

---

Foresight Magazine

---

Fall 1998

## Foresight - "Your Financial Future: Golden Egg or Goose Egg?" - Fall 1998

Nova Southeastern University

Follow this and additional works at: <https://nsuworks.nova.edu/foresight>



Part of the [Business Commons](#), [Higher Education Commons](#), and the [Social and Behavioral Sciences Commons](#)

---

### Recommended Citation

Nova Southeastern University, "Foresight - "Your Financial Future: Golden Egg or Goose Egg?" - Fall 1998" (1998). *Foresight Magazine*. 4.  
<https://nsuworks.nova.edu/foresight/4>

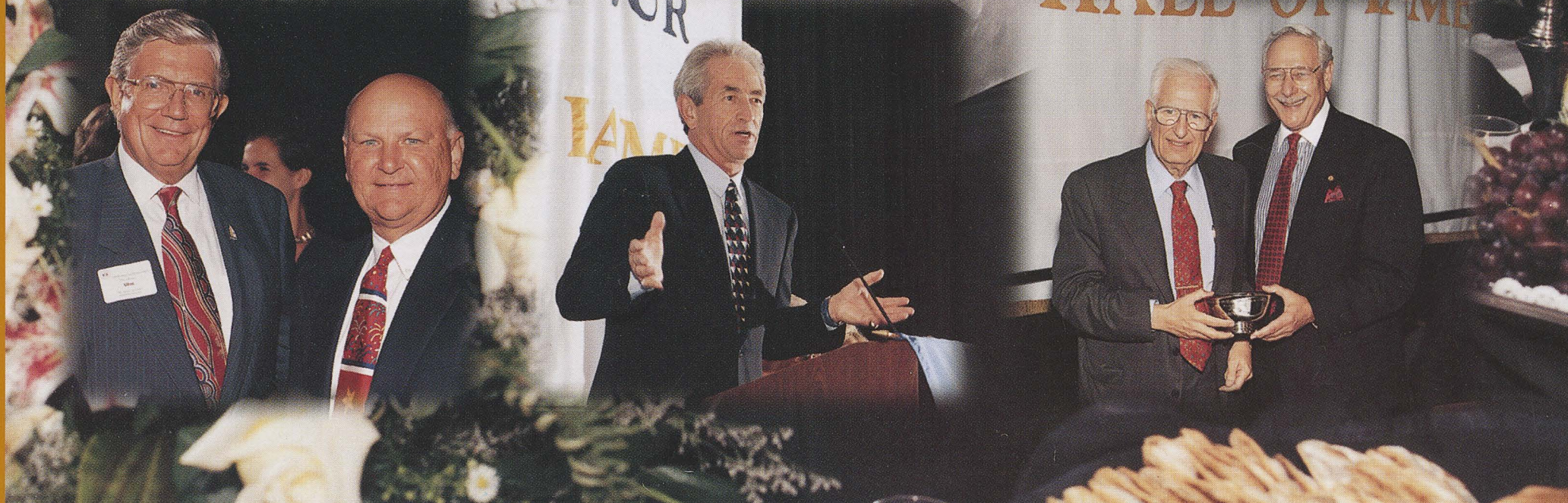
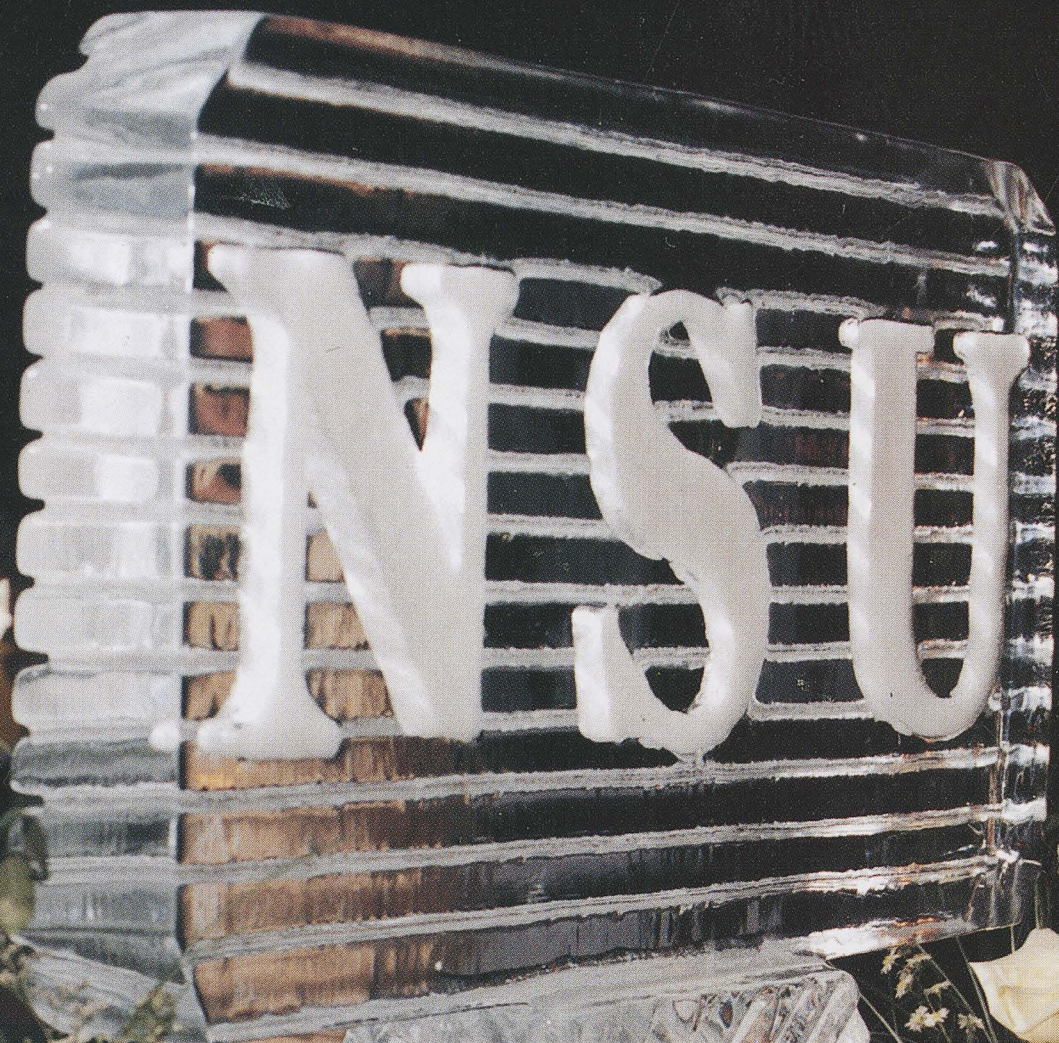
This Book is brought to you for free and open access by NSUWorks. It has been accepted for inclusion in Foresight Magazine by an authorized administrator of NSUWorks. For more information, please contact [nsuworks@nova.edu](mailto:nsuworks@nova.edu).

# FORESIGHT

SCHOOL OF BUSINESS AND ENTREPRENEURSHIP

Fall 1998

## SBE's Hall of Fame



# Contents

- 3 A Message from Dean Randolph A. Pohlman
- 4 SBE's First Excellence in Entrepreneurship Award
- 6 President Ferrero Shares His Vision for NSU
- 9 Reviling Common Sense in the Business World
- 12 SBE's Hall of Fame
- 15 Training Leaders for Today and Tomorrow
- 16 South African Telecom Pioneer
- 18 Book Review: *The Death of Common Sense*
- 20 Alumni Update
- 20 Student Update
- 21 Faculty and Administration Achievements
- 22 In Remembrance of
- 24 Frank Brogan Speaks at NSU

## FORESIGHT

is published by the  
School of Business and Entrepreneurship  
Nova Southeastern University  
3100 SW 9th Avenue  
Fort Lauderdale, Florida 33315-3025  
(954) 262-5006  
Email: [4sight@sbe.nova.edu](mailto:4sight@sbe.nova.edu)



Jim Freer, Editor  
Email: [jimfreer@aol.com](mailto:jimfreer@aol.com)

### Editorial Board (in alphabetical order)

Bill Alvarez  
Steven Harvey  
Patty Mendel  
Joe Pineda  
Dr. Claudia Santin  
Shane Strum

### Notice of Nondiscrimination

Nova Southeastern University admits students of any race, color, sex, age, nondisqualifying disability, religion or creed, or national or ethnic origin to all the rights, privileges, programs, and activities generally accorded or made available to students at the school, and does not discriminate in administration of its educational policies, admissions policies, scholarship and loan programs, and athletic and other school-administered programs.

Nova Southeastern University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097; Telephone number 404-679-4501) to award bachelor's, master's, educational specialist, and doctoral degrees.

