

# Calloway News



The Newsletter of the Wayne Calloway School of Business and Accountancy at Wake Forest University



Don Robin: 'My parents were great role models.'

## Values imparted

*Interest in ethics came naturally to J. Tylee Wilson Chair*

Neither of Don Robin's parents had much education—his father didn't finish grade school and his mother stopped after high school—but they taught him volumes about the importance of learning and the value of ethical behavior. Those lessons shaped his life and his career, which has now led him to be the first J. Tylee Wilson Chair of Business Ethics in the Calloway School of Business and Accountancy.

Robin (pronounced "row-BAN"), a New Orleans native who came to Wake Forest in 1997, credits his parents with sparking his interest in ethics. He remembers his father frequently going out of his way to help other people. Case in point: When Robin was about 10 years old, his father, also named Don, worked as a diesel mechanic on an offshore oilrig. He was on a crew boat coming back from a two-week tour on the rig when a shrimper sent out a distress call. The crew boat was loaded with other workers from the rig and had to keep a schedule, so Robin's father jumped onto the crew boat to help the shrimper without knowing how he would get back. "Dad got the shrimper's engine working well enough to get them back to shore, then while he was off work, helped the shrimper to do full repairs," Robin remembers. "I'm sure he wasn't

concerned about making it back. Dad thought he could fix anything mechanical—and almost always, he could."

Robin's family enjoyed a surprise bounty of free seafood from the shrimper, but that wasn't the most valuable thing to come out of the incident. Robin got one of his first case studies in ethics. "I believe that the behavior of parents is more important than what parents say to their kids," Robin says. "My parents were great role models."

Robin's mother, Anna Pier Robin, was the disciplinarian in the family who tried to keep him in line and who took him to church regularly. Both parents also instilled a love for learning in their son. "Both mom and dad knew I was going to college whether I wanted to or not," Robin says. "But it's funny that when I told them I had been accepted for the doctoral program, they wondered if I didn't have enough education already."

Robin never planned a life in academia. He shared his father's curiosity for figuring out how things work and started off on a related career path by earning a B.S. in mechanical engineering at Louisiana State University. He entered the work force as a mechanical engineer for General Electric and soon decided he would *continues on page 5*

## A solid foundation

The EM. Kirby Foundation of Morristown, New Jersey, is giving \$5 million to the Wayne Calloway School of Business and Accountancy for construction of a new wing on Calloway Hall.

The gift is the largest single grant the University has received from a foundation outside Forsyth County and the largest ever to the Calloway School. It is also a lead gift to the University's capital campaign, which will publicly kick off next April.

"We are extremely grateful to the Kirby Foundation for helping this addition become a reality," said Jack Wilkerson Jr., dean of the Calloway School. "The addition will provide both the quantity and quality of space the school needs. It will also allow the school to establish a physical identity in a way that the current shared facility does not."

The 50,000-square-foot addition, projected to cost about \$14 million, will be built onto the back of Calloway Hall. About \$1 million in addition to the Kirby gift has already been raised toward construction costs. A starting date for the construction will be announced once design plans are finalized.

The Calloway School currently shares Calloway Hall with the math and computer science departments, but some of the school's faculty offices and classrooms are in other buildings because of space constraints. The math and computer science departments will gain more classroom and office space in the existing building once the addition is completed.

The addition will bring all the Calloway School faculty and classrooms under one roof and provide an enhanced learning and teaching environment that better meets the programming and curricular needs of the school, Wilkerson said.

"The facility will accommodate a variety of teaching and learning environments and styles in a number of different types of classrooms, including tiered lecture halls, small seminar rooms, flexible multipurpose classrooms, technology classrooms and laboratories, and 'team' classrooms," he said. "The team classrooms are actually a combination of classrooms and adjacent

*continues on page 6*



### Inside

Dean's letter	2
Calloway briefs	2
Student profile	3
Army 'brand equity'	4
Graduation dinner	6
Alumni profiles	7

# letter

FROM THE DEAN

*I suspect that one's ability to live life purposefully varies in direct proportion to one's ability to cultivate habits of reflection.*

## Living life reflectively

Last spring, one of our Commencement speakers was philosopher and preacher Frederick Buechner. I had known of Buechner for years but had never read any of his novels or essays. However, since I heard him deliver our baccalaureate sermon, I've been reading his work almost daily. The thing that strikes me most powerfully about Buechner is his ability to live life reflectively, to gain lessons of substance from the seeming small moments of his life.

