or train and commuting to campus, employees can head to a classroom or conference room at their workplaces to earn degrees.

"The flexibility of being able to walk down the hall and start a graduate degree right after a busy workday is a real benefit to the employee," says Suzanne Depeder, DePaul's associate vice president for Graduate Admission in Enrollment Management and Marketing. "Employers benefit as well because talent development is a key driver of organizational growth and success. They are able to offer their employees an onsite degree program and tuition reimbursement as part of a strategy for improving their talent and keeping them from moving to competitors."

The CEO Initiative partners with area corporations to identify and customize degree and certificate programs that help employers develop their workforces. The partnership involves DePaul offering scholarships to employees, who then either take courses through an onsite program or attend any of the 150 undergraduate or graduate degree programs offered on campus. DePaul lets employees know about potential degrees through onsite information sessions, as well as lunch and learn seminars featuring professors.

For companies that choose onsite programs, it's a significant benefit that employees don't have to commute to campus. One such company is Medline, a major manufacturer and distributor of healthcare supplies that is headquartered in Mundelein, Ill., near the Wisconsin border. The company launched an MBA cohort in 2014.

"The CEO Initiative helps DePaul reach a broader prospective student base, in that we can connect with students who might not have considered us simply based on location," Depeder explains. "The Medline cohort is a great example of how this initiative has allowed us to expand our geographic reach."

Associate Professor of Management William Marty Martin says he appreciates what the programs offer to all parties. "The benefits to students and alumni are invaluable, from securing employment to moving up the ladder. For DePaul, we get exposure and placements for our students," says Martin, who has spoken at onsite lunch and learns about DePaul's Health Sector Management MBA concentration and other degrees.



The Medline DePaul MBA cohort takes classes at the company's Mundelein, Ill., headquarters through a partnership forged by DePaul's CEO Initiative.

In its first year, the CEO Initiative recruited two onsite cohorts, bringing in 70 students. Depeder expects the program to grow because of its utility to students and corporations alike. "Employers are looking at things they can offer to their employees as benefits, so the fact that we are able to offer a flexible delivery model is attractive. Plus, it's a good retention strategy for their employees," Depeder says. "It's much easier to figure out how to give people professional development and benefits to keep them than to recruit all over again."

Robert Chatwani

(BUS '97)

Residence | Fremont, Calif.

Occupation | I work for eBay Inc. as Senior Director of Consumer Marketing. I have the privilege of leading buyer and seller marketing for the world's largest online marketplace. We're a dynamic marketplace with over \$80 billion in annual trading volume and over 800 million listings of items for sale. More than 1 million people earn their part-time or full-time living on eBay.

Education | My education has been the single most important factor contributing to my career progress. I went to Maine West High School in Des Plaines, Ill. I decided to pursue a degree at DePaul due to the reputation of the school's business and economics programs. Attending DePaul also allowed me to continue helping my parents manage their small business. While at DePaul I took advantage of a foreign study program in Osaka, Japan, where I lived with a family and studied Japanese. Eventually, I was drawn to California and pursued an MBA at the UC Berkeley Haas School of Business.

Vital stats | After DePaul, I was fortunate to work in global management consulting at McKinsey & Co. After three years at McKinsey in Chicago and Washington, D.C., I moved to San Francisco to start a venture-backed Internet company. I eventually joined eBay in 2003, where I have been for the past 12 years. My wife (and best friend) and I have been married for 14 years and have three kids.

What I like best about my job | I work for a company with a very meaningful purpose, where we focus on creating economic opportunity for people throughout the world. I've been lucky to have five or six different positions within the company, allowing me to develop a broad set of leadership skills, as well as contribute to the company's growth across different functions. What energizes me most is building great teams and helping individuals develop their careers.

The biggest challenge I face in my job | Managing my energy and the energy of my team. I believe that the way people feel at work influences how they perform, and the way people feel is defined by their level of energy. Energy can take several forms—physical, mental, emotional and spiritual. I've found that helping my team manage their energy—not their time—helps improve engagement, focus and productivity. There are lots of ways to help them with this, but I've found the best way is to create an environment that fosters renewal, flexible schedules and decision-making empowerment.

