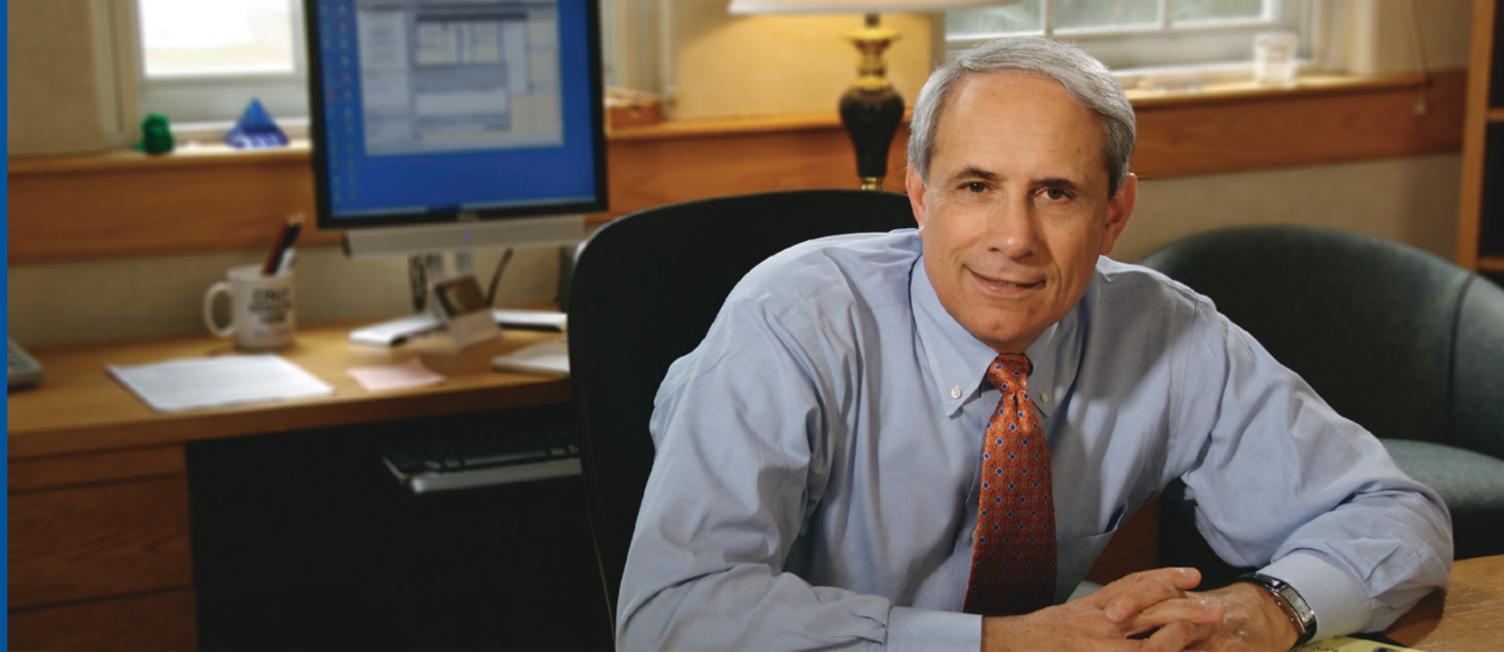




# Florida Tomorrow | Warrington College of Business Administration



**UF** | **FLORIDA  
TOMORROW**  
THE CAMPAIGN FOR THE UNIVERSITY OF FLORIDA



# Florida Tomorrow

## ... and the Warrington College of Business Administration

### From the Dean

*Florida Tomorrow.* It's more than a catchy name for UF's third capital campaign. Add an exclamation point, and it's an emphatic cheer for the Gator Nation. "*Florida Tomorrow!*" is about building on UF's position as one of the nation's best public universities. Whether measuring the quality of students, faculty or athletic success, we have a strong foundation to propel us into the future.

We are confident and enthusiastic about "*Florida Tomorrow!*" because of the groundwork that has been laid in the past. Today, the Warrington College of Business Administration serves more undergraduates than almost any other college at UF. Looking back over the past 30 years, we have met our mandate to provide the highest quality education, despite limited resources. In fact, as in so many cases, necessity was the mother of invention. The budget limitations and burgeoning population of students in the 1970s pushed us to change the way we teach business forever. In the 1990s, when technology caught up with our vision, we introduced programs delivered over the Internet. Our electronic platform programs are widely recognized for their innovation and quality.