06-211/98 SK

**SBE Administration (954) 262-5000 800-672-7223, ext. 5000**

Dr. Randolph A. Pohlman  
*Dean*

Dr. Kenneth L. Kraft  
*Associate Dean*

Dr. Claudia Santin  
*Associate Dean*

Brian Ouellette  
*Assistant Dean*

Dr. Gregory Stiber  
*Assistant Dean*

Chris Ali  
*Assistant Director,  
Finance and Administration*

Dr. Ruth Clarke  
*Director, MIBA Program*

Dr. Raymond Cox  
*Director, MPA Program*

Steven Harvey  
*Director,  
Advertising and Communications*

Daryl Hulce  
*Assistant Director,  
Computing Technology*

Dr. J. Preston Jones  
*Executive Director, Master's Programs*

Dr. Richard L. Kelsey  
*Director, Doctoral Programs*

Robert Lovett  
*Director, Institute of Financial Studies*

Dr. Ronald Needleman  
*Director, Doctoral Research*

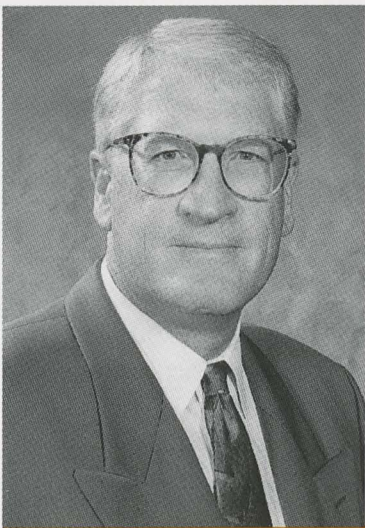
Joseph Pineda  
*Director, Development and  
Public Relations*

Vilma Rojas  
*Associate Director, Development and  
Public Relations*

Dr. Robert Sellani  
*Director, Online Programs*

Tammy Terry  
*Director, Finance and Administration*

Kristie A. Tetrault  
*Assistant Director, Program  
Development*



Randolph A. Pohlman

# DEAN'S MESSAGE

Many exciting things are happening in the School of Business and Entrepreneurship and at Nova Southeastern University (NSU). Recently, university president Ray Ferrero, Jr. returned from reaffirmation proceedings with the university's accrediting agency, the Commission on Colleges of the Southern Association of Colleges and Schools (SACS). We proudly announce Nova Southeastern University and all of its centers and programs have been reaffirmed. Originally accredited in 1971, NSU and SACS conduct a collaborative reaffirmation process every 10 years.

Because of our continuing growth in students and programs, we have added several new program directors and faculty. Dr. Ruth Clarke, Director of the Master of International Business Administration Program, joins us after successful tenure with Suffolk University in Boston. Also joining us is Dr. Raymond Cox, Director of the Master of Public Administration Program. Dr. Cox brings to the SBE much experience from the academic and government arenas. Additional faculty include Dr. Gareth Gardiner, with extensive knowledge in management and organizational behavior, and Dr. Cathy Goodwin with an outstanding background in marketing.

To augment the SBE's 25 Master of Business Administration (M.B.A.) Program cluster sites, the M.B.A. has moved into cyberspace. In July 1998, the SBE began offering the Virtual M.B.A. Program online utilizing cutting edge Internet-based technologies. Complementing an already considerable global network, the online environment will undoubtedly provide numerous opportunities for the SBE and our constituents. Moreover, in the next few years we hope to facilitate all of our services from a new business school to be constructed at the main campus.

In this issue, we focus particular attention on entrepreneurship and the important role it plays in business today. Through special awards and scholarship programs like the Entrepreneur Hall of Fame, and Excellence in Entrepreneurship, the SBE recently recognized several entrepreneurs who have contributed to the growth of business and industry and shown true entrepreneurial spirit.

One scholarship program of special importance is the Randolph W. Lenz Foundation Scholarship Program culminating with the Common Sense Awards. Celebrating its first year, the scholarship program was initiated by entrepreneur and SBE Board of Governors member Randolph W. Lenz. The aim of the program is to award academic funding to students who have used common sense to resolve a business problem. Now an annual event at the SBE, the program enables a select group of individuals to pursue high-quality graduate education.

As you can see, the SBE and NSU are expanding services and programs to remain on the cutting edge of education and training. We trust you will enjoy this issue of *Foresight*—learning more about the innovative institution that is the School of Business and Entrepreneurship.

David Blyer, president of Vento Software in Miami, has been named winner of the Nova Southeastern University SBE's first Excellence in Entrepreneurship Award.

Blyer, NSU M.B.A. '84, is a co-founder of Vento, a business intelligence software company whose clients include major companies in the banking, retail, and telecommunications industries. Vento has been profitable each year since its formation in 1993. For fiscal 1997, it had sales of \$5.2 million and net income before taxes of \$1.6 million.

Blyer, 38, was honored at the Excellence in Entrepreneurship Award Ceremony, held June 8, 1998 on the SBE's east campus.

Entrants submitted written information packages detailing their entrepreneurial successes and challenges, along with

two weeks. Otherwise, it can take up to four months. Blyer said both timetables are faster than those of more traditional competitors.

Vento has grown to 52 employees, and has clients in 63 countries. Clients include major banks such as Chase, Citibank, and Fleet. Other clients range from Motorola to the Broward County Sheriff's Office. It also works with retailers and exporters, and this year plans to add health care firms. Vento has added numerous customers through strategic alliances with major firms including Hewlett Packard, Tandem Computers, and Oracle Corporation.

Blyer developed his "think-like-the-client approach" during the 11 years he spent working for NCR (formerly National Cash Register) and Tandem, and through his M.B.A. course work at NSU.

## David Blyer Wins SBE's First Excellence in Entrepreneurship Award

their business philosophies and ideas. Their application packages also included details about their businesses—including descriptions of products and services and financial information. Blyer was chosen as the winner by an independent selection committee made up of SBE faculty and administration.

In building Vento, Blyer demonstrated the "entrepreneurial spirit" the committee was seeking in applicants. In previous positions, Blyer and John Gomez, Vento's co-founder and chief technology officer, saw the growing demand for software systems that serve as data warehouses for businesses.

Blyer said Vento gained fast success by applying "a business approach, rather than a technology approach" in setting up "applications that are customized with a vertical business solution." That involves working with prospective clients to understand the information they regard as most important and the formats in which they need to obtain it.

If Vento is partnered with a software company, it can bring a system online in

A native of Swampscott, Massachusetts, Blyer received a B.S. in business administration from the University of South Florida in 1982. From 1982 through 1986 he worked for NCR in Fort Lauderdale, primarily selling computer solutions to food wholesalers. While working at NCR, he received his M.B.A. from NSU.

"NCR is not just a technology company, but a company that provides marketing solutions," Blyer said. He added that his experience with NCR helped him develop a "focus on the businesses using the solutions" that has marked his career.

In 1986, Blyer joined Tandem's Miami office where he had responsibility for the company's Puerto Rican operations. The previous year, Tandem had just one Puerto Rican client, Banco Popular, which generated \$150,000 in revenues from hardware and software systems.

In 1993, Blyer's final year with Tandem, it had \$50 million in revenues in Puerto Rico. His client base included Puerto Rico Telephone and an expanded business with Banco Popular, Puerto Rico's largest bank.

Tandem worked in partnership with IBM in serving numerous Puerto Rican clients. In many cases, Blyer teamed with Gomez, who was an account supervisor for IBM in Miami.

Blyer and Gomez became friends, as well as business allies. In 1993 they pooled financial resources to launch Vento. They picked "Vento," a name with no specific meaning because it met their criteria of a non-technical name that would be easy to remember and could also be used globally without any derogatory translations.

"People were looking for solutions beyond strategic planning," Blyer said. "We felt there was a need for a business application for business intelligence, not just a tool for technology people."

Vento's primary software product is Vento-Map, which provides clients custom-designed information on their companies. For example, a bank client can instantaneously obtain information on credit card usage, profitability of its ATMs, comparison of sources of fee income, and other data that are vital in planning and in assessing profitability.

"This customer-centric approach ensures that the project deliverables are aligned with the business initiatives of our clients," Blyer wrote in his Excellence in Entrepreneurship application.

Gomez said Blyer's business characteristics include "the undeniable ability to handle multiple things at a time. David is a true entrepreneur. He has always kept a vision of where he would like to go, and to that end has patiently executed on the fundamentals day in and day out."

That vision includes possible acquisitions over the next year and the strong possibility of an initial public offering late next year or during the first half of 2000.

The Excellence in Entrepreneurship Award is the latest in a series of honors for Blyer and his company. Vento has received The *Miami Herald's* Pacesetter Award, which the newspaper presents to small businesses with innovative management. In 1997, *Software* magazine named Vento one of the 500 "best, brightest, and most successful companies in the software industry."

In April 1998, Vento was a finalist for the Greater Miami Chamber of Commerce's Cutting Edge Award, which is presented annually to South Florida companies that have distinguished themselves through their mix of innovation, service, and performance.

“  
People were looking for solutions beyond strategic planning. We felt there was a need for a business application for business intelligence, not just a tool for technology people.”

David Blyer  
President of Vento Software



# President Ferrero Shares His Vision for NSU

Since becoming president of Nova Southeastern University in January 1998, Ray Ferrero, Jr., has emphasized a theme of "enhanced collaboration" within NSU and between the university and Florida's educational, governmental, and business communities.

In an interview with *Foresight*, Ferrero stressed his firm commitment to NSU remaining an "independent university" as it increases cooperative programs with state universities and two-year colleges in Broward, Miami-Dade, and Palm Beach counties.

Ferrero, an attorney and former chairman of NSU's Board of Trustees, urges the School of Business and Entrepreneurship to play a prominent role in those efforts. This year, NSU is focused on building a 165,000 square-foot library at the university's main campus in Fort Lauderdale. Ferrero hopes construction will begin early in 1999, with completion late that year or in 2000. The facility may also serve as Broward County's western public library.

After completion of the library, Ferrero's major goals include moving the SBE from its east campus location to a new center to be built on the main campus. "Just as we brought the law school back, it is the right thing to do," Ferrero said. The Shepard Broad Law Center moved to the main campus in

1992. Ferrero believes that having the SBE on the main campus would create opportunities for joint research and joint appointment for faculty. "Collegiality would be greatly enhanced," he said.

Ferrero sees the SBE in the forefront of NSU's collaborative thrust. This summer, the SBE is making preliminary plans for a one-day or one and one half-day conference on how independent universities can serve business and government in Florida. He believes that the university can play a major role in South Florida's business recruitment and retention efforts.

"Businesses focus on the quality of life, with an emphasis on educational and cultural opportunities," Ferrero said. "The message we (NSU) can send out is that South Florida and Florida have the resources and infrastructure, other than our climate, for businesses to locate and stay here. We (NSU) are accessible when the student wants to learn."

Ferrero urges others in the NSU community to join him in emphasizing that accessibility when they promote the university. That effort is an important part of his theme of "remembering our roots—where we came from."

He traces those roots to his predecessors, including Dr. Abe Fischler and immediate Past President Dr. Ovid Lewis.

