darator

American Graduate School of International Management

Vol. 10 No. 6

July 11, 1980

4 popes

AT THE PUB — Mary Quist greets an unidentified assallant at Irish Club Part at The Pub. Kisses were only 50°.

For Some Students

Brazil Seminar Shortens Summer

By Stan Brotherton And Tom Wells

About one out of four AGSIM students who may have begun the summer semester with expectations of sizzling temperatures and an intense curriculum, have been presented with an additional surprise — a seven week course in either Managerial Finance or Financial Statement Analysis (FSA).

The compressed courses (the classroom hours will be the same because of added Saturday sessions) are the result of an agreement between AGSIM and Electrobras, a large electrical utility holding company in Brazil. The agreement calls for professors Bryan Heathcotte and Wally Reed to teach four weeks of capital budgeting and topics in international financial markets to mid level management personnel of the company.

This marks the third year of the program with Electrobras, but the first time the course has been taught in Brazil and the first time the course has actually interfered with classes. The other two sessions were taught on campus.

Richard Bossert, chairman of the World Business Department, said the course is being taught in Brazil this year at the insistance of Electrobras. He said the company felt that AGSIM personnel could better understand the unique nature of its financial systems if the course were held in Brazil.

Additionally, several professors from Brazillian universities will sit in on the sessions and will teach some of the course in the future, Heathcotte said, thus effectively "transferring technology." This "technology transfer," after two years of teaching the course at AGSIM, is one of the primary reasons the school agreed to the scheduling. Heathcotte soid.

Despite the reasons, many AGSIM

students have been very vocal in their complaints about the shortened courses. One student, who is graduating this summer, complained that she didn't feel she was adequately absorbing the information being presented in FSA, because of the limited time. Other students have said they think it improper for the school to allow the course to be shortened because of the tremendous burden it places on them during the first few weeks of an already intense summer session.

However, Bossert says he has not received any complaints directly from students — only from the other two departments. He said both the Modern Language Department and International Studies Department have passed the students complaints along to him.

Jorge Valdivieso, chairman of the Continued on Page 2

Career Day

Saturday, July 12, 1980 Auditorium

8:30-9:00 Coffee and Donuts.

9:00-9:45 "Dress for Success" fashion show by Goldwaters.

9:45-10:00 Break.

10:00-10:30 Mr. Woody Belisle, Career Services, "Resumes".

10:30-11:00 Mr. Tom FitzSimons, marketing manager IBM, marketing interview.

11:00-11:30 Mr. Mike Valaddarez, First National Bank of Arizona, finance interview.

There will be a question and answer period after each presentation.

Prospects Bright For WAC In Fall

by John Shores

About a month after the end of the monsoon season when the mildew in your socks has finally dried out, and the cockroaches have put away their lifeboats until next summer, an event of great importance is scheduled to take place on AGSIM soil. No, the Russians aren't invading nor are the cockroaches leaving, but some high-ranking South Americans are coming to speak at the World Affairs Conference on October 9-10.

The conference is entitled "Brightening Economic Prospects of Latin America". Its purpose is the examine the current dynamics of energy, infrastructure, technology/investments and commodity agreements in relation to Latin America.

The goals of this conference remain unchanged from the original goals as set by the ASLC in the fall of 1979 when the World Affairs Committee was first formed. The purpose was to design a conference dealing with international economics and cultures.

The first conference was scheduled to take place on February 28 · March 1 and was to have been chaired by Chaires LaFond who succeeded Jalme Bustos in late November 1979. However, a scattering of committee members over the Christmas break resulted in an insufficient time frame to prepare for the February conference. The committee then decided to postpone the conference until this October.

The Conference is designed to promote the Thunderbird image on the domestic as well as international front. This will be achieved by bringing together leaders of government, industry, and academia having expertise in the targeted area. The conference is planned to be an annual event open to students, faculty, local business people, civic leaders and the general public.

The two day conference is a joint effort between the students, faculty, administration and the ASLC. The committee is represented at the Faculty Senate by the president of the ASLC, Bruce Willcox. The ASLC President and the present committee chairperson, Martha von Hillebrandt, are the direct link between the committee and the administration. Faculty advisors are consulted for advice and other relevant input.

Funding for the conference is coming from three sources. First and most important, the U.S. International Communications Agency is providing a grant of \$4800 to help defer expenses. Incidentally, this is one of the first times a group such as this at AGSIM has received federal funding. Secondly, the administration has allocated \$1000 in funds, and lastly the ASLC has appropriated \$800 from the Summer budget to help defray costs.

