

The Exchange

A publication of the School of Business and Management

Spring 2014

Excellence in Principles of Accounting I

By Dr. Julie Hyde, associate professor



Andy Hausted, freshman business administration major

All business majors take Principles of Accounting I. In Fall 2013, Andy Hausted and Holly Rigsby made perfect scores on all five unit exams. These exams included no bonus points, and exam scores were not curved.

Dr. Julie Hyde has taught over 10 sections of the class, and this is the first time such an achievement was reached.

Both students received certificates of excellence and Panera gift cards, and their classmates applauded their achievements. As a result of taking Principles of Accounting I and II, Holly has changed her major to accounting. Andy plans to follow his parents' footsteps and attend medical school.



Holly Rigsby, sophomore business administration major

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A Word from the Dean



Mark Hyder, dean

“Your descendants will become well-known all over. Your children in foreign countries will be recognized at once as the people I have blessed.” Isaiah 61:9

Our school year is ending in a whirlwind of activity. I am currently writing this message from a hotel room in Cincinnati where our Enactus team is competing in the national Enactus competition. In these competitions our team will present the results of its projects to corporate executives who will be judging the presentations and success of our team.

Our Enactus team, led by the Director of our Leadership Institute Stephanie Sheehan, has a rich tradition of success, winning numerous regional competitions. I listened to our team rehearse on the six hour van trip here and was impressed with their dedication and determination. I heard about the obstacles they faced and how they overcame them. I learned how they helped a local non-profit thrift store, manage its inventory, market its product and transition from a thrift store to a high-end consignment boutique. I learned how they helped this store use its profits to provide training, internships and jobs to women recovering from addictions.

I also learned how they are planning a project to take waste oils from our own cafeteria and local fast food enterprises to turn it into biodiesel for use on our campus, saving our University thousands of dollars in purchased diesel and lowering our environmental impact. Additionally, one of our prior solar energy projects was installed on the roof our campus plant services building has generated 511 MWh to date saving our campus in electrical costs and our environment from 729,027 pounds of CO₂ emissions.

While we were competing in Cincinnati, our Marketing club was in New York, is visiting Madison Avenue advertising agencies. Lisa Goolsby, one of our marketing professors, has numerous contacts in the advertising community and our students received presentations and met representatives from many of the top firms.

We will be closing out the year with a convocation visit from Beverly Knapp, Vice-President of Health Reform Strategies, Kettering Health Network, a senior’s banquet, where we will be honoring the top graduating senior of each emphasis and the Sigma Beta Delta induction where we will honor the top 20% of our graduating seniors with their induction into this international academic honor society. Graduation will soon be here and we will be saying good bye to a very talented cohort of students.

In all of this activity I am continually impressed in how God has used our school to develop these students into conscientious- Christ-Centered individuals who are using their talents and dedicating their lives to God. As we send these graduates into the world it is with the promise and hope found in Isaiah 61:9, “Your descendants will become well-known all over. Your children in foreign countries will be recognized at once as the people I have blessed.”

The Graduate Assistant

By Alyssa Cara, graduate assistant



A little bit about me. Before coming to Southern, I received my Bachelor of Art's degree in Classical Humanities from the University of Central Florida. Humanities is sort of a fun combination of Philosophy, Art, History and Literature. I moved here from Orlando last April, and I love Tennessee. I do, however, miss Disneyworld (I'm an avid fan). I have two overfed cats, Gunther and Sadie, who are nice companions for me since I am usually too busy studying to socialize with people. I love to read, and spend a lot of time browsing the bargain fiction section at McKay's (you know you're a college student when you have to shop the bargain section of a store that already sells discounted products).

Last summer, I began my job at the School of Business and Management as a Graduate Assistant. What does this mean, you ask? Don't worry, I'll tell you. Each day, my job is to help our Graduate Admissions Coordinator, Mrs. Kuhlman, make sure that the graduate students are well taken care of. I process new applications, make sure advisement plans are updated, communicate with students about their plans of study, and answer general questions about our programs, in addition to a few other odds and ends. I work an average of 20 hours a week, four hours a day. This allows me to earn money to help pay my way through school and still have plenty of time to study...and trust me, the studying never ends. Currently, I am pursuing a Master of Science in Administration with a Customized emphasis that includes courses in Healthcare Administration, Management and Human Resources.

