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A Message from Dean Richard A. Highfield

The fall 2005 semester at The Tobin College has been an exceptionally satisfying one — filled with new promise for our future.

One of the most exciting developments this fall was the approval of a new MBA curriculum by the College's Faculty Council. The work of the faculty over the last 18 months toward this important accomplishment has been commendable, and I wish to thank them for their diligence and commitment to this project. Our new curriculum will provide students with significantly enhanced opportunities for choice within our extensive curricular offerings, while at the same time retaining the academic excellence for which we have been known for nearly 80 years. More detail about our new curriculum will be forthcoming in the next few months after it has received the required approvals from the New York State Department of Education. Please watch the Tobin website for additional information about this very exciting development.



In late fall, alumni, faculty, students and administrators gathered at the venerable boardroom of the New York Stock Exchange to celebrate the Tobin College and

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Financial Information Lab and 11/29 Event

St. John's University and The Peter J. Tobin College of Business along with a group of more than 100 alumni, supporters and friends, gathered in the venerable Board Room of the New York Stock Exchange on November 29th to celebrate the addition of a Financial Information Lab (FIL) to their Queens campus.

The initiative positions the Peter J. Tobin College of Business among elite business schools in the country. The Financial Information Lab will provide students of all majors with an enhanced learning experience and a real-world perspective on business. Experiential learning and exposure



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Attendees gather at the NYSE as the Financial Information Lab (FIL) is introduced.

Dean's Message

(Continued from cover page)

St. John's commitment to the establishment of a Financial Information Laboratory (FIL) at the Queens campus. Sometimes referred to as a trading room, we have chosen to make our facility one that will appeal more broadly to individuals studying not only finance and the markets, but also organizational behavior, accounting and the many other fields that constitute contemporary business practice. Details about our celebration at the Exchange and our plans for this innovative addition to our educational facilities, can be found in these pages.

St. John's, Niagara and DePaul Universities joined their efforts once again this fall in sponsoring our annual international conference promoting *Business Ethics*, a subject which has grown in importance in recent months and years as scandals have wracked the very foundations of some of the world's best known organizations. Information about the conference and our special guests from this year are also included here.

I think you will agree that this past fall has been rich with success and accomplishment, and hope that you enjoy reading about the College in the pages that follow. Comments are, of course, welcome, and I invite you to direct them to me at tcbdean@stjohns.edu.

Please accept best wishes from all of us here for a New Year that is peaceful, healthy and prosperous.

Richard A. Highfield, Ph.D.

Faculty Accomplishments

The Marketing Department at The Tobin College of Business gets a New Chairman

This past July the Marketing Department appointed Dr. John W. Dobbins as its new Chair. Dr. Dobbins brings to the department over 36 years of international experience. He has lectured and consulted widely in the United States, Europe, Asia, and Africa and is a senior marketing advisor to the local governments of Pinghu City, Zhejiang and Jiangsu Province, China and Nanjing City.

While Associate Dean of The Peter J. Tobin College of Business, Dr. Dobbins was instrumental in the establishment of the St. John's University Graduate Center in Rome, Italy. He has been the recipient of numerous professional and outstanding teaching awards including the St. John's University Faculty Outstanding Achievement Award, American Marketing Association Marketing Medal, and United Nations Development Programme—Lithuania, Citation of Special Recognition and Appreciation.

"I look forward to the many challenges this new position will bring and hope to serve the University by helping my faculty, students and staff do their jobs more effectively and efficiently," says Dr. Dobbins.

Dr. Dobbins has taught International Marketing, Marketing of Services, Principles of Marketing and Marketing Seminar and will continue to teach classes this Spring.

Enrollment Situation

Demand for graduate education at The Tobin College continues to remain strong, and significant growth has been experienced at the Manhattan campus in areas of study including finance, management of risk and accounting. Quality of students admitted to the Tobin graduate programs also continues to be notable, with increased work experience and strong academic profiles demonstrated by those entering our programs.



Associate Professor of Management Receives Award

Charles Wankel, an Associate Professor of The Peter J. Tobin College of Business, was presented the Academy of Management's 2005 Outstanding Service to Management Education and Development Award by Dr. Carolyn Wiley at its annual meeting in Honolulu, Hawaii. Dr. Carolyn Wiley was 2004-2005 Division Chair of the Academy of Management's Management Education and Development Division.

The Academy of Management is the world's premier scholarly society in the discipline of management with 16, 000 members in 89 nations.

More about the Academy of Management is available at <http://www.aomonline.org>



From left to right:
Dr. Carolyn Wiley, Charles Wankel

Beyond Grey Pinstripes

The Tobin College of Business Graduate Division received a certificate and letter of recognition from the Aspen Institute's 2005 Beyond Grey Pinstripes survey. Tobin was acknowledged among only 91 out of 600 programs surveyed that reported activities and course content associated with social responsibility in the MBA program.



