

The Exchange

A publication of the School of Business and Management

Summer 2009 | Vol. 8, No. 9

Highlights of China Study Tour

On alternate years, the School of Business and Management leads a study tour to China, featuring tours of manufacturing organizations; local market places; historical sites; and many cultural displays of communication, life, and religious activities.

Each visit to China brings the opportunity for the participants to experience China from a different perspective. This 19 day tour included stops in cities such as

Beijing, Urumqi, Turpan, Dunhuang, Xian, Shanghai, and Hong Kong. Twenty-two students, faculty, and guests participated in this third biannual trip to China.

Students were given the opportunity to take two classes, up to 6 credits, for their participation on this study tour. Those classes were Business in a Foreign Culture and International Business Communications. The students were required to keep a journal, noting their personal emotions, business thoughts, and intercultural experiences about what they were encountering.

Junior business administration major, Brianna Miller, says her top

three highlights of the tour were the Great Wall, riding the camels in the Gobi Desert, and learning about the terracotta warriors. "There was something majestic about the Great Wall that made me feel so small," she says. "The wall went on forever

and ever, and I was just a little spot on it. Riding camels in the desert was something that I had always wanted to do, but I thought I would have to travel to the Middle East or Africa to get the chance. I loved

it so much. The terracotta warriors were so intriguing. I couldn't believe that one would go to such lengths to protect themselves in the after-life. On top of that I was intrigued by the fact that with the amazing technology today, we can't figure out how to uncover them without them losing their color."

Junior management major, Luis Ricardo Hou, says of his experience of Shanghai, "I was astonished to see how this city has developed so much in the past years. The Chinese government has invested a lot of money in the city to become one of the best cities in the world.



The 2009 study group in front of the Bird's Nest venue of the Beijing Summer Olympics 2008

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SOUTHERN
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**School of
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A Word from the Dean

Each year as technology and innovations increase, our world reminds us that much learning takes place beyond the classroom. Recognizing this, the School of Business and Management faculty strive to make sure our students have a broader exposure to the business world in which they will work. We seek to teach best practices that will ensure competent business skills in the workplace along with service learning that will make them good citizens in their communities. Our goal is to help them develop a professional, Christlike future. In addition to classroom instruction, we seek to provide our students every opportunity to gain experience through interaction outside of the classroom. Going beyond the classroom enables students to get hands-on practical knowledge in addition to what textbooks can provide. We invite you to be a part of our learning experience by helping us provide opportunities for our students to learn and develop beyond the classroom.



Don Van Ornam, dean

May and July Graduates

Bachelor's Degrees

Leah Bermudez
Michael Brannaka
Wilky Briette
Ashley Compton
Jennifer Espinoza
Kristine Gemora
Jonathan Hauser
Jason Herod
William Hickman II
Chad Higgins
Jason Hogan
Jonathan Just
Lilyane Kandeke
Yi-Hu Liu
Sarah Lyons
Brett Martin
Joshua Michalski
Alexandru Mihai

Michael Miller
Jeffrey Owen
Devin Page
Christopher Parsons
Thomas Pyke II
Jordan Saladino
Wallace Sells III
Alexander Stele
Joseph Stratte
Kristie Sullivan
Joy Traxler
Matthew Turk
Kristal Turner
Drew Underwood
Rodney Voelker
Jennifer Wilkins
Lynelle Wright
Stephen Wright

Master's Degrees

Sandi Brown
Elaine Byers
Tod Cain
Heather Freeman
Deandra Gibson
Ryan Haag
Stephanie Holtry
John Hunnicutt
Valerie Lucas
Zofia Mashchak
Sandra McKenzie
Alexandru Mihai
Vitalie Milis
Jonathan Mills
Apryal Rahming
Kasandra Rodriguez
Thomas Russell
Ryan Tisdale

Edwin Victor
Moritz Wieser
Grant Williams



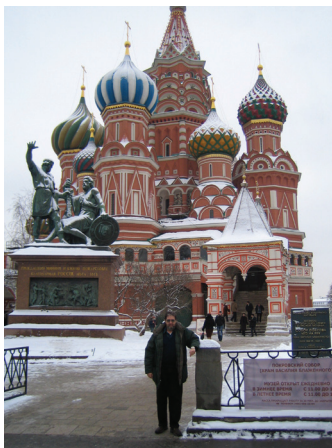
Business Professor Teaches in Russia

Michael Cafferky, associate professor of Business and Management, participated in an eight-day trip to the Russian Federation where he provided 30 hours of classroom instruction for a course on advanced leadership. The trip to the Russian Federation took Cafferky to the small village of Zaokskiy, located 80 kilometers south of Moscow. The intensive advanced leadership course is one of the requirements for students enrolled in the Andrews University Theological Seminary's Doctor of Ministry degree with concentration in leadership. The 23 students enrolled in the course came from all over the Russian Federation as well as some neighboring countries such as Ukraine, Moldova, and Armenia.