The Latin American conference will follow a round-table format. Each of the four round-tables will consist of a Latin American government representative, an American business leader, a professor from AGSIM of one of the other Arizona universities, and a student chairperson, all of whom will have expertise and/or experience in the Latin American region.

Each round-table will be approximately ninety minutes in length. The

first round-table is entitled "Energy Prospects In the 1990's". Officials from Latin America include the Ambassador from Argentina, His Excellency Jorge A. Aja Espil and from the Venezuelan embassy, the Minister-Counselor of Economics, Julio Cesar Gil. The table is chaired by Kurt Feichtneir and is advised by Dr. Shoshana Baron Tancer. Business and academic speakers will be named at a later date.

The second table, "Technology and Investments — Trends Toward the Year 2000" will be tentatively headed up by Minister-Counselor Humberto Urteaga of Peru along with a representative from proChile. Mr. C. Woolcot Parker of Arizona will represent the private sector. Kimberly Faller has been named as chairperson and Professor John Conklin is the faculty advisor.

The third round-table "Economic Stabilization Through Commodity Agreements" will include as speakers the Minister-Counselor of Brazil, and the ex-ambassador from Panama, Carlos Lopez Guevara. The Vice-president of the American Farm Bureau will speak on his experiences in this area. The chairperson is Robert Valdez and this table is being advised by Dr. Robert Foster.

The fourth and final table of the day will be "Infrastructure Modernization Plans." The Minister-Counselor of Mexico, Florencio Acosta, and the Ambassador from Ecuador, Ricardo Crespo Zaldumbibe will speak on their respective governments efforts in this area of concern. A business representative has yet to be named to this table. Kyle Scott is serving as chairperson and Dr. Jorge Valdivieso, Chairman of the Language Department is the faculty advisor.

The Conference will be kicked off by an opening night banquet featuring the Director of the Export-Import Bank of the United States, Margaret Ware Kailiff, as keynote speaker.

The committee is made up of various subcommittees which provide direction, support and logistical help to insure the ultimate success of the Conference. Any students interested in participating in this unique experience are rited to contact t their choice at the numbers listed, arrangements/hosts, Valerie Edgemon (938-2186); public relations, John Shores (X-7427); invitations, Nancy Hague (939-5949); evaluations, Diana Owens (X-7439); energy, Kurt Feichtneir (X-7311); technology/investments, Kimberly Faller (939-3833); commodity agreements, Robert Valdez (X-7564); and infrastructure, Kyle Scott (X-7608). The committee meets every Tuesday in the Thunderbird Room at 4:00 p.m.

Present members of the committee are very enthusiastic and optimistic about the upcoming conference. Their combined zeal has generated a momentum that will guarantee the success of this venture which can only improve and enlarge the scope of Thunderbird's already sparkling reputation. The members are now looking beyond this year's conference and have tentatively targeted Asia as the area of interest for the 1981 conference.

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- Editorial ——

Support WAC

The pending World Affairs Conference now set for Oct 9-10. presents a tremendous opportunity for AGSIM to add to its reputation both internationally and in the local area But, unless students, faculty and the administration immediately decide to support the conference with hard work it may fail

To date, a small group of students and limited number of faculty members, along with adequate support from the administration, have put

together the structure of an extremely interesting and beneficial conference. However, if the conference is continue gaining needed momentum there must be more participation from all elements of AGSIM

We urge everyone to contact one of the chairpersons and volunteer to make at least a small contribution of time

Your efforts will be rewarded with the enhancement of Thunderbird's reputation.

Letters To The Editor

To the Editor:

In reference to the Das Tor article of June 28th regarding students' attitudes towards the ASLC I'd like to point out that one of the main reasons why so many here have only a vague idea what the ASLC is and even fewer know what it does is because they have not been kept informed. Each week, the ASLC secretary gives a copy of the minutes of our meeting to the Das Tor staff and if the student body has no idea what's going on it's largely because the Das Tor for one reason or another has decided not to publish it this summer.