ALUMNUS PROFILE



Chatwani's advice for new alumni:

"Do what you love—every day—and enjoy the people you work with. If you don't love it, invest in making a change. Be authentic and be honest with yourself."

"Take your best idea—and dream one size bigger. It doesn't matter if it's about your career, about starting a new venture or about serving your community. Make your plans as audacious as possible."

"Don't get too comfortable. When you're early in your career, move around. Spend time working in a foreign country, changing roles or even changing companies. Doing so grows your capabilities and makes you a more valuable leader."

"Take responsibility for your own development. Play to your strengths, find great mentors and take measured risks. Most great careers are discovered, not planned. Embrace those unexpected opportunities that occasionally come your way."

Connect to Your Dream Job

By Andrew Zamorski

When it comes to your career, with a little hard work and perhaps some help from DePaul, you just might land your dream job. DePaul's Corporate Connectors program, a part of Alumni Career Services, offers a great way to get your foot in the door at a company that interests you, and best of all, it is a free resource for all DePaul students and alumni.

The Corporate Connectors program provides professional alumni contacts at hundreds of organizations nationwide, from Amazon to Zurich North America. Through the program, DePaul alumni offer to meet or correspond with fellow alumni and students who are applying to their companies or who want to find out more about a particular industry. The program is also useful for employees to meet fellow alumni (and new co-workers) to transition smoothly into their new job.

The program began in 2009, when the Rev. Dennis H. Holtschneider, C.M., DePaul's president, was interested in identifying alumni who could greet DePaul graduates on their first day of work. What started as a "meet and greet" evolved into a program where Corporate Connectors volunteers answer questions about their companies, help prepare fellow alumni for interviews and facilitate networking within the ranks. Many alumni volunteers have filled internships and jobs through this program.

"Since the inception of the Corporate Connectors program, there have been over 4,300 requests to connect, and many of these requests have led to informational interviews or networking opportunities within the companies," says Colleen Fashing, associate director of alumni relations. "Many people don't hear back from potential employers

←

Gustavo Marquez (BUS '14), now a financial analyst with Morgan Stanley in New York, learned about trading industry opportunities from Corporate Connectors volunteers.

→

The Corporate Connectors program has attracted more than 4,300 alumni and student requests to connect, says Colleen Fashing, associate director of alumni relations, shown advising a student about the program.



when they apply for a job—so this is a great way to get that direct connection. These volunteers can't necessarily get you the job, but they can get you directly connected with the company."

Gustavo Marquez (BUS '14), a financial analyst at Morgan Stanley in New York City, used the Corporate Connectors program to great benefit.

"I first found out about the Corporate Connectors program while taking classes at DePaul," says Marquez, who majored in finance. "I knew that I was interested in the financial industry specific to trading, so the Corporate Connectors program connected me with a chief operation officer of a trading firm who gave me industry insight and great career networking advice."

The Corporate Connectors program helped Marquez get a better understanding of the financial industry and the jobs available. Marquez was able to network with DePaul alumni and other key contacts in the financial industry and eventually landed an internship the summer of his junior year in the sales

and trading division of Morgan Stanley. He continued to network throughout his internship and was offered a full-time position as an analyst as soon as he graduated from DePaul.

"I recommend the program to all students and alumni who take their careers seriously," says Marquez. "It is extremely useful for anyone who wants to find out about a company or industry and go after what they want." Marquez is so pleased with the program that he is interested in giving back to DePaul by becoming a volunteer to help alumni and students connect with his company.

The Office of Alumni Relations facilitates all initial connections made through the program, but it is up to participants to decide how to use it to their benefit.

"It is important to be ready to talk to the Corporate Connectors volunteers," Fashing advises participants. "They are performing this service on their free time, so do your research on their company ahead of time and be ready to use this benefit to your advantage."