The School of Business and Management has some amazing degree options, and if you're considering graduate studies in business, stop by and let me tell you about them. Who knows, maybe a GA position will be open! Hint: there will definitely be one when I graduate next May so plan accordingly.

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Power for Mind & Soul

Leadership Students Get Experience Outside Classroom

By Dr. Michael Cafferky, professor

For the last ten years students in the two advanced management courses in the School of Business have been getting real-world experience in leadership. At the same time they have earned course credits. The two advanced management courses in question are MGNT 420 Organizational Behavior and MGNT 450 Leadership in Organizations.

“Soon after I arrived at Southern, I realized that students need to have real-world experience that they can add to material covered in textbooks and classroom discussions,” says Dr. Michael Cafferky, Professor of Business & Management the professor for these courses. “That’s why I started requiring students to start practicing what we were learning in class.”

At the end of every semester Cafferky has been asking the students to anonymously write a description of how their leadership experiences have impacted their life that semester. Here are some of the things that students have written over the years.

“Overall, this leadership experience has enabled me to grow as a leader. When I began, I believed I had everything figured out, yet as the semester progressed I realized that this was not so. I have learned much, but still have much to learn...”

“...because of all the leadership situations that I have been in over the past semester has made me a much better leader than I ever was before.”

“This exercise was exceptionally helpful and relevant for my leadership development. The intentional reflection on incidents coupled with a framework of leadership concepts and theories provided a rich opportunity for self-improvement. Most beneficially, there were instances where specific lessons from the course gave me insights I didn’t previously have on how to address certain situations.”

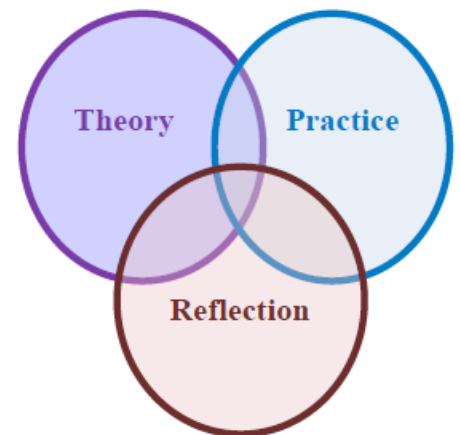
“My overall experience with my leadership project this semester was very humbling and helped me to become much more self-aware. The self-awareness was the best part of this project...”

Cafferky says, “Being open to learn about yourself is not easy for people of any age and any experience level. The Bible says, ‘Fools despise wisdom and instruction’ (Prov 1:7). From my own experience I would have to say that this is especially true when anyone wants to learn how to be a more effective leader. Some people just do not want to hear about their leadership. Yet, I am amazed at how much our advanced management students are open to learn about themselves and be changed.” He adds, “The two courses provide the setting for change and growth. God does the rest with the students serving as co-workers with God in the process.”

Cafferky recalls with satisfaction the times when a turn-around in willingness to learn has occurred. “Not every student experiences the dramatic 180-degree turn in their

life as a result of the experiences they have in leadership. But, some do and it is a true joy to witness this.”

Both advanced courses are built on a simple three-part learning model that includes learning the theory/research, hands-on practice and personal reflection as illustrated here.



The personal reflection involves writing a personal Journal about leadership experiences. In their Journal students explore what they learn not only about leadership but also what they learn about themselves and about service to a community.

The Newbold Experience

By Chelsea Coston, senior accounting and management major

I love traveling! Since the choir trip to Russia and England I took in Academy, I knew that I wanted to take all the chances I could to travel while in college. However, as a student focused on academics and graduation, I was not sure that I wanted to “take a year off” to study another language.

The Newbold Business Exchange Program was the perfect fit for me! Southern and Newbold College of Higher Education, a sister Adventist institution about an hour outside of London, have established a business exchange program that facilitates students taking a “satellite semester” of business courses in England—while still enrolled and registered at Southern.