In his book "Now and Then," Buechner calls attention to the precious value of every moment of our lives when he writes, "Listen to your life. See it for the fathomless mystery that it is. In the boredom and pain of it no less than in the excitement and gladness: touch, taste, smell your way to the holy and hidden heart of it because in the last analysis all moments are key moments, and life itself is grace."

In another of his works, "Whistling in the Dark," Buechner writes of the ability of literature, painting, and music to frame moments of our life for us, to teach us to "stop, look, and listen to life ... as a vastly richer, deeper, more mysterious business than most of the time it ever occurs to us to suspect as we bumble along from day to day on automatic pilot."

I suspect that one's ability to live life purposefully, and, ultimately, to find one's

work and career sustaining and fulfilling, varies in direct proportion to one's ability to cultivate habits of reflection, to live life reflectively. But how does one appropriate even moments for reflection, much less, live an entire life reflectively?

I do not have definitive answers to this question, but I do believe habits of reflection are cultivated by a willingness to consistently wrestle with "large" questions, questions that engage, and even provoke, both the mind and the heart, questions for which easy answers simply do not exist.

The following questions—from young author Jedediah Purdy's "For Common

Things"—are of this "large" variety:

- ▲ What am I doing, and for what?
- ▲ What is the meaning of my work, and what are its purposes?
- ▲ What attachments—to people, to places, to principles—am I working to maintain, and why?
- ▲ Whose well-being is in my hands, and in whose hands is mine?

I commend these questions to our students, faculty, alumni, and friends, for your thoughtful reflection.

JACK E. WILKERSON JR.,  
Dean



## CALLOWAY

# briefs

## Calloway News

### Fall 2000

Published by the Wayne Calloway School of Business and Accountancy of Wake Forest University  
Calloway Hall  
P.O. Box 7285 Reynolda Station  
Wake Forest University  
Winston-Salem, NC 27109-7285  
(336) 758-5304

Jack Wilkerson, Dean  
(336) 758-5027  
jwilk@wfu.edu

Betsy Hoppe, Editor  
(336) 758-4459  
hoppe@wfu.edu

◆ WAKE FOREST UNIVERSITY'S Calloway School of Business and Accountancy is ranked 28th among the best undergraduate business programs in the country by U.S. News & World Report magazine.

The Calloway School improved four places from its previous ranking in "America's Best Colleges," an annual guide published by U.S. News. Five other schools tied for the 28th position.

Wake Forest was considered among a total of 338 undergraduate business programs accredited by the AACSB—the International Association for Management Education. Deans and senior faculty of peer institutions rated the academic quality of each school.

"These new results are especially gratifying," said Jack Wilkerson, dean of the Calloway School. "The improvement in our standing—from 39th in 1996 to 32nd last year and now to 28th—means schools from across the country are taking note of Wake Forest's program."

The Calloway School, which has an enrollment of nearly 400, offers undergraduate degrees in business, mathematical business, analytical finance and informational systems. A master of science degree in accounting is also offered.

◆ ACCOUNTANCY STUDENTS in Wake Forest University's Calloway School of Business and Accountancy are comfortable working with numbers, especially with the number one.

For the second year in a row, Calloway students achieved the highest passage rate in the country for their performance on the CPA exam. Of the 25 Wake Forest students taking the exam, 88 percent passed all four parts the first time. The closest university competitor, the University of Virginia, was more than 17 percentage points behind.

"This ranking is recognition of an overall outstanding program," said Dale Martin, professor and associate dean for academic programs and resources. "The school benefits because the ranking helps recruit outstanding students. The students benefit because employers know they're coming from one of the best programs in the country."

Mark Lindley, a 1999 graduate and one of the 25 Wake Forest students who contributed to the number one ranking, couldn't agree more. He now works with Arthur Andersen, LLP in Richmond, Va., one of the country's five largest accounting firms.

"Calloway students are a heavily recruited and coveted group," he said. "The Calloway professors are first-rate

and the workload is challenging. We knew classes in the past had done well, so we worked hard to live up to that reputation."

The rankings are based on CPA exams taken in May 1999 and are the most recent available from the National Association of State Boards of Accountancy (NASBA), the governing board that compiles all national scores.

The NASBA called Wake Forest's ranking superlative, saying, "Wake Forest continued a string of fine performances—second in 1997 and first in 1998 and 1999."

The NASBA ranks schools in two categories: those with graduate programs in accounting and those with undergraduate programs only. Wake Forest, with its five-year program to earn a bachelor's and master's degree in accounting, was ranked among schools with advanced degrees. The Calloway School's scores, however, surpassed those from all schools.

