

# Executive MBA Council

EDUCATE • NETWORK • INFORM

## E-NEWSLETTER

Volume 2 – Issue 11 and 12

October and November 2003

This is a **DOUBLE** newsletter. It will be longer than the usual, since it combines the October and November newsletters due to the conference. Sorry for the length but there is so much information and good news to pass along!!

### **Legal issue:**

A member university received a letter from a consulting firm that claimed to “own” the word mark “EMBA” and asked the university to stop using that abbreviation. This information was passed on to us and we researched it through two legal sources. Both said that “prior use” was the key issue and indicated that we should not change what we are doing. This has been about three months ago and nothing more has been said. I just wanted to keep you aware of the situation and will update you, should there be any new developments. If you get any communications about this, please let me know.

### **THE 2003 EXECUTIVE MBA COUNCIL CONFERENCE: “THE BEST CONFERENCE EVER!”**

This year’s Executive MBA Council’s Annual Meeting and Conference surpassed many goals for the Council, and was a success by any standard. We enjoyed record attendance this year, with over 360 registered attendees from all over the world who joined us in Atlanta. We hope that it was a valuable experience for all to network and learn.

This year, the registration, operations and logistics for the Conference worked extremely well as a result of a global Planning Committee who ensured that all details were considered, discussed, and resolved. From the online registration to the monthly e-newsletter updates, every effort was made to create systematic communications that were convenient and informative. Please continue to browse the Executive MBA Council website: [www.embac.org](http://www.embac.org)

All three of the guest speakers at the Conference (Ms. Christine Jacobs, the Chairman, President and CEO of Theragenics Corporation, Bernie Marcus, the Co-Founder of The Home Depot, and Dr. Andy Policano, the former Dean and a distinguished faculty member at the University of Wisconsin-Madison) provided outstanding content for all. Their unique perspectives on corporate growth and academic culture enlivened the audience and contributed greatly to the success of the Conference. We thank them for their support and effort on behalf of the Council.

This year, we raised over \$7,000 at the Silent Auction for the I Have a Dream Foundation, which will be used to beneficially affect the lives of young college-bound students. We thank all for the tremendous outpouring of support and donations! We will raise the bar next year . . . so plan ahead for the Third Annual Silent Auction!

We also need to express thanks to Emory University's Dean Tom Robertson for a fabulous reception and dinner at Goizueta Business School!

If you have any comments about this year's Conference, please contact the 2003 Conference Co-Chairs: Jana Allen at Baylor University ([jana\\_allen@baylor.edu](mailto:jana_allen@baylor.edu)) or David Hanson at Emory University ([david\\_hanson@bus.emory.edu](mailto:david_hanson@bus.emory.edu)). They will pass along your thoughts and recommendations to the 2004 Conference Co-Chairs, John Lewandowski, Purdue University [lewandowski@mgmt.purdue.edu](mailto:lewandowski@mgmt.purdue.edu), and Kay Henry, Rice University [henryK@rice.edu](mailto:henryK@rice.edu).

We look forward to seeing you all in San Francisco next year!

## **Membership**

This year, the following new members were admitted to the Executive MBA Council”:

### Academic Members

American University – Bulgaria  
Central European University  
Cranfield University  
FISP-Escola de Direcao de Empresas  
Helsinki University  
University of Illinois in Chicago  
INSEAD  
University of Maine  
MIB School of Management – Trieste  
Moscow Institute  
University of Belgrano, Argentina  
Vlerick University  
Wesleyan College

### Corporate Members

ACDI (Advanced Career Development Incorporated)  
Booker Promotions  
Global Tracks  
OnePin  
XanEdu

### Status Changes

Cal Berkley to Full Academic Member from Associate Academic Member  
UNLV to Full Academic Member from Associate Academic Member  
Paisley to Full Academic Member from Associate Academic Member

Welcome to all!!

## **Research**

### **Student Exit Survey**

The Center for Research is revising 2003-04 Student Survey questionnaire to incorporate new ROI measures. The intent of this revision is to assist our members in quantifying the ROI impact from a student perspective. The new version will be posted on our web site, <http://www.embac.org/research.htm>, by November 14.

FGI Research is adjusting the web-based survey to incorporate the ROI measures and will send invitations to participate to all members by December 1. Members can offer the paper version of the survey and register after December 1 if students are graduating this month.

FGI Research will ship the 2002-03 Student Survey reports by November 17 to participating programs.

### **Directory/Program Survey**

FGI Research shipped the Aggregate Program reports on November 7 to participating programs. All participating programs will receive a free copy of this report. The Peer reports will be shipped by November 24. Non-participants may purchase the Aggregate report for \$300 by completing the order form at <http://www.embac.org/research.htm>.