But, in the end, faculty are at the heart of what we do. By focusing on recruiting and retaining quality faculty, we have excelled in national and international rankings. Graduate students and undergraduates alike benefit from faculty research and interaction with industry. We foster this interaction to produce graduates with the teamwork and decision-making skills that make organizations effective and profitable. We also focus on teaching ethics and servant leadership, so that our graduates develop into leaders in their communities.

Being in the business of developing leaders naturally leads one to think about the future. So we must also add a question mark and ponder "*Florida Tomorrow?*" when designing a curriculum that will serve our students today and in their future careers. What will classes without walls — and our students — look like 20 years from now, or 50 years? What kind of global visibility and position will UF and the state of Florida have in a world with a borderless economy?

These are big questions, and as we approach our second century of educating business leaders, we know what it takes to be a top tier business school. Our strategy is to be ahead of the curve in defining and providing the skill sets for success, and preparing our students for "what comes next," no matter what "next" is. With your support of the *Florida Tomorrow* campaign, you have the power to prepare us to meet that challenge.

Sincerely,  
Dean John Kraft

### The Promise of Tomorrow

What is *Florida Tomorrow*? Here at the University of Florida's Warrington College of Business Administration, we believe it's an opportunity, one filled with promise and hope. It's that belief that feeds the university's capital campaign to raise more than \$1 billion.

The *Florida Tomorrow* campaign will shape the university, certainly. But its ripple effect will also touch the state of Florida, the nation and the entire world. *Florida Tomorrow* is pioneering research and spirited academic programs. It's a fertile environment for inquiry, teaching and learning. It's being at the forefront to address the challenges facing all of us, both today and tomorrow.

What is *Florida Tomorrow*? At the Warrington College of Business Administration, it's our pledge to support faculty, students and programs. It's our commitment to improve the business landscape, here at home and around the globe. And it's our promise to future generations to prepare tomorrow's next great leaders.

### UF College of Business *Florida Tomorrow Campaign Goals*

|                                      |                      |
|--------------------------------------|----------------------|
| Faculty Support                      | \$31 million         |
| <i>Endowed Chairs</i>                |                      |
| <i>Endowed Professorships</i>        |                      |
| Student Support                      | \$43 million         |
| <i>Graduate Programs</i>             |                      |
| <i>Endowed Graduate Scholarships</i> |                      |
| <i>Undergraduate Programs</i>        |                      |
| Programs & Research                  | \$33 million         |
| <i>Degree Programs and Centers</i>   |                      |
| Campus Enhancements                  | \$5 million          |
| <b>TOTAL</b>                         | <b>\$112 million</b> |





# Florida Tomorrow is a place ... where ideas are translated into action.

## Class Acts

"Success," author Henry David Thoreau once said, "usually comes to those who are too busy to be looking for it." Thoreau might not have had UF's Warrington College of Business Administration in mind when he uttered those words, but the sentiment applies there.

UF's business college has a reputation as one of the finest in the world. Case in point, one recent listing of America's public business schools ranked UF's MBA program No. 2 for overall academic experience and another had UF in the top 10 in accounting, marketing, real estate and finance. In 2006, *The Economist*, an international magazine that caters to executives and policymakers, did one better; it placed the Warrington College of Business Administration at the top of America's public institutions and fifth worldwide.

What sets UF apart are its professors, claim the editors and voters who put such lists together. UF's business college prides itself in recruiting and retaining talented, committed faculty members.

One of those professors is Richard Lutz. Lutz, the J.C. Penney Professor of Marketing, teaches both MBA and undergraduate students. His popular Principles of Marketing class — with a classroom enrollment of 100 and another 1,400 students who take the course online — even caught the attention of editors at *BusinessWeek* magazine.

Lutz is so good at what he does, one student told the magazine's reporter, "I know many people who changed their business concentration to marketing after taking his class." Another student called Lutz a "wonderful teacher, mentor and friend who truly cares about his students."