"Dr. Abe Fischler will be remembered as probably the most innovative educator

of the century," Ferrero said. "Under his leadership, we began establishing our mission of delivering education to students wherever they are, at times when it is convenient to them."

The other key factor in NSU's roots, he said, is the use of technology to enhance educational opportunities.

"Things that were looked at as radical are now part of the mainstream," Ferrero said. "We have been doing long-distance education for 20 years. It takes a different culture to deliver it." He added that the SBE has played a prominent role in developing that culture, noting that "it has the proper balance of traditional and nontraditional education."

Ferrero, a native of New York City, has experienced the value of different segments of the educational system. He is a graduate of a New York public high school and of St. John's University.

After serving as an officer in the United States Marine Corps, he graduated from the University of Florida Law School in 1960. He then began a career in law, and was a partner in the Fort Lauderdale law firm of Ferrero, Middlebrooks & Carbo until he succeeded President Lewis at NSU.

Ferrero served as chairman of NSU's Board of Trustees from 1988 through 1995. He was president of the Florida Bar Association from 1987 to 1988 and was a member of the Board of Governors of

the 17th Judicial Circuit Court from 1982 to 1986. He is a former president of the Broward County Bar Association, the Academy of Florida Trial Lawyers, the Broward County Trial Lawyers Association, and the Southern Conference of Bar Presidents.

Through his activity in legal and business organizations, Ferrero became a friend of many other Florida leaders—including Florida State University president, Talbot "Sandy" D'Alemberte. Ferrero plans to use that background to help NSU increase its formal programs with other Florida universities.

"We can work with and help the state university system," Ferrero said. "I think I can make a difference. But I am not a one-man show." In that regard, Ferrero is calling on everyone affiliated with NSU to be an ambassador for the university.

"Every time I speak, I challenge people to tell our story," he said. "We are the best-kept secret in Broward County. Thirty-four years ago, we started with 17 students. Today, we have 16,000, and 34 percent of our student body is made up of minorities. It is a heck of a story."

"In 1996, we were fourth in the United States, in all disciplines, in awarding doctorates to minorities," he added. "We were number one in awarding doctorates to African Americans and in the top 10 to Hispanic Americans. Eighty percent of our student body lives in

Every time I speak,  
I challenge people  
to tell our story.  
We are the  
best-kept secret in  
Broward County.  
It is a heck of a story.

President Ray Ferrero, Jr.  
Nova Southeastern University

Florida." Ferrero said NSU's story is an example of how "an independent institution can challenge the public institutions to be better." He prefers the word "independent" for NSU because of its public mission. He believes that NSU has a responsibility, as a public trust, to utilize its resources as a fiduciary for the community.

Ferrero's fiduciary ideas include a recent proposal to the State Board of Regents for establishment of a system that would enable Florida Atlantic University and Florida International University to use the Shepard Broad Law Center. "At the present time, with the economic climate in this state and country, I don't think it is in the best interest to spend public money on a new law school," he said.

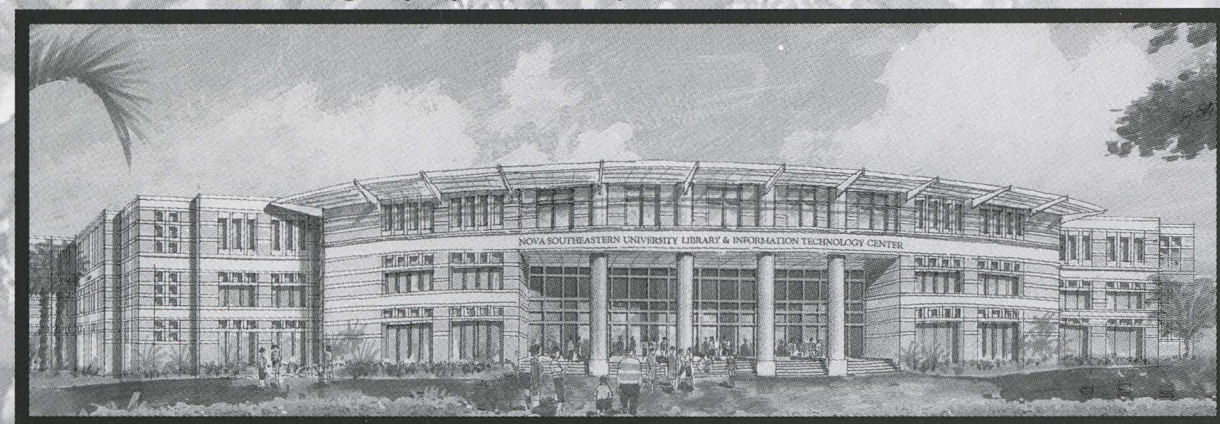
He supports proposals that have been made in the Florida Legislature to raise the maximum for Florida Resident Access Grants from \$1,800 to \$3,000. He said that increase would enable a considerable number of students to attend independent universities, thus easing the burden on public universities as Florida's number of high school graduates continues to increase.

Ferrero pointed to the School of Business and Entrepreneurship Hall of Fame (see page 12) and the Randolph W. Lenz Family Foundation's Common Sense Scholarship Program (see page 9) as examples of SBE programs and initiatives that are important in showing how an independent university and the business community can work together to promote joint goals.

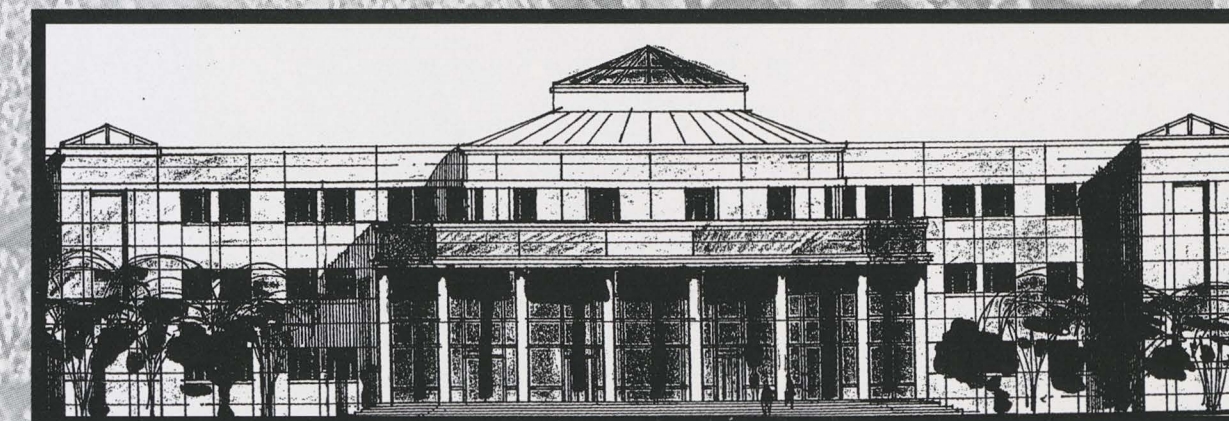
Ferrero was on the dais at the Common Sense Awards Dinner, calling it "a proud night . . . in a unique and innovative program."

"Randy Lenz should be applauded for his generosity and for his work in establishing the awards program," he said. "I was impressed with the quality of the presentations. The experiences they related about solving problems influenced their companies. I hope their success will encourage others."

Artistic rendering of proposed Library and Information Technology Center



Artistic rendering of proposed School of Business and Entrepreneurship



# Reviling COMMON SENSE in the Business World



SBE associate professor, Dr. William Harrington announces the 10 finalists.

Trevor Fried, (center) scholarship recipient, accepts his award from SBE Dean Randolph A. Pohlman (left) and benefactor Mr. Randolph W. Lenz.

Unfortunately, many Americans are finding more and more cases where rules and processes are preventing businesses from using common sense in making decisions and solving problems. In fact, the feeling has become widespread that rationality, imposed by government regulations and businesses' own rulebooks, is stifling clear thinking and, in effect, killing common sense.

Randolph W. Lenz is among a growing number of business executives who hold that view. This year, he took a generous step toward restoring the preeminence of common sense by sponsoring the first Randy Lenz Scholarship Program in conjunction with Nova Southeastern University's School of Business and Entrepreneurship.

The Randolph W. Lenz Family Foundation and NSU's SBE awarded two full SBE master's scholarships, each worth \$18,000, and two \$5,000 grants to students who, in essays and oral presentations, gave the best definitions of common sense and descriptions of how they used it to resolve a business problem.

The Lenz Foundation and the SBE selected and honored the winners at the 1998 Common Sense Awards Dinner on March 19 at the SBE's Alumni Hall.

Lenz, a member of the SBE Board of Governors, had planned to award two full scholarships and one \$5,000 grant. But as he and fellow judges assessed the quality of the 10 finalists' five-minute speeches, he decided to award a second \$5,000 grant. The judges awarded full

scholarships to Trevor Fried and Jackie Steinke and a \$5,000 grant to Patricia Rosales. The recipient of the second \$5,000 grant later determined that he would not be able to pursue a master's degree in the near future and thus asked the SBE and the Lenz Foundation to award the grant to another candidate.

More than 40 of the 47 students who submitted essays, and more than 40 members of the NSU faculty and administration, including President Ray Ferrero, Jr., attended the awards dinner and reception.

"All who attended said it was one of the best faculty and student events in their memory," said Dr. Randolph A. Pohlman, dean of the SBE. "I've talked with a number of students since, and all commented on Randy Lenz's graciousness and generosity. They were also pleased to interact with faculty in a social setting."

### The Idea

The event culminated almost three months of reviews of essays and other preparations by SBE faculty and administration, coordinated by Associate Professor William Harrington.

Lenz, who has been chairman of two Fortune 500 companies, is an SBE distinguished lecturer. Late last year, he and Pohlman talked several times about how excessive

We **equate** hardship and economic cost with a **sense of righteousness** toward protecting either a minority, or even in **many** instances the majority, from anything which smacks of **non-conformity.**

Continued on next page

I'm here tonight because our world has, in a manner, **gone mad.**

We as a society **need you.** That's why I'm doing what we're here tonight to do.

