

The Exchange

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New York City from an International Perspective

By Kenny Lee, freshman animation major

Sunday: I was standing in front of Wright Hall waiting for the bus heading to our long-awaited New York City study tour! I put down my huge luggage and found out that I knew no one who was also waiting for the same bus. A guy from North Carolina came to me and said, “Are you Kenny Lee? We are supposed to be roommates!”

That was awesome because I just got to know new friends! The drive was supposed to be about 17 hours and my new friends could not believe that we could drive from the north to the south of Taiwan in about three hours.

Finally in New York City, we went to Times Square, which was like a 1,000 times bigger version of the famous place called Ximending in Taiwan. It was really exciting to see all of those different faces and hear the various tongues that God created on every single corner of Times Square.

The subway in New York was actually not that complex as long as you know what you are doing. I asked my teacher at the very beginning and found out that there were downtown and uptown, west and east, and you need to watch out for which numbers stop at your destinations. My roommate did not really know how the metro and the map of New York worked, so I led them

around. When we finally got to the station my metro card quit working and I was stuck outside of the station. My two friends were standing inside the station looking me and getting nervous by the “Just Used” signal on the gate’s screen. Finally, my friends ran to get a new card for me and I was able to get in. This demonstrated how awesome it

was to have friends with whom you can give help to and get help from.

Monday: 7:30 a.m., the alarm went off. I got up and was really excited about today. After breakfast we met up in the lobby of the YMCA. We got on a bus and headed to our first destination:

The United Nations. Once inside the buildings of the United Nations, an individual is no longer in the United States. The U.N. was run by a combination of about 50 countries when it first established and was run by 192 countries by the time we visited.

They had their own police and armed forces; however, they did not have the absolute power over any country. They were there to promote peace to the countries. The actual action of the U.N. can only be enforced under three conditions: the U.N. members wanted to help, the request was voted to decide if they will be passed, and the country being helped had to request it. We participated in the guided tour of the building of the General Assembly. According to a



Kenny and friends in front of the New York Stock Exchange

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A Word from the Dean

As we begin a new year, we continue to be reminded of the promise “We have nothing to fear for the future, except as we shall forget the way the Lord has led us, and His teaching in our past history.” (Ellen G. White, *Life Sketches*, p 196) We want God to be the leader of our business program. Our mission is to train Christian business men and women who will go out into their respective work places and expand the kingdom of God by the way they do business and live their lives. In spite of the economic downturn, our enrollment held again this year. For this we are thankful. We continually seek ways to provide opportunities for students to have learning experiences outside the classroom that integrate the academic and the real world of business. Two ways of doing this include the trip to Africa this coming summer, and the opportunity to study and work abroad.



Don Van Ornam, dean

Students to Explore Africa to Learn Business Practices

By Kelsey Larabee, sophomore public relations major

A select group of students will travel through Africa this coming summer. Braam Oberholster, associate professor for the School of Business and Management, is leading this trip and is excited about the possibilities.

“Some people have a particular interest in making a difference in the world or their community,” Oberholster said. “People who are particularly interested in Africa, this provides them with real life experience.”

Six credit hours will be offered to participants from Business Administration International Study Tour, Topics in Economics and Management Practicum. One of the student’s assignments will include coming up with an idea of how business people can make a difference by linking the nonprofit focus with social entrepreneurship.

The tour fee is \$4,900. The cost includes airfare, accommodations, in-country travel, most meals, a three-day safari, visa fees, guides and basic insurance.

All students are welcome to apply for the

trip taking place from May 3-24, however, only 15 participants will be chosen.

“Each person will get more experience with there being a smaller amount of people,” said Kendra Mosher, a sophomore financial management major.

Students will travel to Kenya where they will have the opportunity to shadow local organizations such as ADRA, World Vision, and International Institute of Rural Reconstruction. Students will observe developmental managers as they network with field staff, community leaders, government officials and people in need. Students will experience the risks and challenges associated with working in developing countries while traveling with experts.

International business majors, management majors, and nonprofit majors are encouraged to take advantage of this opportunity. Alumni are welcome to attend as well providing there is enough space for students.