Wake Forest earned the highest score on three of four exam components: "Auditing," "Business Law & Professional Responsibilities," and "Accounting & Reporting—Other Areas," where they scored a perfect 100. Wake Forest students ranked second in the fourth category, "Financial Accounting & Reporting—Business Enterprises." ◆

## Three faculty members receive promotions

◆ PAUL JURAS, Associate Professor of Accountancy, has been named the PricewaterhouseCoopers Professor for Academic Excellence. Dr. Juras joined the faculty of the Calloway School in 1991. He teaches the introductory managerial accounting course required of all Calloway students, the accounting information systems course, and the graduate level advanced managerial accounting course. His research interests include cost analysis and performance evaluation, with a focus on the service sector of the economy, and he has published numerous cases on these topics.

◆ GORDON MCCRAY has been promoted to Associate Professor of Business. A 1985 graduate of Wake Forest, Dr. McCray joined the faculty of the Calloway School in 1994 and was named BellSouth Mobility Technology Faculty Fellow in 1997. He teaches the core information systems course as well as courses within the recently launched information systems degree program. Since joining the Calloway School, McCray has won several teaching awards including the University's Reid-Doyle Prize for Excellence in Teaching. His research interests include project management strategies and techniques for large, complex systems development efforts and procurement strategies for information systems.

◆ PAGE WEST has been promoted to Associate Professor of Business. Dr. West joined the faculty of the Calloway School in 1995 and was appointed to the graduate faculty of the University in 1997. He teaches undergraduate and graduate courses in Strategic Management and in Entrepreneurship. Dr. West's research parallels these teaching areas, focusing on strategic management of firms in evolving competitive environments and on modern theories explaining successful entrepreneurship. He has published several articles dealing with barriers to and facilitators of strategic change in technology-based new ventures. He is twice recipient and the current holder of the T. B. Rose Faculty Fellowship in Business for innovation in management education. ◆

## The spirit of a school

BY PATRICK O'KEEFE

*First winner of the Spirit of Wayne Calloway Award*

Growing up in a small New England town as the last of five children in a closeknit family made my decision to leave the comforts of the Northeast for the Southern comfort of Wake Forest very difficult. However, as I prepare to start my professional career at J.P. Morgan in New York City and, more generally, my life as an "adult," it is clear that Wake Forest University and the Calloway School were a perfect fit for me. The Calloway School has provided me with not only a solid understanding in the field of analytical finance, but also experiences that will help me in creating a balanced life and in generating relationships that will prove most important throughout my life.

My hometown of Stow, Mass., is the stereotypical small New England town, famous for little more than its beautiful golf courses and abundant apple orchards. Wake Forest's small and scenic campus was a safe step out of the comfortable confines of home. The University's motto of *Pro Humanitate*, and its dedication to it assured me that I would receive a quality education and an opportunity to learn from the many quality people who would surround me. As a member of the soccer team, I was fortunate to work with Winston-Salem youth on a fairly regular basis. The dichotomy of working with the children of some of Wake Forest's biggest donors, as well as kids from the city who had never touched a soccer ball, provided some of the best learning experiences of my time in college. These experiences have taught me the importance of being a contributor both to my professional environment and my community.

Growing up in a large family as well as being lucky enough to have many great friends has made the quality of my interactions with people important to me. With this in mind, it is understandable that I had concerns about the erosion of the importance of human contact in today's "networked world." The Calloway School has helped to ease my concerns as it provided an excellent demonstration of the importance of both technological and human resources. It has demonstrated that without quality people at the ends of technology, incorporating it into your business is useless. Likewise, the school has demonstrated that those who let the efficiencies provided by technology pass them by will suffer in today's economy. The staff and faculty have provided these lessons by incorporating technology into the curriculum while also making extra efforts to build working relationships with the students. These relationships are marked by a mutual respect and honesty that contribute to the integrity of the Calloway culture. The student-professor interaction and the student-student interaction from the tremendous amount of group work done in Calloway has assured me that I will be ready to contribute positively to any team work I am involved in, whether it be with peers or superiors.

As the recipient of the Spirit of Wayne Calloway Award, I feel gratified knowing that ambition does not mean sacrificing integrity. Mr. Calloway represented all the values that I hope to retain as I mature. Despite his amazing professional success, he always remembered that people are what matter in life. After meeting Mrs. Jan Calloway and hearing stories of her family and late husband, it is clear that his personal life was equally, if not more, successful than his professional life. Using its namesake as the perfect example, the Calloway School not only provided tools for success in business but also constantly reminded me that the people I would meet and interact with along the way would provide the best learning experiences, and would ultimately lead to *real* success. ◆



*'The student-professor interaction and the student-student interaction from the tremendous amount of group work done in Calloway has assured me that I will be ready to contribute positively to any team work I am involved in.'*



Patrick O'Keefe, right, receives the Spirit of Wayne Calloway Award from Dean Jack Wilkerson at last spring's Graduation Celebration Dinner.