What's New in Business

Opportunities in Healthcare

On September 22, 2005, Daniel T. McGowan, President and COO of HIP Health Plans of New York gave a lecture on opportunities in healthcare management. The lecture was sponsored by the Department of Management at The Peter J. Tobin College of Business and is part of the Colman Mockler Distinguished Leadership Program. All students, faculty, staff and alumni were invited to learn about the wide range of major opportunities for business school graduates in the healthcare field.

Mr. McGowan, who joined HIP Health Plans of New York in 1996, has played a key role in the company's reorganization and its emergence as one of the nation's leading health care companies. He was previously Executive Director of Catholic Charities for the Catholic Diocese of

Rockville Centre, NY, the largest and most diverse health and human services organization on Long Island.

During his lecture, Mr. McGowan shared these impressive statistics:

- Healthcare was a \$1.9 trillion industry in 2005
- It is 16% of GDP
- The growth of the healthcare industry has been faster than the overall growth of the economy every year since 1998.

In addition to educating his lecture attendees on opportunities in healthcare, Mr. McGowan also stressed the challenges and transformations that need to be addressed in this highly regulated and controversial industry.

Management Professor Authors Service Learning Title

Professor Steven Papamarcos of the Department of Management was the author of a special invited contribution in the September 2005 edition of *The Academy of Management Learning and Education*. Dr. Papamarcos was invited to write for this special issue on service learning because of his expertise in this area. He has for many years utilized a service learning approach in his strategy courses at the graduate and undergraduate levels and is a recognized leader in the use of service learning to achieve educational objectives.

Starting Your Own Business?

Queens, NY—The Office of Alumni Relations, Count On Alumni For Career Help (C.O.A.C.H.), and the Peter J. Tobin College of Business, in partnership with JPMorganChase, came together to sponsor a seminar on Saturday, October 15, 2005 entitled “Starting Your Own Business: The Challenges-The Rewards.” The event’s morning session took place in Marillac Auditorium and was kicked off by Joe Fortine, of the Office of Alumni Relations, who offered a profile of small businesses and their role in employing a large percentage of the U.S. work force.

Richard Highfield, Dean of The Peter J. Tobin College of Business, thanked the approximately 50 attendees for braving the inclement weather to participate in the conference and then gave an overview of keynote speakers including, Michael J. Maye, President of MJM Financial Advisors and a 1987 graduate of CBATCB; and Charles Antonucci, President and CEO of Park Avenue Bank and a 1978 graduate of CBA. Joan Mitchell, Vice President of JPMorganChase Bank’s Community Development Group gave a presentation on financing a small business and how to obtain a loan to get started. All three opening speakers reiterated that having a passion for the business you wish to begin is the main ingredient for small business success.

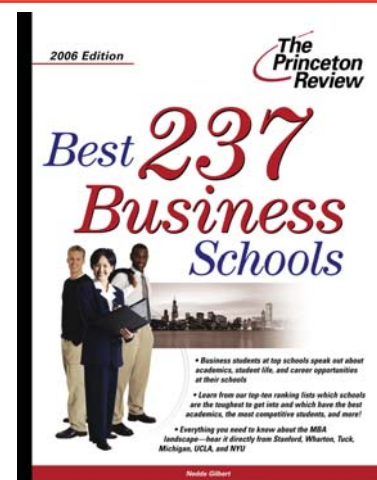
The afternoon breakout sessions were led by various Tobin Professors including Dr. Sreedher Kavil, who led a session on the “Successful

Entrepreneurship: A Marketing Challenge” session; Dr. Larry Boone, leading “Writing a Business Plan” session; and Professor Thomas Boyd who led “Working with an Accountant.”

Other sessions included “Financing Your Business,” given by Joan Mitchell, and “How to Value Your Business/Succession Planning,” given by Frank Riggio, Economic Development Specialist & Veteran Affairs Officer for the U.S. Small Business Administration, New York District Office.

For more information about The Peter J. Tobin College of Business, contact Jennifer Vacchio at (718) 990-6218 or Vacchioj@stjohns.edu.

After surveying more than 16,000 students at 237 business schools, and compiling school statistics provided by administrators, The Princeton Review included The Peter J. Tobin College of Business in its list of “Top 237 Business Schools.” We at Tobin are proud that through these surveyed student profiles and statistics, interested MBA prospects will be able to more easily identify the positive attributes the Tobin MBA program has to offer.