Since the start of this semester the ASLC has helped secure volunteers for several committees so that we can have, among other things, course evaluations, a graduation party and a Latin American world affairs conference this fall. It has also resolved or is in the process of resolving any number of issues which students have asked us to look into, such as getting the weight room in shape, establishing specific hours when we can have music at the pool without Security telling us to turn it down (Friday afternoons for instance), getting students registered to vote in the national elections and trying to get the library to stay open later on weekends and during finals week. There's a lot more we can do this semester if anyone cares to make the request. To have an issue brought up at the next meeting all anyone has to do is contact me or any one of the 13 other representatives or an ASLC officer, or else stop by the ASLC office next to the Post Office with the request. The

meetings are held every Monday at 5:00 in the Thunderbird Room and are open to any student who wants to attend, but I feel that in all fairness to everyone concerned to Das Tor should be publishing this information every Friday as it has traditionally done in past semesters.

Susan Smith

Editors reply:

There are several reasons the Summer Das Tor has chosen not to publish the complete minutes of the ASLC meetings. Primarily, it is because the meetings are held on Mondays and because of printing deadlines the minutes could not appear for 11 days. Meanwhile, the ASLC would have met again and much of what would be published would be out of date before it appeared.

Additionally, if the ASLC is concerned with communicating its actions to the students, it can use its own publication "The Tattler."

The Das Tor is trying to print articles of the most relevance to the greatest number of students. In this regard, we have run complete ASLC election returns and tried to present a comprehensive picture of what ASLC is and does. Also ASLC President Bruce Wilcox, has been offered the opportunity to write a weekly column on ASLC actions, but has to date failed to submit anything.

ASLC officers have been advised of the DAS TOR deadlines and if they, or anyone else, have timely, relevant articles to present, the Das Tor will be happy to print

Language-Teaching Techniques Examined

by Diane Emery

Controversy over languageteaching technique is neither new nor unfounded.

Noam Chomsky, Professor of Linguistics at MIT, makes an important distinction between surface structure or WORD SEQUENCE, and deep structure or the THOUGHT BEHIND THE WORDS His experimental evidence suggests that we perceive sentences in terms of phrases and deep structure, instead of just sequences of words. It is the meaning of the sentence which functions as the natural unit in the perception of speech, not the sound of it.

Other studies, such as those by Siple at the University of Rochester indicate that we remember not so much words and sounds as concepts, which form their own index system to recall information. Haber, also at Rochester, has recently shown with his experiments that the kind of memory involved with visual recognition can be almost perfect.

Birds and chimps trained to count to seven or seven hundred backwards or upside down do not in any way use language in an understanding way. Understanding meaning is the key. How?

The processes of the brain currently scientifically understood would substantiate Chomsky's claim and also verify what many students intuitively understand. First, meaning cannot be separated from the way words are put together and second, the brain assimilates unfamiliar information and finds a pattern to it before it becomes familiar and broken into its many parts. The process is from right to left, from the holistic right hemisphere which perceives pattern and archetype and does not dissect, to the calculations of the left hemisphere where surface structure is analysed. Visual images are telegraphed here from the right half and then decoded into language symbols. The speech ceater is called Wernicke's and it is associated directly with Broca's area which provides the "muscle power" for

All this means that the student requires meaning and constant reintegration of new information into an existing unifying concept. This is a natural function of the brain with a demand for a specific order. Once the root idea or pattern organising new information is perceived in the right hemisphere, it is ready for decoding in the left where the diverse parts may be perceived in terms of the whole. We move from semantics to syntax. Working from diverse quantity to the overall design appears to be backwards and frustrates the thinking process. The chances of getting through to a root idea this way are slim. Similarly, there is difficulty in remembering, associating or finding relationship in innovative ways, or in ways which encourage thought, when there is no unifying concept.

Take for example verb structures. Verbs have roots and form patterns of origin and expansion. Finding a concept to express the pattern of their organisation makes

memorisation and expressive use of them much easier than learning them one by one as when we are learning verbs artifically, ie., not in a living day-to-day environment where this language is spoken and which we participate fully. If we can draw the pattern, all the better. Patterns are more readily recognised orally once they have been seen visually The ear is able to trace them as a stylus might trace the groove in a record. Then we are able to dissect the overall pattern and see how each part fits. The process is really very simple.

It is also important that the meaning of the individual parts be understood in and by themselves. It can be enormously frustrating not to know what you are saying or hearing and the brain's tolerance for nonsense information is not high. In its natural state, the brain is a perfect, symmetrical and beautiful system. We need only tailor our teaching techniques to its natural functions and in the order in which they

•More courses

Continued from Page 1

language department, said most complaints to him centered around student's inability to comply with language assignments because of the increased workload caused by the shortened session

'Our position is that we will require the same performance," Valdivieso said. There will be no relax ation of requirements."