For more information contact Braam Oberholster at 423.236.2771 or braam@southern.edu.

A promotional flyer for the 'Exploring Africa 2010' study tour. The flyer has a white background with a large, faint image of a hand holding a globe. At the top, it says 'LINK DEVELOPMENT AND ECONOMICS'. The main title is 'EXPLORING AFRICA 2010'. Below the title, it lists the study tour dates (May 3-24, 2010), the role (Shadow a NGO Project Manager), academic credit (6 hrs.), and that space is limited. The application deadline is December 4, 2009. There are small inset photos showing students and people in Africa. At the bottom, it says 'Open to All!' and features a silhouette of a savanna landscape with a zebra and a giraffe. Contact information for A. Oberholster is provided at the bottom right.

Business Society Brings Christmas Cheer for Children

By Suzanne Ocsai, sophomore journalism major

The night of December 4, 2009 was cold, yet inside the Chattanooga Community Kitchen the atmosphere was delightful and warm as the second annual Children's Christmas Party, sponsored by the Southern Adventist University Business Society, was well underway.

Complete with live music performed by Southern students, the event was a time for children from low-income homes to enjoy time with their families doing activities such as making gingerbread houses and reindeer ornaments from candy canes. The highlight of the children's evening came when Santa arrived riding on a bright red fire truck. Squeals of glee along with the joyful shouts of "Santa's here, Santa's here," were heard from the children as they ran into the jolly old man's welcoming arms.

Santa wasn't the only one who stopped by to wish the children a Merry Christmas. Along with Little Saint Nick, two members of the Chattanooga City Council, members of the Chattanooga police force, and the owner and operator of the Community Kitchen came by with warm wishes of their own.



Child receiving a Christmas gift

"I thought it was neat that the fire department got in on it too. And that all these people showed up to support these kids," says Robby Van Arsdale, sophomore English major and event volunteer. "I'd do it again."

This year, business society club president, Lauren Schilt, '09, expanded the party to reach out to more children and families. With the help of the Student Association Senate, who donated \$2,500, Lauren and the Business Society were able to raise \$5,900 and provide Christmas gifts for a total of 42 children, ten more than they were able help last year.

"This is what we were able to do to help the community," says Lauren. "But I just want to encourage others to find what they can do to help others in their own special way."

December Graduates

Bachelor's Degrees

Mechelle Armstead-Pharr
Jonathan Bussey
Bradley Child
Johnny Choban
Vanina Cosentino
Benjamin Dale, Jr.
Steven Doucoumes
Khodia Gustave
Chevonne Kelly
Shelly Lake
Michael McGonigle
Raymond Mills, Jr.
Karlyn Ramsey
Gabriel Santa Cruz
Lauren Schilt

Bradley Thames
Tyler Thornton



Master's Degrees

Paul Adeogun
Sandi Brown
Elaine Byers
Tod Cain
Timothy Cwodzinski
Megan Duman
Heather Freeman
Sally Garrido
Deandra Gibson
Ryan Haag
Stephanie Holtry
Sandra McKenzie
Alexandru Mihai
Jonathan Mills

Apryal Rahming
Kasandra Rodriguez
Thomas Russell
Ryan Tisdale
Jeffrey Truelove
Edwin Victor
David Wendt
Moritz Wieser
Grant Williams

Intern to Full-Time Employee

By Lauren Schilt, '09

I completed an internship that introduced me to the world of corporate finance through the company, location, and tasks assigned.



The company I worked for originally was Smith Barney which is the financial adviser branch of Citi. During the summer of 2009, Morgan Stanley bought 51 percent of the company and thus it became Morgan Stanley Smith Barney. The location was Manhattan, New York in the middle of the city. The offices took up two floors and the branch is one of the biggest in New York and included adviser secretaries, operations, human resources, as well as all the administrative managers. I was able to meet many of the staff in the office and work specifically with all the computer programs and duties performed by the financial advisers.

