

The Exchange

A publication of the School of Business and Management

Spring 2013

An Internship in Hospitality

By Madison Keizer, junior management major

This past summer, I worked as an intern for Vagabond Cruise in Hilton Head Island, South Carolina. I learned a tremendous amount about business and how a company operates. The internship expanded my knowledge of management, and offered amazing opportunities for gaining experience in various aspects of hospitality and implementing my own ideas into the company.

Working for Vagabond Cruise included rotating through different positions so that I was involved in all aspects of the company. In the corporate office I would be the first point of contact for private events. Additionally, I also organized meetings and planned for events such as resort breakfasts and parties. Working on the passenger vessels and sailing yacht as a deck hand required manual labor, but also allowed me interaction with the passengers and taught me how important the hospitality aspect of the job is to the industry.

The main location I worked was the ticketing box. We took reservations, sold tickets, and learned how to manage activities and events. We also helped to plan and implement new ideas for the company. A few examples of the hands-on education I experienced as an intern are: competitive manager shifts including opening and closing responsibilities,



reservation organization, writing press releases, designing new marketing campaigns, administrating the Facebook page, and learning professional customer service.

This internship taught me what I could never learn in a classroom. I learned how to react in real life circumstances, especially related to customer service problem resolution. I created projects that profited the company and implemented business ideas which will benefit the company in the long run. My work with Vagabond Cruise was a great foundation for my future in business. An internship is an invaluable educational experience I recommend for all college students!

Note: Madison continued her learning through a social media internship this year with Office Furniture Warehouse in Chattanooga, Tennessee

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SOUTHERN
ADVENTIST UNIVERSITY

**School of
Business and Management**

A Word from the Dean

We are completing another school year. This has been one of our best. We are graduating a number of excellent “business professionals” who have a vision for making a difference in the workplace. Congratulations to our graduates!

As you may know, this is my last year as dean of the School of Business and Management. I retire May 31. It has been a pleasure to serve at Southern. During the past 16 years, our graduate programs were developed and grew under the blessing of our God. We have seen many of our graduates successfully take their places in the business world and church organizations.

Thank you to each of you for your support and commitment both to your alma mater and to our mission “to develop Christ-centered business leaders who integrate knowledge and application with high moral values.”

Mark Hyder, district manager of the General Conference Auditing Service, recently accepted the invitation to join our faculty. He has agreed to serve as acting dean during the coming year while the search for a dean continues. Please give him your support as he assumes the leadership of our School.



Don Van Ornam, dean

Date	Presenter
January 28	Brandon Mihai & Scott Gammenthaler Owners, Spottlife Chattanooga, Tennessee
February 11	Kenneth Scott, M.D. Corporate Medical Director LifeCare Centers of America Cleveland, Tennessee
February 25	Ed Rusk CEO, Chattem Chemicals Chattanooga, Tennessee
March 18	Ron Harris Director, Corporate Workforce Diversity Blue Cross Blue Shield
March 25	Joyce Newmyer President Washington Adventist Hospital
April 1	Kenneth W. Slate Manager, Decision Support Walmart Global Customer Team Coca-Cola
April 8	T. J. Gentle Executive Vice President - Operations Smart Furniture, Inc.
April 22	Stephen Kelley Judge of the Superior Courts Brunswick, Georgia

The 2013 E.A. Anderson Lecture Series Schedule

The E.A. Anderson Lecture Series is an annual feature of the School of Business and Management. The series is made possible by the generosity of the late E.A. Anderson of Atlanta, Georgia, for the purpose of giving the listener a broader understanding of the business world. But more importantly, these speakers make a lasting impact on our students and offer career contacts and/or opportunities. The public is invited to attend the lectures free of charge and one hour of continuing education credit for the Tennessee Society of Certified is available. All lectures are presented in the winter semester at 7p.m. in Brock Hall on the third floor in the E.A. Anderson Business Seminar Room (BH 3205). Lectures are also available at southern.edu/business.

Auditing in Action

By Julie C. Hyde, associate professor

For the second year, students in the Auditing class have the opportunity to perform an actual audit on campus. In working with Southern Adventist University Controller David Huisman and Junior Accountant Angela Teague, Associate Professor Julie Hyde arranges for students to perform audits of department credit cards. Students learn fundamental concepts in the course, but the audits allow them to apply those concepts to a real-life scenario. “Being able to apply the auditing course material in such a practical way, it helped me to understand and remember what I was reading from the book and being taught in the class.” said alumni Kendra Mosher who is completing an accounting residency with the Southern Union of Seventh-day Adventists. The audit project is useful in classroom lecture as students have a point of reference in learning course concepts.