Joaquin Duarte, chairman of international studies, said he had received similar complaints from students, that they couldn't complete assignments on time.

He said he felt strongly that the shortened courses were placing an undue hardship on students because they were missing weekends in which they could be studying and researching material from previous weeks.

Additionally, he said he felt other solutions should have been found other than shortening the semester.

Among other possible solutions, Bossert said, were to either find other professors to teach the courses or to find professors to complete the last weeks. Neither option, he said would have been particularly well received by students.

He said when a very qualified professor was used two years ago to teach managerial finance while Heathcotte taught in Guadalajara, students protested

Additionally, because of the critical time factor, he indicated it would have been very difficult to find another professor. Bossert said it was not known until Heathcotte returned from Brazil after the Spring semester that the course would definitely be taught in Brazil, although he recalled having a conversation with Heatcotte as early as April in which it was said that if the course were taught in Brazil it would begin on July 28, thus causing the shortening of the summer session. Bossert said he failed to realize the extent of the shortening because he didn't take into consideration time for the processing of final grades, transportation and preparation in Brazil.

Bossert also said that the primary reason Electrobras was inflexible in regards to scheduling was that the World Bank is slated to present a program to the company immediately after the AGSIM course and that date couldn't be changed.

Duane Hall, director of In-

tercome, under whose auspices the course is being sponsored, said that while discussions concerning tentative dates had been agreed upon before Heathcotte's trip to Brazil, he was not aware of the extensive adjustments to pe made until after Heathcotte

Hall said that students who are unable to make the necessary adjustments in class preparation because of the compressed nature of the course "are probably illsuited to be in business anyway."

Heathcotte agreed that he did not know where the course would be taught until he went to Brazil, but that the decision to possibly shorten classes was essentially made at a meeting in April between a representative of Electrobras and Hall.

Citing the school's responsibility to "transfer technology" and the long run benefit to the school, Heathcotte said even now "he would make exactly the same decision, but this time he would get everybody's approval in writing.

Bossert, on the other hand, said if the decision were being made now, "there's been enough fuss raised we couldn't allow it."

University President Dr. William Voris said that the entire decision to teach the course and shorten the summer session was made without his knowledge, and if he had known it, he "wouldn't have allowed it."

"It does work a hardship on the students that I don't like." he said, "but at least it is two of our most able professors who are involved."

He says he has no doubt that students will get the benefit of a complete course.

Heathcotte and Reed both agree that while the students may have to work a little harder for a short time, they will probably get as much out of the course as in any summer time.

"The problem," one administrator said, "is with the guy who gets a 'D' in Spanish. He would have probably gotten a 'D' anyway, but now be can blame it on the extra work and there's no way to prove him wrong."



ROOM FOR GROWTH - The AGSIM library contains 72,000 volumes, while a modes budget limits growth. The library has added 65,000 volumes since 1953.

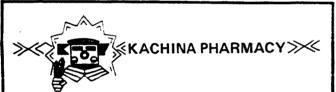
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Library Growing

But Slowly

by Darcy Burke

The Barton Kyle Yount Library, one of the newest buildings on campus, became operational in the early 1970's. Prior to that time, the library was located in the hangar next to the book store. It currently holds 72,000 volumes, but in 1953 its total inventory was a meager 7000. Witness to and instigator of these changes is Ms. Lora Wheeler, the chief librarian, who has been with AGSIM for twenty-seven years and is perhaps the most valuable reference there.

The school budget for 1980 allots a modest \$55,000 for the acquisition of new books and \$33,000 for periodical subscriptions. This permits, at best, the purchase of about 5,000 books. Ms. Wheeler submits a proposal based on the previous year's budget to the Administration every spring for the following year's schedule, at which time each item is scrutinized, accepted or rejected.

Although the budget is stringent, it is ample responsibility for a staff of three librarians, and Mrs. Wheeler notes that time is as scarce as money for herself and her staff. Sources of additional funds are government grants, \$4,000 in 1980 and \$2,000 in 1981, and an occasional gift from an alumnus

Because the budget is constraining, earnest attempts are made to select only the pertinent and useful books. The books are divided into four categories: international studies, world business. modern languages, and reference in general. The international studies and world business divisions receive equal allotments, \$14,000 each this year, while languages are apportioned the smallest amount, at \$5,000. The reference and reserve books always account for the largest percentage of the budget, 34 per cent or \$17,000 for 1980.

