

College of  
**Business**  
ILLINOIS STATE UNIVERSITY

# Business Week 2008

March 24-27

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**What If?**  
Embracing Opportunities  
and Challenges

[www.cob.ilstu.edu/businessweek](http://www.cob.ilstu.edu/businessweek)

## Business Week 2008 events

### Monday, March 24

#### Ice cream social

11:30 a.m.–1:30 p.m.

Lower-level atrium, College of Business Building

#### Professional etiquette presentation and networking dinner

5–7 p.m.

Brown Ballroom, Bone Student Center

Interview meals are becoming an integral part of the hiring process for many employers and certainly business is routinely conducted during lunches, receptions, and formal dinners. Proper etiquette can make or break a deal. Join business etiquette expert Ray Angle for an interactive networking session exploring the “dos and don’ts of business and dinner etiquette.” This presentation and dinner are free and open to all Illinois State University students at the sophomore level or above.

To register visit <http://www.illinois.erecruiting.com>, or call the Career Center at (309) 438-2200. Business professional attire is recommended.

### Tuesday, March 25

#### Mock interviews

8:30 a.m.–4 p.m.

Various rooms, College of Business Building

Build confidence and learn how to showcase your skills by participating in a 30-minute mock interview. Each session includes feedback and coaching from real-world recruiters.

To register visit <http://www.illinois.erecruiting.com>, or call the Career Center at (309) 438-2200. Business professional attire is recommended.

### Wednesday, March 26

#### Keynote address: Risky Business: possibles, probables and unknowns

Ed Rust, CEO of State Farm

2–3 p.m.

Braden Auditorium, Bone Student Center

#### Keynote reception

3–3:45 p.m.

Old main room, Bone Student Center

Meet Mr. Rust and network with industry professionals, community members and campus leaders. Business casual attire recommended.

*Both the keynote address and reception are free and open to the public.*

### Thursday, March 27

#### Transition seminars

2–4:30 p.m.

Brown Ballroom, Bone Student Center

Learn how to make a smooth shift from student to professional through mini-seminars co-hosted by 17 successful College of Business alumni. These interactive sessions are open to all Illinois State University students. See the “Transition seminars” section for details.

#### Featured Alumni Presenters

7–8:15 p.m.

See “Featured Alumni Presenters” section for session topics, room numbers and hosting organizations.

Extra credit slips will be provided at the conclusion of these events:

- Professional etiquette presentation and networking dinner
- Mock interviews
- Keynote address
- Transition seminars (must complete two sessions)
- Alumni presentations

**The College of Business is grateful for the support provided by the following Business Week 2008 sponsors:**

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## Keynote speaker

### Risky business: possibles, probables and unknowns

*Edward B. Rust Jr.*

*Chairman and CEO, State Farm*



State Farm is North America's largest insurer of cars and homes, serving millions of customers. The company on average has added more than 4,000 policies and accounts each and every day Ed Rust has been its chairman. Today State Farm has 68,000 employees, plus thousands more independent contractor agents in the U.S. and Canada in more locations than Starbucks has stores. Leading this industry powerhouse is Ed Rust, who holds a truly unique place in the ever-changing world of business. He has been State

Farm's chairman for 20 years and its CEO for nearly 23 years, making him one of the longest-tenured top executives among Fortune 100 companies.

Rust serves on the boards of three publicly traded companies—Caterpillar Inc., Helmerich & Payne, Inc., and the McGraw-Hill Companies. Since 2001 Rust has been co-chairman of the Business Roundtable, an association of CEOs of leading U.S. companies with \$4.5 trillion in annual revenues and more than 10 million employees. He also chairs BITS, the technology group for the Financial Services Roundtable. Rust is past chairman of the American Enterprise Institute, the Financial Services Roundtable, the National Alliance of Business, and the Insurance Institute for Highway Safety.

Spearheading business community initiatives to improve the quality of education in the United States remains a passion for Rust. He co-chairs the Business Coalition for Student Achievement and serves on the boards of:

- America's Promise Alliance
- The James B. Hunt, Jr., Institute for Educational Leadership
- The National Center for Educational Accountability
- Achieve, Inc.
- The Foreign Policy Association
- The Committee on Economic Development
- Illinois Wesleyan University

Previously, Rust was on the National (Glenn) Commission on Mathematics and Science Teaching for the 21st Century, and chaired the Business-Higher Education Forum and the BRT's Education Initiative.

A native of Bloomington, Rust graduated from Illinois Wesleyan in 1972 and earned both a law degree and his M.B.A. from Southern Methodist University. He began his State Farm career in the company's Dallas regional office in 1975.