While he was in Zaokskiy, Cafferky provided classroom instruction on the topics of organization theory and design, change leadership, and time management. But he also became a learner in the process. "Exploring with them leadership theories and practices that have been developed in western countries was an exciting educational process for me," he says. "I started the course by asking them to evaluate something that was developed in the west. They responded very well to this. It provided an opportunity for the students to articulate the history of their experiences of living and working in a socialist environment. Our dialogue became a valuable learning experience for

me too. The educational process is not a one-way street of merely transmitting information." He plans to return to Zaokskiy during the summer of 2011.

Cafferky also discussed research projects with four doctoral students whom he will be advising during the next two years. One of these projects will involve interactions with Russian businesses. For example, the manager of a religious publish-



Michael Cafferky in front of St. Basil's Cathedral

ing company will be experimenting with creating and selling books through secular book distributors to book retailers in the Russian Federation. Cafferky will advise on the marketing processes. "My background in both business and religion suits me well to dialogue with Doctor of Ministry students concentrating in leadership who want to explore their discipline from both perspectives," he says.

In preparation for his trip Cafferky enrolled in a beginning Rus-

sian language class during the fall semester of 2008 taught by adjunct Magdalena Jesiak. "Professor Jesiak's course really helped me," says Cafferky. "Of course I did not lecture completely in Russian, but knowing some Russian words and phrases helped me to connect with them in a way that is not possible using only a translator. Many voiced appreciation for the fact that I took an interest in their language and culture."

Zaokskiy Adventist University enrolls 300 full-time students during the academic year and several hundred part-time students who study in the summer. The university offers degree programs in religion, music, English, and economics.

In 2008, Cafferky completed a Doctor of Business Administration degree program at Anderson University, Anderson, Indiana. He also holds a Master of Divinity degree from Andrews University Theological Seminary, Berrien Springs, Michigan, and a Master of Public Health degree program from Loma Linda University School of Public Health, Loma Linda, California. Cafferky has taught at Southern Adventist University since 2003. He teaches undergraduate leadership courses in business strategy, organizational behavior, organization theory and design, and business ethics. He also teaches a graduate-level Master of Business Administration course titled Integrating Faith and Business that was offered for the first time in 2008.

My Decision to Lead

By Christopher Vazquez, senior management major



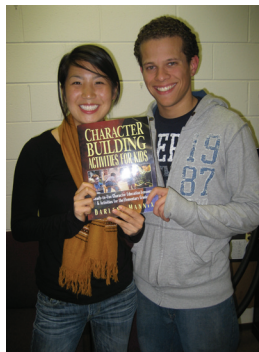
SIFE (Students in Free Enterprise) is an international non-profit organization that works

with leaders in business and higher education to mobilize university students to make a difference in their communities and internationally while developing the skills to become socially responsible business leaders. However, it is more than just that. SIFE is a hope in a tangible form as students take their leadership skills and understanding of social responsibility, and change the world. That simple idea, to be the change that improves the world, is what drives SIFE students to apply business concepts as they develop outreach projects that improve the quality of life and standard of living for everyone they come in contact with.

I joined SIFE because I wanted to accomplish something besides just getting that much-coveted "A" in my classes for the school year. I was feeling restless, wanting to get my hands "dirty" in something of importance when a friend told me about SIFE. I was not really convinced that SIFE could have any kind of lasting impact in the world, but I decided to go to one of its meetings. That's when I realized that this was my chance to do something that mattered. I quickly joined and became a proud SIFE

member.

Diving into the projects SIFE had, I found its members were committed to being the change both locally and internationally, and that is why they have various projects to help all those they can. We have projects like our tax assistance program, where we help and teach college students to complete their taxes. We helped a local grocery store become



Chris Vazquez and Eunice Kim co-project managers of Operation Ethics

environmentally friendly, while saving the store a chunk of cash as well! We even have a program that I became project manager of, called Operation Ethics, where we are working with 18 student missionaries teaching ethics to elementary and middle school children in 13 different countries. In total, our SIFE team completed 11 different outreach projects in just one academic year.