This internship not only gave me a great set of contacts, but it also showed me what it's like to work in corporate finance and what it would mean to be a financial

trader. While I obviously never actually processed a trade, both the secretary and the financial advisers made sure I had an understanding of how it was done. Much of what I did had to do with the small things needed to keep accounts up to date, but I also did research for specific clients and IRA accounts. The financial advisers would then go through the research and use it to advise the client on where to invest.

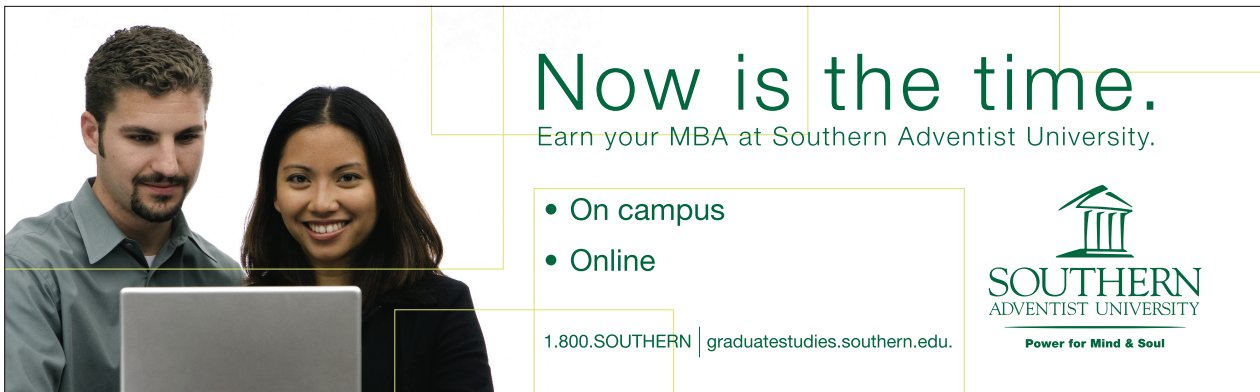
Responsiveness was one of the key things I learned this summer. I already knew the importance of being responsive, but this internship gave me a whole new perspective. The financial advisers that I worked for generally responded to all client emails within a few hours.

Another key lesson I learned was the importance of networking. While I worked for only three people, two financial advisers and their secretaries, I made it my mission to meet and be friendly with many of the other employees in the branch so I would have a solid base of contacts if I ever wanted to work for Morgan Stanley Smith Barney. While I made many connections within the branch I also learned that in New York it's all about who you know and therefore networking not only applies to where you work but also to where you go

and with whom you socialize.

This summer at Morgan Stanley Smith Barney was full of new experiences and things to learn. In the larger picture, it helped to pinpoint more specifically where I wanted to work in finance. I learned how to apply the basic knowledge I learned in school to the world of corporate finance. While there are many things that can be learned from a book, to really understand corporate finance you need to be there and experience it. This internship did that for me. While I don't understand a lot of the financial world and will always be learning more, I now understand a small part of corporate finance in an application that prepared me thoroughly to enter the workforce.


During the fall semester I had the opportunity to intern for Independent Healthcare Properties in the corporate offices for Morning Pointe Facilities here in the Chattanooga area. The internship was in cost analysis and has now led to a full time job as a Business Services Support Analyst. I feel blessed with the opportunities I've been given and, in conclusion, I would encourage others to dream big and pursue your goals. Opportunities can only be found when you're looking.



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Market Research Institute

By Joshua Michalski, '09 and current MFM student

The School of Business and Management has started an exciting new venture to conduct market research. The idea originated from the desires of assistant professor Lisa Goolsby to create an environment where students could experience first-hand market research in the field. An idea that also coincided with dean Don Van Ornam's desire to create new business ventures involving students. Joshua Michalski was brought on as Goolsby's graduate assistant to lead the project with Goolsby as the faculty oversight. The two began work in June of 2009, where a business plan for Market Research Institute (MRI) was drafted and approved by Southern's President's Cabinet.

Since the startup of MRI, Michalski and Goolsby have worked toward creating a business that conducts state-of-the-art market research for local business clients.

MRI will have the capability of video recording focus groups that clients can view live over the Internet in addition to the traditional in-house monitoring. This type of technology is far ahead of the industry.