Rust's presentation is at 2 p.m. Wednesday, March 26, in Braden Auditorium in Bone Student Center. The event is free and open to the public.

## New event!

**Transition seminars**—Making a smooth shift from student to professional is a big challenge. There are so many questions and unknowns. A team of College of Business alumni returns to campus to provide insights and advice to students through eight mini-seminars featuring topics selected by current COB students. Each seminar will be repeated four times during the afternoon event. These sessions are designed to encourage interaction between the two co-hosts and audience members. A networking break between sessions two and three will provide an opportunity for students to speak one-on-one with alumni. Extra credit slips will be given to students completing two sessions.

The Thursday afternoon Transitions seminars in Brown Ballroom are free and open to the public. Students are asked to bring a university ID.

### Schedule

2-2:25 p.m.—Session 1

2:30-2:55 p.m.—Session 2

Networking break

3:30-3:55 p.m.—Session 3

4-4:25 p.m.—Session 4

### Transition seminar topics

- How valuable are internships to future employment and how can I make the most of one?
- What steps should I take to conduct a truly successful job search?
- How can I excel and distinguish myself from the crowd during an interview?
- What are the five most important questions I should ask before accepting a job?
- What are five essential money management tips for new graduates?
- Creating success my first year on the job—what are the dos and don'ts?
- What do I need to know about successfully balancing my career and my personal life?
- Business travel—what should I know about a job that takes me on the road?

## Transition seminar alumni hosts

**Bruce Barber '02, M.B.A.**—General Manager Soy Complex Hedge Desk for Archer Daniels Midland Company

**Shari Buckellew '01, M.B.A.**—Director, Children's Discovery Museum, Normal, Illinois

**Stephanie Calahan '85, HR/MIS**—President, Calahan Solutions, Bloomington, Illinois

**Jay Cardwell '81, ACC**—CFO/COO, Board Member, Sibling Entertainment Group Holdings, Inc., New York, New York

**Erica Carone '04, IB/Spanish**—Marketing Specialist, iPCS Wireless, Elk Grove Village, Illinois

**Jay Conforti '99, FIL**—Sr. Manager Payroll & Tax Operations, HSBC North America, Chicago, Illinois

**Mark Coutre '86, MKT**—VP On-Site Medical Services, Interactive Health Solutions, Inc., Elk Grove Village, Illinois

**Kristen Covey '96, FIL/INS**—Global Foreign Currency Process Manager, Caterpillar Corporation, Peoria, Illinois

**Sakun Ganason '04, M.B.A.**—Organization Capability Consultant, Microsoft Corporation, Redmond, Washington

**Stacey Hart '89, MKT/IB**—Senior Communications Consultant, Motorola, Buffalo Grove, Illinois

**Karli Kaster '03, BUA**—International Marketing Manager, CareerBuilder.com, Chicago, Illinois

**Marc Levin '85, BUA**—Independent Insurance Sales, Service Insurance Agency, Inc., Arlington Heights, Illinois

**Al Medina '92, IB/French**—Senior Trader/Logistics Manager, Bunge Europe, Manheim, Germany

**Rhonda Milburn '00, BUA**—Realtor, Jim Maloof Realty, Peoria, Illinois

**Scott Schumacher '85, ACC**—Finance Director Flavor Manufacturing Group, Coca-Cola Company, Atlanta, Georgia

**Keith Wakeman '86, MKT**—President, Pilot Therapeutics, Winston-Salem, North Carolina

**Scott Williams '05, IB/MKT**—Implementation Specialist, Micros Systems, Inc., Columbia, Maryland

## Featured alumni presenters

The following speakers, hosted by College of Business student organizations, will give individual presentations at 7 p.m. on Thursday, March 27. These events are free and open to the public.

### “Succeed by just showing up?”

**James S. Cardwell '81, Accounting CFO/COO, Board Member, Sibling Entertainment Group Holdings, Inc. New York, New York**

Combining his business expertise with his love of the performing arts, Jay Cardwell has enjoyed tremendous success in the entertainment industry. His career is a seamless blend of accounting, finance, music, theatre, media and sports. For Cardwell, a “normal” day might begin with the casting or rehearsal of a Broadway show, followed by a production and marketing meeting, continue with his oversight of merger and acquisitions and Securities and Exchange Commission filings, and end ringside along with corporate sponsors watching a world championship fight.

His producing career began with the hit musical “Nunsense” in 1985 and was soon followed by other successes. After joining Sibling in 2001, Cardwell quickly advanced to the executive offices. Sibling's current shows include “Dean & Me” by Jerry Lewis, “WHITE NOISE” and “HATS!” developed with the Red Hat Society. Most recently Cardwell guided Sibling into the world of mixed martial arts with the formation of M-1 Global and the signing of world heavyweight champion Fedor Emelianenko of Russia.

