

# The Exchange

A publication of the School of Business and Management

Summer 2010 | Vol. 8, No. 11

## Lessons of Social Entrepreneurship in Africa

By Karla Coupland, '10, and Alexandra Canizales, senior

In May, the School of Business and Management offered its first three-week study-tour to Nairobi, Kenya, where students received class credit for an intensive hands-on look at social entrepreneurship.

The beginning of the trip was spent in class discussions pertaining to this concept of social entrepreneurship. The goal for the three weeks was to find a way to combine business, missions, and social causes into one. It was not an easy task, as this is not a concept that can be found in textbooks or current literature.

The beauty of Africa is overwhelming. The continent has high mountains of green and glass-like lakes that make you feel like it is heaven on earth. It is a constant reminder of the love that God has for us. While we were in Kenya,

we were lucky enough to be able to go on a safari in Masai Mara. We saw lions, giraffes, water buffalo, rhinos, hippos, and elephants, just to name a few, while we stayed at Mara West safari camp. We were able to talk to the owner about the NGO (non-government organization) he runs and the business he owns there. He is an example of what social entrepreneurship can look like.



Two students at a Masai village meeting

After several days of class, and visiting social entrepreneurship businesses, students shadowed NGO offices for one week. For five days, we were able to ask questions, observe, and experience the work of these NGOs. As we observed how different organizations were helping out the poorer class in Kenya and Somalia, we were thinking of ways where we could implement a venture that would incorporate Christian missions, social causes, and business principles.

It was eye opening for us to see how aid really works in the field. We can discuss the theory of it forever, but that will never give us a real picture until we actually go and work with the people in the field. On top of this experience, we were able to see how a variety of people and businesses incorporated business concepts or religion into their social

### In This Issue

Dean's Message.....	2
Faculty Updates .....	2
Admissions Process .....	2
May Graduates .....	3
Master's at a Glance .....	4
Master's Alumni Profile .....	4
Promotional Strategies .....	5
Meet the Firms .....	5
SIFE.....	6
Long Term Care Awards .....	7
Accreditation .....	7



Study tour group at the equator crossing

see Africa page 8



## A Word From the Dean

We have completed another good academic year. The Lord continues to bless us with quality students; qualified, committed faculty; and supportive alumni.

Congratulations to several of our faculty and students:

**Our recent graduates.** We are pleased to send them into the workplace to make a difference not only for their employers but for the kingdom of God.

**Our SIFE team.** They had good projects during the year and gave a strong presentation at regionals where they again advanced to the national competition.

**Our faculty.** They provide quality teaching and contributions to the business profession both in the classroom and beyond. In particular, I commend Michael Cafferky for his recent certification as a Malcolm Baldrige National Quality Award Program Examiner for 2010.



Don Van Ornam, dean

## New Admissions Process

By Lisa Kuhlman, office manager

In 2008, the faculty of the School of Business and Management implemented an application and acceptance process for all business majors. These requirements were first published in the 2008-2009 undergraduate catalogue and the first undergraduates to go through the new acceptance process were accepted as majors in the School of Business and Management in December 2009.

In order to be considered for acceptance, business students must meet certain academic requirements. The requirements include successfully completing, with a C or above, a blend of general education courses and business core and major courses. The faculty believes that by completing these foundational requirements, students will be better prepared to succeed in their upper division courses.

Once the academic requirements are met, students must apply for admission to the School of Business and Management. The application process requires students submit the Requirements for Admission form, which outlines their academic progress as well as write a one page essay explaining why they want to be a business major.

Students who transfer into the School of Business and Management with more than 30 credit hours from another university may transfer coursework to satisfy the academic requirements for admission but must also apply to the School of Business and Management upon completion of 9 semester hours of business courses in residence at Southern.

Congratulations to the following students who were recently accepted. Vanessa Aguilar, Mark Arquitt, Dianaly Blas, Allyson Bridges, Jessica Burns, Andrew Christiansen, Justin Davis, Justin Delhove, Andres Escobar, Nefty France, Peter Holler, Diana Lee, Kendra Mosher, Jonathan Schuen, Grady Todd, Will Underwood, Emily Vail, Hannah Vail, and Christina Whary.