## Developing Army Equity

*Calloway study shows 'underdeveloped brand equity' in U.S. Army's marketing strategies.*

by KAREN MISHRA  
Adjunct Professor of Marketing  
and  
SHAINA ORLOWSKY ('99)  
Second Lieutenant, U.S. Army.

*(This is a synopsis of a report published in the August 28, 2000 edition of Marketing News. The study was conducted by Shaina Orlofsky while she was student in Karen Mishra's marketing class.)*

Every American recognizes the traditional "Be All You Can Be" Army slogan as one of the most popular jingles of the century. According to Army Secretary Louis Caldera, the slogan has "tremendous value because it is recognizable and part of the military culture, but the question is whether it is the right slogan for today's 18-to 24-year-olds." Current attrition and recruiting statistics, as well as the recent Washington Post article, "Junior Officers Quitting at a Fast Clip," indicate that the Army is facing serious morale issues. According to the Secretary of the Army, overall military recruiting efforts have fallen 8.5 percent short of the objective in fiscal year (FY) 1999 (the greatest decline since 1979), and the attrition rate among captains is up from 6.7 percent to 10.6 percent in the past 10 years. Top officials within the Department of Defense agree that better recruiting strategies are a top priority. However, the \$2.5 billion increase to the personnel budget in FY 2000 along with significant numbers of scholarships and incentives have proven insufficient in producing the results the Army wants.

A study conducted at Wake Forest University revealed an underdeveloped sense of brand equity. According to David A. Aaker, author of "Managing Brand Equity," the primary components of brand equity are brand loyalty, name awareness, perceived quality, brand associations, and other proprietary brand assets. Although brand awareness among Wake Forest students is high, awareness of total benefits is severely limited. Overall perceptions of the Army are a romanticized vision of "boot camp" and old movies. Such limited brand contact inevitably skews the perception of the potential target market.

The Army has essentially been in the business of selling opportunity to the "average Joe" (or Josephine). However, the "average Joe" is not so average anymore. According to the Sept. 6, 1999 issue of U.S. News and World Report, an AROTC cadet entering college has an average SAT score of 1300 and a high school grade point average of 3.4. Although, the Army is still attracting qualified individuals, the strong economy, growing anxiety about pay and retirement

issues, and a declining propensity to serve among young Americans have created severe marketing challenges. The problem is that the Army has maintained its image as a basic foot soldier-producing mechanism while the actual activities of the Army have expanded enormously. The brand identity has not evolved with the modernization of the Army as a result of limited brand contact and superficial marketing techniques.

The Army plans to spend at least \$92 million next year on an ad campaign aimed at increasing new enlistees to 80,000. The Army has already begun to make its slogan less prominent in ads, coming only as words at the end of a more fast-paced MTV-style advertisement rather than as part of the story line. According to Army Secretary Caldera, "Future ads are intended to appeal to the patriotic spirit of young people and the opportunities for self-improvement." The recent Reserve ads are similar, showing a 'personal opportunity'-style advertising campaign showing Reserve soldiers excelling in the classroom as well as at other careers.

The focus group at Wake Forest University cited friends currently in ROTC as a very persuasive tool. This supports the idea that sending younger people to work in recruiting offices and giving new recruits leave after basic training to talk to their friends back home about the Army experience could be very effective. Those young recruits can build credibility and rapport. The Army hopes that the new corps of young recruiters can connect with teenagers who have a myriad of job possibilities after high school and little firsthand knowledge of military life. According to General Gaddis, the new recruiters will serve alongside experienced recruiters who will act as their mentors. "What we need to do is get people who will talk within our target population and say we have a lot to offer," he said.

This is the time for the Army to make person-to-person brand contact the center of the multipronged strategic marketing campaign. The Army's recruiters need to reflect the type of people the institution wants. They need to convey that the Army need not be an individual's lifelong aspiration, but that it can be a vital step in personal development for a specific period of time.