Before joining Sibling, this Normal, Illinois, native was a senior tax advisor for Arthur Andersen & Company, a theatre consultant to Dentsu, Inc., Japan's largest advertising agency, and deputy director of the National Jazz Museum in Harlem, a Smithsonian Affiliate.

Hosts: Beta Alpha Psi, Student Accounting Society and the Sports Marketing Association  
Room 235, Capen Auditorium, Edwards Hall

### “Leading through change”

**Sakuntala Ganason, M.B.A. '04 Organization Capability Consultant Microsoft Corporation Redmond, Washington**

Sakun Ganason brings a powerful skill set to her position as organization capability consultant at Microsoft. The world's largest software company has 79,000 employees in 102 countries



and global annual revenue of \$51.12 billion as of 2007. Ganason enjoys the dynamic work environment at Microsoft where she is responsible for the human resources management excellence initiative. Ganason coordinates programs that enable managers worldwide to share their experiences and shape best practices. She also is involved in talent and succession planning for the human resources leadership teams.



During her tenure, Ganason has partnered closely with the MSN marketing and finance and Windows marketing teams in talent management, aligning leadership and organizational capability to deliver business results for the launch of Microsoft's flagship operating system Windows Vista in January 2007.

Prior to joining Microsoft, Ganason was a software engineer with PricewaterhouseCoopers. She has an undergraduate degree in computer science from Staffordshire University, United Kingdom, an M.B.A. from Illinois State University and a master's degree in human resources and industrial relations from the Carlson School of Management at the University of Minnesota.

Hosts: M.B.A. Association, Society for Human Resource Management, Business Information Systems Club, Gamma Iota Sigma and Toastmasters  
Room 357, College of Business Building

### **“Living, working and doing business in a global environment”**

*Alan J. Medina Jr. '92, International Business and French Senior Trader/Logistics Manager for Bunge Deutschland GmbH and Bunge Austria GmbH  
Mannheim, Germany*

Alan Medina is a long way from the fields near his childhood home outside Towanda, Illinois, but his dual passions for agribusiness and language helped him achieve his dream of living and working abroad. Medina is based in Mannheim, Germany and enjoys working for Bunge, a global company driven to enhance lives by improving the global food and agribusiness chain.



Bunge world headquarters is in White Plains, New York, and the company has 25,000 employees in 32 countries. That provides plenty of international opportunities for Medina.

Beginning in high school, Medina knew he wanted to work internationally, so he enrolled in German and French classes. He continued to study both languages while majoring in

International Business. Medina attended a French Language and Culture program at L'Université de Grenoble, France. He gained additional international experience through an internship with the

U.S. Department of Agriculture in Washington D.C., focusing on Extension Service and an American/Russian Model Farm Project that included time in St. Petersburg, Russia. During the past few years Medina has taken Italian language courses in his adoptive hometown of Heidelberg, Germany.

After earning dual degrees from Illinois State, Medina began his career at Archer Daniels Midland. He began as an export trader for a Bunge joint venture in New York City in 1996 and relocated several times within the United States and Germany before accepting his most recent assignment in Mannheim.

Hosts: International Business Club, Delta Sigma Pi, Beta Gamma Sigma and Organizational Leadership Club.  
Room 238, Schroeder Hall

### **“Building a finance or accounting career at a global company”**

*Scott R. Schumacher '85, Accounting  
Finance Director  
Flavor Manufacturing Group  
The Coca-Cola Company  
Atlanta*

Coca-Cola sells more than 400 brands with consumers enjoying over 1.4 billion servings a day around the world. That keeps Scott Schumacher pretty busy since he is responsible for supporting global supply chain operations including business process optimization; supply chain strategy development; financial analysis and reporting; and management systems development. Schumacher leads finance teams at corporate headquarters and at global manufacturing plants.

In addition to his role in flavor manufacturing, Schumacher is also a facilitator conducting both domestic and international finance training programs. During his tenure at Coca-Cola, he has worked in Brazil, the United Kingdom, South Africa, Japan and Germany. Prior to joining Coca-Cola, he held finance and accounting management positions with Sara Lee Corporation, BOC Group and C.R. Bard, Inc.

A certified public accountant, Schumacher began his professional career as an Illinois State accounting intern with Ernst & Young and continued there for five years, adding value to client operations located throughout the U.S., Europe and Africa. In addition to being passionate about developing finance associates skills, Schumacher actively supports the Boy Scouts of America and the Atlanta Union Mission for the homeless.

