



Indiana State University

School of Business
Organizational Department
May 24, 2002

President Lloyd W. Benjamin III
Indiana State University
Terre Haute, IN 47809

Dear President Benjamin,

I am writing in support of the proposal for the Center for Financial Services Excellence for the School of Business at Indiana State University. This forward-thinking Center will leverage our existing strengths in education, research, and application in this important area of business. By bringing together scholars and industry representatives, the Center will be in a position to focus attention on identification and solution of problems in a variety of related fields.

As chairperson of the Business Organizational Department, I represent business education, management, management information systems, and marketing. Each discipline has a role to play in the Center, and our faculty will benefit from the professional development opportunities associated with the Center's activities.

I am pleased with the inclusion of a broad range of stakeholders in this project. Not only will ISU students and faculty be involved with the financial services industry, but the Center will be instrumental in the development of financial services educational aids for the public schools and the general public of Indiana and other regions. By involving the brightest senior fellows from academia, government, and industry, the Center will take a forward thinking position.

This Center will benefit from the synergy Indiana State University brings to the project. Our faculty do a fine job of relating conceptual material to practical problems in an applied manner. Clearly our students will benefit from increased interaction with the financial services industry, and from the professional development growth of the faculty. As with guidance from our current corporate advisory boards, we plan to continue to fine tune our curricula using industry feedback with the Center.

Best wishes for success with this important win-win proposal. We look forward to many years of rewarding experiences with the Center for Financial Services Excellence.

Sincerely,

Bruce J. McLaren
Chairperson and Professor of Management Information Systems
Organizational Department
School of Business
Indiana State University