Welcome to the CoB electronic newsletter. This newsletter, which is published several times a year, helps keep you updated on what is happening in the College of Business.

COB NEWS

Dr. Mary A. Gowan, Dean

Dear Alumni and Friends,

As I write this note on a wintry day in the beautiful Shenandoah Valley, faculty and students are busily engaged in final exams. Seems like I arrived only yesterday, yet an entire semester has gone by already!

My “Learning Tour” over the past few months has taken me to Northern Virginia, Richmond, and the Tidewater area in Virginia. Last week I was in Dallas for an event, followed by time in New York City. One of the consistent themes in these conversations has been how much alumni

WorldCom Whistleblower Cynthia Cooper at JMU's Grafton Stovall

Cynthia Cooper headed Internal Audit at WorldCom and courageously led a small team that covertly investigated and then exposed the multi-billion dollar fraud that occurred . . .

CoB Remembers Dr. Ken Bahn

Dr. Bahn was a professor of marketing for over 30 years at numerous universities, including JMU for the past 20 years. He also served as the Director of the MBA program at JMU . . .

EAC Member Paul Holland Talks About Investing in An Idea

JMU Alumnus Paul Holland recently returned to JMU to speak about his professional experiences working in the financial investment industry. During his presentation, he explored the current venture capital environment . . .

JMU Welcomes Nobel Recipient Vernon Smith

Dr. Vernon Smith, considered to be the "Father of Experimental Economics," recently presented a JIN Lecture on Political Economy on "Adam Smith's Humanomics: From Propriety and
appreciate the experiences they had as students at JMU. Our goal as we continue with our strategic planning process is to ensure that we provide the same quality experiences for our current and future students. Our successes this semester suggest that we are already in good shape for that to happen.

In fact, the list of accomplishments for the College this fall is long. You will read about many of them in this e-Newsletter. Beta Alpha Psi sponsored another very successful Meet the Firms event, the CIS program was ranked #10 in the nation, marketing students won three major categories in an international Google competition, our Fed Challenge team advanced to nationals, the Gilliam Center helped sponsor a presentation by WorldCom whistleblower Cynthia Cooper, and the 5th Annual COB Diversity Council food drive resulted in 7,218 food items being given to the Salvation Army for distribution to the needy in our community.

With 2013 coming quickly to a close, we are already considering the opportunities for the new year. We are starting to design and raise money for a new business school building. We will finish our strategic planning process and start living out the plan. We will continue to seek ways to engage our alumni and friends in new and meaningful ways. In all of our future endeavors, your ongoing support of time and money will make a difference in our success. Thank you for what you have and will be doing.

I wish you and yours the very best for the upcoming holidays.

Mary A. Gowan
Dean and Kenneth R. Bartee Endowed Professor
The JMU College of Business, officially established in 1972, offers eight different majors. Bloomberg BusinessWeek ranks the COB in the top 5% of undergraduate business programs in the United States.

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