In honor of all the good that SIFE team's across the world do, SIFE headquarters holds competitions so that each SIFE team can present the projects they have completed throughout the year. Each nation holds various regional competitions that judge how much impact the projects had and how

well each SIFE team implemented it's projects. Then, taking the creme of the crop from regionals, SIFE headquarters holds a national competition. This is where the best teams from that nation compete to be the one SIFE team that represents the United States in the SIFE world cup. Our SIFE team had the privilege of winning regionals in Atlanta, Georgia and went to nationals in Philadelphia, Pennsylvania. We did not go on any further, but we had the opportunity to see how much impact SIFE teams across the nation have made on the lives of many. It was inspiring to see so many university students working



Presentation team: Philippe Bouzy, Carrie Harlin (director), Steven Doucoumes, Eunice Kim, Christopher Vazquez, Melissa Tortal, and Alex Mihai

together to be the change this world needs.

Joining SIFE has allowed me to use and hone the leadership and business skills I have been taught at Southern, while giving me an understanding of the social responsibility we all have to the world at large. I honestly believe that joining SIFE was one of the best decisions I have ever made.

Project Hope Benefits Orphans

By Eunice Kim, senior nursing major



Lesotho is a small country located within South Africa

Lesotho is an impoverished country in Africa. Its main source of nourishment is maize meal

provided by donors and distributed through the government. In a 10-mile radius of Maluti Adventist Hospital, there are more than 5,000 orphans due to HIV/AIDS. This number has increased by 20 percent this last year. The government pays for elementary school, but beyond that, further education is too much of a financial burden for most of these orphans.

SIFE's trip to Lesotho was only a beginning to bring hope to the orphans. During spring break five students and two faculty from Southern's SIFE team went to Lesotho, Africa. We built three greenhouses to offer nutrition to those who are suffering from HIV/AIDS. We provided sustainable entrepreneurial opportunities to the orphans as they will sell the extra

crops in the market.

We worked with Lerotholi Polytechnic University and Lesotho Agricultural College SIFE teams.

Additionally, we had many volunteers from former SIFE members, agricultural specialists, and most importantly, active members of the villages. We all worked together in building greenhouses, teaching the villagers to care for the crops, and creating sustainability.

These greenhouses in the village of Popopo and Tiping and on the campus of Maluti Adventist Hospital, provide hope by supplying



Three SIFE teams working together

nutritious food for a healthier living. Another benefit is selling the extra crops in the market to provide an income that could supply funds for the orphans to attend high school. After we built the greenhouses, the three SIFE teams met with

each village to teach them to use the greenhouse and its entrepreneurial opportunities. The two local SIFE teams will continue educating and supporting the villagers by giving

them the agricultural and entrepreneurial skills to be successful. Recently, each of these villages formed a committee with officers who manage and facilitate the use of the greenhouses. Additionally, they each developed a vision statement and set of goals.

The village of Popopo has 100 families who will benefit from the greenhouse, out of that 165 are orphans. Tiping has 130 families and 72 orphans that will benefit. Project Hope was a success because three greenhouses were completed and the villagers were educated.



Three SIFE teams and orphans in front of completed greenhouse in the village of Popopo.



Luther Whiting, Alex Mihai, Melissa Tortal, Chris Mateo, Eunice Kim, and Carrie Harlin (director) enjoying the Lesotho landscape.

To read about all of SIFE's 11 projects log on to the School of Business and Management's website, www.southern.edu/sife.

Classes Prepare for Internships

By Bradford Wise, senior marketing major



I became aware of a business internship opportunity at McKee Foods Corporation thanks to Associate Professor

Verlyne Starr and Office Manager Lisa Kuhlman. I think it's important to point out the invaluable fact that there are faculty at Southern who are proactive in making students aware of opportunities for business students to further their success.

The interview process with McKee Foods felt pretty intense. I interviewed with five different people in five different interviews. I obtained a basic understanding of the company by researching the company website. I found relevant information such as when the company was founded, product lines, and the company's value. Also, I took time to find the perfect tie for both days of interviews. I felt confident going into the interviews, and I felt confident coming out of the interviews. However, the waiting process was still a bit unnerving.

Fortunately, I received the internship. I am a business analyst intern for marketing and sales. My responsibilities include reporting on promotional sales results, evaluating marketing affects, analyzing sales

results, customizing aggregates of data, and making projective analysis of product sales.

I have been able to apply the knowledge that I learned in many of my past classes: Business Spread Sheets, Business Software, Business Statistics, Principles of Marketing, Management Information Systems, Business Communications, Economics, and more I am sure. Communication and computer skills are generally what have been the most integral to my internship thus far, and I am pleased with what Southern has done to prepare me for the business world.

By Kevin White, senior financial services major



I originally had no intent of working in health care. What was supposed to be a half-effort interview with Danny Myers, the

director of accounting for Florida Hospital (in order to gain more interviewing experience) turned out to be a great summer opportunity that has provided me with invaluable experience that can't be found in any classroom.