## Faculty Updates

**Michael Cafferky** presented to the managers at McKee Foods, Inc. His presentation was titled "Why We Work." He has also co-authored a book with **Jon Wentworth**: *Breakeven Analysis: The definitive guide to cost-volume-profit analysis*. This is scheduled to be published this summer by Business Expert Press. Cafferky has completed the second revision of an undergraduate textbook he has been writing about principles of management from a Christian worldview perspective through Prentice Hall. Completion of the book is scheduled for December 2010.

**Lisa Goolsby** started doctorate courses in marketing at Northcentral University.

**Kimberly Miller** started doctorate courses in advanced accounting at Northcentral University.

**Braam Oberholster** has completed his comprehensive exams for his doctorate.

**Leon Weeks** is concentrating fully on his dissertation on entrepreneurship and plans to return to Southern in the fall to teach Principles of Management and Entrepreneurship.

# May Graduates

## Bachelor's Degrees

Laura Anez BBA, Management (International Business)

Stephen Awe BS, Business Administration

Christopher Beagle BBA, Management (General Management)

Adrian Bernal BS, Business Administration

Travis Bischoff BS, Business Administration

Dean Boyer BS, Long-Term Care Administration

Mwila Chikobe BS, Business Administration

Laura Clark AS, BS, Accounting, Business Administration

Vanina Cosentino BS, Business Administration

Karla Coupland BBA, Financial Services (Finance)

Darrin Djernes BS, Business Administration

Misael Dominguez BBA, Financial Services (General)

Lori Ann Foust BS, Business Administration

Christopher French BS, Business Administration

James Geiger BBA, Management (Entrepreneurship)

Eric Bjorn Harboldt BS, Business Administration

Ruben Harris BS, Business Administration

Ileana Hernandez BBA, Management (International Business)

Joshua Hooker BBA, Management (Entrepreneurship)

Alise Ionashku BS, Long-Term Care Administration

Yelena Ionashku BS, Long-Term Care Administration

Leah Jewell BBA, Management (General)

Brianne Johnson BBA, Management (Human Resource Management)

Corey Johnson BS, Business Administration

Donovan Joel Kurtz BS, Business Administration

Jeffrey Leader BS, Business Administration

Kevin Liston BS, Business Administration

Adam Litchfield BS, Business Administration

Sonia Lithgow BS, Business Administration

Jaimme Masingale BS, Long-Term Care Administration

Jason Ortega BS, Business Administration

John Peebles BS, Business Administration

Hectmarie Pena BBA, Management (General)

Christina Ratteray BS, Business Administration

Patricia Reynaert AS, Business Administration

Lakmini Rouse BS, Business Administration

Jefferson Santos AS, BBA, Accounting, Management (International Business)

Kevin Spaulding BS, Business Administration

Hilary Taube BS, Business Administration

James Timon BBA, Financial Services (Accounting)

Brandon Todd BS, Long-Term Care Administration

Jessica Turner BS, Business Administration

Ashley Wehtje BS, Business Administration

Kevin White BBA, Financial Management (Finance)

Bradford Wise AS, BS, Accounting, Business Administration

Paul Villavicencio BS, Business Administration

## Master's Degrees

Lisa Kuhlman MBA, Marketing Management

Celma Zeferino MFS, Financial Services



## Master's at a Glance

Have you been thinking about going back to school to receive your master's but weren't quite sure where to start? The School of Business and Management offers a Master of Business Administration (MBA), Master of Science in Administration (MSA), and Master of Financial Management (MFM). The MBA concentrations in management and healthcare administration can be taken fully online or in the classroom.

Here is a list of the classes that will be offered this fall.