The Army profession reinforces many remunerative competencies such as mission accomplishment, leadership, and ethics. These lessons are no less essential in the private sector and are part of the reason that the Army is having such a difficult time retaining officers. Private companies want individuals with the commitment, discipline, and work ethic of a modern soldier and are willing to pay a higher price for it. In the book "The Greatest Generation," Tom Brokaw advocates the value of military service. His book articulates that life in this century would not be as safe and prosperous if it were not for the people that made sacrifices in the military. He highlights the contributions of "ordinary" people who facilitated and executed extraordinary things. An ad campaign highlighting distinguished members of the community who matriculated from an Army service background could be very effective.

Personal experience and brand contact is the most influential method for reaching the youth, but that means that the Army cannot just revise its marketing campaign. If recruiting and retention are to meet the goals with highly qualified individuals who perceive the value of the brand, the value has to be there. If Army personnel are satisfied, young people will respect the Army profession and want to be a part of it. The Army must lead others to service. Leadership, as defined in Field Manual 22-100, "Military Leadership," is "the process of influencing others to accomplish the mission by providing purpose, direction and motivation." The Army needs to appeal to leadership values and overcome its stigma by developing personnel responsiveness. In the wake of this robust economic period, the average American has more opportunities than ever and needs a reason to make the Army one of them. ◆

## Don Robin

*Continued from Page 1*

need an MBA to move up in management. That was one ladder he never climbed. Robin's business professors at LSU convinced him to stay to earn a doctorate, and once he dipped into the waters of university life, Robin knew that was one boat he could ride. He channeled his interest in figuring out why things work to figuring out why people misbehave and decided to dedicate his career to finding ways to accomplish the goals of business without compromising ethics.

For the last 30 years, Robin has done just that as a business professor, focusing on marketing and ethics at schools including the University of Southern Mississippi, Louisiana Tech University and Mississippi State University. He has written dozens of articles as well as five books, the most recent of which is "Questions and Answers about Business Ethics: Running an Ethical and Successful Business," (Richardson, TX: Dame Publications/ITP, 2000.)

"What I've found is that not many business people have training in moral philosophy and that most philosophers don't have any sympathy for the business side," says Robin, whose area of specialty has particular relevance at Wake Forest in this, the Year of Ethics and Honor at the University. "If you're a business person, you can't discard two-and-a-half millennia of thinking about philosophy, and if you're

a philosopher, you can't just sit around and throw stones. We can and must work together. I believe that if that happens, businesses with ethics can be more profitable in the long run."

With the movement toward a knowledge-based economy, companies that operate on the idea that the law of the jungle rules will ultimately fail, Robin says. "Assets now are less plants and machinery and more between the ears of the employees. If those employees withhold their knowledge, your business is not going to be as productive," he says.

No company can escape hard business decisions, Robin says, but it's the way they carry out those decisions that makes the difference. "Think about the buzz phrases out there now—total quality management (TQM), downsizing, re-engineering. None of that works if your employees don't trust you," he says. "With TQM, for example, it's a formula for disaster if you give employees more freedom and they don't like you. Businesses have got to treat their employees, consumers and suppliers ethically and fairly."

Robin seeks to show his students how to think about and solve ethical problems. "At this stage of the game, I'm not going to change anyone's value system," he says. "But I can catch students who want to be ethical and show them how to do it."

The Calloway School agrees that ethics is important in the study of business, and that's why Robin was hired

as the school's first ethics professor, says Jack Wilkerson, dean of the Calloway School. The chair is funded by J. Tylee Wilson, retired CEO of the former RJR-Nabisco Co. and a two-term Wake Forest trustee. "I am particularly pleased with Don's leadership as a senior faculty member," Wilkerson says. "Don brings a thoughtful, objective perspective to matters of curriculum and course content, and he has shown himself to be a mentor to our younger teacher-scholars."

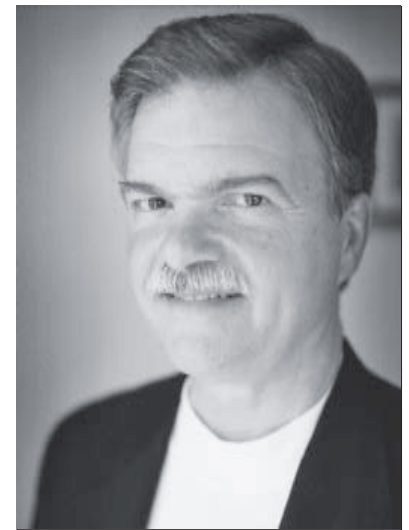
Sheri Bridges, assistant professor of business and accountancy, says Robin's classes are important because "they expose students to the proverbial other side of the coin. By the time they're juniors and seniors, students often think they have everything—the world, life, business, and ethics—all figured out," Bridges says. "When they take Don's course, they realize that there are other ways of looking at a situation, or other factors to consider. Even if they don't change their minds, they at least leave with more informed points of view. I think Don is something of a rarity in the field of business ethics because he is a committed capitalist. He teaches students that 'ethical capitalism' is not a contradiction in terms."