Students are given raw cardholder data and select transactions for testing by using random sampling procedures. They make arrangements with department personnel to review the supporting documentation for transactions and document their work. Based on the results of their audit testing, they prepare audit reports with possible recommendations to department personnel.

Several students shared their favorite part of the project. Senior Johannes Myers enjoyed writing recommendations for the department. “Knowing that I may have improved the internal control or record-keeping procedures of a department shows that, more than any other class I’ve taken at Southern, the semester project provided real-world experience to the students.”

Josef Myers also a senior agrees, “Being at the department’s site and actually checking the records for discrepancies was definitely my favorite part.”

Graduate student Chris Beagle notes, “It affirmed what we had learned and made it practical instead of only being theoretical.”

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and January 7 for Winter 2014.



Power for Mind & Soul

SIFE Now ENACTUS

By Stephanie Sheehan, director - ENACTUS

In October 2012, five students traveled with me to Washington, D.C. to observe the annual SIFE (Students in Free Enterprise) World Cup competition. The champion teams from 41 different countries presented their best projects, each vying to be World Cup Champion. This year Belmont University (Nashville, Tennessee), won the title!

Watching these top caliber teams helped our leadership learn new ways to embody the triple bottom line of People, Planet, Profit and embrace SIFE's new name: Enactus.

This new name was chosen because it represents the three major components of the organization: ENtrepreneurs with innova-tive ideas in ACTion for US, the community of students, educators, and project partners. Inspired, we returned to Southern determined to make a difference with projects that represent what Enactus is all about.

Since October our team has been working on two new projects and taking a returning project to the next level. We applied for and received over \$3,000 in grant money for the new projects.

We have partnered with **The Women at the Well** ministry, which helps women recover from life controlling issues. It is a two-fold project: first to improve their business practices to help them become more sustain-able. We're working

in areas such as marketing expansion, inventory management, and sales improvement. Second, we are developing life transition components of their existing program, through our interdisciplinary team which includes students from the social work graduate program. These initiatives are made possible through two grants we were awarded: the Walmart Women's Economic Empowerment Grant and the Sam's Club Step up for Small Business Grant.

We also received a third grant sponsored by Campbell's Soup, titled "Let's Can Hunger." We are developing a partnership with The Samaritan Center focusing on contributing to short-term hunger relief through food drives and long-term hunger by the development and implementation of an educational series and hunger tool kit.



Gen-Link, a second-year project, is experi-

encing growth and expansion. A short-term work agency, GenLink provides students with work in the area surrounding Southern. Our first employee completed the first job request in November, and at our December hiring fair, over 20 people turned in employment applications.

It is through projects like these and others that Enactus students take what they have learned in the classroom and apply it to real-life situations while making a positive impact on others.

To learn more about Enactus Southern and ways to be involved, friend us on Facebook ([facebook/enactus.southern](https://www.facebook.com/enactus.southern)) or email enactus@southern.edu.



Congratulations on Acceptance!

The faculty and staff of the School of Business and Management at Southern Adventist University congratulate the following students on their acceptance into the School of Business and Management. These students join a group of aspiring business professionals dedicated to excellence and to the concept of service in the workplace as well as in the communities where they live.

Oluwasijibomi Ajumobi	B.B.A. Financial Management Accounting	Jeff Haynal	B.S. Business Administration
Lindsey Brown	B.S. Long-Term Care Administration	Marcus Keenan	B.B.A. Management, General
Stephanie Brown	B.B.A. Financial Management, Accounting	Jonathan Jones	B.B.A. Financial Management, Finance
Nathan Clute	B.S. Business Administration	Tristan Knowles	B.B.A. Financial Management, Accounting
Chelsea Coston	B.B.A. Financial Management, Accounting	Dara Laing	B.B.A. Financial Management Accounting
James Dale	B.S. Long-Term Care Administration	Christopher Marshall	B.B.A. Financial Management, Accounting
Leziel Dela Cruz	B.S. Business Administration	Myesha Rolle	B.B.A. Financial Management, Finance
Caitlin Faber	B.B.A. Management International Business	Macy Westbrook	B.S. Business Administration
Xenia Figueroa	B.B.A. Marketing	Andrew Wildman	B.B.A. Management, General
Meredith Gibbons	B.B.A. Management International Business	Delroy Myrie	B.S. Business Administration
Derek Haas	B.B.A. Management International Business		

Meet the Firms

Meet the Firms, Southern's biannual job and internship fair, is coming on **Thursday, October 10, 2013**. One of our students may be the perfect fit for your organization!

