

The Exchange

A publication of the School of Business and Management

Winter 2011

Marketing Students Take on Manhattan

By Lisa Goolsby, associate professor

This fall, the Marketing Club “took” Manhattan in a trip designed to explore marketing careers and understand business in the “real world.” Thanks to the sponsorship of several Southern alumni, ten marketing club students had the experience of a lifetime. Arriving in Manhattan, students were able to acclimate and explore the

Big Apple prior to an interactive tour and discussion with Anthony Spertuti of Partners and Spade, the creative genius behind the Kate Spade brand as well as work for well-known brands such as J. Crew, Adi-

das, and AOL. Learning what it takes to be a marketer in today’s business landscape was very exciting and the students were able to learn even more with a Friday afternoon tour of Juice Pharma, a Manhattan advertising agency in the niche market of pharmaceutical advertising.

Sabbath was welcomed with a view of the New York skyline from the top of Rockefeller Center at sundown, and further celebrated through fellowship, worship, and a potluck at the Church of the Advent Hope—a church plant on the Upper East Side. Sabbath



Marketing students in Manhattan

afternoon, the group explored Central Park before having dinner with Rachel Zugschwert, marketing manager for Atria Books, a division of Simon & Schuster publishing. Rachel, an alum of Southern Adventist University, was able to share her first-hand experience of landing a job in New York City and working in marketing for one of the

world’s top book publishers.

The last night in New York included a Broadway performance of Mary Poppins. The group ended the trip with Sunday brunch at New York’s acclaimed Sarabeth’s. Over pancakes and

French toast, students were able to talk with Roxie Munro, an award-winning artist and children’s book author, and her husband Bo Zaunder, a retired creative director from legendary advertising agency Y&R. The couple provided students with insights about many aspects of marketing.

“I really appreciate how Professor Goolsby scheduled our time,” says John Shoemaker, senior public relations and business administration major. “The fact that we were meeting professionals in the industry each day made the trip

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School of
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A Word From the Dean

This has been a busy fall semester in the School of Business and Management. Part of our mission is to integrate practical experience with academic learning. A number of our students have engaged in a variety of community service projects both locally and internationally.

- The Business Society raised funds and purchased clothes and toys for families in the Chattanooga area for its annual Christmas party.
- Scott Gammanthaler became our first business student to complete an international internship, spending six months in Argentina.
- During the Christmas vacation, four of our graduate students were in Tanzania conducting research for Adventist Health System- East Central Africa Division.
- SIFE students are planning to visit Uruguay Adventist Academy this summer, where they will be involved in the development of a bakery that will provide work for students desiring a Christian education in that country.



Don Van Ornam, dean

Business Society Hosts Third Annual Christmas Party

By Christine Jett, senior finance major

On December 5, the Business Society hosted its third annual Christmas party for orphaned children at the Chattanooga Community Kitchen.

Since the first party in December 2008, several donors have helped to make this event a success for the children and their parents, and for the students and faculty who assisted in the planning. Donations went towards purchasing jackets, shoes, and a toy for forty-five children this year. The children were selected from a variety of local organizations that help parents

who struggle financially. Each gift was handed out by Santa Claus himself. However, a fire truck with flashing lights replaced Rudolph and the team of reindeer in his entrance. The Chattanooga fire department has played an important role in this festivity since 2008.



The atmosphere of crafts, food, Christmas music, lights, and a tree provided a swirl of fun and excitement for the children, all to be topped off with Santa and gifts. This is exactly the mission the Business Society sought. Bringing joy and excitement during the Christmas season to help parents give their children the joys of presents who otherwise might not have been able to afford them was the reason for this event.

This event brings all clubs of the School of Business and Management together. Presidents Kendra Mosher of the Business Society, Andrew Christiansen of the Entrepreneurship Club, Todd Armstrong of the Long-Term Health Care Club, and others contributed time and effort to the project. The students participated in shopping for gifts, wrapping them, and decorat-

ing the Community Kitchen.