Bridges says Robin's other contributions to the Calloway School include laughter, pleasant greetings in his New Orleans accent, and a sneeze "that literally causes me to levitate out of my chair. He's a dear friend with a ready ear and a good heart, and his wine collection doesn't hurt either," she quips.

Wine is one of Robin's hobbies, as well as golf and travel. His favorite trips include France, Hong Kong and Austria, and he spent this summer teaching marketing and ethics in Germany. Next summer, he'll be teaching a term at the University of Hawaii. And of course, whenever he gets the chance, he returns to his home city of New Orleans. "They call it 'The Big Easy' for a reason. Many things about which people are uptight in other places produce less concern for the people in New Orleans," Robin says. "And of course there is always a party. Most of the people who know me well, know that I like good food, good music and a good party, so I guess growing up in the city did influence me."

Perhaps when Robin's three grown children reflect on his influence on them later in life, they'll have some stories to tell about how their father always went out of his way to help other people, just as his father before him. Helen Akinc, director of student services at the Calloway School, has a story like that. When her husband, Calloway professor Umit Akinc, underwent angioplasty last year, Robin met them at the hospital early in the morning and stayed with them for hours. "It was vintage Don," Helen Akinc says. "He has done that kind of thing on more than one occasion for his friends. He is very loyal and someone you can always count on to be there when you need him." ◆

—Ellen Dockham



*'If you're a business person, you can't discard two-and-a-half millennia of thinking about philosophy, and if you're a philosopher, you can't just sit around and throw stones.'*

## A contribution to ethics

*BellSouth gift enhances Wilson Chair endowment*

**W**ake Forest University has received a \$1 million gift from BellSouth Corporation to endow the J. Tylee Wilson Chair in Business Ethics in the Calloway School of Business and Accountancy.

BellSouth presented the gift to Wake Forest in recognition of Wilson's service on the BellSouth Board of Directors. Wilson, of Ponte Vedra Beach, Fla., designated the University to receive the gift, made possible through the BellSouth Non-Employee Directors Charitable Contributions Program. He served on BellSouth's board from 1985 to 2000.

Wilson established the J. Tylee Wilson Chair in Business Ethics at Wake Forest in 1992. A retired chairman and chief executive officer of RJR Nabisco Inc., Wilson served two terms on the Wake Forest Board of Trustees in the 1990s before being elected a life trustee in the spring of this year.

Donald P. Robin has held the chair since joining Wake Forest's Calloway School in 1997. Robin, whose research focuses on business ethics, teaches courses in business ethics and marketing research. He is the author of dozens of academic articles and five books, including a book published in 2000, "Questions and Answers about Business Ethics: Running an Ethical and Successful Business."

"I am extremely grateful to BellSouth for this generous gift," said Jack E. Wilkerson Jr., dean of the Calloway School. "This gift assures that ethics considerations continue to have a prominent role in the Calloway School curriculum and courses.

"Our objective is that every one of our graduates possesses a deep awareness of and sensitivity to ethical issues," Wilkerson added. "Don Robin has been, and will continue to be, instrumental in our thinking on how to accomplish this objective." ◆

## Kirby gift

*Continued from Page 1*

student breakout space. These classrooms will efficiently accommodate high levels of student interaction during class as well as after class."

The gift was the second the E.M. Kirby Foundation has made to the Calloway School. In 1996, the foundation gave \$1.25 million to endow the E.M. Kirby Chair of Business Excellence, now held by Professor Roger L. Jenkins.

"The Kirby Foundation is delighted to support the Wake Forest capital campaign through a gift to the Calloway School," said Alice Kirby Horton, a

*The addition will bring all the Calloway School faculty and classrooms under one roof and provide an enhanced learning and teaching environment.*

director of the Kirby Foundation and a Wake Forest trustee. Horton, who lives in Hillsborough, North Carolina, is also one of the co-chairs for the capital campaign.

"The foundation's grants usually are directed towards schools where family members and/or foundation directors are involved," Horton added. "Wake Forest fits into that category very well since three Kirby grandchildren have attended there. So, we feel a definite commitment to the quality education that the students get there and the wonderful experience that our whole family has had at Wake Forest."