The MRI project has a three-fold mission. First, MRI will provide a wide variety of students with employment and internship opportunity. Second, much of the money generated will go back into student scholarships. Third, the hands-on research will be incorporated with market research

classes so that students have an interactive lab as part of the curriculum.

It is an exciting opportunity for students and local businesses to get involved. The MRI is a way to give students who wish

To find out how we can help you, call Lisa Goolsby at 423.236.2756.



Creating Knowledge with the Market Research Institute

Southern Adventist University's Market Research Institute helps you acquire information about your business while helping Southern students pay for their college education.

Our Services:
Focus Groups
One-on-One Interviews
Surveys

to receive "real-world" experience the opportunity during their college career. For potential clients, MRI will offer affordable services that support high quality education instead of a profit-based business. Michalski and Goolsby look optimistically at 2010, where they expect to be busy with clients and able to bring more students into the operation.

Meet the Firms

Meet the Firms, Southern's biannual job and internship fair, will take place on Thursday, February 18, 2010. 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

NYC continued from page 1

poster in the building, the hungry children all over the world can be fed for one year if the wars would just stop for three days. The poster showed a lot of ways, like the one above, in which the money being spent on war can be used to help for longer periods of time if the wars could just stop.

I was not happy to see that the U.N. did not show Taiwan with its label on it and it did not say that Taiwan is not a part of the U.N. They marked Taiwan with blue. This indicated that they assume Taiwan was part of China, which was really disrespectful and rude. I was highly disappointed with their offensive attitude.

After sitting outside the World Financial Center, which our teacher called our “classroom,” listening to our teacher’s lecture about business, we got to participate in the closing bell of the NASDAQ.



NASDAQ closing bell

Tuesday: “\$12,000. No more? Sold.” the host yelled as she knocked on the desk with her gavel. We went to a Christie’s auction. It was really exciting to see it in person since I’ve only seen this before in cartoons and comic books. There were three ways you could participate in the event: being physically in the room, watching the live video and make your bid by phone, and to

bid online. When the auction started everyone got busy. It was interesting to see how people in the auction room valued the stuff so differently than I did. I wouldn’t spend \$30,000 to just get a desk that appeared to be similar to the ones sold in Walmart for \$100. I would use those \$30,000 for my school tuition if I had that money. It was a very interesting experience.

After seeing the auction we went to an editorial company called Simon & Schuster to meet a publisher who graduated from Southern Adventist University a few years ago. It was interesting to know that she came to New York and liked it so much even though her job had nothing to do with what she majored in at Southern. She shared with us how her internship turned into a full time job and how she fell in love with the city. She also answered many questions on what it was like to live in New York City.

Wednesday: Gold, gold, gold! Tons of gold bars! We visited the New York Federal Reserve and saw mountains of gold bars being stored in the underground vaults. We went to the first floor, where I learned that the Federal Reserve requests paper money to be printed while it also regulated the amount of money circulating in the market. Also on the first floor was the Double Eagle coin, which was sold in an auction for 7.5 million. The coin was owned by a private individual who anonymously lent it to the Federal Reserve for public display. I was able to see all kinds of coins from the oldest coins of the Greeks to the most recent American coins. What caught the most attention was when we went into the hidden room to see mountains of gold bars. I could see people’s faces got really excited when they saw the bars. According to

the guide, among the huge amount of gold bars stored in the Federal Reserve, only 5 percent of them belonged to the United States. The rest of the gold bars belonged to other international organizations. The Federal Reserve helped a lot of foreign organizations, no individuals.



The “Bull” on Broadway

After the visiting the Federal Reserve, we went to China Town and Little Italy. China Town was very special because it was normal to bargain there. China Town reminded me a little of home because of the way the houses, the stores, and the people looked. It was mainly occupied by the older generation, like where my grandmother lived rather than the younger-generation-occupied Taipei where I am from. I was so happy to see a Taiwanese store called Ten-Ren’s Tea Time. The store was very famous in Taiwan and I had been missing the black milk tea. I was happy to see my friends enjoying the tea and I enjoyed it a lot since it was the real thing and very tasty.