The Christmas party for the children was a treat to all who participated. The children enjoyed the gifts and their time doing crafts as well as the visit from Santa.

Kathy Long, senior case manager for Family Housing Learning Center of the Chattanooga Community Kitchen, says, "I'm not sure who had more fun, the students, the kids, or parents! You out do yourself each year. The kids look forward to it, and the parents are very appreciative to the gifts. You have a loving group of students that take good care of the families needs in an unselfish manner."



School of Business and Management Hosts Alumni Weekend Luncheon

The School of Business and Management held a luncheon at Garden Plaza in Greenbrier Cove in Collegedale during Alumni Weekend this year. Many alumni, former faculty, and friends of the School of Business and Management joined the faculty in an afternoon of fellowship and trips down memory lane.

Special thanks to Garden Plaza for generously hosting this event with a welcoming environment and delicious lunch.

We look forward to visiting with more alumni in the years to come. However, you don't have to wait until Alumni Weekend to visit. If you would like to visit with our students, offer internships, or speak for the E. A. Anderson Lecture Series, we welcome your involvement.



Susan (Turlington) Carter, '80, and Kathy (Long) Preston, '84



Evonne Richards, Ed.D. and Bill Richards, Ph.D., '71, former faculty

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even more worthwhile. I would do it all over again in a heartbeat."

The trip was very insightful and inspiring and the hope is to make it an annual and integral part of the marketing program at Southern.



Meet the Firms

Meet the Firms, Southern's biannual job and internship fair, will take place on Thursday, February 17, 2011. For information and to register your company for the winter event, please visit our website at southern.edu/meetthe-firms 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.



Summer Internships and Experiences

By Luther Whiting, senior business administration major



On May 24, my Kam Air flight skidded to a halt on the runway of the Kabul International Airport. I was back in Afghanistan, a war-torn turf of tragedy and mystical beauty.

Afghanistan isn't the average summer get away for the homework-weary college student. After all, it's not known for its serenity, tourist attractions, or dating possibilities. But for me, there's nowhere else I'd rather spend my summer vacations. There's something magical about this country that has kept me coming back for four summer breaks (and counting).

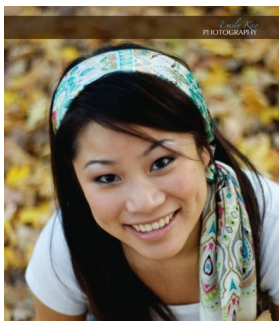
I was 17 the first time I encountered Afghanistan. The stories I heard and the needs I saw during that two-month trip so riveted me that I knew I had to return. And so began the journey of Noshaq, a nonprofit organization I founded at the age of 19. Named after Afghanistan's highest mountain, Noshaq's mission is to empower Afghanistan's rural villages through the development of sustainable small businesses. Its focus, which seeks to fuse solid business skills with the compassion of the humanitarian sector, has provided me with a very practical way to apply the skills I have been learning at the School of Business and Management. It has also given an outlet for my love of travel and passion for service.

My time in Afghanistan this summer was full of challenges: wading through Kabul's maze of corrupt bureaucracy, sitting out the dangers of political unrest and violence, holding my breath while traveling through Taliban territory, watching Afghanistan's financial system crash as banks ran out of cash, waiting out the slow days of Ramadan, and traveling days by horseback to reach our isolated project areas.

But I've never been more happy, because time spent in service is always time well spent.

For more information about Noshaq, visit noshaq.org.

By Lu Xu, senior business administration major



As a beneficial experience complementary to work in the classroom, internships can be extremely useful to experience real world issues.

Throughout my time as a marketing intern at Memorial Health Care System in Chattanooga, I assumed many responsibilities and have acquired beneficial knowledge of the business world. A main responsibility related to my position has been making a physician directory to promote doctors to the community. Since some of the doctors have never been marketed before, this is a really good opportunity for them to show the community more about themselves, and they can use the

directory to recruit patients. I learned to use the proper business software to complete this task.