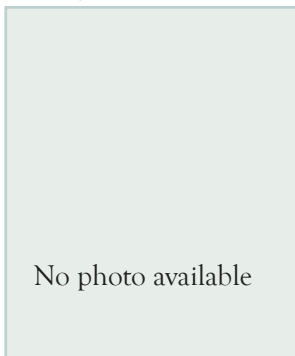
Visit southern.edu/meetthefirms to register your company for this event. The fair is sponsored by the schools of Business and Management, Computing, Journalism and Communication, Nursing and Social Work as well as the English Department and Alumni Relations.



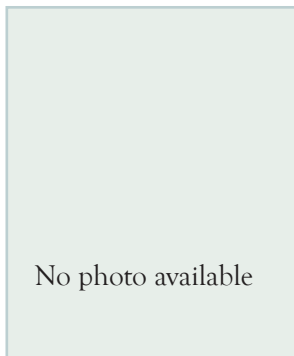


December graduates

PHOTOS COURTESY OF SOUTHERN MEMORIES



Elisabeth Mae Scott Anderson
B.S. Business Administration
Hometown: Ooltewah, TN



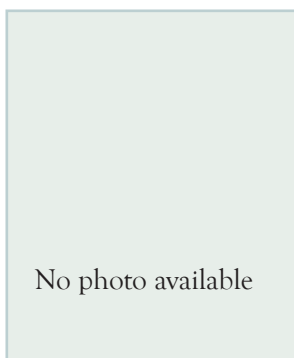
Cynthia Kimsey Brooks
B.S. Long-Term Care Administration
Hometown: Cleveland, TN



George Caleb Carrazana, III
B.B.A. Long-Term Care Administration
Hometown: Longwood, FL



Kathryn Elizabeth Chandler
B.B.A. Marketing
Hometown: Apison, TN



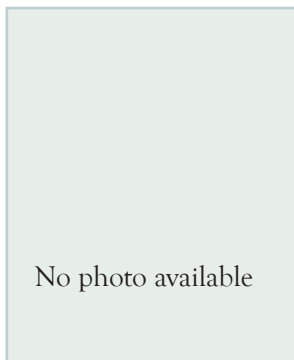
Lincoln Patrick Duff
B.B.A. Financial Management (Finance)
Hometown: Ooltewah, TN



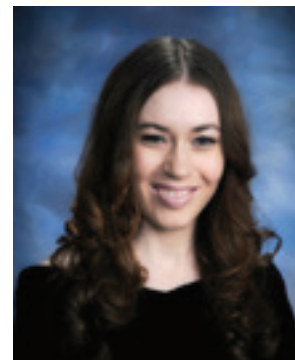
Abdiel Joel Erin
B.B.A. Management
(International Business)
Hometown: Hollis, NY



Kevan John Evans, II
B.B.A. Management (Entrepreneurship)
Hometown: Apopka, FL



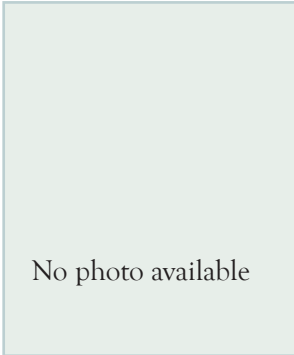
Kayce Lynn Foote
B.S. Business Administration and
Public Relations
Hometown: Campbelltown, PA



Carissa Brook Haley
B.B.A. Management
(Human Resource Management)
Hometown: Gallatin, TN



December graduates

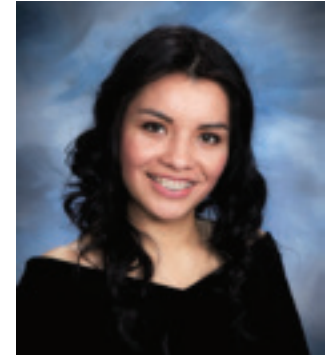


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Bethany Elain Hills
B.S. Business Administration
Hometown: Ooltewah, TN



Evan Michael Johnson
B.B.A. Marketing
Hometown: Apison, TN



Cristina Melo
B.B.A. Financial Management (Finance)
Hometown: Rockville, MD



Steven Michael Mercer
B.B.A. Financial Management
(Accounting)
Hometown: Piney Flats, TN



