

The Exchange

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ADRA Brings Rewards at Home and Abroad

by Christian Patino, '08



Ken Flemmer

Flemmer, bureau chief for evaluation and program quality for the Adventist Development and Relief Agency (ADRA). Flemmer shared with us his experiences of working around the world to help those who were in danger from wars, famines, and other crises. He spoke of situations where delivering payroll to employees was by simply throwing the money in bundles off of planes, much like drug cartels. He also told us of situations of having to evacuate towns because freedom fighters were heading towards them. During times of relative stability, ADRA employees have to deal with local politicians, police, and other key individuals, being careful of how each one is treated so not to cause uneasy tensions amongst the various groups and individuals.

The keynote speaker for the School of Business and Management third annual alumni and student seminar was Ken

As a recent business administration graduate with an emphasis in international business, I had a keen interest in the business, travels, and adventures that ADRA offered. As Flemmer shared about the projects and experiences that were in dangerous war zones, he also informed us about the lives that were saved and impacted due to the service that ADRA employees are willing to give. I believe the reward is something that cannot have a monetary value attached to it. The reward is a child that is able to have a chance at a brighter future. The reward is being able to provide better living conditions for entire villages and towns. The reward is not seen here but in heaven.

As Flemmer finished his presentation, he compared his work experience to that of a roller coaster with no map that took sudden turns, ups and downs. He said that he doesn't worry where the finish line is because our Heavenly Father is the engineer and sees things through to the very end.

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SOUTHERN
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A Word from the Dean

Alumni weekend brought several new faces to share in the events of our seminars and banquet. One alum had not returned to the campus since he graduated 20 years earlier. Even though our alumni attendance was small, we received some valuable support as we shared our strategic vision for the School of Business and Management. The Southern Adventist University Strategic Planning Committee is now reviewing the School of Business and Management's strategic plan voted by our faculty, which defines our proposed future direction and needed resources to make it happen. Subsequent issues of the newsletter will share more about the strategic plan. Thank you for the support and counsel that you as alumni provide. We invite you to join us as we continue to seek better ways to train and prepare our graduates for their roles in the global workplace.



Don Van Ornam, Dean

Three Keys to Resiliency

By Sara Lyons, current student

“A hardship is simply a challenge to overcome.” This was the motto of Captain Christopher Atkins, speaker for the 2008 School of Business and Management alumni and student banquet. Atkins, assistant professor in the Social Work and Family Studies Department at Southern, spoke to business alumni and students about resiliency and how to survive in both personal and business situations. This year, he returned from his latest deployment in Iraq to receive Southern's Young Alumnus of the Year



Chris Atkins, '99, and René Drumm

Award. This award was given to him for his dedication to those around him and to soldiers as a first lieutenant clinical social worker in the U.S. military.

Atkins' lecture was based on three keys to resiliency: positive thinking, organization, and communication. Atkins shared that every hardship is simply a challenge to overcome, saying we must practice these

keys. In order to exercise the key of positive thinking, we must always

remember that heaven is the ultimate future we hope for and keep ourselves focused on this goal.

The key of organization is that we organize our families and businesses to maintain flexibility and connectedness. Each individual must feel valued, and all must support one another through the good and the bad.

Atkins expanded on the key of communication as an openness and collaboration where everyone's input is valued and they work together as a team. Atkins summed up his lecture with his favorite quote. “The task ahead of you is never as great as the Power behind you.”

Welcome Lisa Goolsby



This academic year, we welcomed Lisa Goolsby as the School of Business and Management's new professor of marketing. Goolsby holds

an undergraduate in marketing from La Sierra University and a Master of Business Administration from Indiana Wesleyan University.

Goolsby has experience as the marketing director for a hospital in Indianapolis, where she was in charge of product development for the children's hospital. During her time in Indianapolis she met her husband, Doug, and moved to Michigan. As she was looking for work in her new hometown, she approached Southwestern Michigan College to ask about adjunct teaching posi-

tion. The college, in turn, offered her a full-time faculty position. During her six years of teaching, Goolsby moved into the department chair position, eventually resigning in order to devote time to her new daughter, Jennifer.

Goolsby felt that God was leading her in the decision to resign because the very day she left Southwestern Michigan University, Andrews University called and asked her to teach a class in advertising. This was perfect for Goolsby to keep in tune with her career while starting her new role as a mother. While at Andrews, Goolsby also spent some time working in Development to help restructure the program.

