FDU Reacts to Changing Economic Climate

By: Diane Castelo-Branco
Graduate Assistant

The financial markets have taken a turn for the worse, with no sign of an end in sight. These tumultuous times have affected every person and institution in one way or another, including Fairleigh Dickinson.

On March 10, President Michael Adams and Interim University Provost Joseph Kiernan held a “Town Meeting” with members of the College at Florham community to discuss the current economic climate for colleges and Universities. During this meeting, President Adams outlined the university’s budget for the last year and what areas have been affected.

The University operates on a tuition-driven budget divided into four parts: full-time undergraduate, part-time undergraduate, full-time graduate, and part-time graduate. While the undergraduate sectors have remained flat, there was a modest increase in full-time graduate enrollment and a 12 percent decrease in part-time graduate enrollment.

Two probable causes for decreased enrollment are both driven by the drab economic climate. As companies fight to stay afloat, they have had to cut back on spending. One of the first areas dropped from the corporate budget is tuition reimbursement. With less assistance and higher out-of-pocket expenses, individuals are enrolling in fewer courses, if any at all. Worse still are the people who have been laid off who simply cannot afford an education from a private institution.

Less corporate support has impacted the budget of every university in the country. President Adams, the longest seated president since the founder, sees this economic crisis as a two year obstacle for our University. FDU is looking at all new opportunities to guarantee that two priorities are met: that the integrity of the learning environment is maintained, and that everyone remains employed.

How does this climate affect continuing students? To maintain the quality of learning on our campuses, there will be a modest tuition increase. Though uncertain of what it will be, President Adams (pictured above) did say that it will be a “realistic increase", lower than those of prior years.

Students who are facing financial difficulty at this time should contact the Financial Aid office at 973.443.8700 (Florham) or 201.692.2363 (Metro) to learn about new financial aid opportunities available.

Chair Spotlight: Gwen Jones, Ph.D.

By: Niraj Patel
Graduate Assistant

Education: B.A., Gustavus Adolphus College; B.S., University of Wisconsin-Madison; M.S., St. Mary’s University; Ph.D., State University of New York, Albany in Organizational Studies with a concentration in change management and organizational behavior.

Work Experience: Previously, Dr. Jones was a professor at Bowling Green State University, Ohio. She has been a consultant to various corporations in Ohio and New Jersey, most notably PSEG, the largest utility in New Jersey, and Owens Corning, in the field of change management. This work has included executive coaching, employee and customer satisfaction surveys, restructuring management and increasing diversity within organizations.

Currently, the Management Department is undergoing a review of its curriculum and is looking to emphasize ethics as the foundation for a management concentration. This increased exposure for ethics within the curriculum comes at a time when great scrutiny of managers is occurring across the country, particularly the financial sector. Other shifts will be a greater global perspective, as the world becomes further integrated, and corporate sustainability.
Back to Basics with Fredda Herz-Brown
Family Business Forum Seminar

By: Callen Springmeyer
Graduate Assistant

On February 26, the Family Business Forum of the Rothman Institute of Entrepreneurial Studies hosted a seminar given by the esteemed Fredda Herz-Brown, a pioneer in the field of family enterprise, who spoke about family businesses becoming family enterprises.

Fredda has extensive experience in the realm of family business dynamics. She is a member of the founding board of the Family Firm Institute and has published works on the subjects of women in family enterprise, raising children in wealth, board and leadership development, family governance and other family business topics. Fredda has also been honored with many awards recognizing her work in the field.

"These times are the best times to look at where you’re going..." said Fredda at the start of the morning event. Small business owners and entrepreneurs across the nation are feeling the impact of the current economy and are realizing the need to change and focus on the future as much as the present. For family businesses, it’s the focus on becoming a family enterprise.

Fredda says to move from a family operating a business to becoming a family enterprise, family management must change their way of thinking. The business must think beyond two generations of family members, think family and not just business, think as an economic unit, and think entrepreneurialism and wealth creation. This mindset helps move the business from an operational, managerial approach to an investor and entrepreneurial frame of mind, shifting gears into a family enterprise.

The seminar provided more valuable information about how to create a sustainable family enterprise by setting clear roles and responsibilities for family members, developing leadership and financial skills in the family, and empowering individual members to seek personal fulfillment.

Fredda’s energetic and animated personality combined with her comprehensive intelligence of family business management made for an entertaining and educational morning.

Future family business related seminars will take place on May 14, September 10, October 19, and November 17 as part of the ongoing forum.

For more information about the Family Business Forum or the Rothman Institute of Entrepreneurial Studies, and/or to attend any future events, please contact the institute for more information by calling 973-443-8842 or emailing rothman@fdu.edu.

History @ FDU: Who was Samuel J. Silberman?

By: Susan McConville
Executive Director of Development

Samuel “Buddy” Silberman was born in 1915. He attended Harvard University from 1932 to 1934.

In 1969, Silberman retired as Chairman of Consolidated Cigar Co., which was founded by his grandfather. He later served as chairman and trustee of the Paramount Communications Foundation (formerly the Gulf and Western Foundation) and as a member of the board of directors of Becton Dickinson.

He was good friends and served in the U.S. Navy with the late Fairleigh S. Dickinson, Jr. whose father founded the University and co-founded BD.

In fact, the Library at Florham is known as Friendship Library and it commemorates the friendship between Fairleigh S. Dickinson, Jr. and Buddy Silberman.

Mr. Silberman began supporting the University in 1955. He became a trustee of FDU in 1957 and made his largest $1 million pledge to the University in 1965.

In 1968, FDU awarded him an honorary degree and honored him through the naming of the Samuel J. Silberman College of Business. His degree citation included this comment: “He is a special person to the faculty members of the College of Business Administration who unanimously endorsed the naming of the college in his honor.”