Thursday: Happy Thanksgiving! This is my first Thanksgiving ever. The day started with the Macy’s Day parade. After watching the parade, I went for a walk in Central Park with my friend. Central Park was impressive because of its size in comparison to Manhattan.

Later we met at a restaurant called Pellegrino's for our Thanksgiving lunch. I believed it had to be the best pasta ever!

Friday: Today was our free day to visit New York City on our own until the evening. My friend and I decided to visit the Metropolitan Museum of Art. The museum was so huge and contained pieces of art from different parts of the world. We walked around some parts and I was very attracted to the African arts.

In the evening we went to a Jewish synagogue called Temple Immanuel to participate in their worship.

Sabbath: After worshipping with the group, my friend and I decided to visit the Natural Science Museum, where the movie "Night at the Museum" was filmed. In addition to other factors, the museum really made me want to stay in New York City. The museum was extraordinarily huge; it was almost the biggest building that I had ever seen. The exhibition was the most professional one I have ever visited.

Those brilliant memories were still flashing in my mind when we were on the bus heading back to the lovely campus of Southern Adventist University. The nine-day trip was powerful. This is the only trip I have ever participated in which I really felt like I learned a whole bunch. I also witnessed how people can grow comfortable with each other in nine days. New York was such a magical place. Everything was huge and you get to go to anywhere you need by taking the subway. Every time I got out of a subway station, I was amazed by seeing a totally different world. What a magical place it was to be during the Thanksgiving trip!

Faculty Updates

Michael Cafferky presented "But Will They Read It: Faith Integration in the Development of a Faith-based First-edition Textbook" to the Deans and Chairs luncheon at Southern. Also, Cafferky presented two peer-reviewed papers at the annual conference of the Christian Business Faculty Association in Rogers, Arkansas in October.

Bob Gadd was appointed to serve as president of the Tennessee Association of Accounting Educators for the coming year. This organization is a subset of the Tennessee Society of CPAs.

Lisa Goolsby presented "Marketing Strategies for Today's Economy" for the Chattanooga Chamber of Commerce Building Blocks seminars in October.

Julie Hyde has finished her coursework for her doctoral studies and is currently working on her dissertation at the University of Memphis.

Kimberly Miller presented "Nonprofit Organization Tax Issues" at the annual meeting of the North American General Conference Auditing Service" in July.

Rob Montague has assumed leadership of the Nonprofit Management program which was moved from the School of Journalism and Communication in the fall of 2009.

Braam Oberholster has finished his course work for his doctorate in business administration through distance education with Nova Southeastern University.

Verlyne Starr attended the Association for Business Communication conference in Portsmouth, Virginia and the National Association of Boards conference in New Orleans. The National Association of Boards is the accrediting organization for the Long Term Care Administration program.

Dennis Steele has completed his doctor of philosophy in business administration (finance) from Mississippi State University. His dissertation is titled "The Asymmetric Information Content of REIT IPOs" and was sent to ProQuest/Umi for publishing. On a personal note, Dennis married Amy Metott this past July.

Leon Weeks is continuing his doctoral program at the University of Texas, Arlington and became a proud grandfather to Gideon Luis Weeks, son of Jeremiah, '01 and Jill (Johnson) Weeks, '00.

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

Scott Gooch, '05, was recently named vice president of construction services for Life Care Centers of America. Gooch has been serving as a project manager for Life Care's Construction Services department. In his new position, he will oversee all construction projects for Life Care.

Do you have news to share?
Please send it to Carrie Harlin at
charlin@southern.edu.



S O U T H E R N
A D V E N T I S T U N I V E R S I T Y

Students in Free Enterprise will compete in the regional competition on Tuesday, April 6, 2010 in Atlanta, Georgia. This year's presentation team includes Bradford Wise, Lakmini Rouse, Shauntel Thomas, Ozzie Walker, Karla Coupland, Aaron Cheney, and Christopher Vazquez.

The regional competition is where the team will showcase their completed projects to judges and vie for a chance to move onto the national competition held in Minneapolis, Minnesota, May 11-13, 2010. For more information contact Carrie Harlin at 423.236.2659 or charlin@southern.edu.

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