On several occasions, Don Van Ornam, dean of Southern Adventist University's School of Business and Management, communicated with Goolsby about a future move to Southern to join the faculty. Finally, she was convinced that it was time to make the

move to Southern and begin teaching full time once again. In June 2008, the Goolsby family moved to Chattanooga. Goolsby teaches Principles of Marketing, Market Research, Consumer Behavior, International Marketing, and Marketing Management.

"The Lord continues to bring quality faculty to our School at the right time," says Van Ornam. "The retirement of Dr. Webster created a need in our marketing program. It was at that time that Professor Goolsby decided to join us. She brings considerable experience and energy in the area of marketing. We are pleased to welcome her. I know that students will appreciate her as a teacher and friend."

"I love how friendly and responsive everyone is at Southern," says Goolsby. She along with her husband, Doug, and children, Jennifer and Jack, are settling into Southern life and are glad to be in Tennessee.



December Graduates

Bachelor's Degrees

Natalie Almeter
Josuha Bermudez
Rachael Boyd
Michael Castleberg Jr.
Brittany Cinquemani
Tereno Forbes
Theodore Forbes
Rebecca Hardesty
Elizabeth Hart
Richard Jacobson Jr.
Danielle James
Stuart King
Jamie Kitterman
Alicia Magoon
Thomas Pyke II

Michael Rumsey
Gregory Schleif
Stevi Shepard
Jessica Stubleski

Master's Degrees

Stephanie Bobenhausen
Jennifer Glass
Daniel Johnson Jr.
Andrew Kuntaraf
David Lacy
Narida Leonce
Dorilee Neufeld
Alicia Tulk
Jeffrey Wood

China Study Tour

Every other year, the School of Business and Management conducts a study tour to China. This year, the tour will include a visit to the Great Wall, the Ancient Forbidden City, the 2008 Olympic Sites, and the Silk Road from Xian to Turpan and Urumqi. Observation visits will include businesses such as Volkswagen, Coca Cola, the Bank of China, Shell, and the pharmaceutical industry. In addition, Southern students will interact with fellow students at Chinese University. Students can earn academic credit along with experiencing another culture by being immersed into China's everyday life. A follow up article will be published in the next issue of *the Exchange*.



Pagoda and the Wall of China

Professor Experiences China

By Kimberly (Wygal) Miller, '80

In October of 2008, I had the privilege of traveling to China as a member of the Sister City delegation between Chattanooga and Wuxi, China. Chattanooga has been a sister city of Wuxi, a beautiful city on the Taihu Lake (near Shanghai), since 1982. As a member of this delegation, I was fortunate to be exposed to the educational systems, urban planning, and economic advancements found in Wuxi and the Jiangsu Province.



Kimberly Miller with the Wuxi Babies

Also I was able to learn how their officials are maintaining and growing educational and economic exchanges with not only Chattanooga, but also the 20 other sister cities Wuxi maintains a relationship with.

This trip was especially enlightening in that my preconceived ideas of today's China were completely shattered. In the four cities I visited, Shanghai, Wuxi, Jiangyan, and Nanjing, I felt as though I could have been in Manhattan or Chicago. Commerce is everywhere, and China is working overtime to modernize its infrastructure and educate its people. The slogan in

the Jiangsu Province is now "Innovated in China" rather than "Made in China." This remarkable statement perfectly encapsulates what is happening in today's China.

Some of the memorable moments were visits to Wuxi's Jiangnan University. The university has a current enrollment of 25,000 resident students. Located on a 208 hectare

Eco-campus, it is one of China's national key universities of the "211 Project." The figure of 21 and 1 within 211 are from the abbrevia-

tion of the 21st century and approximate 100 universities respectively that China would like to create. We were also honored to visit the Wuxi Children's Performance School, the main Wuxi high school, and a little Montessori school.

Another highlight was attending the 30th International Economic Summit. Approximately 150 countries were represented. We were privileged to hear dignitaries speak as to what foreign investment their countries are looking for and how they have improved their infrastructure and trained their workforce to embrace these new opportunities.

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Task Force Targets Summer Internship Program

By Glen Mather, '78

Based on a challenge issued by Don Van Ornam during alumni weekend, the School of Business and Management is excited to announce that a new summer internship program is in development, targeting summer 2009 for its inaugural class. The purpose of the program is to provide meaningful applied business projects while concurrently facilitating a significant payment toward tuition.