In addition to the $1 million gift, two of his larger gifts to the College were $100,000 to support the University’s successful bid for AACSB accreditation for the Silberman College of Business and another $100,000 to establish a fund “to encourage and support activity of faculty in the business college.”

Silberman also directed generous support to the library at the College at Florham, the general fund, scholarship support and the science labs.

His philanthropic spirit went beyond FDU to Hunter College in New York City and UJA Federation of New York.

Silberman passed away in January 2000.
What’s New @ FDU?
The GBC: A New Club for Graduate Business Students

By: Kevin Wisch
VP of Graduate Marketing Club

Silberman College of Business graduate students have a new unified voice: the Graduate Business Club (GBC). Created by transforming the current Graduate Marketing Club (GMC), the proposal for the GBC was recently approved by FDU’s administration. GMC leaders Sarah Calle, President, and Kevin Wisch, Vice President, graduate in May with their MBA’s and pass the torch to Justin Santa Cruz, who now serves as President of the newly formed GBC.

According to Sarah, the GMC’s success was noticed by MBA students who were looking to network but who weren’t marketing majors. After careful thought, the decision was made to transform the club into a unified club for all business majors, the GBC.

“I’m excited to build upon the work of the GMC and hope the GBC will offer even more opportunity for students to network as well as voice their opinions about our business school,” Justin commented. The organization will host regular meetings with Silberman College administration and faculty as well as meet-and-greets with local industry leaders and networking sessions.

Ann Huser, faculty advisor for the GBC, feels that the new club will provide a unique opportunity for students to learn and network. “I look forward to working with the new club and President, Justin Santa Cruz, but Kevin Wisch and especially Sarah Calle deserve special recognition for their dedication to the club during their time as MBA students,” stated Huser.

New Online Resource for Graduate Business Students

By: Justin Weber
Graduate Assistant

With a majority of graduate business students working full-time, students may have difficulty finding time in their schedule to meet with academic advisors to discuss any needs or concerns they might have. Now, students can use the FDU website to access many of the resources that are available in the academic advising offices on both campuses.

A new addition to the Silberman College of Business website has been posted at http://view.fdu.edu/default.aspx?id=6916 Students can now use this webpage to get information about orientation, career development and graduate assistantships, as well as download forms and fact sheets for anything they may need.

The advising staff welcomes face-to-face visits, and will do their best to accommodate your schedule. However, students may find that the website will become a valuable resource as they pursue their studies.

Always feel free to contact the advising offices at 973.443.8800 (Florham) or 201.692.2424 (Metro).

Replacement courses can be selected from the following areas within the Silberman College of Business:

ACCT, ECON, ENTR, FIN, MGMT, MIS, MKTG, LAW, PHAR, QUANT and TAX.

Pre-requisites for the selected replacement course must be satisfied to register.
Graduating Soon?
If you are nearing the completion of your degree requirements, you must file a “Declaration of Candidacy” form. This form MUST be submitted by the deadline listed below. The graduation dates available to students are as follows:

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<th>Graduation Date</th>
<th>Declaration of Candidacy</th>
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<tr>
<td>September 2009</td>
<td>March 1, 2008</td>
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<tr>
<td>February 2010</td>
<td>June 1, 2009</td>
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<tr>
<td>May 2010</td>
<td>November 1, 2009</td>
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After filing the “Declaration of Candidacy” form, the Records Office does a final check on the graduation requirements of your degree program. Feel free to call your academic advisor to go over your program statement if you have questions on your graduation date. The “Declaration of Candidacy” form is available online on the FDU website at: http://view.fdu.edu/default.aspx?id=4476 or in the Enrollment Services, Records Office or the MBA Office.

NEW WAIVER POLICY

Requests for course waivers must be completed within your first semester at FDU.

Post-MBA Certificates
Position yourself with more than one area of expertise by completing 4 classes!

Available for the following disciplines:
- Accounting
- Entrepreneurship
- Finance
- Human Resource Management
- International Business
- Management
- Management Information Systems
- Marketing
- Pharmaceutical Management

Alumni receive $100 discount per credit

Call (973)443-8459 or (201)692-2424 for more information

Taking a Semester Off?
If you wish to take a fall or spring semester off, make sure you file a Leave of Absence form! A leave of absence can be granted for a maximum of 2 semesters (fall and spring). You will be maintained as a student in good standing during your leave, but will be discontinued from graduate study unless you register for courses during the next full semester or request an extended leave of absence.

Dean Moore Wants You!
Dean Moore is inviting all graduate business students to focus group sessions to get feedback about FDU’s programs. If you are interested in participating in a focus group, please contact Karin Hamilton at: hamilton@fdu.edu regarding your availability.

Attention Accounting Students
3 Tax courses are available to be taken as electives this summer from June 4—August 20

- TAX 6622: Advanced Corporate Tax I*
- TAX 7730: Income Tax of Estates & Trusts
- TAX 8840: Taxation of S Corporations*

*Pre-requisite of ACCT 6606 Federal Tax II required

Free Business Cards!
The Silberman College of Business is offering business cards for all graduate business students. Each student will receive 60 business cards indicating they are a candidate in their specific discipline.

The card will include: Silberman College of Business Logo, Campus Location, Student’s Name, Major, Telephone, and E-mail address.

Cards can be ordered only once during a degree program. To order cards send an email, including the above information to:

- College at Florham students should contact Diane Prudden at diane_prudden@fdu.edu or (973)443-8459
- Metropolitan students should contact Barbara Reynolds at blogue@fdu.edu (201)692-2424

Please submit your request by: April 30, 2009