The E.M. Kirby Foundation was established by Horton's great grandfather, the late Fred M. Kirby, a founding director of F.W. Woolworth & Co. Kirby merged his interest in a chain of variety

stores with Woolworth in 1912. The foundation has assets in excess of \$420 million and ranks among the top 100 foundations in the country.

Horton and her husband, George A. "Trig" Horton, are completing their fourth term on the Wake Forest Parents' Council. Two of their children—Laura Virkler ('95) and Ward Horton ('98)—graduated from the Calloway School, and their youngest daughter, Ashley, is a communications major who will graduate next year. Virkler is serving on the national campaign committee.

"The Calloway School professors were always there to support me when I needed extra help and to serve as a sounding board as I tried to decide where I wanted to focus my energy," said Virkler, who now lives in Puebla, Mexico. "The open-door policy that most professors had made it easy for students to feel comfortable coming and asking questions. The encouragement that I received from professors in the Calloway School helped me make many of the decisions that I needed to make to begin determining my career following graduation."

The Calloway School ranks among the top 10 percent of accredited undergraduate business programs in the country, according to the latest rankings by U.S. News & World Report. Students in the accounting program, which ranks among the top 20 in the nation, have the highest passing rate in the country for their performance on the CPA exam.

Ever aware of faculty expertise and marketplace demands, the Calloway School has launched its newest degree program in Information Systems. The program strongly reflects the rapidly evolving technology landscape and the transformative power of that technology. Graduates are expected to pursue management and consulting positions in the information systems and technology arena. Information Systems majors can also pursue the master's in accountancy degree. ♦



Three faculty awards were presented in April at the Calloway Graduation Celebration Dinner. TOP: Page West, right, receives from Dean Jack Wilkerson the Faculty Scholarship Award, given annually to a Calloway School faculty member who exhibits excellence in his or her scholarship activities over the previous year. CENTER: John Dunkelberg, left, receives the Horace Kelly Alumni Teaching Award from Greg Hunter ('92). The award is determined from nominations submitted by the 10th anniversary graduating class. BOTTOM: Shannon Lally ('00) presents the Senior Teaching Award to Professor Gordon McCray. This award is decided on the basis of nominations submitted by graduating seniors.



Calloway School Dean Jack Wilkerson Jr. with Alice Kirby Horton and her daughter, Laura Horton Virkler ('95), outside Calloway Hall.

AUBREY MARTIN

## An education to bank on

**A**ubrey Martin ('80 BS Accounting) has seen a lot of changes in the banking industry during his twenty years in banking. Ironically, all of his years in banking have been spent with one company, which evolved into the largest bank in the country, Bank of America. After graduation from Wake Forest, Martin started his career with North Carolina National Bank (NCNB), which later became Nationsbank, the bank known today as Bank of America.

"My first job after school was as a credit analyst with NCNB. After that I moved into the systems development area. At that time, I knew nothing about computers. It was definitely an on-the-job training experience," said Martin.

Martin's career has taken him throughout the Southeast and also sent him abroad. He worked in London for a short period, then as a senior commercial real estate executive for greater Miami and the Keys, and currently serves as BofA's Senior Vice President and Credit Risk Manager for the Carolinas. "In this position my primary responsibilities are the structuring, analysis and approval of requests that enhance the bank's profitability by minimizing credit risks," he said.

Martin is satisfied with the path his career has taken him. "There probably are some positions that I should have taken and probably some positions that I should not have taken," he said. "However, hindsight is 20/20 and I prefer to live in the present and plan for the future."

As a student, Martin was active at Wake Forest. He was one of the charter members and first president of the Xi Eta chapter of the Alpha Phi Alpha fraternity at Wake Forest. "There were nine of us who decided we wanted a chapter. We had to sell the idea to the school along with the national office, the local graduate chapter, and the Winston-Salem State chapter. It gives me great pleasure to see that 21 years later the chapter is still there.

"I feel that I grew up and matured at Wake Forest, and I met my closest friends there," added Martin. "To this day, there are a number of Wake Forest friends whom I respect and whose advice I rely on." Martin said that although these friendships formed over 24 years ago, the common experiences they all shared formed a lasting bond.

Martin was active in the ROTC program at Wake Forest and gives credit to the program and camp at Fort Bragg for teaching him strong leadership and organizational skills.

"One of my most interesting experiences as a student at Wake Forest was taking Professor Owens' Business Law class. Up until that point, I thought I



Aubrey Martin

wanted to be an attorney. After that class, I realized that I was a "numbers" person. Although Professor Owens and I disagreed on a number of things, she did recommend me for graduate school," said Martin.