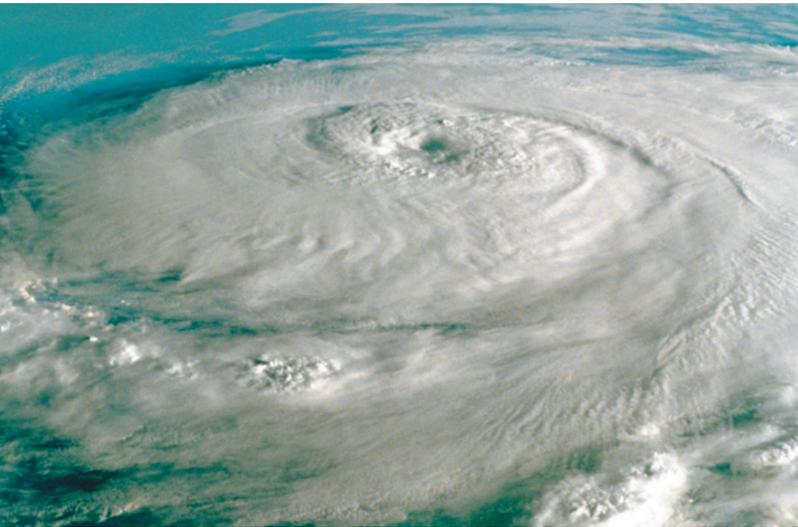
Lutz shrugs off the compliments. It's the college's students, he says, who should be praised — that they're the ones making a name for the Warrington College of Business Administration.

"Fortunately for us, we get the finest [students] in Florida," Lutz says. "Teaching this caliber of student is a constant challenge and a treat."

Still, he admits, there is a circular pattern: good professors attract gifted students; and top students and professors together elevate a program's reputation; as a result, a more-respected program makes it easier to recruit quality professors; and so on and so on. Because of that, it's critical to the business college's success that it continues to lure and keep the best and brightest professors.

"We realize that faculty renewal is essential, not just for the teaching mission," Lutz says, "but also to sustain our research excellence and continue our service to the state and nation."

And, he could have added, to keep that cycle of excellence intact.



# Florida Tomorrow is a day ...

when no man lives in darkness and none know hunger or thirst.

## Problem Solvers

Global climate change, water shortages and terrorism, at first glance, might seem out of place as topics of study in a business college. But in the Warrington College of Business Administration, those issues are front and center.

Researchers and professors there in the Public Utility Research Center are looking to solve potentially crippling problems before they become reality. That proactive approach to natural and man-made threats — such as hurricanes and terrorism — is critical to ensure that international, national and state infrastructure does not collapse in times of calamity.

To that end, the center regularly contributes reports and scholarly publications to the fields of energy, telecommunications and water resources. It also is host of an annual conference and an executive development workshop for utility commissioners. All this is done with the goal of dealing with concerns that unite people across the globe; and more immediately, address issues regarding water and emergency preparedness that affect Floridians.

Sanford Berg is one of the people at UF's business college committed to the Public Utility Research Center's cause. As a distinguished service professor and director of water studies, he's well aware of the looming water crisis facing Florida's residents. "Water is not free — use by one sector diminishes availability to another," he points out.

The simple economics of that natural resource, he says, calls for close attention and understanding of "what we're giving up when we make choices, whether watering our lawns or filling our swimming pools."

Likewise, emergency preparedness is of particular concern to Floridians, especially since five of the seven most-intense hurricanes ever to hit the United States crashed into the Sunshine State. UF's Public Utility Research Center is stepping forward there, too. The center is coordinating information and research nationwide in an attempt to help maintain and restore utilities to the state's ever-growing population should storms or other catastrophes strike.

In short, say professors in the Warrington College of Business Administration, the work done through UF's Public Utility Research Center is as important in preparing for doing business in the 21st century as learning about taxes and marketing plans. The center's role, after all, is to examine and explore ways to make energy, water and telecommunications less costly and more reliable — all while adjusting to an ever-changing world and global economy.



# Florida Tomorrow is a belief ...

that the bottom line isn't the only thing that counts.

## The Business of Communication

In business, communication matters. So much so, in fact, that American corporations spend \$3.1 billion each year helping employees become better writers and speakers. Business icon Lee Iacocca, former CEO of Chrysler Corp., considered good communication skills an integral part of success.

"You can have brilliant ideas," he said once, "but if you can't get them across, your brains won't get you anywhere."

That simple truth is the heart of the mission at UF's Warrington College of Business Administration's Center for Management Communication. It's the center's job to make sure UF's students have the writing and public speaking skills to thrive in the business world.

That's important, says Fiona Barnes, the center's director. She points out a U.S. Department of Education report that notes that college graduates with strong writing skills earn three times more, on average, than their peers.

