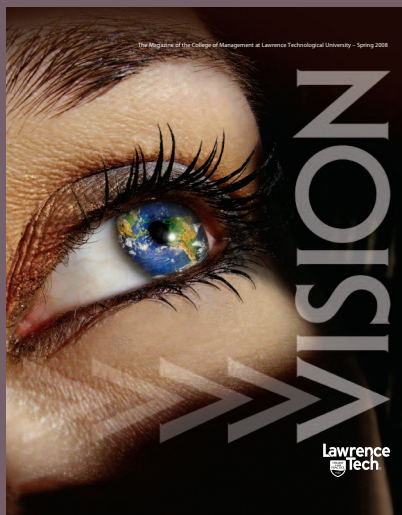


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From the Dean

The Secret Is Out



Since my first day in January 1971 – when I entered a Lawrence Tech classroom only to discover that I was in the wrong class and that my students were waiting for me in a room across the hall – I have been privileged to bear witness to the growth and maturation of Lawrence Tech into a first-rate university.

From my vantage point, a major transformation began in 1989 when, under the leadership of President Richard Marburger, Lawrence Institute of Technology's name was changed to Lawrence Technological University. At about the same time, Lawrence Tech inaugurated the first of a new generation of graduate degree programs, now numbering over 30.

These two events decisively ended any public confusion about whether Lawrence Tech was a training school for technicians and technologists. And, with this transformation, teaching excellence, research and scholarship, and university service became a fundamental way of life at Lawrence Tech.

Along with our motto of "Theory and Practice," the development of agile and innovative programs became core values to be cherished and practiced within the University and the College of Management. I have no doubt that if the Lawrence brothers were alive today, they would have smiles from ear to ear.

Our college's long and illustrious history gives us much to feel good about, and what gives us the most pride is that in nationwide surveys since 1998, our students continue to rank their College of Management among the very best.

To today's management students and those who have gone before, we make this pledge: We will do all we can to ensure that your degree and diploma continue to grow in value. Our entrepreneurial spirit will not wane; we will continue to develop innovative and distinctive programs that help maximize our students' potential. We pledge to make you proud for choosing Lawrence Tech and its College of Management.

As graduates and future graduates of Lawrence Tech's College of Management, you are much more than alumni, you are our ambassadors. Wherever you go, whatever you say, you represent us. You carry our vision – the creation of a more humane and sustainable world community led by global thinkers and leaders – to places and people we cannot reach. As our ambassadors, we want you to feel as proud for having chosen us as we are in having chosen you.

Welcome to the first issue of *Vision*, our new College of Management magazine created to recognize the achievements and accomplishments of our students, faculty, and partners who are making a difference not just here in Michigan, but around the world.

With *Vision*, we now have an easier way to share our stories – and successes – with you. We hope you will contribute to our efforts to "let the secret out" about Lawrence Tech's College of Management.

Louis A. DeGennaro

Louis A. DeGennaro
Dean, College of Management