From left to right: Mary Maury, Dean Highfield, The Honorable Howard D. Mills III

Ethics Conference

In October 2005, St. John’s University and The Tobin College hosted the annual conference entitled Ethics-The Guiding Light, which is a collaborative effort of the three Vincentian universities in the United States, St. John’s, DePaul and Niagara Universities. This year’s conference boasted a record attendance of more than 100 ethics educators and others interested in the very important topics of corporate ethics and governance; personal and social responsibility and individual and corporate approaches to contemporary ethics in practice. The Honorable Howard D. Mills, III, Superintendent of Insurance for the State of New York, offered remarks during a conference plenary session concerning ethics and the insurance industry. The conference was held at the SJU Manhattan campus and received special support this year

from the School of Risk Management and Insurance at St. John’s. Mary Maury, recently retired Associate Professor of Accounting at Tobin and Coordinator of this year’s conference, was the recipient of the Vincentian Ethical Scholar Award for her contributions to the field of business ethics.

11th Annual Insurance Leader of the Year Dinner

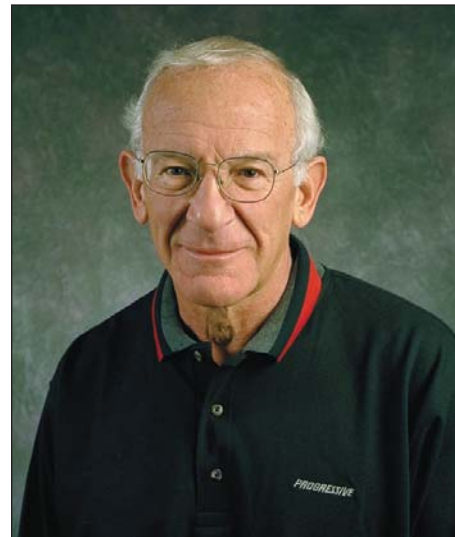
New York, NY (January 19, 2006) -- The School of Risk Management (SRM), a division of The Peter J. Tobin College of Business of St. John's University, honored Peter B. Lewis, Chairman of The Progressive Corporation, as the "2005 Insurance Leader of the Year" at its 11th Annual Insurance Leader of the Year Award Dinner on Wednesday, January 18, 2006 at the Marriott Marquis in New York City. John J. (Jack) Byrne, retired Chairman & CEO of White Mountains Insurance Group, Ltd., and James M. Stone, Chairman of Plymouth Rock Companies, served as honorary Co-chairmen for the dinner.

"This Award recognizes an individual's exceptional leadership in insurance," said Brandon W. Sweitzer, Chairman of the SRM Board of Overseers. "Peter Lewis has a long and distinguished career in insurance and has built Progressive Insurance into a genuine powerhouse among the country's leading auto insurers. Without question he deserves to join the ranks of those before him that have received this Award."

"Our students, many of whom come from modest economic backgrounds, will be the direct beneficiaries of the high esteem in which Peter Lewis is held by the insurance industry," said Dr. Ellen Thrower, Executive Director of the School of Risk Management. "It was both a pleasure and an honor to recognize him as the 2005 Insurance Leader of the Year."

The Award Selection Committee is chaired by Kathryn McIntyre, retired Publishing Director of Business Insurance, and includes Peter Walker, Director of McKinsey & Company; Gordon Stewart, President of the Insurance Information Institute; George Bernstein, Esq., of The Law Offices of George Bernstein and Richard E. Stewart of Stewart Economics (Chapel Hill, NC).

The "Insurance Leader of the Year Award," presented annually since 1995, recognizes the contributions of outstanding individuals whose leadership in



Peter B. Lewis, Chairman of the Progressive Corporation

the worldwide insurance and financial services industry sets them apart from their peers. Past recipients are Brian Duperreault, Chairman of ACE Limited; John T. (Jack) Sinnott, Vice Chairman, Office of the CEO, MMC; Paul B. Ingrey, retired Chairman & CEO of Arch Worldwide Insurance and Reinsurance Group; John J. (Jack) Byrne, retired Chairman & CEO of White Mountains Insurance Group Ltd.; Ronald E. Ferguson, retired Chairman and CEO of General Re Corporation; Robert Clements, Chairman of Integro Ltd.; Maurice R. (Hank) Greenberg, Chairman & CEO, C.V. Starr & Company; Patrick G. Ryan, Chairman of Aon Group; Sir David Rowland, former Chairman of Lloyd's of London; and Edward J. Muhl, former Superintendent of Insurance of the State of New York.

The School of Risk Management was founded in 1901 as the Insurance Society of New York and over the years, evolved into The College of Insurance (TCI). In June 2001, TCI merged with St. John's University, becoming a school of The Peter J. Tobin College of Business. Located in New York City's downtown financial district, SRM awards undergraduate, M.B.A. and M.S. degrees in the insurance, risk management and actuarial science disciplines. Through its Center for Professional Education, SRM also provides education, training and consulting services to the industry, governments and regulators worldwide.