The concept that communication and business go hand-in-hand is nothing new. Warrington College recognized that long ago. What makes that especially crucial now, however, is that more and more society is functioning in information-based economy, where the difference between reward and failure can be the direct result of effective communication — in memos, letters, e-mail, reports

and presentations. The Center for Management Communication, Barnes says, can correct "the inadequate communication skills of otherwise well-prepared students."

The center serves 250 students a semester. Barnes, though, anticipates that number will continue to grow. She believes the writing and public speaking courses offered through the center could someday become a core in the curriculum and a touchstone for a minor in business writing.

All indications are that the center is on that path. One of the courses offered through the center is called Writing in Business. In 2006-07, two students in that class entered the Association for Business Communication's national writing competition. It was the first time anyone in the Center for Management Communication had bothered entering a contest of any kind. Nevertheless, UF's students won first and third place.

While that sort of recognition is appreciated, it's just a mere reflection of the center's role in the business world of the 21st century, Barnes insists. Through rigorous training, tomorrow's businessmen and businesswomen will have the written, oral and non-verbal communication skills to do well in the workplace. Those alumni and their companies, Barnes says, will be the real winners.



“ I was moved by the professors I had in graduate school. They taught us fundamentals of the practical securities business and prepared me to be a successful broker and investor. Giving back is only fair. UF educated me to succeed and I feel I owe it to give back. I feel good about the students who will benefit because of my gift. I take pride in UF's business school, and am pleased and proud to have my name on the graduate school. ”

— Bill Hough, alumnus and benefactor of William R. Hough Hall and the Hough Graduate School of Business



## Our Vision of Tomorrow

There's a lot to brag about here in the Warrington College of Business Administration. We offer more degree programs worldwide than most business schools; our Hough Graduate School of Business is one of the largest of its kind; and we're constantly ranked among the best in the nation.

Those are laudable accomplishments, certainly. But what makes us most proud is that our students graduate with the tools, knowledge and confidence to fulfill their dreams — and are remarkable assets to the business community. Our alumni know how to manage information and relations across cultures, foster and finance innovation, and balance sustainable development. Given the unique geography and economy of the state of Florida, we consider it our responsibility to give our graduates, our state and our country an enduring advantage in a competitive world.

We could rest on our laurels, but we won't; we know we can do so much more. We look forward to the challenges and opportunities tomorrow will bring, and we embrace our role — indeed, our commitment — to set the standard for business schools in the 21st century.

That aspiration, with your help, is within reach. Stakeholders in the Warrington College of Business Administration can make a positive impact now and continue touching lives for generations to come. Numerous naming opportunities are available within the college to help construct buildings, enhance the undergraduate experience and support graduate education.

### Some of those are:

- ▶ Professorships and department chairs
- ▶ Classrooms, breakout rooms and signature areas for student services and career services in William R. Hough Hall, which is slated to open June 2009
- ▶ The undergraduate program in business
- ▶ Specialized master's degree programs
- ▶ Research and educational programs

We invite you to join the Warrington College of Business Administration in making our shared vision of Florida Tomorrow a reality.

“The university and the professors there I don't think have ever been an ivory tower. What they are doing to train and develop young people, to use their intelligence and move forward, is driving business success today and in the future. UF is where problems are solved for all kinds of issues in Florida, and that knowledge is transferred out as students leave, start their own businesses, work in business or take on roles in education, medicine or administration. That impacts all of us — our businesses, our medical care, everything around us.”

— Beth McCague, alumna and co-chair of the university's Florida Tomorrow capital campaign.

“My overall experience with the program was phenomenal. Every day I use what I learned. This program is the practice of business, not the principles.”

— Carol Bosshardt, alumna who enhanced her already successful career with a specialized master's degree in entrepreneurship

“One of the things that I look at in investing is obviously you have to have a return on your investment. So I kind of look at this as I'm transferring some money from one manager to another manager [in this case it will be managed by the UF Foundation] and the proceeds of that gift's total return, a portion of that will go back into funding the programs for our center.”

— Kelley Bergstrom, alumnus and benefactor of the Kelley A. Bergstrom Center for Real Estate Studies

“No matter when we graduated, we all benefited from extremely low tuition vs. the value we got in return from our education. The gift commitment we make is an opportunity to give back ... especially when we can leverage our employers' and the state's matching gift programs.”

— Steve Thibault, alumnus and member of the Fisher School of Accounting Steering Committee



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