Selection of the books begins with faculty requests which are placed with a specified

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department member who represents the department on the library committee. This faculty representative screens the choices and advises the library on which books to buy.

The library staff is charged with the responsibility of determining which reference books to acquire. The two most significant barriers to the purchase of a new book is exorbitant cost or immediate obsolescence of data. The selection process is not rigid: students are encouraged to suggest both books and periodicals to Ms. Wheeler.

According to statistics gathered by the library staff. the library is most used between 1:00 and 2:00 during the weekdays and on Saturday morning. Because of budget

limitations, the library cannot extend its hours. Instead it remains open during those hours which have historically proven to be the busiest

Although the library is well frequented, some of its services remain somewhat neglected by the student body. The library velobinds any student papers for the cost of materials only.

Also, the library subscribes to the DIALOG computerized information retrieval system which provides access to more than ninety current data bases, an aid to students in search of documentary and periodical sources. Of final interest is the promised installment of a new copying machine by the end of sum-



Frank Vogl, one time correspondent for the Times of London, writer whose work has appeared in everything from Forbes Magazine to the Des Moines Register, will speak in the auditorium on Thursday, July 17, at 7:30 p.m.

'Discouraged by galloping inflation? Try living in South America."

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points from which Frank Vogl approaches the subjects of his

His presentation will ad dress current questions such as, "the future, if any, of the international monetary system. Can North American business fight off the challenge of governmentsubsidized foreign competitors such as the European Airbus and Japanese Automobiles? Does anybody out there understand the urgent and critical need to make export promotion a top American policy priority? Can economic policy cooperation been nations work? At a time when many are calling for less government spending, should we cut aid to poor and developing nations?

Senate, Voris Approve 'Pass' For WB Course

Students who took courses during the Spring semester from Professor John Drake, will receive a "pass" for the course effective immediately, in action taken by the Faculty Senate and approved by University President William

Any student who feels that a 'pass'' will result in injury shall have the right of appeal to the Academic Council, according to Voris.

The problem arose when Drake left the university without turning in grades

In a letter to the Faculty senate, Voris also said he was instructing Berger Erickson, executive vice president, to pursue the matter with school attorneys "to ascertain what redress we have to insure that Professor Drake conform to the provisions of his contract.

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Alumni Office

By K. Jean Gilbert Hawkins

The phone call is from Ger many. He wants the name of a fellow T-Bird, who, he heard, is working for a bank in Paris He gets the address

A recent graduate comes into the office to inquire if any T Birds are working in Singapore, where she will be locating. She is given a list of 64 T-Birds She tells the secretary that she'll be stay. ing in Hawaii for a few weeks and the secretary hands her another list T. Birds who are living on the Islands

A counselor from the Career Services Center walks into the office. "I just saw the name of this company's personnel manager, and I think he is a T Bird...can you look him up for

Every day is different at the Alumni Office

As the name implies, "alumni relations" entails many different facets of life after graduation. Fund raising and donations, contacts between alumni and other aiumni, or between alumni and prospective or current students; or between alumni and AGSIM professors or administrators Current AGSIM students may find the Alumni Office also provides useful services for them while they're still in school

Tom Bria, director of the Alumni Office, has been with the American Graduate School of International Management (AGSIM) since January 1980. Prior to his responsibilities here, he was assistant director of the Alumni Association at Arizona State University, Tempe, where he received his doctorate in higher education administration

Bria works closely with Dr. Robert G. Horn, who is director of Development and Public Affairs. Horn's letter to alumni last year during the Annual Thunderbird Fund Drive asked: "What can we expect from you (AGSIM graduates)?"

That question serves as manifestation of the link between the school and its graduates. The school, says Horn, will keep AGSIM's reputation at a high level, enhancing the value of the T-Bird's diplomas. In turn, alumni support the operating and capital needs of the Thunderbird campus.