The Tobin College of Business is pleased to announce that the faculty approved a major revision to the MBA program at its December 2005 meeting. The new program provides students with expanded and significantly increased choice options regarding course selections. Furthermore, the new program retains the Tobin College's commitment to the highest quality business education, experiential learning and ethics. The revised MBA is scheduled to launch in September of 2006, pending required New York State approvals.

Please logon to the Tobin website for more details about this very exciting new development at The Tobin College of Business!

Transition in Leadership for the Executive in Residence Program (EIRP)

The founder, and director (for nearly three decades), of the Executive in Residence Program, Professor Henry Ruhnke, is retiring this year and Professor Larry Boone will be his successor. The EIRP was founded in 1977, originally for undergraduates only, as a means of enabling students to obtain hands-on consulting experience while simultaneously studying for their business degrees. In 1992, the program was expanded to include the graduate division of the College. EIRP has proven to be an exceptionally popular course with Tobin College students.

EIRP is a selective program for which students need to apply. Based on grade point average, an interview with the director of the program and other criteria, students can be selected for the credit-bearing program, which serves as the capstone experience of their Tobin academic

work." Those selected spend a significant amount of time as part of a team of student consultants working in concert with the EIRP director and an executive team from a client company in forging solutions to the client's current business problems. At the end of each six-week project, the students formally present their findings and a written report to the lead executives of the client firm. Over the years, dozens of companies

have benefited from the student "Executives" in residence at their companies. These include Standard and Poor's, Henry Schein, Inc., ADP, Inc., Keyspan Energy, Ridgewood Savings Bank and The State Bank of Long Island.

Professor Ruhnke, in commenting on his upcoming retirement said, "EIRP has been an exciting and interesting experience for me as well as for our students. The program has and will continue to enable

Tobin College students, whether graduates or undergraduates, to develop much better understandings of the real world of business through actual partnerships with corporate executives. I am very pleased that Professor Larry Boone has agreed to take the reins of the program at this juncture. Larry brings a wonderful combination of business and academic experience to the EIRP. He has undertaken many varied responsibilities in his 18 years at SJU and has performed at a high level in all of them."



Professor Larry Boone stated, "This program is one of the very special, distinguishing features of the Tobin educational experience. Students at both levels of instruction in the College routinely report that EIRP is an extremely valuable learning opportunity." For more information about the Executive in Residence Program, please visit <http://www.stjohns.edu/academics/graduate/tobin/academics/eirp>.

Financial Information Lab

(Continued from cover page)

to actual work environments have long been hallmarks of the Tobin College program. These dimensions of the student experience, combined with the traditional hard work ethic of students at both the graduate and undergraduate levels, differentiate Tobin significantly in its approach to educating future business leaders as compared to those of other schools.

In speaking about this new facility, Peter D'Angelo, President of Caxton Associates and a member of the St. John's University Board of Trustees, referred to the new initiative saying, "The new lab will better



An artist's rendering of the new Financial Information Lab (FIL) on the Queens campus.



From left to right: Dean Richard A. Highfield, Peter D'Angelo, Rev. Donald J. Harrington, C.M., Joseph O'Connor

In addition, Electronic Display Boards and live stock tickers will offer actual trading prices and financial information. Real-time business news downloads of historical data and other information will be projected onto three screens in the lab that will enable students to have access to the most sophisticated levels of business instruction.

In commenting on the introduction of the Financial Information Lab to the Tobin tradition of excellence in business education, Dean Richard A. Highfield said, "This unique approach will provide our students with a business education that is second to none."

prepare students and give them the hands-on, real-world, real-time exposure to success they need."

Rev. Donald J. Harrington, C.M., President of St. John's University, spoke of how the FIL will help St. John's by offering students an education "with impact that lasts a lifetime." Joseph O'Connor, a Tobin College alumnus, Managing Director at Gartmore Separate Accounts and a member of the University's Board of Governors, proudly remembered his years at St. John's and spoke of the special Vincentian Mission associated with bettering the lives of our students through projects of this magnitude.

The Lab will consist of approximately 30 work stations with double computer monitors that will provide real-time financial and other business information for use in analysis, forecasting and decision making.



From left to right: Dean Richard A. Highfield and Peter J. Tobin.



THE PETER J. TOBIN
COLLEGE
OF BUSINESS

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Undergraduate Division	(718) 990-6212	Bent Hall, Room 111A	
Graduate Division	(718) 990-6417	Bent Hall, Room 111C	
Office of External Affairs	(718) 990-2734	Bent Hall, Room 109	tcbexternalaffairs@stjohns.edu
Center for Professional Education	(212) 277-5161	Manhattan Campus	cpe@stjohns.edu
School of Risk Management	(212) 284-7017	Manhattan Campus	srm@stjohns.edu
General TCB Information	(718) 990-2600	<i>Visit our Web site: www.stjohns.edu/tobincollege</i>	