I was able to participate in a few big events that Memorial Hospital sponsored, including *She Expo*, a fabulous two-day event featuring more than 150 vendors with exciting new products, fashions, food, and ideas. This event offers women two days filled with food, fun, shopping, and entertainment, as well as health screenings and informative seminars about what matters most to women. I helped out by setting up the Memorial Hospital booth and recruiting people to do health screenings at the event. I learned how to use proper communication skills for this audience.

I also contributed in helping with *Life, an Expo for Boomers and Seniors*. The event was presented by Chattanooga Times Free Press and Memorial Health Care Systems. Betty White, the 88 year-old-actress, drew the crowd. This expo provided information on health and wellness, food, entertainment, travel, shopping, and fitness. From this event, I learned how to relate to an older generation and use my communication skills to promote the Memorial Health Care System.

As a marketing intern, I have learned valuable skills, which have helped me prepare for my career after college. Working with the passionate marketing team at Memorial Hospital will prove to be a valuable experience in my job hunt. These are skills I will need to use every day when I am on my own, and I feel prepared to enter the work force.

By Andrew Knittel, senior management major

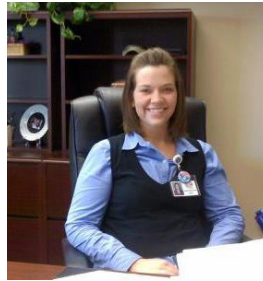


This summer I did a 12-week human resources management internship with Adventist Healthcare System in the Chicago area. AHS has four hospitals in the immediate area, Hinsdale, La Grange, Glen Oaks, and Bolingbrook; as well as a regional office near the Bolingbrook Hospital. Most of my time was spent at the regional office, but I did spend a week at each of the four hospitals' HR departments. I had many good experiences and great learning opportunities. I was able to gain exposure to all of the different sections of HR, such as recruiting, compensation and benefits, leadership development, and human resource information systems.

Recruiting was by far my favorite assignment, followed by leadership development. In recruiting, I shadowed one of the hospital recruiters for a week and sat in on many interviews ranging from entry-level jobs to director positions. With leadership development, I helped plan and organize their annual regional leadership development conference, called the Leadership Development Institute. It was a major undertaking, with more than 500 leaders and managers within the company in attendance.

Overall, It was a great summer experience and I would recommend that anyone interested in HR or business of any kind take the opportunity to do an internship with AHS.

By Emily Maynard, senior long-term care administration major



On August 3, I began my internship at Life Care Centers of America, Cleveland, Tennessee, under the leadership of Esmerelda Lee. I was treated

just like every new employee and ushered straight into orientation.

During my internship, I spent time learning about each of the departments at the facility by working within all of them. From cooking, cleaning, and laundry, to helping the maintenance director with preventative maintenance, my experience was definitely hands-on. I learned about payroll, insurance, and billing in the business office. As I moved through the departments, I attended numerous meetings and telephone conference calls. I spent time with nursing and therapy as well as helping out in activities with the residents. I thoroughly enjoyed my time with the residents as we took them to Walmart, had cooking classes, painted fingernails, enjoyed the outdoors in the courtyard, and attended church.

During the last week of my internship, the state surveyors came to the facility. This was a very stressful event but a great learning experience. I am glad that I had the opportunity to be involved in state survey before I enter the profession on my own.

The internship allowed me to use all of the information that I learned at school in a hands-on way. I believe it is a great requirement to have for all long-term care administration students.

I am so grateful for the knowledge and experience that I gained during my time at Life Care. It has given me the drive and confidence to step into this profession on my own.

By Luis Ricardo Hou, senior management major



This past summer I had the privilege of being selected as an intern for the Consulate General of Panama in New York. The Consulate General of Panama in New York provides consular services

and advice to all the Panamanians in Connecticut, New Jersey, and New York. I was the first person to ever be chosen as an intern at the Consulate General of Panama and it was a very remarkable experience. By interning in New York, it has helped me to appreciate the unique cultures of the world. My internship duties consisted of assisting with the process of passport issuance and authentication, assisting senior staff with special projects, and ensuring that each customer received outstanding service by providing a friendly environment. In addition, I dealt professionally with all callers, ensuring that people were treated fairly and I responded sensitively to each specific circumstance. I want to express my gratitude to the honorable Consul Maria Eugenia Amaya for giving me this opportunity to assist my country.