† BUAD 505 Management in a Changing World

† BUAD 530 Organizational Behavior

BUAD 540 Marketing Management

† BUAD 555 Leadership and Change

ACCT 520 Accounting Theory

ACCT 556/456 Federal Taxation

FNCE 561 Portfolio Management

FNCE 550/450 Working Capital Management

\* † ACCT 505 Financial Accounting

\* † FNCE 505 Principles in Finance

For more information about these classes or Southern's MSA and MFM degrees, contact Linda Wilhelm, graduate coordinator, at [lwilhelm@southern.edu](mailto:lwilhelm@southern.edu) or 423.236.2751.

\*Prerequisites may be required.

† Also available online.

## Master's Alumni Profile

Valerie Lucas graduated with her Master of Business Administration, (MBA) with a concentration in marketing in May of 2009. Since completing her MBA, Valerie has seen positive changes within her career. Here, Valerie shares her experience and decision to come to Southern.

### Why did you choose Southern for your MBA?

I chose Southern not only for its reputation as a challenging university but because it is respected academically in the community. Furthermore, I wanted a university that presented the curriculum with a Christ-centered approach.

### Why did you choose to get an MBA?

I wanted to obtain my MBA because in today's business world bachelor's degrees have become a dime a dozen. Therefore, I felt I needed the extra education in order to obtain a competitive edge while trying to advance in my career path.

### What was your experience like in the classroom?

My experience in the classroom was very challenging but also very rewarding. Not only did I have professors who have had practical real-world experience, but I also got to interact with students who had different life perspectives.


They are of all ages, walks of life, and professionally experienced individuals in the program. This diversity really allowed me to gain a well-rounded viewpoint on many different subjects and topics.

### What was your position before receiving your MBA?

My position at EPB Fiber Optics before obtaining my MBA was provisioning coordinator. I had wanted to go into marketing, but I knew I would need to go back to school in order to afford myself some new opportunities. Just before graduating with my MBA, I was promoted to a marketing analyst. I now handle all the product, pricing, and promotion for the commercial side of EPB.

### Did receiving your MBA help or enhance your career?


Yes, it most certainly did! I now get to work on things within the company that I would never had the experience, knowledge, or capability of handling. The MBA prepared me and opened many different new and exciting opportunities for me. Every day at work, I feel like I am taking my classroom knowledge and applying it in a practical, real-world way.



**Now is the time.**  
Earn your MBA at Southern Adventist University.

- On campus
- Online

1.800.SOUTHERN | [graduatestudies.southern.edu](http://graduatestudies.southern.edu)



**SOUTHERN**  
ADVENTIST UNIVERSITY  
Power for Mind & Soul

# Promotional Strategies Projects

By Verlyne Starr, associate professor

The Promotional Strategies course for senior marketing majors requires students to complete a promotional plan for a business or organization. This project allows students to evaluate promotional needs and opportunities for the organization, write a promotional plan and in some cases implement part or the entire promotional plan. This year, the students had experiential learning opportunities with three separate entities: The Village Market, the McKee Library, and a private medical practice in Florida.

## Village Market

Paul Bordlee and Stephanie Jacobo worked as student consultants for the Village Market, a grocery store on the campus of Southern Adventist University that serves the community as well as Southern students. While the store has not used promotions in the past, its management seeks to use promotions to attract more customers in an ever-increasing competitive marketplace in the greater Collegedale-Ooltewah area.

Currently, the Village Market is being renovated to create a look that will attract a larger demographic. Stephanie and Paul wrote a promotional strategy plan that seeks to position the Village Market as the natural place to shop and to create a shopping experience for the customer.

## McKee Library



A sample of Toms Shoes displayed at the library

Southern's library is another organization that served as a student laboratory. While it primarily serves

the graduate and undergraduate student population, it offers more than traditional library services. The goal for Kristen Halminen and Shelby Mixon, who worked as student consultants for the library, was to position the library as the place to go for global information.

They used social media and collaborated with Toms® in the "One Day Without Shoes" campaign on April 8 to let Southern know that the McKee Library is involved with causes that are meaningful to its patrons. In addition to Facebook and Twitter, Kristen and Shelby created

flyers, posters, and fact sheets to promote the event. They even used Toms stencils and sidewalk chalk on the Promenade.