**Reward those** of you who can, **and will,** make a difference for all of us in the future!

**STAND UP** and make a difference.

We do **NEED YOU!**

The letter emphasized the vital role common sense plays in the world of business. It also explained how Lenz and the SBE would select scholarship winners based on essays and oral presentations.

Late last year, Pohlman asked Harrington to lead a group of SBE faculty members and administrators who would establish a system for judging the entries and make preparations for the March 19 dinner.

Harrington visited undergraduate classes at NSU and other South Florida universities, telling students about the scholarship program. The SBE also sent email messages to students who had applied for master's programs.

Lenz and Pohlman asked Assistant Professor Barry Barnes, Associate Professor Frank Cavico, and Professor Robert Preziosi to join Harrington in establishing criteria for judging the essays and in selecting finalists.

"We wanted a team of high-profile professors who had experience in the field and had seen examples of common sense solutions to business problems," Harrington said. "Each brought his own perspective and played a vital role."

### The Criteria

Lenz and the SBE asked each candidate to submit an essay of 750 words or less based on three components: the candidate's definition of common sense from a business perspective, a synopsis of a personal situation where common sense played a major role, and a description of how the candidate used common sense to resolve the problem.

The SBE received 47 entries by the February 15 deadline. Harrington, Barnes, Cavico, and Preziosi selected 10 finalists based on their selection criteria of four factors:

- Originality and creativity (the capacity for innovation)
- Application to business (the adaptation to work issues)
- Simplicity to problem complexity (the ability to apply basic thoughts)
- Overall solution impact (optimal results of common sense)

The judges gave each candidate a grade of 1 to 5 (highest) on each factor. Those with the 10 highest total scores on that value scale became the finalists. Harrington and Lenz, who

also reviewed many of the essays, said the overall quality of essays was very high.

The SBE told all candidates that names of finalists would not be announced until the March 19 dinner.

While Harrington continued preparations with SBE administrative assistants Linda-Rae Hoge and Anita Fanelli, the SBE assembled the team of five judges who would review the finalists' speeches and select the winners.

In addition to Lenz and Harrington, the judges were: Andy DiBattista, entrepreneur; Marcia Heroux Pounds, business columnist for the *Sun-Sentinel* in Fort Lauderdale; and Shelley Stein, South Florida managing partner for the accounting and consulting firm Grant Thornton. They joined Ferrero and Pohlman on the dais at the March 19 event.

Each candidate had been asked to prepare a five-minute speech describing the common sense story in their essays. With two full scholarships at stake, tensions were high. Harrington announced the names of the 10 finalists one by one, who then told his or her story while other candidates waited to hear if their names would be called.

### The Winners

In addition to Fried, Steinke, and Rosales, the finalists were: Brian W. Andersen, Wayne Cools-Lartigue, Theodore Drinkhahn, Mary Beth McCabe, Sherry Negahban, Suzette Rampair, and Gerald Venezia.

After the presentations, the judges moved to a side table to compare notes and select the winners. Fried, Steinke, and Rosales stood out for the clarity of their presentations and the common sense they displayed in solving their problems.

Fried, 28, is the South Florida-based director of American Trails West of Great Neck, N.Y., which conducts national park tours for students. He described how he used common sense during the summer of 1997 to overcome a maze of U.S. government rules, and following a headache-filled delay, crossed the border between Washington state and British Columbia.

Fried had routinely led four groups through that border on the same bus—and he was carrying fewer passengers and less luggage on this trip. But a border agent said that "new regulations and laws" had been enacted due to a 1996 school bus accident, and Fried would have to pay a \$1,000 fine for being overweight, or hire a second bus to carry half of his passengers and his luggage. If Fried paid the fine, he would still have to resolve a 5,000-pound discrepancy between the front and rear axles.

Fried and the driver attempted to solve the problem by moving heavier suitcases to the rear of the baggage compartment. But after 90 minutes, they still had a 4,600-pound discrepancy.

Reading through a new 90-page regulations manual, Fried thought: "What would I do if I had to redistribute the weight immediately? I imagined myself with 40 passengers on a sailboat that was slowly leaning to one side and would soon flip and sink."

So he asked the 12 passengers in the front three rows to find seats in the rear. The driver sped to the scales, and the green "OK" light flashed on, showing an acceptable 22-pound differential.

Fried, a graduate of Clark University in Worcester, Massachusetts, has a B.A. in economics, and began M.B.A. studies at the SBE this spring while continuing his work with American Trails West and his consulting work for an export company.

Steinke, 29, is a marketing representative for Credit Data Services in Boca Raton. She will begin her NSU M.B.A. program in fall 1998, in the weekend program.

She told the audience how, at age 19, she used common sense to increase sales, cut expenses, and boost profits at a clothing chain's store in a mall in Williamsburg, Virginia.

Continued on page 19



guidelines and policies are resulting in decreased efficiency for businesses.

"We felt that people were creating too many policies and procedures in business, and were getting trapped in this environment," Pohlman said. "Randy was looking for something that would encourage another way of doing things."

In their discussions, Pohlman, Harrington, and Lenz each mentioned *The Death of Common Sense*, Philip K. Howard's book that examines how bureaucratic rules and regulations have become obstacles to practical judgment (see page 18). That discussion prompted Lenz to select the common sense theme to spur a revival of clear thinking and reason in the business world.

"It was a feeling of frustration at the way the concept of common sense is being treated, and the hope of encouraging others to apply common sense in business," Lenz said. "No one man can initiate change on such a broad level. But one person can help foster, along with many others, the understanding and utilization of the concept contained within the simple phrase 'common sense.'"

Making a case for common sense and timely decisions, the SBE and Lenz quickly launched the scholarship program. On January 15, Pohlman sent a letter announcing it to students who were preparing to enter an SBE master's program or had been in one for less than six months.

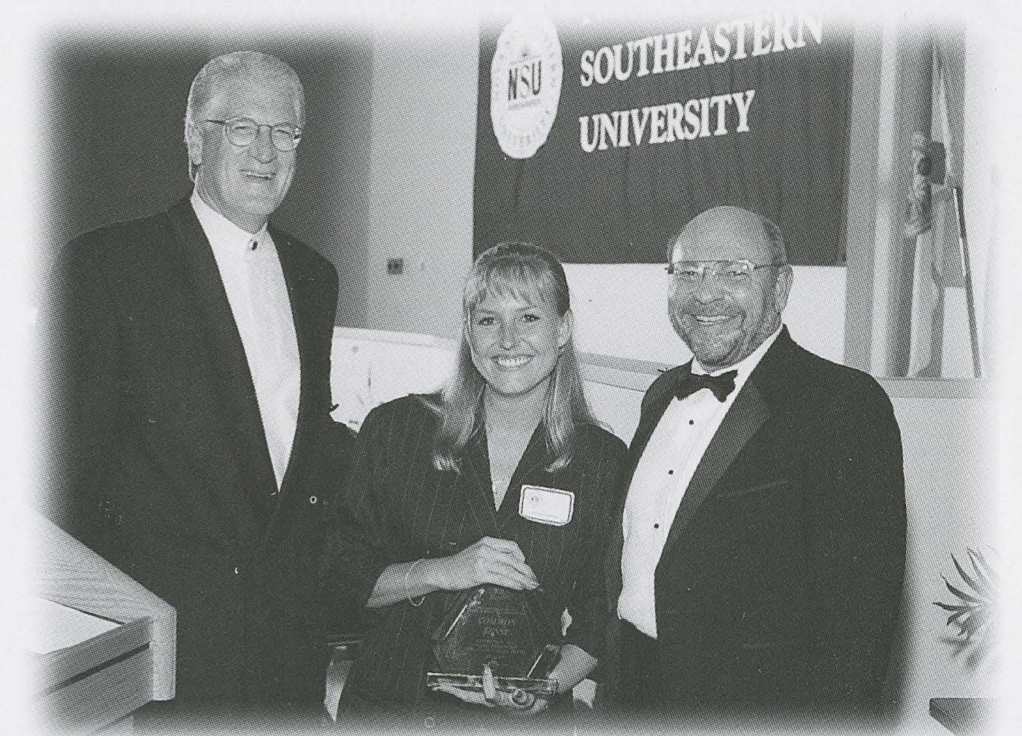


Photo above: Scholarship winner Jackie Steinke (center) poses with event sponsor Mr. Randolph W. Lenz (right) and SBE Dean Randolph A. Pohlman.

Photo opposite page: NSU and SBE administration, sponsors, and guests enjoy the Common Sense Awards Ceremony.

...With the best and purest of professional intentions, **we invariably** propose elaboration and rule as the **answer** to any problem. We, as a society, leap at the **opportunity** to define acceptable parameters for all our activities and assiduously endeavor to erect **very elegant** logical structures that all purport to **resolve** whatever the perceived problem may be.





1998 Entrepreneurship Hall of Fame Award recipients with Dr. Randolph A. Pohlman (far left) and NSU President Ray Ferrero, Jr. (far right)

The Nova Southeastern University SBE's Business and Entrepreneurship Hall of Fame this year inducted William J. Armstrong, Carl DeSantis, William D. Horvitz, and Terry W. Stiles.

The 1998 honorees were formally added to the Business and Entrepreneurship Hall of Fame at a gala reception April 8 at the Marriott Harbor Beach Resort in Fort Lauderdale. The four outstanding entrepreneurs were nominated by the Board of Governors of the SBE, members of the Hall of Fame, and NSU's Board of Trustees. The selection committee comprised the entire membership of the Hall of Fame.

Honorees were chosen based on their success as entrepreneurs, peer identification, contributions to philanthropy, and their support of opportunities for people seeking to enter business.

Jack A. Smith, chairman and CEO of The Sports Authority and a 1995 Hall of Fame inductee, emceed the program and introduced video presentations highlighting the entrepreneurial careers and achievements of Armstrong, DeSantis, Horvitz, and Stiles.