Beginning immediately, business alumni are encouraged to contact the School of Business and Management to express their interest and ability to sponsor one or more business students for a three-month internship wherever they are located throughout the country. Students will be paid an hourly rate which is paid directly to Southern to put toward the students' tuition. In addition, the students will receive hourly pay for personal expenses, and housing accommodations. Discussions are also underway to provide business students with academic credit in ad-

dition to the tuition assistance.

For the first year, the program will be open only to students who have completed their first two years of study and have a major within the School of Business and Management. Should sufficient employ-



Laura Asaftei, '08 intern

ment opportunities present themselves, we hope to expand the internships to other classes and majors.

Attending Southern represents a significant financial sacrifice for parents and students alike. Graduating with a mountain of debt is a difficult and challenging burden to face following graduation. This internship program represents yet another step that we can take with our students and faculty that can change the future, both in knowledge gained and reduced loan balances.

Carrie Harlin is the designated point of contact for the program, and as more information becomes available, she will share it with alumni, students, and faculty. She can be contacted at 423.236.2659 or via email at charlin@southern.edu.

Meet the Firms

Meet the Firms, Southern's bi-annual job and internship fair, took place on Thursday, February 19, 2009. For information and to register your company for the fall event, please visit our website, 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

SIFE Mission trip to Lesotho

This spring, five students will be giving up their spring break to spend time helping those in need by traveling to Lesotho, Africa, on a 12-day trip.

The purpose of this trip is two fold. Firstly, the SIFE (Students in Free Enterprise) team will use this opportunity

to help and share the love of Jesus with neglected people who are suffering from HIV/AIDS-related diseases and malnutrition. The team will build three village-based greenhouses,

which will allow for the future harvest of vegetables to provide additional nutrition to supplement the small ration of maize meal that the government supplies. They also plan to teach the nutritional value that vegetables can bring to a weak and compromised body.

Secondly, excess produce from the greenhouses can provide people with an entrepreneurial opportunity. Working alongside the SIFE team from Lerotholi Polytechnic in Lesotho, Southern's SIFE students will have the opportunity to learn about the Sotho culture and how an entrepreneurial venture can operate in Lesotho. Also, by working alongside the local SIFE team, their relationship will provide the opportunity for continuity and sustainability of the project.

The total budget for the trip is almost \$18,000. Each student will be expected to raise a major portion of the cost. As donations are the major source of funding, they are welcomed and

appreciated.

Donations can be made payable to Southern Adventist University and indicate "SIFE Mission" in the memo area. Being tax-deductible, this gift is non-refundable. If this trip is cancelled due to unforeseen reasons, gifts will be

held in a **SIFE missions** fund for similar future SIFE programs. Checks can be sent directly to Advancement, PO Box 370, Collegedale, TN 37315. or you can give online at www.southern.edu/give. Click on the Southern Fund, then write **SIFE**

missions in the special instructions area.

The SIFE team is looking forward to this life changing experience and appreciates all of their sponsors and donors. A follow up article will be published in the next issue of *the Exchange*.



Vegetables for families with HIV/AIDS

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Almost every evening, we were entertained with lavish banquets and by China's best operatic superstars, acrobats, puppeteers, dragon dancers, and South Korea's equivalent to our Brittany Spears.

Obviously, the trip was not all work. The sights, food, and people will always be a very fond memory. I attempted to be as much of a part of China as I could. I usually had the local Chinese laughing at my pitiful attempts at the language, but I was not deterred, even when I kept placing the inflection on the wrong syllable and changed the phrase "pardon me" to "I have fallen down." I ate things I do not expect to see on the local Asian buffet, such as 1,000 year old eggs. I had an hour-long Shanghai-style foot massage complete with fire cupping and mallets. I practiced my Chinese with the school children, and they practiced their English with me (and we both giggled). I rode the MagLev at a top speed of 431 kilometers an hour. And I learned to always carry a card that is written in Chinese "Take me to _____ hotel" so I can find my way home.

But the best part was I saw how my view of China changed as they embrace capitalism. I had never travelled to Asia and consider my new perspective an invaluable addition to what I bring to the classroom.

Adventist Colleges Abroad: A Bittersweet Departure

By Ileana Hernandez, current student

As the airplane made its way down the runway, I suddenly realized that the next nine months of my life would be spent abroad. Not only was I on the other side of the world, away from my family and friends, but also in a new country in which I had never been.

