

EMIB Alumni Profile:

INTERNATIONAL BUSINESS ESSENTIAL FOR SUCCESS

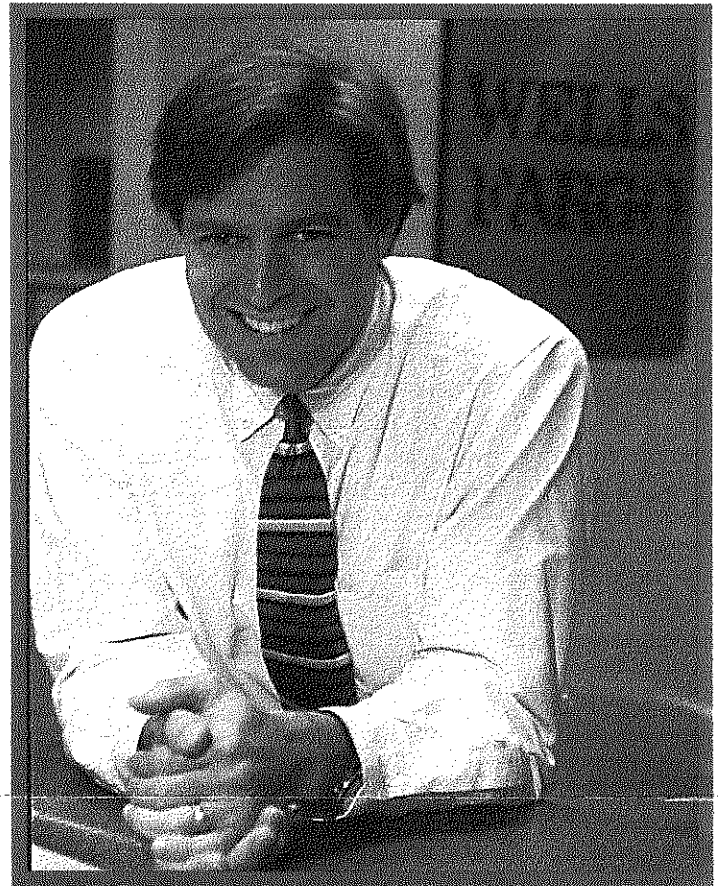
Larry Kirschner is Regional Manager-Foreign Exchange at Wells Fargo in St. Louis, Missouri. With international business as the basis for his job, Kirschner finds his Executive Master of International Business degree to be invaluable. "The EMIB program helped me gain a better appreciation of foreign cultures and business practices. This knowledge has been quite useful when I compete for new business and service existing clients overseas," he commented.

Kirschner isn't new to the international arena. He had international responsibilities at Mercantile Bank, his employer when he began the Executive MIB program. "I was involved with the financial aspects of international business flows," he explained. "On a daily basis, I worked with the global currency and interest rate markets as Manager of Foreign Exchange. My experience in international is what steered me to the EMIB program."

Kirschner has a broad view of the importance of having skills to assure successful international business activities: "We all see the global marketplace evolving at a rapid pace. In order to stay competitive, domestic companies are seeking increased trade with global counterparts, and foreign-owned companies continue to expand their U.S. market share. It seems to me that companies need to maintain a strong global awareness in order to remain competitive. Thus, individuals who possess international business skills will play an increasingly vital role in business." In fact, he sees the increased competitiveness and the move towards globalization as an obvious extension of the technological advances that allow e-commerce to occur any time and anywhere. This means goods and services can be shifted to other countries, such as the manufacturing migration to China and the "off shoring" of services (such as customer support centers) to foreign countries where labor costs are lower.

These are issues that must be considered for a company to be successful. Today's Executive Master of International Business program caters to those professionals who want to become tomorrow's leaders in the international marketplace. With meetings every other Friday afternoon and Saturday morning, the program balances time away from the office with time away from home. "I needed a program that would fit my professional and personal commitments," explained Kirschner. "The EMIB program not only provided that flexibility but, also, met my objective of gaining a better understanding of how international business is actually conducted."

As stated above, Kirschner had already gained experience in conducting business overseas but he wondered if he was missing some practical insights since he did not yet have any formal training in global business practices, culture, and politics. Kirschner noted: "The



diversity of my classmates gave me very useful insight into a multi-cultural work environment. The faculty complimented that insight as many shared specific examples of their experiences working abroad. Their examples helped illustrate some of the ways in which local business practices differ from those here in the U.S."

The EMIB program helped Kirschner understand how cultural differences affect business worldwide. Issues such as time perspectives, local customs, and local views on compliance and controls aided him in feeling more confident in interacting with people from different backgrounds. After the EMIB program, he didn't have all the answers but he was aware of the areas he needed to research before jumping into initial business negotiations: "The Executive program really improved my ability to analyze and strategically think through a situation, and my communication skills were quite improved for international encounters since I learned the basic areas where misunderstanding can often occur as a result of a certain choice of words, body language or other behaviors we may find acceptable in the U.S."

Is he prepared for global business? Yes, and he suggests that anyone seeking more exposure to the global marketplace should investigate the Executive Master of International Business. "I think future success will be led

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INTERNATIONAL BUSINESS ESSENTIAL FOR SUCCESS (continued from page two)

by companies possessing an ability to adapt to a changing marketplace and problem solve in multi-cultural environments. In my opinion, Individuals and entities that can understand, respect, and manage through cultural differences will be best prepared for global business. There will always be a demand for people who possess the ability to assess and act upon global opportunities."

Kirschner's undergraduate degree was a Bachelor of Science in Applied Economics from the University of San Francisco. He has held Series 7, 8, 11 and 63 licenses during his career and served on the board for FOREX USA and Interface Technologies. Currently, he serves on the board of the World Affairs Council of St. Louis.

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Applications to begin the Executive Master of International Business program in Fall 2004 are now being accepted. For more information on the EMIB program, please contact the Boeing Institute of International Business in the John Cook School of Business at Saint Louis University via e-mail to emib@slu.edu or phone (314-977-3839).

If you are interested in more information about the

Executive Master of International Business

please contact us today to schedule a

PERSONAL VISIT

The class starting

Fall 2004 is NOW FORMING!

Call Kate at (314) 977-3839

or e-mail her at phillika@slu.edu

Undergraduate IF Alumni Profile:

"TOP 30 UNDER 30" ALUM

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evidenced through her research into wage differentials due to immigration issues. "The immigration from Mexico to the U.S. impacts U.S. wages and employment, so I have researched the topic to gain better insights," she said. She also investigated the phenomena called "Brain Drain" which addresses how many people from India are coming to the U.S. for advanced education and remaining in the U.S. due to the higher wages. These projects are part of her work in the Master of Arts in Economics degree program at Saint Louis University.

In addition to working on a graduate degree, Phelps also remains active as an alumnus of the University and the School. She has hired SLU students as interns and been invited to be a guest lecturer for a student club. Phelps is very involved with community service and has received a number of awards and recognition. In the summer of 2002 she was named to the "Top 30 Under 30" list in the *St. Louis Business Journal*.

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Board Member Profile:

EXPERIENCE (continued from page six)

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