The online Directory can be updated at any time by using the unique Research Portal designed for each member. Please contact Brian Mahoney at [Bmahoney@fgiresearch.com](mailto:Bmahoney@fgiresearch.com) if you have questions or need the pass code to your Research Portal.

### **ROI Research**

Obtaining quantitative and qualitative information regarding the benefits and ROI of EMBA programs is a key objective of the Center for Research. To that end, we need your support in two ways by providing the following:

1. Testimonials on the impact of EMBA programs from alumni or current students to be included in a corporate brochure. Please submit these stories to Darlene Gorrill at [dgorrill@emba.org](mailto:dgorrill@emba.org) by Thursday, December 4<sup>th</sup>, 2003 or send names and contact information to her so that she can contact the alumni directly.
2. Up to six corporate contacts per member school with name, title, corporation, phone number and email address to participate in an upcoming telephone research study that will quantify the impact of EMBA programs from a corporate perspective. Please submit these contacts to Karen McLintock at [karen@embac.org](mailto:karen@embac.org) by Thursday, December 4<sup>th</sup>, 2003.

We also plan on quantifying the ROI impact from a student perspective and are in the process of developing additional questions to be added to the student exit survey as well as other research studies that will develop an EMBA ROI index over time. We thank you in advance for your support.

If you have any questions or comments, please contact Diane Badame at (213) 740-5053 or [dbadame@marshall.usc.edu](mailto:dbadame@marshall.usc.edu), George Bobinski at (607) 777-2538 or [gbobins@binghamton.edu](mailto:gbobins@binghamton.edu), or Gary Selden at (770) 499-3191 or [Gary\\_Selden@coles2.kennesaw.edu](mailto:Gary_Selden@coles2.kennesaw.edu).

## **Regional Meetings**

From all reports, the 2003 Regional Meetings more than met their goals of providing networking and learning with a regional focus. The EMBA Council would like to thank the organizers of this year's (2003) regional meetings as well as those who have volunteered to host future meetings. A list of the 2003 and some 2004, 2005, and 2006 hosts are below.

Watch the website for dates, contact information, and agenda – and plan to attend your region's next get-together!

Europe/Middle East/Africa	<b>2003</b> (Co-hosted): EFMD and Stuttgart University 2004: Rotterdam School of Management, Rotterdam, The Netherlands
Asia/Pacific Rim	<b>2003:</b> None 2004:
Latin America	2004: San Paulo, Brazil
US Midwest/Canada	<b>2003:</b> Washington University 2004: Case Western Reserve University 2005 Bradley University, Peoria, Illinois 2006 Purdue University, West Lafayette, Indiana
US Northeast/Canada	<b>2003:</b> Loyola College-Maryland 2004:
US/Western/Canada	<b>2003:</b> University of Washington – Seattle 2004: University of New Mexico, Albuquerque, New Mexico (jointly with the US Texas Region)
US/Southern	<b>2003:</b> University of Alabama 2004: The University of Tampa, Tampa Florida
US Texas/Latin America	<b>2003:</b> IPADE (Mexico City) 2004: University of New Mexico, Albuquerque, New Mexico (jointly with the US Texas Region)

## **Faculty Committee Formed**

The Board of Trustees has created a new initiative to involve your faculty in the Executive MBA Council. There are many benefits for your school being a member of the Council. This initiative will increase our visibility with the faculty that makes our programs work.

Initiatives will include research opportunities and outlets, classroom effectiveness and management techniques, curriculum enhancements, networking and collegiality and other events of interest to faculty.

If you have ideas that support this initiative or have a faculty person who would like to serve on the faculty steering committee, please send the idea or name to Dr. Dan Gropper, Auburn University, <mailto:dgropper@business.auburn.edu>, Committee Chair or Gary L. Selden, Kennesaw State University, [gselden@coles2.kennesaw.edu](mailto:gselden@coles2.kennesaw.edu), Board liaison.

### **The Certification for Executive MBA Administrators (CEMA)**

The Executive MBA Council is introducing its new educational program supporting the advancement of Executive MBA administrators. At the Executive MBA Council Conference in Atlanta, the Executive MBA Council's Board of Trustees announced the latest in educational offerings for our membership, the Certification for Executive MBA Administrators (CEMA). The CEMA allows administrators and staff who work with Executive MBA Programs to expand their knowledge base and to move their programs and careers forward.