Armstrong, one of the nation's leading minority auto dealers, is founder, president, and 100 percent owner of Armstrong Automotive Inc. He also is founder and owner of Transportation Suppliers Inc., a private passenger



ARMSTRONG

transportation services company with three routes in Broward County, and owner and operator of three Burger King restaurants.

Armstrong began his career in Detroit as a letter sorter and carrier. After moving to Florida in 1976, he founded Armstrong Automotive. The company was ranked 12th in 1996 sales volume by *Black Entertainment Times* magazine, and has since increased its number of dealerships from two to three. Armstrong is a major stockholder in Peoples National Bank of Commerce in Miami and a member of 11 boards of directors. He is actively involved in leadership of the communities that surround his businesses.



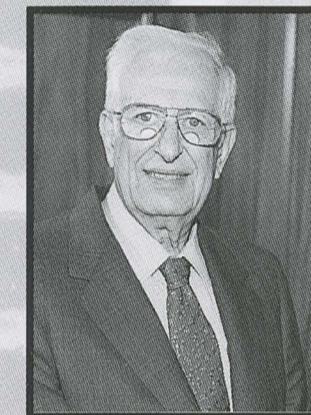
DeSANTIS

DeSantis is chairman of the board of Rexall Sundown Inc., the leading developer, manufacturer, and marketer of vitamins, nutritional supplements, and other consumer health products.

DeSantis' entrepreneurial spirit dates to his boyhood when he sold newspapers and raised parakeets to help his family.

After entering the health industry as a stockboy at Walgreen's, he soon became one of the pharmacy chain's top store managers. While working in Miami Beach, he created Sundown—an effective and inexpensive sunburn treatment that gained instant popularity. He followed that success by forming Rexall Sundown, which is based in Boca Raton.

DeSantis has supported charities such as the Alzheimer's Association, March of Dimes WalkAmerica, and the Mental Health Association of Broward County. He established the Rexall Sundown Pediatric Bone Marrow Transplant Center at the University of Miami's Jackson Memorial Hospital.



HORVITZ

Horvitz, chairman of WLD Enterprises Inc., has headed companies that have developed some of the most significant real estate projects in Broward County over the past 45 years. Those developments include Emerald Hills and the Hollywood Mall.

Horvitz graduated from the University of Pennsylvania's Wharton School in 1947. He moved to Florida in 1953, where he and two brothers took over the family media, real estate, and road construction businesses upon the death of their father, Samuel A. Horvitz. He then ran the day-to-day operations of his family's Hollywood Inc., the developer of that city, and he remains active in real estate development in Broward County.

Horvitz is a member of the NSU Board of Trustees. He and his wife Norma endowed the university's administration building which bears their names. They also have made significant contributions to the International Museum of Cartoon Art, Broward Center for the Performing Arts, Easter Seal Clinic, and Museum of Art.

Stiles is chairman and CEO of Stiles Corporation, a full-service commercial real estate development company based in Fort Lauderdale, with regional offices in Atlanta and Fort Myers. His company has contributed to the revitalization of Fort Lauderdale's downtown, with projects such as Las Olas Centre, Plaza at Las Olas, New River Center, and Republic Plaza.

Stiles assumed leadership of Stiles Corporation in 1971, following the death of his father, Howard K. Stiles, who had



STILES

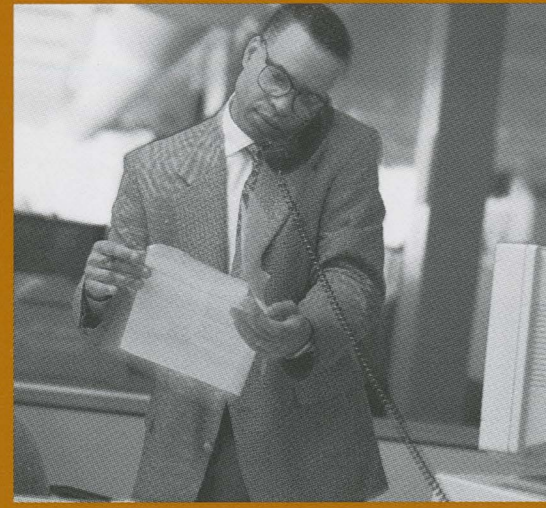
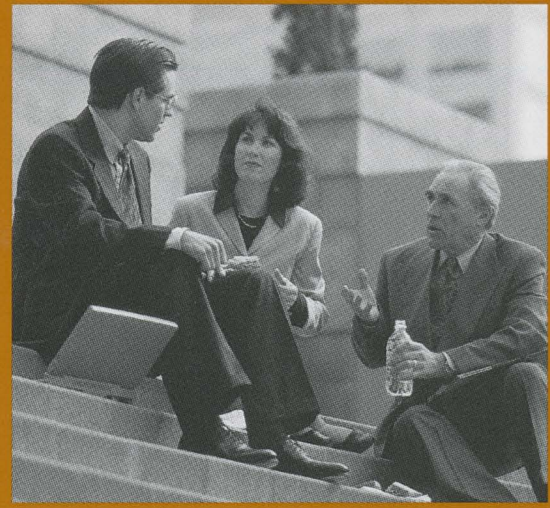
founded the company in 1951. A graduate of the University of Kentucky with a degree in business administration, Stiles directed the company's expansion from a primarily residential construction firm to the developer of projects ranging from corporate parks to retail shopping centers.

Stiles was the 1997 recipient of a Lifetime Achievement Award from the National Association of Industrial and Office Properties. In 1990, he won the Broward Economic Development Council's Spirit of Broward Award and the Fort Lauderdale *Sun-Sentinel's* Excalibur Award.

Armstrong was presented by James B. McKinley, president of McKinley Financial Services in Fort Lauderdale and a 1997 Hall of Fame inductee. DeSantis was presented by David H. Rush, chairman of Rush Holdings and a 1991 Hall of Fame inductee. Horvitz was presented by NSU President Ray Ferrero, Jr. Stiles was presented by H. Wayne Huizenga, chairman of Republic Industries and a 1992 Hall of Fame inductee.



# SBE's Hall of Fame



# Training *Leaders* for Today and Tomorrow

Institute for Executive and Management Education Expands

Today's organizational leaders require an ever-growing array of executive and managerial skills to succeed in a fast-changing global society and economic system. At Nova Southeastern University's School of Business and Entrepreneurship, the Institute for Executive and Management Education (IEME) provides a series of customized training programs that can help leaders and their organizations meet those challenges and transform their operations.

The IEME, which began operations in August 1996, has a goal of training executives to "think out of the box" as they make decisions that will take their companies to the next level of success and into the 21st century.

Like other SBE courses and programs, the IEME provides an entrepreneurial and market-driven perspective and flexibility in location and scheduling. Its registered service mark is: "TwT," Training without Travel.

With a client base that includes domestic, global, and international companies, the IEME custom-designs its instructional delivery systems.

Experienced professionals conduct training programs based upon the company's training outcomes and unique organizational needs. For instance, the IEME recently conducted training programs with Fort Lauderdale-based Citrix Systems, Inc., and the Universidade Regionale de Blumenau of Brazil. Upcoming customized training programs include work with Maria Landi Travel, Royal Caribbean International Inc., the Broward Sheriff's Office, Miami-Dade Police Training Bureau, Citrix Systems Inc., and the European Style Centres.

The IEME draws its instructors from NSU's nationally recognized faculty and from a base of experienced professionals nationwide. It provides training, development, and support in

areas that include: certificate programs; needs-based and issues-based customized development programs; seminars, workshops, and conferences ranging from one to three days; assessment support partnerships; and an electronic alumni newsletter.

The IEME's foundation program is its Executive Development Program. Executive Development is a 54-hour program designed for mid- and upper-level managers involved in a variety of functions within for-profit and nonprofit organizations.

Introduced during fall 1997, it provides a forum where managers and executives from different organizations can meet to develop conceptual frameworks for effective management, strengthen individual strategic knowledge, enhance professional capabilities for organizational leadership, and build networks of business associates. The program's curriculum focuses on organizational behavior, accounting and finance, marketing, human resource management, operations management, strategy management, and value-driven management.

In June 1998, the IEME concluded the spring 1998 Executive Development Program with 14 participants completing the requirements.

An Advanced Executive Development Program will be offered for the first time during fall 1998. This 36-hour program builds on and enhances the concepts and principles learned during the Executive Development Program.

Certificate programs offered by the institute include: the Certificate Program in Professional Consultancy, Part One and Part Two—focusing on principles and applications in establishing and managing a consulting practice; and the Entrepreneurial Certificate Program, Part One and Part Two—designed to help individuals who are planning, starting, or growing a business.

The IEME's seminars and workshops include: High Performance Management; Prescription for Success: The Power of Smart Strategies; Coaching Skills; Project Management; Market Segmentation; Marketing Management; Diversity in the Workplace; Strategic Management and Organizational Effectiveness; Financial Analysis for the Non-Financial Professional; Boot Camp for Executives; and The Executive and Management of Family Life.

The IEME is a collaborative institute and works with other university centers and divisions. It also has formed an alliance with the Carson Research Center in Miami.

The IEME, the Fischler Center, the National Association of Distributed Education Clubs of America, and the Wider Horizons Corporation are developing Entrepreneurship Challenge—a comprehensive, inquiry-based marketing and business education program for secondary school students and their teachers. The program focuses on the development of entrepreneurship and leadership talents among American youth.

The IEME and the Office of Continuing Education and Collaboration are developing the agenda for the 1998 National Women's Forum, to be held October 16 and 17, 1998 at the Fischler Center. The forum will bring together women leaders from the business, education, health care, and nonprofit sectors.

**For information contact:**  
Institute for Executive and Management Education  
(954) 262-5092 or 800-672-7223, ext. 5092  
Fax: (954) 262-3829  
Email: [garethg@sbe.nova.edu](mailto:garethg@sbe.nova.edu)  
Web site: <http://www.sbe.nova.edu/ieme>

# South African TELECOM PIONEER

We try to help business people utilize their existing networks and add to their productivity.