Get Involved

Looking to volunteer or connect with alumni through the Corporate Connectors program?

Learn more by contacting the Office of Alumni Relations at:

(800) 437-1898

dpalumni@depaul.edu

alumni.depaul.edu
click Benefits & Services



DePaul's Centers and Institutes Connect Alumni to Industry Knowledge

By Andrew Zamorski



↑ This year's annual Cyber-Risk Conference, co-sponsored by the Arditti Center for Risk Management, featured an address by cybersecurity strategist and author Peter Singer.

→ Center-sponsored events, such as this Real Estate Center reception, provide a wealth of industry-related networking opportunities.



DePaul's Driehaus College of Business delivers an abundance of resources to students, alumni, faculty and professionals through its centers and institutes. Leveraging the Chicago business community, these centers deliver a wealth of industry-related programming through networking events, continuing education, conferences and summits. The following select list highlights some of the center-hosted opportunities available to alumni and other professionals.

ACCOUNTING

Center for Strategy, Execution and Valuation

The center hosts a variety of forums and seminars every year on the latest developments in high-performance company strategy and strategic risk management. For more information, contact:
SEV@depaul.edu
(312) 362-8784

FINANCE

Arditti Center for Risk Management

Celebrating the work of Fred Arditti, the late Chicago Mercantile Exchange chief economist and DePaul finance professor, this center bridges the gap between academia and industry by cohosting topical events in risk management, such as the annual Cyber-Risk Conference. For information on upcoming programming, contact:
arditti@depaul.edu
(312) 362-8513

Center for Financial Services

This center holds a number of events open to alumni, faculty, students and staff throughout the year, including a joint conference with Truth in Accounting that explores issues involving pensions, government budgets and debt; a conference that focuses on the theme of sustainable business practices; a wealth management conference supported by LPL Financial; and an executive forum sponsored by PNC. For more information, contact:
CFS@depaul.edu
(312) 362-8922

MANAGEMENT

Center for Creativity and Innovation

This center's hallmark event is the DePaul Student Innovation Awards, where students demonstrate breakthrough thinking by presenting new ideas for products, services, processes or technologies that can create value for customers. The center also has an Innovation Network where professionals, including alumni, can connect, attend panels and more. To find out more, contact:
creativity_center@depaul.edu
(312) 362-8395

Coleman Entrepreneurship Center

This center hosts a wide range of entrepreneurial events open to the Chicago business community, including a series of workshops that discuss various aspects of starting and growing new ventures. Its mission is to equip students and alumni with the knowledge and skills to awaken their entrepreneurial spirit. Contact the center at:
cec@depaul.edu
(312) 362-8625

Institute for Business and Professional Ethics

Throughout the academic year the institute hosts events that are open to the public, including lectures with prominent business leaders who speak on various ethics topics. It also holds business roundtables where business leaders/owners exchange ideas in smaller, intimate settings. For more information, contact:
IBPE@depaul.edu
(312) 362-8786

MARKETING

Center for Sales Leadership

This center provides educational opportunities for the business community interested in the sales profession. It holds five events annually, including a Career Expo where students connect with business partners. For alumni who want to be involved, please contact:
salesleadership@depaul.edu
(312) 362-6533

Kellstadt Marketing Center

KMC offers a wide range of continuing education options, from certificate programs to seminars that help professionals improve their direct, interactive, integrated, Internet and word-of-mouth marketing skills. DePaul alumni receive a 15 percent discount on certificate programs. For more information, contact:
jmurray9@depaul.edu
(312) 362-5914

REAL ESTATE

The Real Estate Center

With an active network of students, alumni and industry leaders, the Real Estate Center is a great resource for engagement among real estate professionals from multiple industry disciplines. The center encourages alumni to participate in the DePaul Real Estate Alumni Alliance by networking or becoming guest speakers in the classroom or during the Collegiate Real Estate Conference. For more information about the center, contact:
realestate@depaul.edu
(312) 362-5906

To access a full list of the Driehaus College of Business's centers and institutes and their websites, visit driehaus.depaul.edu/about/centers-and-institutes/.