SIFE Prepares for Travels to Uruguay

By *Christina Whary, junior nonprofit management major*



We have the exciting opportunity of participating in a service-learning mission trip this summer to Progreso-Canelones, Uruguay! I am looking forward to this trip and I promise to share with you all of my wonderful experiences when I get back.

We are members of Students In Free Enterprise (SIFE) at Southern Adventist University. Our theme for the year is "LIGHT-Leading Individuals, Giving Hope Today" and that is what our Uruguay project is all about. We have big goals for this project, but we need your support.

In Uruguay there is an Adventist boarding academy that has approximately 400 students. As with many Adventist boarding schools, however, not all of the students can afford a Christian education. Last year, our team developed a strategy to help these students and to support Christian education.

The idea is simple: start a bakery across the street from the school. This bakery will employ students and will provide many benefits for the students, school, and community:

- Student workers will be able to earn up to 75percent of their tuition, which will help them to afford this Christian education.
- Student workers can earn a Master Baker Certification that will qualify them to work in any bakery in the country.
- The bakery will provide a reliable cash flow to the school, helping to pay its bills and allowing it to perform duties more effectively.
- The bakery will produce multi-

grain products that are not widely offered throughout the country. This will begin an effort to educate local community members about the importance of a healthful lifestyle.

- This bakery will also serve as a witness in their community.

Our team is excited to see this project through to completion. We believe the best way to support our brothers and sisters in Christ is to empower them for success, but we need your help to accomplish our goal.

As you can imagine, the costs of this



Christina Whary and Michael Daily, project managers

endeavor are great, so we have started a fundraising campaign to help cover the funds to take a team of five students to the academy.

The goal is to have the bakery ready to begin production when we arrive. With that goal in mind, our team plans to:

- Meet and confer with the people (students, supervisor, bookkeeper, etc.) that will be managing the business
- Inform the student body to realize the impact of the bakery on the school, the community, the economy of the region, and on each of them as individuals
- Train the student workers to oper-

ate the machinery

- Conduct market research (observing/talking with consumers, distributors, competitors, etc.)
- Learn the culture of our potential consumers to better understand and meet their demands
- Officially begin production

Our final travel cost is \$20,000. Through generous donations and sponsorships, \$75,000 has already been raised as capital to start the business, but we still need the funds to visit Uruguay and begin production. God is good; He's provided so far and we know He will continue!

We would like to ask you to prayerfully consider a gift to help us raise these funds. We believe in this project, and we know that through it, together, we can make a lasting impact in Uruguay.

We pray that you will feel moved to support us in this project. Please make your check payable to Southern Adventist University and indicate "SIFE Mission" in the memo area. **Please mail your check to Development, PO Box 370, Collegedale, TN 37315 or go online to make a donation at southern.edu/give.** (Click "other area" and on page 2 type SIFE Mission in the specified box). This gift is tax-deductible. This means, however, that it is non-refundable. If all the funds are raised but our trip is canceled for unforeseen reasons, your gift will be added to the start-up capital of this company.

We would also like to ask that you keep our team and this project in your prayers. We know that none of it would be possible without God's provision. May God bless us as we endeavor to carry out His purpose. Thank you so much for your support.