Leaving Southern’s culture, as well as good friends and professors I was used to, was intimidating, but I knew that it would be worth it. Last fall I packed my bags and boarded a direct flight from Atlanta to London Heathrow, ready for a new business experience and lots of adventures.

I was not disappointed! My Newbold experience was more than I had imagined and one of the best things I have done during my college career.

Attending Newbold business classes allowed me to gain an international business perspective first hand. The Newbold program director, JC Crissey, was able to provide enormous insight through his experiences as an international businessman with IBM. He also made an ef-

fort to target assignments, lectures, and field trips towards a broader international understanding of both business and my own specific areas of career interest. For example, aware of my interest in healthcare, he took me to a government run hospital and engaged me in a conversation about the strengths and weaknesses of this industry in both England and the US.

Both business and general education classes challenged and developed my academic skills. The British education system is based on final tests and papers rather than incremental progress on homework and quizzes. The lack of take home work was liberating, but completing four semester-end research projects in December was a lot of work! I saw incredible improvements in my research and writing skills and felt more qualified and prepared for future assignments.

A mere hour outside of London, Newbold is perfectly positioned for student travel, and travel I did! The program partnered with Adventist Colleges Abroad for several classes that fulfilled the general education requirement, like English Literature and Art History. Through these courses, I was able to visit the home of Jane Austen, tour the National Gallery, attend the opera *Madame Butterfly*, and stand in King Henry the VIII’s castle.

School trips were frequent and fun, but breaks from school also provided the opportunity to travel outside England. During fall break, two of my friends and I spent a

week in Ireland. We visited Belfast, Dublin and the beautiful countryside in Southern Ireland. Christmas break found me in Spain and Portugal with friends studying at the Adventist College in Colonge, France. We traveled with backpacks and stayed with Adventist families in the four cities we visited: Barcelona (my favorite), Madrid, Porto and Lisbon.

The best part about adventures is the people that you meet along the way. I met wonderful friends and deepened existing relationships with students from Adventist universities at home and abroad. Although we only spent a few months together, I know that our connection will last a lifetime.

The Newbold Business Exchange Program broadened my understanding of business, improved my academic skills, enabled me to travel to places I had only dreamed of, and gave me the gift of friendship along the way. Spending time away from Southern also let me “reset” and see my major, career and goals in a new light, giving me a renewed appreciation for life.



Chelsea Coston in Dingle Peninsula during a tour in Ireland.

2014 Enactus National Expo

By Steven Oliveira, junior management - international business major



The 2014 Enactus Team (L to R): Isary Sanches, Rick Griggs, Steven Oliveira (President), Stephanie Sheehan (Enactus director), Nathan Clute, and Lydia Hasan

The Enactus team traveled to Cincinnati, Ohio on Sunday, March 30th to compete in the 2014 Enactus National Expo. The Expo included over 200 teams from around the country. Enactus is an international non-profit organization that brings together students, academic and business leaders who are committed to using the power of entrepreneurial action to improve the quality of life and standard of living for people in need.

Guided by academic advisors and business experts, the student leaders of Enactus create and implement empowerment projects in their community and around the globe. The Enactus United States National Expo is where teams showcase the collective impact of their community outreach efforts. Students present their projects and are evaluated by business leaders serving as judges who rank them on how successful they were at using business concepts to improve the quality of life and standard of living for those in need. The winners of these national

competitions are then invited to compete at the prestigious Enactus World Cup.

The Southern Adventist University team has over 30 members. We went to nationals with 5 students, our faculty advisor Mrs. Sheehan, and Dr. Hyder. We were greeted at the hotel door by Alex Perwich the Enactus USA president who was eager to meet his first Enactus team of the year as it is his first year being president.