It Takes a Community to Raise a Brand

When DePaul Marketing Professor Al Muñiz completed his dissertation back in 1998, he didn't foresee that his research would eventually change the way the marketing discipline and industry—and even other social sciences—thought about brands.

Muñiz's dissertation was the basis of a Journal of Consumer Research article that introduced the concept of "brand community." The term describes people who, united by their loyalty to a particular brand, feel a responsibility to share brand narratives and offer support and solutions associated with the brand. Examples include devotees to the Apple, Saab and Volkswagen brands.

"It was the first paper to acknowledge explicitly the social nature of certain consumer brands," says Muñiz, who co-authored the article with University of Wisconsin Marketing Professor Thomas O'Guinn. "Prior to that, the field of consumer research viewed brands rather narrowly as summations of attitudes and conceived brands and their consumers as a simple consumer-brand dyad. Our work called attention to the consumer-to-consumer relationships centered around the brand and showed that these relationships were just as important. It made the social aspect of brands explicit."

Since its publication in 2001, the article has been referenced more than

3,000 times by other scholars, and Thomson Scientific named it as one of the most frequently cited articles in the business and economics disciplines in 2007. This past fall, the Association for Consumer Research recognized the lasting impact of this pioneering work by presenting Muñiz and O'Guinn with the prestigious Sheth Foundation/Journal of Consumer Research Long-Term Contribution Award.

Muñiz continues to build on the work. He is currently researching the LEGO brand community, which has helped the toymaker develop new product ideas.

Beyond its contribution to business scholarship, Muniz's research provides broader insight about human nature. "A lot of cultural criticism has lamented the loss of community associated with modernity and the advancement of the marketplace," Muñiz says. "Our work demonstrates that humans, as social beings, find and create community where they will. Sometimes, they will find it around a shared brand. Such a community form is a testament to the durability, resilience and centrality of community to human existence."

← Marketing Professor Al Muñiz studies communities that form among people devoted to popular brands, including LEGO.



“ I want to help assure that students going into the profession have the very best education. And nobody does it better than DePaul.”
Bill Zink (BUS '70, MST '77)

Zink Scholarship Advances Opportunity and Excellence

"I've always tried to be a gladiator for the client," Bill Zink says of his career in public accounting. "If you're going to be a gladiator, you had better have a good army behind you."

That's one reason Zink (BUS '70, MST '77) and his wife, Kathleen, have been longtime donors to DePaul, and why they established the Kathleen A. and William J. Zink Endowed Scholarship in the Master of Science in Taxation Program. "I am devoted to the profession," says Zink. "I want to help assure that students going into the profession have the very best education. And nobody does it better than DePaul."

In his 46-year career at Grant Thornton International, Zink has overseen the tax practice of more than 120 firms worldwide; one of his main responsibilities is the ongoing

education of the tax accountants in the firm.

"The scandals of the 1990s—Enron chief among them—showed the vulnerabilities of the profession and the damage that poor training can do to companies and to the confidence of clients and the public," Zink says. "It is essential that we have good education and training."

Zink's father wanted him to go to Northwestern, but at the time the school had no undergraduate business program. He chose DePaul, and when he met with the legendary accounting professor Eldred "El" Strobel, he saw his future.

"He listened to me, what my interests were and my strengths, and within minutes he had mapped out not only my academic program, but also my career path," Zink recalls. "He was

an incredibly dynamic person, a truly great teacher, passionately committed to his students and to integrity and excellence in the profession." Strobel served as a member of DePaul's faculty from 1946 to 1980 and is credited with establishing many of the foundations of the School of Accountancy. The school's Strobel Scholars program is named for him.

"Kathleen and I are so happy to be able to help future generations of students have the kind of experience that I had when I was at DePaul," says Zink. "It's so important that tax professionals get a good education and acquire the kind of learning skills they will need to continually adapt their expertise to a changing business and tax landscape. DePaul gave my family a wonderful life together, and maybe we can do the same for others."

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