December Graduates



Bachelor's Degrees

Joshua Alderman	B.B.A., Management (International Business)
Aldo Anchetta	B.S., Business Administration
Heather Brockett	B.B.A., Financial Management (Accounting)
Marilee Chase	B.B.A., Financial Management (Accounting)
Carlos Cordero	B.S., Business Administration
Colton Davis	B.B.A., Management (International Business)
Stephanie Earle	B.S., Business Administration
Olamide Fasasi	B.S., Business Administration
Patrice Hieb	B.S., Administrative Management (Nonprofit Leadership Alliance)
Andrew Knittel	B.B.A., Management (Human Resources) A.S., Accounting
Patrelle Major	B.S., Long-Term Care Administration
Brendan Mattson	B.B.A., Financial Services (Accounting)
Emily Maynard	B.S., Long-Term Care Administration
Erin Novak	B.B.A., Financial Services (Accounting)
Abdiel Ortiz-Santana	B.S., Business Administration
Teresa Schaezka	B.B.A., Management (Human Resource Management)
Deborah Thomas	B.S., Business Administration
Lorraine Tilstra	B.S., Long-Term Care Administration
Joseph Valente	B.S., Business Administration

Master's Degrees

Natalie Almeter	M.F.M., Financial Management
David Boyer	M.B.A., Management
Jacqueline Burney	M.B.A., Management
Michelle Doucoumes	M.B.A., Customized
Kern Eason	M.B.A., Healthcare Administration
Trever Ehrlich	M.B.A., Healthcare Administration
Rima Haylock	M.B.A., Marketing Management
Percy Hollingsworth, IV	M.B.A., Management
Quintella Hollingsworth	M.B.A., Management
Randy Karnes	M.B.A., Management
Alicia Magoon	M.B.A., Management
Joshua Michalski	M.F.M., Financial Management
Carlos Solano Guzman	M.B.A., Marketing Management
Jean-Carlyle Verne	M.F.S., Financial Services
Gregory White	M.B.A., Management
Benjamin Zimunya	M.B.A., Management

E.A. Anderson Lecture Series

The School of Business and Management invites you to the 40th Annual E.A. Anderson Lecture Series. The schedule is as follows:

January 17, Scott D. McClure
Partner, Hogan Lovells law firm,
Washington, D.C.

January 31, Sam Wills
Director of Business Development, EMJ
Corporation, General Contractor,
Chattanooga, Tennessee

February 7, Donald Robinson
Audit Director, Bank of America,
Charlotte, North Carolina

March 14, Gary Wilt
President, TAG Manufacturing, Inc.,
Chattanooga, Tennessee

March 21, Kenneth Scott
Medical Director, Life Care Centers of
America, Cleveland, Tennessee

March 28, Melissa Smith
Director, Institute for Ethical Leadership,
Rutgers University, New Brunswick, New
Jersey

April 4, Alexis Spade
Client Development Sales Manager
Lexis Nexis, Atlanta, Georgia

April 11, Steve Spears
Executive Director, California Housing
Finance Agency, Sacramento, California

April 18, Don Self
Consultant, CCS Fundraising,
Chattanooga, Tennessee

We will meet in room 3135 in the Hulsey
Wellness Center. Social hour begins at 7
p.m. Lecture begins at 8 p.m. For more
information contact Kimberly Miller at
423.236.2537 or southern.edu/business.

Alumni Updates



Northwestern Mutual, a leading financial services company, is honoring Chattanooga-based financial advisor John Sterner, '01, with its 2010 Forum Award, recognizing an outstanding year of helping clients throughout the region achieve financial security. Sterner, affiliated with Northwestern Mutual in Chattanooga, joins a distinguished group of representatives from across the country who have qualified for this honor.

“Financial professionals have never been more valued and needed by families and business owners that are

seeking financial security,” said Paul Fitzgerald, managing director of Northwestern Mutual in Chattanooga. “In Chattanooga and around the country, there’s been a surge in demand for long-term financial security planning to address the challenges of living longer, uncertain financial markets, less guaranteed income for retirement and significant health and long term care costs.”

Sterner and other winners will receive awards at the Northwestern Mutual Forum conference held in Scottsdale, Arizona.

Ben Dale, '09, recently received his license in long-term care administration and is working as the administrator at a facility in Dawson, Georgia.

Ruben Harris, '10, recently accepted an offer to join BMO Capital Markets as an investment banking analyst. He will be based in Chicago starting in the summer of 2011.

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

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