The 2014 national expo was divided into 23 leagues with approximately 9 teams in each. The top teams in each league would advance to the quarter finals and the rest of the teams would go into a consolation round where they could have a chance to still win a prize. Southern presented on Tuesday, April 1, at 9am. We presented on New Attitude, a project we have been working on during the academic year in which we helped Stephanie Yancey, a graduate from The Women at the Well ministries run her consignment business. She was struggling to break even and get sales revenues up, but with intervention from the Enactus team she was able to increase her marketing reach to 22,000 people, increase sales by 10.5%, transactions by 13%, and net profit by 27%. As well as New Attitude, our team presented on a biodiesel project in which we will collect waste oil from the eateries on campus and create useable biodiesel. This lowers university operating expenses, creates student jobs and reduces environmental impact. The project has not been launched

as \$16,000 in funding is still being sought.

Our team did not advance to the quarter final round and was moved to the consolation round which was made up of 5 leagues with about 10 teams in each. The consolation round provided a 10 minute feedback after the presentation in which judges discuss ideas for future improvements. Judges stated how impressed they were with our team's presentation skills and quality of a story-like script. They noted that results were strong for New Attitude and encouraged our team to develop more projects to be able to compete against bigger teams. Southern saw victory by winning our consolation league with a \$500 prize.

The national winner was Texas State University, a tremendous team of 200 members, over 50 projects, and generating over \$100,000 revenue a year. Although teams were competing against each other, they were all excited to learn how others were impacting the world and how they could teach others to develop more projects. Enactus' national expo motto is "we all win" and it is true students certainly leave with that mentality.

Though we did not become national champs our team learned that we have all the right tools to improve next year. With the feedback, networking, and note taking on top-performing schools the Enactus team has come back with lots of ideas for the following year. The future looks promising.

Students Enter IMA Student Case Competition

By Dr. Julie Hyde, associate professor



The 2014 IMA Team (L to R): Emily Taylor, Kaitlyn Anderson, Dr. Julie Hyde, Ryan Paradis, and Nathaniel McKee

As part of the Cost Accounting class, students worked as teams to prepare entries for the 2014 IMA Student Case Competition, an annual competition organized by the Institute of Management Accountants (IMA). The “competition presents students with real-life challenges and the opportunity to analyze a case, develop a solution, present it to an audience, and receive recognition for their efforts” (“IMA Student Case Competition,” 2014). The winning team for the international competition receives a \$5,000 award.

Students analyze a case published in the August 2013 issue of Strategic Finance. Teams prepare a video presentation as their entry. The Cost Accounting students formed four in each team comprised of four students. The competition allows one entry for each college or university. On the last day of class, all four

teams showed their video presentations. Students unanimously voted that the team including Kaitlyn Anderson, Nathan McKee, Ryan Paradis, and Emily Taylor be submitted as SAU’s entry. Nathan McKee said, “This project presented a great opportunity to combine critical thinking and presentation skills.”

Although the team did not advance to the finals, the judges provided helpful feedback as future students prepare for the competition. To recognize the team’s accomplishments, IMA will be mailing certificates of achievement for each participating student. Ryan Paradis said, “This case was a learning experience in working together with a team to come to an agreement with a recommended solution for a business.” He hopes that SAU will continue to submit entries in the coming years.

Alumni Updates

Chris Lang, B.B.A. Management ('89) created a non-profit Christian film production company called Lifestreams Media. He directed and produced three documentary films, winners of 2 film festival awards. He is now working on a feature film about the life of Roger Morneau, a former demon worshiper who became an Adventist and prayer warrior. The movie will be an adaptation of his best-selling book: “A Trip into the Supernatural.” To learn more about Lifestreams Media or to support this major new film project, visit Lifestreams.org.

Jennifer Sheffield, B.B.A. Financial Management - Accounting ('07) is graduating from Pepperdine University Law with her Juris Doctor degree. She also recently passed the bar exam in the state of Illinois.

Do you have news to share? Please email it to Lisa Kuhlman at kuhlmanlisa@southern.edu.

Congratulations on Acceptance!

The faculty and staff of the School of Business and Management at Southern Adventist University congratulate the following students on their acceptance into the School of Business and Management. These students join a group of aspiring business professionals dedicated to excellence and to the concept of service in the workplace as well as in the communities where they live.