The CEMA credential achieves several aims:

1. Establish a level of knowledge and performance necessary for certification
2. Stimulate the advancement of Executive MBA management
3. Increase the value of practitioners and academics to their universities
4. Recognize and raise industry standards, practices, and ethics

For more information on this intensive certification program, go to <http://www.emba.org/courseofferings.htm> or contact the Executive MBA Council at 714.628.7334 or by e-mail at [Karen@emba.org](mailto:Karen@emba.org).

### **Executive MBA Council Position Opening**

**The Executive MBA Council is seeking a faculty advisor to develop curriculum for a Strategic Leadership Residency Program and oversee delivery of course content and Team Action Learning Projects.**

**Faculty Advisor will:**

- Define Action Learning Projects in collaboration with the Council's CEMA Certification Board
- Create diverse Action teams to serve as the core learning group for program
- Lead team learning activities
- Coordinate selection of faculty, with CEMA Certification Board approval, to meet the needs of the program's objectives
- Coordinate faculty delivery of program to meet learning objectives
- Review and select program teaching materials in cooperation with teaching faculty
- Develop collaborative platform with program sponsors for virtual teaming project and delivery at the end of the program

**Work experience requirements:**

- Experience in directing leadership and strategy programs

- Experience in working with on-line learning platforms and collaborative learning environments
- Experience in working in the EMBA, strongly encouraged
- Earned doctorate required

For complete information, please visit our web site [http://www.emba.org/members/mem\\_employment.htm](http://www.emba.org/members/mem_employment.htm) and click on Faculty Advisor-Executive MBA Council, or contact me directly at [maury@embac.org](mailto:maury@embac.org).

## **Executive MBA Council News**

At the annual meeting in Atlanta the following announcements were made:

Marci Armstrong, Associate Dean-Masters Programs, S. M. U was given the Bud Fackler award. Marci has served for 7 years as Treasure, Board Chair and Board Past Chair.

The Bud Fackler Award is given to one or two persons annually, to recognize individuals who are active in the Executive MBA Council. These are people who have made a substantial and meaningful contribution to furthering the mission of the Executive MBA Council and EMBA programs in general. It was established in 1989 in memory of Bud Fackler from the University of Chicago. Bud was a mentor to many EMBA startup programs and instrumental in the founding and expansion of the Executive MBA Council. Congratulations Marci!

Jana Allen, Acting Director-EMBA, Baylor-Dallas, David Hanson, Director of Admissions, Emory University, and Rosemary Mathewson, Associate dean, NYU were elected to the Board of trustees. Welcome aboard.

Kathryn Carlson Assistant Dean, University of Minnesota and Peter Nowak, Director, Suffolk University bid farewell to the board. Kathryn has served for 3 years as Chair of the Communications Committee, and Peter has been Chair of the Marketing Committee, Board Chair and Board Past Chair. We will miss the wise counsel of both.

## **The Corporate Corner**

### **EMBA Travel**

By The Accent Group:

It was good to see a lot of new and familiar faces in Atlanta. We had a number of people ask us how the “wild world of EMBA travel” has been for us at Accent this past year. We were also asked about trends for 2004 International EMBA Residencies.

At the conference we discussed some of the past trends in EMBA travel programs (from the mid-1980s when we began doing EMBA International Residencies) until now:

- 1980s. Japan. “Just-in-Time management” “The Sleeping Giant” “Japan Inc”.

- 1991 Europe. The new EU. Maastricht treaty. What is this “United States of Europe”?
- Early 90s Wild Wild West – China/Russia. New capitalists? New partnerships?
- Mid 90s Central Europe. the Velvet Revolutions - Warsaw / Prague / Budapest
- Mid 90s South America. “NAFTA-mania”, the ABCs (Argentina, Brazil, Chile)
- 1999 Europe. The Euro is coming Central Bank of Europe
- 2000 Scandinavia. The telecom invasion Sweden / Finland.
- 2000s China is King. All of SE Asia as well - Thailand, Vietnam, Singapore...
- **2003 RUN FOR COVER?**  
SARS drives everyone from Asia at same time Iraq panics people on Europe!

In 2003, groups postponed their trip, canceled it completely, doubled up the 2003 and 2004 class into one 2004 trip; or moved their programs to South America or Europe (which was to be calm and fine).

2004 is so far proving calm – EMBAAs are returning to China and the rest of Asia; and booking a mixture of all the places listed above. Several programs that moved their China trips to South America are interested in repeating the good experience in 2004.

### **New Corporate Members**

Please welcome two of our new corporate members, **Global Tracks, and OnePIN**

**Global Tracks** is a professional travel management company specializing in short-term educational travel programs for universities. Their programs are customized to meet the needs of your executive MBA students, thus allowing you to concentrate and focus on the teaching aspects of your course. Global Tracks strengths include excellent customer service, dependability, destination knowledge, and their understanding of the logistical flow of business programs.

