

## Barbara Wise

Thousands of business students have had the opportunity to study with Barbara Wise since her tenure began in 1980. As a result of her Master of Science in Business Education degree and years of experience teaching at Bloomington High School South, Barb was hired by Dr. James Crawford, the then chair of business education and administrative systems, to teach business communications. Over the next 26 years, keyboarding and honors student writing were added to her repertoire. During her tenure at IU there were dramatic changes in the School of Business, and Barb maintained her energy and enthusiasm through them all.

That enthusiasm was much appreciated by her students. Jeanette Heidewald, a business communication colleague, had the opportunity to observe Barb in the classroom. She noted that "Barb comes across as very likable" and is "an outstanding public speaker." Heidewald noted that "her pace is lively and her smile warm and genuine." As a result, Barb was always one of the instructors in high demand.

Aside from her energy, most would identify Barb as a consummate professional. This was most clearly seen by her dress. On teaching days she dressed only in formal business attire. Barb believed it was her obligation to be a good role model by dressing for success. It was hard to imagine her in anything else unless, of course, it was tennis attire.

While Barb loved her students, she could not wait to be out playing tennis. Along with her husband, Don, and her sons and daughter, tennis is her true love. So, now that she is retired, she has plenty of time to play to her heart's content. One might feel sorry for her opponents as she undoubtedly has channeled her energy from the classroom onto the courts. School of Business students should be very grateful for the decision made back in 1980 to hire Barbara Wise. It has been a very good 26 years.

*Sue Vargo*