Anthony Allen	B.B.A. Management Entrepreneurship	Rachel Hankins	B.S. Business Administration
Ben Anderson	B.S. Business Administration	Bruce Hastilow	B.S. Business Administration
Meredith Banks	B.B.A. Marketing	Martha Lajpop	B.B.A. Financial Management Accounting
Kevin Block	B.B.A. Financial Management Finance	Jeremy Manasco	B.S. Business Administration
Chelsea Bonfietti	B.S. Business Administration	Sarah Miller	B.S. Business Administration
Ronald Boothby	B.S. Business Administration and A. T. Auto Service	Jyra Mitra	B.B.A. Financial Management Accounting
Scott Brownlow	B.B.A. Financial Management Accounting	John Paradis	B.B.A. Financial Management Accounting
Gregory Cain	B.S. Business Administration	Jennifer Reynolds	B.S. Business Administration
Kevin Christenson	B.B.A. Management International Business	Brad Thomas	B.B.A. Financial Management Accounting
Andrew Eldenburg	B.S. Business Administration	Joshua Tyman	B.B.A. Management
Mark Froelich	B.B.A. Computer Information Systems	Bradley Walz	B.B.A. Marketing
Marcos Giordana	B.B.A. Management International Business	Amanda Waugh	B.S. Business Administration

Meet the Firms

Meet the Firms, Southern's biannual job and internship fair, is coming on **Thursday, October 9, 2014**. One of our students may be the perfect fit for your organization!

Visit southern.edu/meetthefirms to register your company for this event. The fair is sponsored by the schools of Business and Management, Journalism and Communication, Nursing, Social Work, and The Alumni Relations Office.



meet the
FIRMS

Graduate Degrees Awarded

December 2013	
Name	Degree
Jonathan Michael Armstrong	M.F.M. Financial Management
Christopher L. Beagle	M.F.M. Financial Management
David Mark Colburn	M.B.A. Management
Nathan Adnrew Cook	M.B.A. Customized
Vanina D. Cosentino	M.B.A. Customized; Marketing Management
Jason Donald Dunkel	M.B.A. Healthcare Administration
Dominique Amica Mowhana Emanuel	M.B.A. Management; Marketing Management
Riley Deanna Graves	M.B.A. Management
Stephanie J. Jacobo	M.B.A. Marketing Management
Melissa Janelle Jacobsen	M.B.A. Healthcare Administration
Andrei Jubea	M.B.A. Healthcare Administration
Andrew Alan Knecht	M.B.A. Customized
Andrew Caleb Knittel	M.B.A. Healthcare Administration
Rebeca Carolina Meijas	M.B.A. Management
Carol Diane moratti	M.B.A. Healthcare Administration
Clinton S. Olson	M.B.A. Customized
Dayra Isela Olson	M.B.A. Customized
Elaheh Rashidipour	M.B.A. Management
Kathryn Susan Ryce	M.B.A. Healthcare Administration
Eric Mark Swanson	M.B.A. Healthcare Administration
Martha Anne Widener	M.B.A. Management
Leonard Roy Bing Wu	M.B.A. Healthcare Administration

May 2014	
Name	Degree
Amanda Cheaves	M.S.A. Customized
Eden Davis	M.B.A. Marketing Management
Jill Howe	M.S.A. Customized
David A. Skau	M.S.A. Non-profit Leadership
Jason Wyhmeister	M.B.A. Non-profit Leadership

December 2013 Graduates



Alina Marie Archilla
B.S. Business Administration



Mark David Burbano
B.S. Business Administration



James Robert Dale
B.S. Long-Term Care Administration



Rebecca Eileen Garner
B.B.A. Financial Management
[Accounting]



Jordan Omari Hill
B.S. Business Administration



Tyler Austin Jones
B.B.A. Marketing

December 2013 Graduates



Kristopher L. Martin
B.S. Business Administration



Francis Gregory Rios
B.B.A. Management [International
Business]



Erica Danielle Thomas
B.S. Business Administration
A.S. Allied Health



Oswald Weston Walker, Jr.
B.S. Nonprofit Administration &
Development International/
Community Relations