They can provide complete travel management or assist with components such as airfare, hotels, meals, special events, tours, site inspections or guest speakers. They understand the challenges MBA programs face in developing study tours that meet the requirements of both the executive student and the MBA program administrators. They also strive to look for cost-effective travel that stays within your budget. For thirteen years both company owners, Joann Chaney and Carey Kopetas, have worked to develop and implement study tour programs for undergraduates, graduates and alumni.

**OnePIN** is a system that provides great benefits for Executive MBA programs. OnePIN is a patented contact management system developed specifically for building and maintaining relationships. Their secure web-based system allows students and alumni to network easily with each other by using OnePIN Groups, while Executive MBA program benefits from an organized and accurate database of contact information for all members and alumni.

Since OnePIN works in harmony with existing systems, implementation is a breeze and can be accomplished without involving IT departments. With all program participants, past and present, updating their contact information whenever it changes, databases are easy to maintain and always contains current data. OnePIN Groups makes it easy for people to network with each other and they want to keep their information up-to-date!

To learn more about OnePIN by visiting their web site at [www.onepin.com](http://www.onepin.com) or calling Jeff Schiebe at 508-836-8810 x117. Jeff's OnePIN Number is 4096-0064-9471; you can get all of Jeff's current contact information by entering his OnePIN Number into the Directory at [www.onepin.com](http://www.onepin.com).

### **Calendar of Upcoming Events**

<b><u>Item</u></b>	<b><u>Date</u></b>	<b><u>Location</u></b>	<b><u>Contact:</u></b>
UNICON Fall Conference	December 3-5, 2003	Babson College, Wellesley MA	Don Kuhn, Executive Director <a href="mailto:d.h.kuhn@att.net">d.h.kuhn@att.net</a>
GMAC Leadership Conference	February 4-7, 2004	Newport Beach CA	
US/Southern Regional Meeting	February 29-March 2, 2004	University of Tampa Tampa, Florida	Fernando Nolasco (813) 258-7409 <a href="mailto:fnolasco@ut.edu">fnolasco@ut.edu</a>
EMBA Council/GMAC Admissions & Marketing Course	March 28-31, 2004	Washington D.C.	Maury Kalnitz <a href="mailto:maury@embac.org">maury@embac.org</a>
Europe/Middle East/Africa Regional Meeting	April 21-22, 2004	RSM, Rotterdam Netherlands	Dianne Cleton, RSM, Erasmus GSB 31.10.48.2062 <a href="mailto:dcleton@rsm.nl">dcleton@rsm.nl</a> <a href="http://www.efmd.be/">www.efmd.be/</a>
EFMD Directors meeting	April 22-24, 2004	RSM, Rotterdam Netherlands	Griet Houbrechts, EFMD 32-2-6290810 <a href="mailto:houbrechts@efmd.be">houbrechts@efmd.be</a> <a href="http://www.efmd.be/">www.efmd.be/</a>
US/Western/Canada Regional Meeting	April 25-27, 2004 (Tentative)	University of New Mexico, Albuquerque, New Mexico	Kate Livingston <a href="mailto:Livingston@mgt.unm.edu">Livingston@mgt.unm.edu</a>
US Texas/Latin America Regional Meeting	April 25-27, 2004 (Tentative)	University of New Mexico, Albuquerque, New Mexico	Kate Livingston <a href="mailto:Livingston@mgt.unm.edu">Livingston@mgt.unm.edu</a>
EFMD Annual Conference	June 13-15, 2004	Instituto de Empresa, Madrid	Griet Houbrechts, EFMD 32-2-6290810 <a href="mailto:houbrechts@efmd.be">houbrechts@efmd.be</a>

			<a href="http://www.efmd.be/">www.efmd.be/</a>
GMAC Annual Conference	June 17-19, 2004	Boston, MA	
Latin America Regional Meeting	TBD	San Paulo, Brazil	
Asia/Pacific Rim Regional Meeting	TBD	TBD	
US Northeast/Canada Regional Meeting	TBD	TBD	
US/Central Regional Meeting	TBD	Case Western Reserve University, Cleveland, OH	
Executive MBA Council Conference and Annual Meeting	October 30-November 2, 2004	San Francisco, CA	Kay Henry <a href="mailto:henryK@rice.edu">henryK@rice.edu</a> John Lewandowski <a href="mailto:lewandowski@mgmt.purdue.edu">lewandowski@mgmt.purdue.edu</a>

That's all for now. Be back to you next month!

*Maury*