Theodore Manly, M.B.A. '95



Theodore Manly, M.B.A. '95, is using his ties with major telecommunications firms to help develop cellular phone distribution networks in rural and underdeveloped areas in South Africa.

The chance to help that country's citizens move forward economically attracted Ted and his wife Tongila to move from Atlanta to South Africa in 1996. Through The Manly Group, their management consulting firm, Ted buys cellular phones from service providers and sells them to local entrepreneurs who plan to set up cellular phone centers. One of his major provider clients is Afritel Cellular Systems (Pty) Ltd., for whom he

worked as marketing and sales director from 1996 through April 1998.

"We try to help businesspeople utilize their existing networks and add to their product line," Manly said.

With a business background that includes 10 years in management and sales with BellSouth Cellular Corporation, Manly is taking part in the South African government's Vision 2000 program, whose goals include a significant expansion of the telecommunications network.

"Less than one-tenth of one percent of the population in the rural areas have phones," Manly said. "There

is a huge focus on increasing the number of lines into rural areas. But everyone realizes that it is quicker, more efficient, and cheaper to go cellular first."

From their office and home in the Johannesburg suburb of Bryanston, Tongila helps U.S. auto-parts manufacturers and distributors develop markets in South Africa, and guides South African firms toward opportunities in that industry in the United States.

"For an African American, it is a very enriching experience," Manly said. He added that his work in South Africa gives him a forum for using the

entrepreneurial tools and overall business background he built through his Nova Southeastern University SBE course work.

Manly, a 39-year-old native of Danville, Virginia, earned a B.A. in speech and communications from the University of Virginia in 1981. After working as an account executive for a radio station in Charlotte, North Carolina, and in newspaper advertising for Cox Communications in Atlanta, Manly joined BellSouth Cellular in 1985—getting in on the ground floor of that industry.

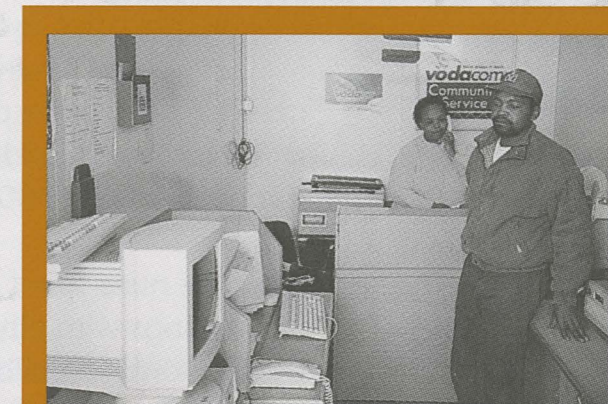
Amid several transfers around BellSouth's system, Manly began NSU M.B.A. course work at the West Palm Beach cluster in 1991 and earned his degree at the Atlanta cluster in 1995.

"The whole structure fit in well with my business and lifestyle," he said. Manly added that courses in entrepreneurship, human resource management, and ethics have proven particularly valuable in helping develop his entrepreneurial flair. His courses in accounting and the legal side of business help him run his business.

At BellSouth, Manly was general sales manager for three years before serving as human resources manager from 1993 through 1995. Tongila, who has an M.B.A. from Atlanta University, launched The Manly Group in 1995, with clients including auto industry suppliers.

The following year, World African Network, an Atlanta-based telecommunications firm, offered Ted the position of marketing and sales director with its Afritel subsidiary. After visiting South Africa for the first time and then accepting the job,

Manly found a situation where the telecommunications infrastructure was "not that different from the United States in major cities, but far different in other parts of South Africa."



Manly Group client Vodacom is preparing for the telecommunications boom.

But the government's Vision 2000 program is making progress. Telkom, the government-run phone company, is preparing for privatization. Foreign investors such as SBC Communication, Inc. of the U.S. are helping it expand its standard phone network.

Afritel is one of 16 service providers in the cellular industry. Those firms work with two network providers, which are equivalent to cellular carriers like BellSouth. Network providers go to the service companies, which provide handsets, monthly bills, credit collections, and marketing to consumers.

Afritel was established two and one-half years before Manly joined it. During his 18 months with the company, he increased monthly revenues from 1.2 million rand to 3 million rand.

"As director of marketing, my job at Afritel was to increase the number of people on the network and to instill a culture of customer service and care,"

Manly said. "My job also included building the number of channels of distribution. When I arrived, the company had no retail business. When I left, it had seven retail locations, a dealer distribution network, and a corporate accounts team."

Manly's success with Afritel was a springboard for his entrepreneurial venture. He works with owners of rural phone centers, which are used by South Africans who do not have home phones. Those local entrepreneurs are interested in expanding into cellular phone centers, and in selling cellular phones to their customers. Manly helps them identify products, select providers, and set up the logistics for obtaining equipment.

The Manlys, who plan to remain in South Africa for at least several years, will continue their efforts toward "helping people find ways to participate in the growth." And they are hoping to expand their telecommunications and auto business lines beyond the U.S. and South Africa, while also doing business with Fortune 500 firms that are entering South Africa.

Most important, Manly added, is their goal of helping U.S. and South African businesspeople understand each other's cultures and systems. "We want to help U.S. firms achieve more immediate tangible results," Manly said. "We want to find ways to help structure their partnerships with South Africans, and walk hand-in-hand with them."

# In remembrance of

The Jacki Tuckfield Memorial Scholarship Fund, in affiliation with the National Black M.B.A. Association, Inc., South Florida Chapter, awarded its first scholarships on August 21.

The scholarship fund honors the memory of Jacki Tuckfield (M.B.A. 1996). Tuckfield, who had been in perfect health, passed away at the age of 25 on July 13, 1997 from a sudden and still-unexplained heart failure.

Tuckfield was an assistant project manager for the Codina Development Corporation in Coral Gables, Florida, and was building what friends and associates felt would be a highly successful career.

Those who knew her at Nova Southeastern University remember her vibrant personality, leadership abilities, and commitment to working with colleagues.

To commemorate Tuckfield's life, and to help other African American students pursue M.B.A. studies, her parents, Drs. Jack and Gloria Tuckfield of Miami, established the scholarship fund with the nonprofit, tax-exempt Dade Community Foundation in October 1997.

As a result of generous donations, the fund was able to award the first Jacki Tuckfield Memorial Scholarships this year. Recipients were honored at a reception at Citibank's office at 500 East Broward Boulevard in Fort Lauderdale.

Bridget Christie was awarded a \$1,000

scholarship designated for a student in the M.B.A. program at the Nova Southeastern University SBE. The SBE chose Christie from a group of applicants. She began M.B.A. studies in fall 1997.

The scholarship fund also awarded a \$1,000 scholarship to Douglas Hamilton, a student in the M.B.A. program at Florida International University.

The Jacki Tuckfield Scholarships are the first to be awarded in an individual's name by the NBMBAA's South Florida Chapter, of which Tuckfield was a member.

Jack Tuckfield said the scholarship fund had raised more than \$43,000 as of mid-August and expects to reach \$100,000 by the end of 1998. He said the fund anticipates it will award \$10,000 in scholarships in 1999 and future years. The Dade Community Foundation administers the fund.

All recipients will be U.S. citizens who are African American residents of South Florida who enroll in business administration graduate degree programs in Florida universities and plan to pursue a professional career in South Florida.

Tuckfield's parents said that the requirement is a tribute to her goal of working to overcome disparities of incomes and improving diversity in business, academic, and public organizations.

"Jacki wanted to see more blacks in upper-level management, and her mission was to be an example," said Gloria Tuckfield. "She loved South Florida, and intended to stay here and help create a network."

Tuckfield was a graduate of Archbishop Curley High School in Miami, where she was captain of the girls' basketball team and was voted Ms. Congeniality in her senior year.

She graduated from Florida Atlantic University with a B.S. in management. She compiled a 3.96 cumulative grade point average while earning a master's in business administration at the NSU SBE, and was inducted posthumously into Sigma Beta Delta, a national honor society.

Tuckfield began her professional career as a customer service representative for Ford Motor Credit Corporation and later joined Codina Development, where she planned and implemented work at major construction sites in Dade County.

Tuckfield was deeply committed to The Church by the Sea in Bal Harbour, where she served as the church's youngest deaconess and as a youth leader.

Dr. Art Weinstein, professor of marketing, was among Tuckfield's many friends in the SBE community.

"Jacki Tuckfield was one of our top M.B.A. students," Weinstein said. "I was fortunate enough to have had

the pleasure of her smiling face, constant energy, enthusiasm, and commitment to learning in two of my classes."

Christie, the SBE scholarship recipient, is a marketing specialist in SunTrust Bank/South Florida's marketing department in Fort Lauderdale. She manages the customer database for the bank's marketing department.

A native of Montego Bay, Jamaica, she received a B.S. in Sociology from Florida State University in 1996, with minors in business and computer science.

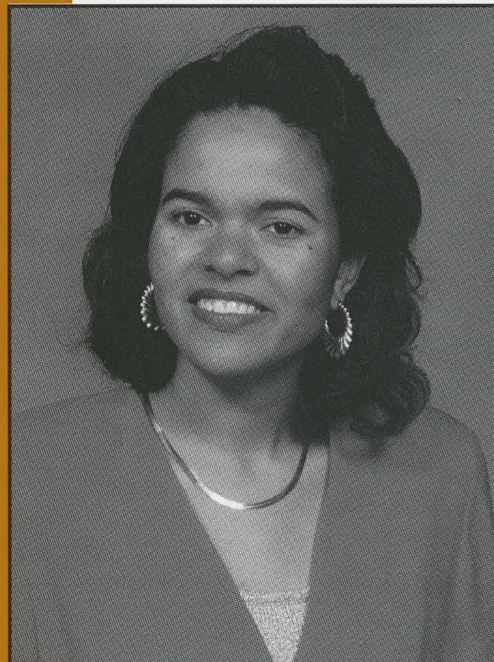
She began M.B.A. studies at the SBE in fall 1997. She hopes to later earn a doctorate, with an eventual goal of owning her own company.