Andrew Lane Wildman
B.S. Business Administration

Photo Unavailable

Bryan Raymond Artigas -
B.S. Business Administration

Chelsea Rene Bonfietti -
B.S. Business Administration

Caitlin Susanna Hobbs -
B.S. Health Science;
A.S. Accounting

Rafael Anthony Horton -
B.S. Business Administration

Melissa Dawn Krizan -
B.B.A. Management [International
Business]; B.A. International
Studies [Spanish]

Roxanna Martinez -
B.S. Business Administration

Kevin Nigel Reynolds -
B.B.A. Financial Management
[Accounting]

Adam Kent Rogers -
B.S. Business Administration

May 2014 Graduates



Michael Robert Aitken
B.B.A. Financial Management
[General]



Kaitlyn Sue Anderson
B.B.A. Financial Management
[Accounting]



Helen Faye Boram
B.B.A. Marketing



Kiara Edwards
B.B.A. Management [General]



Tiffanie Ann Engle
B.B.A. Marketing



Kayla J Ewert
B.S. Nonprofit Management
[Communications]



Xenia Patricia Figueroa
B.B.A. Marketing



Meredith Michelle Gibbons
B.B.A. Management
[International Business]



Natalia Gomez - Mercado
B.B.A. Management
[Human Resources]

May 2014 Graduates



Jeremy Ross Grabiner
B.B.A. Management
[International Business]



Marissa Anne Hagan
B.B.A. Management [General]



Jeffrey Haynal
B.S. Business Administration



Horacio Hernandez - Ble
B.S. Business Administration



Daniel Taylor Hodgson
B.S. Business Administration



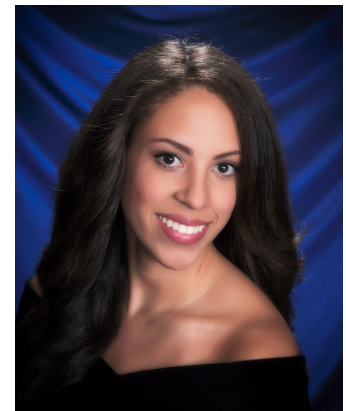
Marcus David Keenan
B.B.A. Management [General]



Madison Grace Keizer
B.B.A. Management [General]



Seth Ryan Leker
A.S. Accounting
B.S. Business Administration



Jessica Melendez
B.B.A. Management
[International Business]

May 2014 Graduates



Brandon Mihai
B.B.A. Management
[International Business]



Sarah Hadassah Miller
B.S. Business Administration



Johannes C Myers
B.B.A. Financial Management
[General]



Josef B Myers
B.B.A. Financial Management
[General]



Jacqueline F Olivas
B.B.A. Marketing



Sarah Lin Park
B.B.A. Management [General]

Photo Unavailable

Ben E Anderson
B.S. Business Administration

Sarah Elizabeth Battles
A.S. Business Administration

Jonathan Jay Jones
B.B.A. Financial Management
[Finance]

Martha Rosselly Lajpop
B.B.A. Financial Management
[Accounting];
B.S. Business Administration

Nathaniel Todd McKee
B.B.A. Financial Management
[Accounting]

Daniel Emerson Morgan
B.S. Business Administration
B.S. Long-Term Care
Administration

Delroy Anthony Myrie
B.S. Business Administration

May 2014 Graduates



Landon Carry Robinson
B.S. Business Administration



Emily Ruth Taylor
A.S. Accounting
B.B.A. Management [General]



Katie K Thrash
B.B.A. Marketing



MyJeila Bawanan Velasco
B.S. Business Administration

Photo Unavailable

Victor Orlando Paez
B.S. Long-Term Care
Administration

John Ryan Paradis
B.B.A. Financial Management
[Accounting]

Guevara Samson
B.S. Business Administration

Cesar Segura
B.B.A. Financial Management
[Accounting]

Kimberly Joella Solis
B.S. Business Administration

Eric Vernon Strong
B.S. Business Administration

Amanda C Waugh
B.S. Business Administration



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