

# Johnson City Press

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## Dean's book a primer for success

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Having served as the dean of East Tennessee State University's College of Business from 1981 until 1999, Dr. Allan Spritzer wanted to make a documentary to share his secrets for success with those new to the business of being a college dean.



Spritzer

In the process, he captured on film some universal truths beneficial to any professional in every business.

Nearly 100 members of the local business community, an audience made up of about 50 percent educators and 50 percent executives, attended Spritzer's video presentation of "Deans on Deaning: Secrets of Success" Wednesday in the Centre at Millennium Park.

The 95-minute video, featuring 28 business deans and former deans giving their best advice to those seeking pearls of wisdom on professional leadership, received rave reviews from a reaction panel made up of leaders in business and education.

"The truths contained in this documentary are universal: For example, the dean in the video who says, 'If you lie, you're dead' or another who pointed out how important it is to take time for yourself and your family," Dr. Linda Garceau, dean of the ETSU College of Business and Technology, said after the showing.

Some members of Johnson City's business community said that perhaps the former CEOs of Enron might have benefited greatly from having watched the video, which placed a major emphasis on the importance of integrity.

Others argued that integrity could be neither educated nor legislated.

Although Spritzer does not appear in the video, the best situational ethics advice he ever shared with Dr. Wilsie Bishop, dean of ETSU's College of Public and Allied Health, was to "always think about how the decisions or the statements you make today will play out tomorrow morning on the front page of the Johnson City Press," she said.

George Stevens, a dean at Kent State University in Ohio, reminded business leaders to take time to get away from it all.

“I think a big part of success is having a family and remembering that your family, along with your professional position, is a major responsibility,” Stevens said.

Louis H. Gump, president and CEO of Impact Management who served on the reaction panel, said it is important to develop a culture of integrity so that it isn't just thought of as another professional duty, but rather a personal one that is exhibited throughout a person's life, not just a work day.

“In the book ‘Built to Last,’ 18 companies that had been in business for 50 years or more examined what quality set them apart from the rest and allowed them to endure,” Gump said.

“Those 18 companies all had one set of core values. Whether the company valued the belief that ‘there's no such thing as a bad idea,’ or ‘it's my way or the highway,’ those values were thoroughly entrenched and precisely executed,” Gump said.

Frank Navratil, a dean from John Carroll University, Cleveland, Ohio, who appears on Spritzer's video, said he followed the policy of Warren Buffett, who insists that his employees exhibit brains, drive and, most importantly, integrity.

“ ‘If employees don't possess that last quality, I'll assume that they're also stupid and lazy,’ ” Navratil said, quoting Buffett.