Christie said the Jacki Tuckfield Memorial Scholarship is "a very distinct honor."

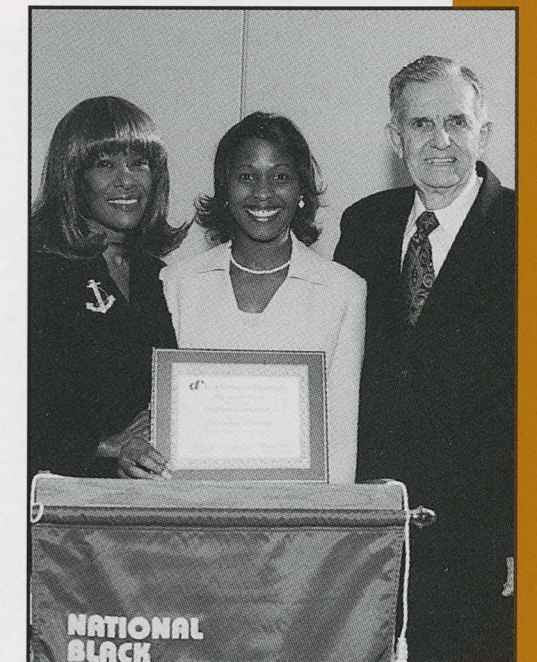
"Mr. and Mrs. Tuckfield are very special people to do this," she said. "They are going out of their way to do something special in honor and memory of their daughter. I would like to achieve my master's degree in her honor."

The Tuckfields, both of whom hold doctorates, are retired educators. Jack was chairman of the Criminal Justice Departments at Florida International University and at Miami-Dade Community College (MDCC). Gloria was coordinator of the Career Resource Center at MDCC's Kendall campus.

They welcome inquiries about the Scholarship Fund at [gtuckfld@bellsouth.net](mailto:gtuckfld@bellsouth.net).



The fund commemorates the life of Jacki Tuckfield, NSU M.B.A. '96.



From left: Dr. Gloria Tuckfield, scholarship winner Bridget Christie, and Dr. Jack Tuckfield.



# THE DEATH OF COMMON SENSE

HOW LAW IS  
SUFFOCATING  
AMERICA

PHILIP K. HOWARD

His examples of how common sense and thinking have become subservient to rule books include the story of how New York City's myriad of regulations kept the Missionaries of Charity, the late Mother Teresa's order, from carrying out a plan to spend \$500,000 to renovate an abandoned building and use it as a homeless shelter during the late 1980s.

After the nuns spent scores of hours during almost two years in meetings with city agencies in an attempt to gain title to the city-owned building, one official finally told them about a rule that others had neglected to pass on. Despite their repairs, the nuns could not occupy the building because it did not have an elevator—a requirement for all new and renovated buildings in New York City.

Howard notes that the New York bureaucrats' rulebook mind-sets prevented them from giving a go-ahead based

LET **judgment** AND **personal conviction**  
BE **important** AGAIN.

THERE IS NOTHING **unusual** OR **frightening** ABOUT IT.  
RELYING ON OURSELVES IS NOT, AFTER ALL, A NEW IDEOLOGY.

IT'S JUST **common sense.**

**W**ith government agencies leading the way, Americans have come to rely on regulations and rulebooks rather than on reason and thinking. Thus, process has taken precedence over the concept of "what is the basic objective" when individuals must make decisions and solve problems.

That observation is the thesis of *The Death of Common Sense* (Random House, 1994) by Philip K. Howard.

"By exiling human judgment in the last few decades, modern law changed its role from useful tool to brainless tyrant," Howard writes.

A New York lawyer who has been active in public affairs since the early 1970s, Howard focuses on examples of how federal, state, and local governments have forced businesses to spend excess time and money, and even prevented them from taking actions, through reliance on "by-the-book" legal frameworks. That "legal experiment" has not worked, he wrote. Thus, Americans must put increased effort into "trying to accomplish our goals and resolve disagreements by doing what we think is right."

on two pieces of common sense: Mother Teresa's nuns avoided use of modern conveniences such as elevators, and homeless people using the shelter wouldn't care about the lack of an elevator as long as they had food and a roof over their heads. Mother Teresa's order decided not to pursue the project, including an extra \$100,000 that would be needed to put in an elevator, and instead used its funds on other projects.

Howard also presents several case studies on frustrations that businesses with little or no history of violations have encountered in dealing with the federal Occupational Safety and Health Administration (OSHA) and Environmental Protection Agency (EPA). One common factor: Don't be surprised if you make changes to meet the demands of an official, only to have another official show up the next year and base his or her exam on a different part of the agency's rule book.

Howard concludes his work with this call to arms: "Let judgment and personal conviction be important again. There is nothing unusual or frightening about it. Relying on ourselves is not, after all, a new ideology. It's just common sense."

A viable definition of common sense is someone's **initiative** to utilize his or her **innate** abilities to concisely achieve an **objective** through the application of sound **practical judgement,** which is independent of specialized **knowledge** or **training.**

## Common Sense

Continued from page 11

The company had transferred Steinke from her native Wisconsin and promoted her to manager of a store that was failing. She immediately detected one main problem. A previous manager had tinted the store windows, hiding the beauty of the company's brightly colored and beaded clothing. After Steinke personally removed the tint, the store's traffic and sales soon began to increase.

When mall traffic was heavy, Steinke designated sales associates to walk around the mall and model clothing while distributing discount coupons. She networked with local associations and held fashion shows for women's organizations. She analyzed profit margins, moving high-profit items to window displays and the front of the store. By the time she was transferred to a higher volume store, the store she turned around had moved into the top five in sales and profits among the company's 43 locations.

Her successes encouraged Steinke to pursue her college education. After receiving an A.A. in accounting from Keiser College in Fort Lauderdale, she earned a B.A. in business administration from NSU in April 1998.

Rosales, 23, told how she used common sense to help her employer, a real estate developer, close a major deal in her native Venezuela.

The company was planning to build a condominium project near Caracas, but was stalled because a shepherd had refused to sell a piece of land. After several lawyers and company executives failed to make headway, management asked Rosales, who worked in the public relations department, to talk with the shepherd.

While her colleagues had played hardball, Rosales listened to the shepherd and attempted to help him and the company find common ground. After learning that he loved another nearby piece of land owned by the company, she suggested a land swap that solved everyone's problems.

After moving to Florida in 1993, Rosales received an A.A. degree from Miami-Dade Community College and a B.S. in liberal arts from NSU. She began full-time studies in the SBE's M.I.B.A. program in January 1998.

Steinke and Fried each received a plaque and an acknowledgment letter from Lenz. Rosales and the other seven finalists received a

certificate of recognition and an acknowledgment letter from Lenz. All participants received an acknowledgment letter from Pohlman. All 10 finalists received a custom-designed glass sculpture in recognition of the achievement.

The three scholarship winners told *Foresight* that Lenz's generosity is at the forefront of their minds as they pursue their studies.

Steinke said she is focusing fully on her studies, without financial considerations that were an earlier concern, "thanks to Mr. Lenz and his generous award program."

Fried noted the "overall high-quality education" offered by NSU compared with other schools where costs are lower. As he pursues his NSU education with a full scholarship, he says he will "be forever grateful to Mr. Lenz."

"If I ever get the chance, I would like to do something for education, as Mr. Lenz has done," Rosales said.

### The Future

The Randolph W. Lenz Family Foundation and the SBE are already making plans for the 1999 Common Sense Awards.

According to Pohlman, the scholarship program is providing the SBE with added incentive to encourage businesspeople to take responsibility, make decisions, and use common sense.

"I think many organizations have far too many detailed policies and procedures that stifle thinking," Pohlman said. "Fortunately, NSU tends not to suffer from that."

And Randy Lenz is hoping that his family foundation's efforts will inspire other businesspeople to bring common sense back to the forefront of American life.

He feels this focus on common sense is vital because "it promotes the concept the founding fathers had in mind for this country. They were not nearly as concerned with the processes of our society, as with the objective. They wanted to leave the mechanics of it to the individuals who are contributing members of this society."

## ALUMNI UPDATE



■ **Jill Hall Beeman** (M.A.C. '91) was promoted to knowledge engineer I for Arthur Andersen's A. Plus Tax Business Compliance products.

■ **Mauricio Bouroncle** (M.B.A. '88) has joined ICO Global Communications to lead the marketing efforts of its new personal satellite communication service in the Caribbean and Latin America.

■ **Martine-Ann Carty** (M.S./HSA '98) has been hired by Interim Health Care, a home health agency. Also, Carty gave birth to Aleana, an 8.5 oz. baby girl on October 23, 1997.

■ **Jane H. Hsiao** (M.B.A. '94) was named chairman and chief executive officer of DVM Pharmaceuticals, a subsidiary of IVX BioScience, Inc.. Hsiao was formerly vice chairman, technical affairs, at IVX.

■ **Marylou Hughes** (D.P.A. '80) had her 18th book "Keeping Your Job: While Your Bosses Are Losing Theirs" published by William Neil Publishing. The book helps employees understand the changes, make professional decisions, manage emotions, feel in control, and make themselves essential to the new bosses.

■ **Reuben Lev** (D.P.A. '80) was invited out of retirement to complete a U.S. Department of State assignment as director of administration and organization for the prohibition of chemical weapons, the Hague, the Netherlands. Also, Lev started a consulting firm—Alliance for Quality Management Systems, Inc.

■ **Ruth Lys Margolis** (M.B.A. '94) has accepted a position with MCI Telecommunications as a field marketing specialist in

Pittsburgh, PA. Ruth is responsible for providing marketing support to MCI's sales force in Western Pennsylvania and West Virginia. Ruth was also a contestant and winner on "Win Ben Stein's Money," a television program appearing on *Comedy Central*.