Utilizing Toms materials, Kristen and Shelby were able to create consistent brand awareness.

Students were asked to register at a table inside the library. Nearly 200 students physically entered the library to register at the Toms table. Library Director Joe Mocnik says, "No other event has encouraged so many students to come into the library in one day."

Kristen Halminen and Shelby Mixon credit their success with the campaign to brand consistency in the materials and the use of social media.

## Private Medical Practice

Kaline Valleray and Christopher Vasquez were challenged with writing a promotional plan for a small medical practice in Florida. Not only did they effectively identify three major promo-



Students showing off their bare feet

## Meet the Firms

Meet the Firms, Southern's biannual job and internship fair, will take place on Thursday, October 7, 2010. For information and to register your company for the fall event, please visit our website at [www.southern.edu/meetthefirms](http://www.southern.edu/meetthefirms) 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

see Strategies page 7

# SIFE Leads To Future Success

During the course of the 2009-2010 academic year, 52 students volunteered more than 2,000 hours of their time to impact nearly 4,000 people in our community, on campus, and internationally. Projects such as the Uruguay Bakery, Financial Fitness seminars, and teaching eighth graders the importance of their material possessions were just a few of the projects that our SIFE (Students in Free Enterprise) team devoted their time and energy into. For more information about our team and to watch our competition presentations, please visit [www.southern.edu/sife](http://www.southern.edu/sife).

## SIFE Leads To Practical Experience

By Christina Whary, junior



I began my college career as a business major, and I was drawn to SIFE because the organization uses business principles skills to meet needs in the community. During my first year with SIFE, I realized that

I was more passionate about serving others than I was about making a profit, so I switched my major to non-profit administration and development and immersed myself in the SIFE organization.

The next year, I became the project manager of a new project in Uruguay. The idea was simple: establish a bakery and employ students from the Adventist high school. This would help the students earn their tuition and provide a reliable cash flow to the school but it would also prepare students for the

future by teaching them work ethic, giving them experience, and allowing them to earn certification to work in any bakery in the country. After this bakery is established, we plan to start a nonprofit organization that establishes similar industries across the world to support Adventist education and students. Now our venture is well underway and our team is excited about the future of this project.

Through my work these past two years, I have become passionate as well, not only about this project but also about service and the mission of SIFE. Next year, I am excited to work as the SIFE assistant and help lead this amazing group of future business professionals in our endeavors to follow Christ's example and reach out to people around the world.

## SIFE Leads to Career

By Lucky Rouse, '10

"You have to join SIFE!" These are the words I say to every college student I come in contact with. I was only with SIFE for a few short months after being recruited for the presentation team, but those months prepared me for a lifetime of success in the business world. Committing to an extracurricular project during the final semester of my senior year was challenging to say the least. The preparation needed in order to have a professional and informative presentation was daunting but weeks of script writing and memorization finally paid off at the regional competition in Atlanta, Georgia. Until then I did not truly understand the spirit of SIFE; it wasn't until I was in a room with hundreds of exceptional young people who were eager to jump into

their professional careers with a head for business and a heart for the world that it really hit home. Our team had the honor of advancing to nationals,



where the competition was fierce, but the bond that we all shared as aspiring leaders shone through. These two competitions provided all of us with the opportunity to interact with major corpora-

tions via their career fairs. Companies such as Coca-Cola, PepsiCo, and Kraft were all represented, and the unique opportunity to bypass the abyss of online job applications was not lost on us students. We were prepared—resumes in hand and our handshakes firm. Because of these job fairs, I had the opportunity to interview with five major companies and received job offers from two. Within a month, I went from having literally no plans for after graduation to being courted by major corporations all thanks to SIFE. As a SIFE alum, I have access to a valuable network that will continue to help grow my professional career.

Since Lucky wrote this article, she has accepted a position as a sales analyst with One Care Company in Alpharetta, Georgia, a SIFE-sponsoring organization. One Care held a phone interview with Lucky immediately following the regional competition and a face to face follow-up interview at the national competition.