Their donations are recorded in the Alumni Office, which has a staff of three full-time workers, a student spouse and two graduate students who work on special projects. One such project is the studentorganized and supervised Annual Phonothon scheduled for

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January 1981. The fund-raiser last year collected almost \$110,000 in pledges

More than 1,700 alumni have made gifts to Thunderbird during the 1979-80 year, according to Bria

Approximately 300 alumni help in the school's student recruitment and admissions effort by serving as "alumni educational counselors These individuals represent AGSIM at colleges in their local areas and meet with proenertive students to discuss the school and its program

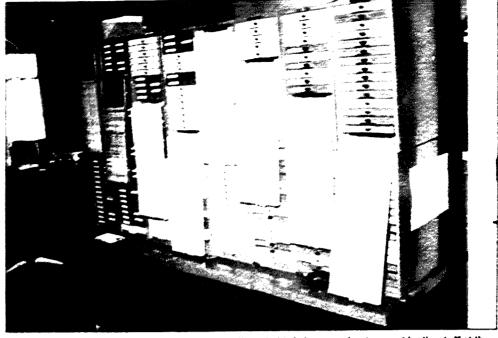
Before a student graduates, he or she may use the Alumni Office to collect addresses of friends who have already left school; or to get a list of alumni working in different areas of the world. There is also a list available which categories T-Birds according to company and/or industry for which they work. A few companies have more than 110 T-Birds on their payrolls

The Thunderbird ring may also be purchased through the Alumni Office. These rings, when worn off campus, have brought strangers together once they find they've both attended "Thunderbird" — helping to perpetuate the "mystique."

After a student graduates, the Alumni Office keeps track of him or her through an interesting "grapevine."

Company news releases are sent to the office; personal letters reach Tom Bria's desk, explaining what the alumnus has been doing since graduation. AGSIM administrators and professors send notes and/or copies of letters to the office with news of alumni. This information is used for updating files and for compiling the quarterly magazine "The Thunderbird." The next few issues will focus on campus activities, keeping the alumni current on what's happening to their alma mater.

Students spend three or four semesters here - but they will be alumni for a lifetime. That's what makes the Alumni Office important, according to



ALUMNI OFFICE - Addresses on thousands of Thunderbird alums are kept current by the staff at the Alumni Center. Graduating students are urged to keep their addresses current.

Business Department To Greet New Professors

The World Business Department is adding five new professors who will begin teaching this fall. Below is a short resume of each professor along with the courses each will teach during the fall semester.

Professor Clair McRostie holds a PhD in finance from the University of Wisconsin at Madison. He is Chairman of the Department of Economics and Business at Gustavus Adolphus College in St. Peter, Minnesota. He will be on Sabbatical from Gustavus Adlophus for the year he is at AGSIM. While here, he will teach one section of Managerial Finance (WB-421) as well as study a foreign language. He is 49 years of age and active in the Sierra Club.

Professor Donald Schmidt received his B.S. from Oklahoma State University and his M.S. from Rensselaer Polytechnic. He has taught at ASU and is coming to AGSIM from the University of Texas at El Paso. He will teach Operations Analysis (WB-339) and Management Information Systems (WB-430). He will receive his D.B.A. from ASU shortly. He is married and the father of five.

Professor Wenlee Ting holds a PhD in International Business from New York

University and comes to AGSIM from the Tatung Institute of Technology in Taipei. Taiwan. He received an MBA from the University of Washington at Seattle and has lectured at the University of Singapore He is single. Dr. Ting has worked as a consultant to the Tatung Company in Taiwan and Applied Research Corporation in Singapore. Here at AGSIM he will teach Industrial Marketing (WB-454) and International Marketing (WB-350).

Professor Alfred Hagan holds a PhD from the University of Texas and an MBA from Indiana University. He currently is teaching Marketing and International Management at Pepperdine University in Malibu, Califor-

nia. He is 43 years old, married, and the father of two children. His PhD is in International Business. He also taught International Business at ASU for six years. When he joins AGSIM's faculty he will teach International Marketing Problems (WB-450) and a Marketing Analysis Seminar (WB-554).

Professor Theresa Hagan is A.B.D. in Accounting. She holds an MBA in Accounting from the University of Cincinnati and is a CPA in the State of Texas. She taught at the University of Texas, Permian Basin and at Scottsdale Community College. At AGSIM she will teach Management Accounting (WB-414) and Intermediate Accounting (WB-

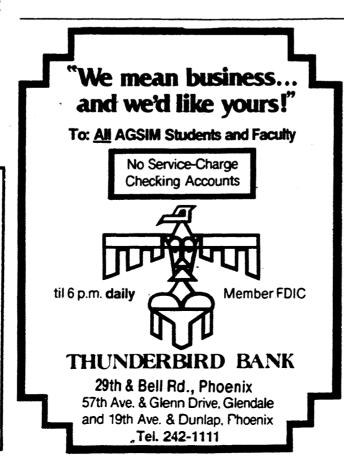
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