Hosts: Financial Management Association, Business Administration Association and Sigma Iota Epsilon  
Room 139, College of Business Building



## “Entrepreneurship: Creating new businesses in large and small companies”

*Keith A. Wakeman '86 Marketing  
President, Pilot Therapeutics  
Winston-Salem, North Carolina*

With over 20 years experience in the food and nutrition industry, Keith Wakeman has developed and launched new businesses generating nearly \$1 billion in annual sales. He was head of innovation for Kellogg Snacks and led new ventures for both Kellogg and Keebler. Wakeman also directed brand teams and held trade marketing and sales roles at Nabisco, Leaf and Procter & Gamble.



In November, Wakeman embarked on an exciting new venture, becoming president of Pilot Therapeutics, a nutritional therapeutics innovation company dedicated to the prevention and treatment of chronic inflammatory diseases. The company uniquely combines leading scientific discovery and validation approaches

with proven market-led innovation techniques to create new, nutrition-based medical foods for humans and animals.

Before joining Pilot, Keith was president of Cherry Street Innovation LLC, a firm he founded to partner with consumer-focused organizations to create new businesses. Through his leadership, CSI identified opportunities and developed business plans for new ventures projected to generate nearly \$2 billion in annual revenue.

Wakeman serves on boards of several entrepreneurial companies including a startup organic beef business and big Boing, a product innovation and brand launch company based in San Francisco.

Hosts: American Marketing Association, Pi Sigma Epsilon and the Collegiate Entrepreneurs Organization  
Room 366, College of Business Building

## Get involved!

Do you enjoy making things happen? Are you looking for relevant work experiences and a chance to develop leadership skills that will truly set you apart from the crowd when interviewing with employers? Join the Business Week 2009 Team! Information about the available opportunities will be distributed at each Business Week event or can be picked up in the Dean's Office, located on the fourth floor of the College of Business Building.

## Timeline

### **Tuesday April 1, 8–8:45 a.m.**

Room 412, College of Business Building  
Learn about the steering committee opportunities at an informational breakfast meeting with Business Week 2008 officers.

### **Tuesday, April 8**

Business Week 2009 Steering Committee job applications due in the Dean's Office.

### **Tuesday, April 15**

Business Week 2009 Steering Committee positions announced.

### **Steering committee positions**

**President**—Employed in the Dean's Office 10 hours a week during fall and spring semesters. Responsibilities include coordinating the planning and execution of Business Week in conjunction with the dean's staff and the steering committee.

**Vice President/IMC Coordinator**—Supports the work of the president and collaborates with the dean's staff to coordinate all marketing and communications related to Business Week.

**Secretary**—Manages all recordingkeeping, organizational, and communication duties to insure smooth operations during the planning and execution of Business Week.

**Campus IMC Coordinator**—Actively promotes Business Week events throughout the University by communicating with registered student organizations and faculty members in colleges across the campus.

**COB IMC Coordinator**—Insures effective promotion of Business Week events to faculty, staff, and students within College of Business.

**Catering Coordinator**—Plans and oversees all food-related needs for various Business Week events in collaboration with the president, the dean's staff and caters.

**Participation Coordinators**—Assist the president and Business Week steering committee by welcoming guests to various events, assisting the catering coordinator as needed, and actively building interest among students in serving on the Business Week Committee the following year.

**Career Center Coordinators**—Collaborate with Career Center personnel to plan, promote and host mock interviews and the etiquette and networking dinner.

**Alumni Day Coordinator**—Works in conjunction with the dean's staff to plan, promote and oversee the afternoon transition seminars and evening alumni presentations.

## About Business Week

Since the mid-1970s, the College of Business at Illinois State University has sponsored Business Week to foster students' appreciation for the array of skills required in a dynamic global business environment. Through a weeklong series of events, corporate and industry leaders interact with students, share specialized expertise and explore important issues and cutting-edge developments. This year's theme, "What If..." allows speakers to address broader topics such as educational preparation, leadership, service, etiquette, networking, goal setting, and career advancement. All of the activities and speakers were chosen by the Business Week Committee using input from students, faculty and alumni.

## Business Week 2008 steering committee

Laura Kane, president

Lauren Mason, vice president, IMC coordinator

Vanessa Contreras, secretary

Rachel Cobb, campus IMC coordinator

Mallory Guymon, College of Business IMC coordinator

Howard Gross, catering coordinator

Jessica Sieberns, participation coordinator

Liz Thonn, participation coordinator

Candice Warren, Career Center coordinator

Alec Lance, Career Center coordinator

Ben Stickley, alumni day coordinator

Norris Porter, assistant to the dean for student relations

Amy Humphreys, assistant to the dean for constituent relations

Chuck McGuire, interim dean



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