Martin and his wife, Andra, stay busy with their two sons, Taylor, 10, and Graham, 7. He recently joined the Calloway School Board of Visitors. Martin is also involved with the Foundation for the Carolinas' Building Youth Committee, which established school programs for K-8th grade; and the African American Community Endowment Fund, which supports non-profit organizations that support minority community service projects in the Charlotte area. ♦

PAT LUNKA

## The preparation of a rich and varied career

**P**at Lunka ('79), vice president of private banking for J.P. Morgan in New York City, has enjoyed a rich and varied career since her graduation from Wake Forest.

"My experience at Wake Forest prepared me to meet the different challenges I have faced in my career," said Lunka. "The faculty at the Calloway School, particularly Professor Tom Taylor, was top notch and extremely committed. They truly cared about students, the program was very challenging and their commitment facilitated my success as a student and a professional."

Lunka had secured a job and was set to go to Atlanta when she graduated in 1979. She received a last minute call from GE in New York, and something inside of her told her to go ahead and interview. She was offered a job on the spot and, before she knew it, was packing to move



Pat Lunka

to Syracuse, New York. "The Robert Frost poem fit that experience perfectly. The road presented two distinct paths that would lead me in distinctly different directions, and I had to choose one," Lunka said.

She began her career with GE's Financial Management Program in Syracuse. In the midst of the program, she was offered an opportunity to manage a portion of the corporate-wide training at GE's Connecticut headquarters. She took the position, which gave her an opportunity to tap into the more the creative aspects of her professional persona. With this position she was able to create exams, publications, and enjoy a job with a fairly wide scope. Thereafter, she traveled for three years on the firm's corporate audit staff, working and living in 12 different locations, including two stints in Europe.

She then returned to school and earned her MBA from the University of Chicago's Graduate School of Business. After completing her MBA, she headed for New York City and joined J.P. Morgan. She's been with the firm for 14 years, working in a number of capital raising, investment banking and private banking areas.

In joining Morgan's private banking practice recently, Lunka made certain decisions to balance more successfully the personal and professional aspects of her life. In addition, after years on the "institutional" side of the business, she found the entrepreneurial spirit of private banking—as well as the opportunity to work directly with individuals in their own individual financial capacity—appealing.

Lunka's energy and talents benefit more than J.P. Morgan. She served Wake Forest on the Calloway Board of Visitors and has mentored high school students from disadvantaged areas of the city. She also dedicates time to help children's educational programs in Manhattan. ♦



Dale Hilpert, chairman and CEO of the Venator Group, spoke Oct. 26 on "Rationalizing an E-Commerce Strategy to Produce Shareholder Value." His talk was part of the Calloway School's ongoing series of Critical Issues addresses by business leaders.

# The Calloway Fund



**THE CALLOWAY FUND**, PART OF WAKE FOREST'S COLLEGE FUND, RAISES UNRESTRICTED SUPPORT FOR THE WAYNE CALLOWAY SCHOOL OF BUSINESS AND ACCOUNTANCY. THIS YEAR'S GOAL FOR THE CALLOWAY FUND IS \$200,000. GIFTS BENEFIT EVERY STUDENT AND PROFESSOR BY UNDERWRITING TECHNOLOGY INITIATIVES, STUDENT DEVELOPMENT AND SERVICES, FACULTY DEVELOPMENT, ORGANIZED ACTIVITIES, AND CURRICULAR INTERNSHIP DEVELOPMENT.

## Staying connected to Calloway

**W**e're setting up a Calloway School alumni e-mail list to keep you updated on news, people and opportunities to be involved. If you would like to participate, please e-mail a message to Helen Akinc at [hakinc@wfu.edu](mailto:hakinc@wfu.edu)

### A number of giving opportunities are available.

For further information, contact:

**Tracy Mohr**

(336) 758-5223 or (800) 752-8570

e-mail: [mohrts@wfu.edu](mailto:mohrts@wfu.edu)

If your company has a matching gifts program, your contribution to the Calloway Fund can be doubled. Contact Tracy Mohr for further information.

*Calloway News is made possible by a grant from Excalibur Direct Mail/Marketing Services.*

**WAKE FOREST UNIVERSITY**

Calloway School  
Calloway Hall  
P.O. Box 7285 Reynolda Station  
Winston-Salem, NC 27109-7285

Non-Profit Org.  
U.S. Postage  
**PAID**  
Winston-Salem, NC  
Permit No. 69