I had a smooth flight into Germany, where I waited four hours before boarding the next plane to my final destination: France. Throughout that time, I thought about the last couple of days I had spent with my family: the last hug I gave my parents, the last conversation with my brother, and my last weekend at Southern. The tears started pouring down, and all I wanted to do was catch the next plane back home. When it was time, I wiped my tears away, grabbed my backpack, and headed toward the gate. I was determined to make this the best year of my life.

When I arrived at Collonges-sous-Saleve, my feelings of nostalgia were gone. The weather was mild and breezy, there were flowers blooming all over campus, and the view of Geneva from the mountain

was breath-taking. Best of all, everyone I met greeted me with a warm “bonjour” and made me feel right at home.

An entire semester has passed since I arrived here in France, and I have already learned many lessons. I have learned to spend less time

online and more time watching beautiful sunsets from the top of the Alps. I have learned to come out of my comfort zone in order to better understand the culture and to expand my knowledge. I have learned

that the French are the most warm-hearted people I will ever meet. And best of all, a fresh-sliced banana and Nutella crepe is the most amazing culinary art my taste buds have ever encountered!

Even though I do not know what the rest of the year will bring, I know that God has many blessings in store for me. Next August, when I look back at my year with Adventist Colleges Abroad, I know that each and every experience will bring a big smile to my face. The friendships, the language, and the culture I will engage in here will be forever in my heart.



Ileana Hernandez

Faculty Updates

Michael Cafferky presented a peer-review paper titled “Exploring the Dialectics of Being Salty Organizational Leaders.” The paper was presented at the Christian Business Faculty Association Annual Conference in Indianapolis, Indiana, on November 7.

Julie Hyde is continuing her doctoral studies at the University of Memphis.

Braam Oberholster is pursuing a doctorate in business administration through distance education with Nova Southeastern University. This semester he is teaching one class while he continues writing the proposal for his dissertation.

Verlyne Starr presented the methods and merits of electronic grading at the Association of Business Communication in Lake Tahoe, Nevada, during the national conference held October 29-31.

Dennis Steele has returned to the School of Business and Management from working on his doctorate. He only needs to complete his dissertation to receive his doctorate. In the meantime, he is teaching Money and Banking; as well as Fundamentals of Investments.

Leon Weeks is continuing his doctoral program at the University of Texas, Arlington.

The mission of the School of Business and Management is to develop **Christ-centered** business leaders who integrate **knowledge** and **application** with high moral values.

Alumni Updates

Chris Armantrout, '08, has completed the National Association of Long Term Care Boards. Chris leaves for a year of mission work to Seoul, Korea, in mid-February.

Ruth (Montague) Kerr, '08, married Eric Kerr, '08 summer of 2008 and moved to Lansing, Michigan, where her husband is an assistant pastor and Ruth helps in ministry.

Daniel Harper, '08, married Logan Ekhart '08 in August and currently lives in Las Vegas, Nevada, working for Westgate Resorts as a sales representative. His goal is to witness to those in the Las Vegas area.

Johnathon Cherne, '07, is a first year law student at Pepperdine University. He is studying business/tax law and is receiving a certification in dispute resolution.

Byron Moore, '05, is in his final year of law school and plans to open his own practice in Arizona.

Paul Hoover, '04, and Andrea (Vigh), '01 welcomed Ava Jean, in April, 2008. Paul is working with Florida Hospital as the director for Florida Hospital Cancer Institute in Ormond and Flagler.

Elisa Rahming, '99, worked at KPMG in Atlanta as an auditor for three years. Then she pursued an MBA in finance and real estate from Georgia State University, graduating in 2004. Upon graduation, she worked for BCD Travel as an accounting manager for three years. In May 2007, she accepted a position with the Florida Conference as assistant treasurer where she is currently serving.

David Klinedinst, '94, has served as a pastor/evangelist in the Pennsylvania Conference for 7½ years and has been as the personal ministries director for Christian Record Services in Lincoln, Nebraska, for the past 3½ years. He initiated the creation of Christian Record's first ever Personal Ministries Department beginning in 2005. He operates a volunteer program called the MOB (Missionaries of the Blind) which enables Adventist church members to visit and minister to the blind in their local areas. Klinedinst is married to Marquita (Counts) and has two daughters, Melaney (age 4) and Emiley (age 1).

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