# Long-Term Care Alumni Receive Awards

Two alumni received awards from the American College of Health Care Administrators (ACHCA) in May. Scott Edens, '91, the Abbott Nutrition Distinguished Service to ACHCA Award, and Troy Churchill, '06, received the New Administrator Award.

The Abbott Nutrition Distinguished Service to ACHCA Award recognizes an ACHCA Fellow who has demonstrated distinguished service to ACHCA and leadership within the profession of long-term care administration.

Edens has served ACHCA since 1990 in a number of different capacities. His knowledge and experience have been invaluable to the Georgia Chapter. In 1996, he served as the Georgia Chapter treasurer, and from 1997 to 1998, he was the chapter president. He has been instrumental in the outstanding revitalization of the Georgia Chapter and continues to actively support the Chapter. Edens has also been active on the national level with ACHCA and served on the national board in 1999, 2000, and 2001. He chaired the College Finance Committee in 2002 and served on the Nominating Committee in 2003. He also volunteers time for mentoring students in the long-term care program at Southern.

The New Administrator Award recognizes a member who has been a practicing administrator for five years or less

and who has demonstrated exceptional commitment and potential as a leader, innovator, and motivator in long-term care and in ACHCA.

Churchill, of Southland Health and Rehabilitation in Peachtree City, Georgia, takes a personal interest in the care and daily activities of the residents. He demonstrates a complete and genuine concern for each and every resident

in his care. A comment from a recent employee satisfaction survey says, "I have never worked where I have seen an administrator out on the floor helping both staff and residents. This is so nice to see and is very much appreciated." The overall satisfaction rating of the facility is

99 percent. Under Churchill's leadership, the nursing center was found to be deficiency-free in October 2009 and successfully completed the arduous but prestigious Joint Commission Accreditation Survey Process. Churchill is also an active member and treasurer of the Georgia Chapter.



Scott Edens, '91, and Troy Churchill, '06

Strategies from page 5

tional plan goals, but they also utilized demographics and psychographics to identify a variety of promotional tools to promote the practice.

Kaline and Christopher predict that with the implementation of plans for advertising, interactive website promotions, and event promotions the practice owners should be able to create a brand awareness that positions the practice as one that offers high-quality service.

At the conclusion of the semester projects, the students presented the promotional plans to the organizations and three students were offered internship positions by two of the organizations. The students will continue to develop their marketing skills in these positions.

## Long-Term Care Accreditation

The long-term care administration program in the School of Business and Management is accredited by the National Association of Long Term Care Administrator Boards (NAB). In March, the NAB accreditation visitation team was on the campus of Southern Adventist University to evaluate the program. The team members met with School of Business and Management faculty and current long-term care administration students, reviewed program documents, and attended the annual long-term care banquet. The School of Business and Management received the written report in April that recommends that the long-term care program receive reaccreditation.

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.

Africa from page 1

projects. After three weeks of discussing methods to combine business, missions, and social causes, we came to the conclusion that each venture will be unique. To fit into the cultural context, geographic needs, and the person's skills, the venture will need to be developed accordingly. Keeping in mind that balance is needed for each venture, a balance of each among mission, business, and humanitarian causes.



*Students with a tame Cheetah at the Safari Walk*



*In the classroom before going into the field*



*Tour group in Nairobi, Kenya*

423.236.2527  
www.southern.edu/business

Staff  
Carrie Harlin, director of SIFE  
and business relations  
Lisa Kuhlman, office manager  
Linda Wilhelm, graduate  
admissions coordinator  
Faculty  
Michael Cafferky  
Richard Erickson  
H. Robert Gadd  
Lisa Goolsby  
Julie Hyde  
Kimberly Miller  
Robert Montague  
Bram Oberholster  
Cliff Olson  
Verlyne Starr  
Dennis Steele  
Don Van Orman, dean  
Leon Weeks  
Jon Wentworth

School of Business and Management  
Post Office Box 370  
Collegedale, TN 37315-0370



Power for Mind & Soul