■ **Jeffery Postell** (M.B.A. '95) moved his 29-year-old family business, Ingrams Preschool Academy, to Orlando, Florida. The business' new home houses 150 students. Plans have been developed to start a "Kidpreneur" curriculum.

■ **Steven Sanzone** (M.B.A. '87) has been named vice president of Republic Security Bank and is a senior commercial real estate lender for acquisition, development, and construction projects in Broward and Palm Beach counties.

■ **Robert J. Smith** (D.B.A. '91) recently joined the Naval War College in Newport, Rhode Island, as visiting professor of national security affairs for 1998-1999.

■ **Terry Stewart** (M.P.A. '98) was awarded the master of public administration degree in June 1998.

■ **Dr. William D. Wagoner** (D.P.A. '82) received the 1998 Achievement Award from the National Association of Counties for his book, *Applied Strategic Thinking*. This is his fourth book in a series of books designed to guide planning and management decision making at the local level of government. Other books by Dr. Wagoner include: *Open Space Planning*; *Greenways Initiative*; and *Strategic Thinking*. Dr. Wagoner is completing work on a fifth book titled, *Comprehensive Plan/*

*Hazard Mitigation Interface: Integrating Emergency Management Into The Community Planning Process*, which is scheduled for release this fall.

■ **Sharon Weatherhead** (M.B.A. '94), employed by Arden Courts of Fort Myers, was promoted to executive director. Also, she was recently published in *To Your Health* magazine and *Medical Laboratory Observer* magazine.

## STUDENT UPDATE



■ **Andrew Frados** (M.S./HSA) has developed a plan for a new acuity system for North Ridge Medical Center, to be reviewed by management. Under the guidance of Karen Grimley, associate administrator of patient care services, the plan will expand the uses of an acuity system beyond the traditional practices.

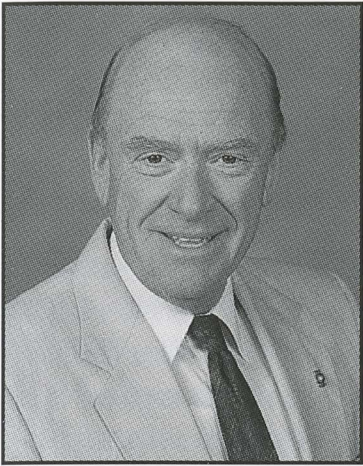
■ Students in the entrepreneurial and strategic-thinking course in the M.B.A. program prepared a business plan for a new venture as their course project. The SBE and the Graduate Business School Association (GBSA) together granted \$900 in prizes for the three best papers.

More than 40 papers were submitted during the winter term, and the three new venture opportunities that were awarded prizes are listed below:

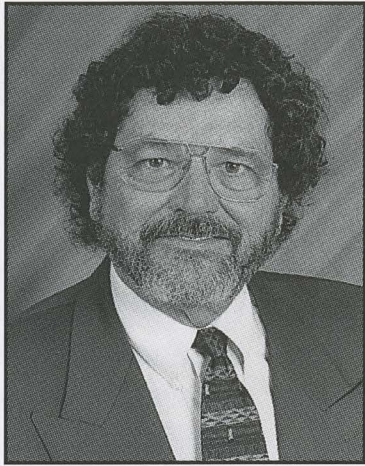
■ **Janice Bergeron** and **Nancy Robichaux** with Mapping Consultants, Inc. This venture addressed a need for software to map the fiber cable inventory in the telecommunications industry. Both authors are experienced in the telecommunications field and will market their product to BellSouth and other telecommunications companies in the southeastern United States.

■ **D. Christopher Dabbs**, **Mary H. Poole**, and **Julius Williams** with OneStep. The initial product of the Cevlar Group, this project was classified confidential.

■ **Johnny Morris** and **Susan Pettine** with Collectors' Connection. This is a venture designed to meet the needs of the avid Barbie Doll collector by marketing these collectable dolls. Collectors' Connection is a start-up company located in Florida. It is ready to expand its marketing into national and international markets. Owners of the company plan to sell (harvest their investment) to a buyer within five years.



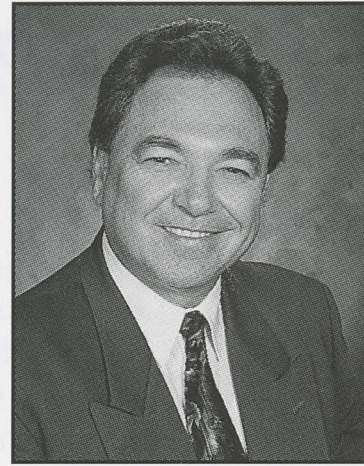
**DR. DANIEL AUSTIN**



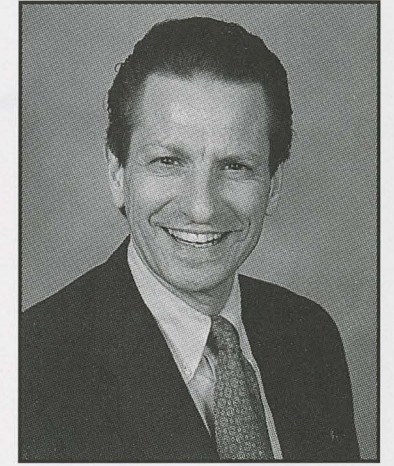
**DR. CHARLES BLACKWELL**



**DR. JANE WHITNEY GIBSON**



**DR. BOB PREZIOSI**



**DR. JOHN T. SENNETTI**

■ **Dr. Daniel Austin**, professor, was elected secretary of the Health and Human Services Board. Also, Austin was elected chair of the Budget Committee, District X, State of Florida. The annual budget of the district is \$149 million. He also serves as chair of the board's Public Health Committee.

Dr. Austin was re-elected vice president of Health Start Coalition, a state-funded program for prenatal and maternity care, and infant care through age three.

■ **Dr. Charles Blackwell**, SBE, and **Dr. Jane Whitney Gibson**, Farquhar Center, had their article, "A Conversation with Leadership Guru, Paul Hersey," published in the spring edition of the *Journal of Leadership Studies*/Vol. 5, No. 2, pp. 143-151.

Blackwell and Gibson hosted a special symposium at the 1998 Academy of Management in San Diego, titled, "A Conver-

sation with Paul Hersey," sponsored by the Management History Division. Paul Hersey, originator of Situational Leadership Theory, also came to talk to the NSU DBA students in a special dessert reception in his honor.

At the same conference, Gibson presented a paper, "Management History Gurus of the '90s: Their Lives, Their Contributions" with co-authors Jorge M. Herrera from the Farquhar Center for Undergraduate Studies and Richard M. Hodgetts from Florida International University. This paper was recognized as one of two Management History Division submissions to the conference proceedings.

Gibson also chaired a showcase symposium with Richard M. Hodgetts titled, "What Mattered Most at the Academy of Management: The Presidents Speak, 1951-1996." This symposium included a panel of five past presidents of the Academy of Management who reviewed key issues

that mattered most during the time he or she was president.

Gibson organized and chaired the pre-conference activities for the Management History Division for the fourth year in a row. Blackwell took part in these activities, as did Richard Kelsey, SBE, and several D.B.A. students and alumni including Regina Greenwood, John Hannon, Al Bolton, and Massoud Farahbakhsh.

■ **Dr. Bob Preziosi**, professor, co-published "Strategic Target Action Reviews" in the 1998 *Annual Volume II Consulting* and the "Values Analysis Worksheet" in the 1998 McGraw-Hill Training and Performance Sourcebook, with Dr. Bill Harrington, associate professor at the SBE. Also, Preziosi published "How Well is Your Team Functioning?" in the 1998 McGraw-Hill Team and Organization Development Sourcebook.

Presentations and guest speeches conducted by Preziosi include:

"Games That Teach" at the International Society for Performance Improvement International Conference in Chicago; "Values Consistency: A Precursor to Performance Improvement," to the American Society for Training and Development, Broward Chapter; "The Leader's Four Primary Responsibilities," to the Young Republicans of Broward County; and "Ten Tasks for Continuous Career Improvement," to Motorola Inc. in Plantation. Preziosi was also a weekly guest on the "Morning Business Report" on WSRF radio in Fort Lauderdale and co-authored a paper with SBE Associate Professor Pedro Pellet, titled "The Relationships Between Values Consistency and Productivity" at the International Quality and Productivity Conference.

■ **Dr. John Sennetti**, professor, had his paper on quality audits and quality clients chosen for presentation at the Midyear Auditing Section Meetings of the American Accounting Association held in Mesa, Arizona on January 23, 1998.

Sennetti was an invited participant to the University of Waterloo Auditing Symposium on Assurance Services held on March 27, 1998. The invited participants discussed the joint assurances services goals of the Canadian Institute of Chartered Accountants and American Institute of CPAs, and had their expenses funded by Ernst & Young LLP.

Sennetti was invited to speak on "The Evolution of the Measurement of Audit Risk," to the Orlando Convention of the Florida Institute of CPAs on June 5, 1998.





Frank Brogan, commissioner of education for Florida and candidate for lieutenant governor of Florida spoke at the SBE. Brogan spoke to the Broward Elephant Forum, and SBE faculty, administration, and staff. From left to right: Edward Pozzuoli, partner at the law firm Tripp, Scott, Conklin & Smith, and chair of the Broward Republic Executive Committee; Frank Brogan, commissioner of education for Florida and candidate for lieutenant governor of Florida; Tom Gallagher, former insurance commissioner of Florida and candidate for commissioner of education of Florida; J. Preston Jones, executive director of master's programs at the SBE; Joseph Pineda, director of development and public relations at the SBE; Vilma Rojas, associate director of development and public relations at the SBE.

**NOVA**  
SOUTHEASTERN  
UNIVERSITY

School of Business and Entrepreneurship  
3100 SW 9th Avenue  
Fort Lauderdale, Florida 33315-3025

NON-PROFIT ORGANIZATION  
U.S. POSTAGE  
PAID  
PERMIT NO. 886  
FORT LAUDERDALE, FLORIDA