The director and I connected instantly and found ourselves in what felt like a very casual interview. The more I found out about the

program, the more I wanted to be there.

In my first three weeks I have observed yearly budget meetings sitting next to both the CFO and CEO, posted daily cash journal entries, performed petty cash audits, and have been given the responsibility of gathering the statistics of the previous day and emailing it to all of upper level management each morning. That's not even the best part. I have not even mentioned the furnished apartment on the lake which Florida Hospital has placed me in for the summer.

I have seen how the School of Business and Management has helped to prepare me to excel in the working environment. I have also seen how I should have studied harder in my Intermediate Accounting class!

There are about ten people that I work with in the accounting department. There are two other accountants which have graduated within the past year. I'm fortunate to have them around because they are very understanding and helpful when it comes to answering the hundreds of questions that I have. Many of Florida Hospital's upper leadership have been through the internship program. It is more than an internship; it is an investment.

Having Faith

By Bradford Wise, senior marketing major

Southern's Business Society hosted a party at the Chattanooga Soup Kitchen during the Christmas season. The party featured a 15 foot Christmas tree; 33 new coats, toys, and stuffed stockings; refreshments; lots of Christmas lights; Santa Claus (who arrived on a fire truck); fire fighters; and elated college students. The room was filled with joyful children and parents happy to see their kids receiving gifts. I was excited about the Christmas party idea from the first day the Business Society discussed it, but it was not all smiles on the road to making the party a reality. We had plans for fundraising; however, one of our options for fundraising fell through. My primary concern was money, and I felt that if we did not have money, there was little sense in planning. Soon I became less optimistic about the party, and I began to strongly sympathize with those who had the conviction that this party was something we should not attempt.

We had no money or any reasonably concrete means of fundraising for the amount needed. Additionally, we had our backs against the wall with a two-week deadline and no substantial party plans.

I did not sleep well the night that I tried to convince my classmate Lauren Schilt that the party was an unrealistic dream. A few days passed, and it was harder than usual for

me to find the motivation to go to classes.

I passed Kevin White, president of the Business Society, in the hallway, and he asked me, "Have you heard the news, Brad?"

Of course I hadn't. I responded with an unenthusiastic and dry, "No."

With a grin Kevin said, "Lauren raised \$2,000."

My day changed drastically in that moment. I was in disbelief. I was reinvigorated by what was clearly miraculous. In the end, we raised \$3,000.

In retrospect, I'm glad that our original fundraising plans did not work out, because I believe that all too often we become caught up in what we know or what is logically concrete. Lauren and this Christmas miracle of a party taught me that God does not expect us to have all the answers; He just wants us to have a willing spirit, and He will provide the rest.

Meet the Firms

Meet the Firms, Southern's biannual job and internship fair, will take place on Thursday, October 1, 2009. For information and to register your company for the fall event, please visit our website at meetthefirms.southern.edu or call 423.236.2659. The fair is sponsored by the schools of Business and Management, Computing, Journalism and Communication, and Nursing as well as the English Department.



meet the
FIRMS

China, cont.

Shanghai is well-known to be one of the best financial centers in Asia. The strategic geographical position of Shanghai has helped it to be one of the most trafficked ports in the world. For the past several years, Shanghai's infrastructure has seen a rapid growth throughout the city. Many international companies have set up their headquarters in Shanghai, like the American company General Motors and German company Volkswagen."

Brittanya Netzel, junior business administration major says her most memorable experience was meeting up with Eva, her roommate at

Southern who is from China. "Her visit truly helped me understand her so much better," says Brittanya. "Actually, the whole trip explained so many things about her. After rooming with Eva for a whole year, one would think I knew her pretty well, but this trip helped to explain many of the sometimes frustrating cultural differences between us. Her perspective in Hong Kong also offered an especially unique experience. It was so nice to see her."

The next study tour currently being planned is to Kenya, Africa, for the summer of 2010.

Alumni Updates

Rebecca Hardesty, '08, passed her licensing exam and is able to write life and health insurance policies with Aflac.

Michelle Younkin, '03, graduated with her MBA from La Sierra University on Sunday, June 14, 2009. Michelle works as executive assistant at Glendale Adventist Medical Center, Glendale, California.

Brian, '02, and **Tamara (Spence) Parks**, '04, '08, welcomed their son, Marlon Samuel Spencer, on May 20, 2009. Marlon joins his big sister, Brenna, born September 21, 2007. Brian is a fixed assets accountant at McKee Foods Corporation in Collegedale, Tennessee.

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