Megan Elizabeth Sutherland
B.S. Nonprofit Administration/
Development (Communication)
Hometown: Siloam Springs, AR



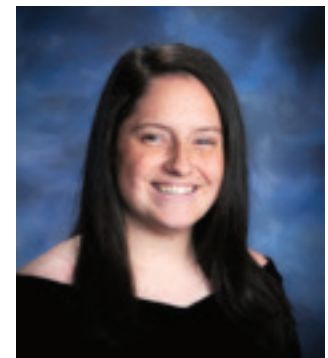
Aspen Shae Welch
B.B.A. Marketing
Hometown: Clark, MO



Kayleen Samantha Hyde
A.S. Business Administration
Hometown: Valrico, FL



Phuong Nguyen
A.S. Business Administration
Hometown: Vinh Nghe an, Vietnam



Melissa Nicole Tinkham
B.B.A. Sports Studies
A.S. Accounting
Hometown: Ooltewah, TN



May graduates

cont.

PHOTOS COURTESY OF SOUTHERN MEMORIES



Tina Cereta Anglin
B.S. Business Administration
Hometown: Jonesboro, GA



Laura Lynn Boyer
B.S. Long-Term Care Administration
Hometown: Frederick, MD



Whitney Dianne Brass
B.S. Business Administration
Hometown: Peyton, CO



Tyler Arnold Buckley
B.S. Business Administration
Hometown: Thomasville, NC



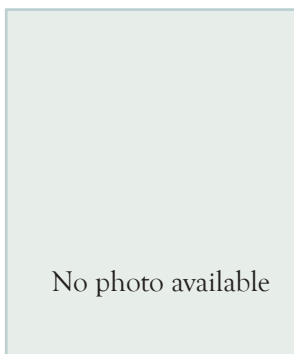
Katheryn Elizabeth Borgan
B.B.A. Marketing
Hometown: Anderson, SC



Melanie Renae Christensen
B.S. Business Administration
Hometown: Pipestone, MN



Laura Elizabeth Cole
B.S. Long-Term Care Administration
Hometown: Cordova, TN



Logan Coon
B.S. Business Administration
Hometown: Vestaburg, MI



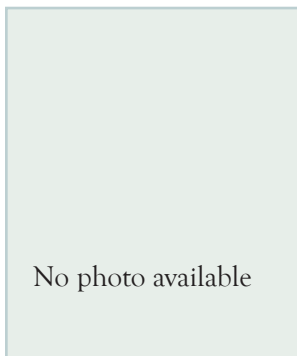
Jace Eliot Coston
B.B.A. Management
(International Business)
Hometown: New Market, VA



May graduates

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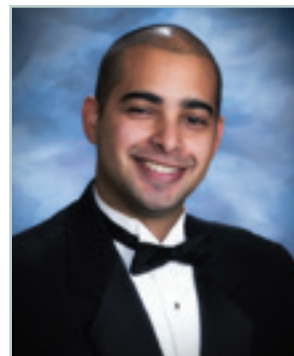
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Michael Shain Daily
B.B.A. Marketing
Hometown: Cary, NC



Justin Mathieu Delhove
B.B.A. Management
(International Business)
Hometown: Pella, IA



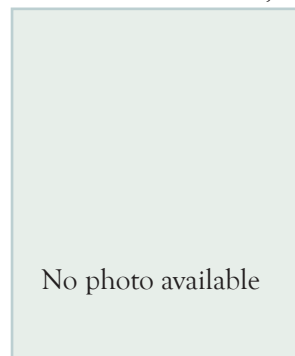
Andres Jose Escobar Barboza
B.B.A. Financial Management
(Accounting)
Hometown: Calhoun, GA



Scott Davis Gammenthaler
B.B.A. Management
(International Business)
Hometown: Ooltewah, TN



Aaron Michael Gunther
B.B.A. Marketing
Hometown: Ooltewah, TN



Lauren Ann Halminen
B.S. Nonprofit Administration/
Development (Leadership)
Hometown: Courtice, Ontario Canada



Ingrid Hernandez
B.S. Business Administration
and Public Relations
Hometown: Kissimmee, FL



Alec Kenneth Jackson
B.B.A. Marketing
Hometown: Kennesaw, GA



Zhi (Raymond) Liu
B.B.A. Financial Management
(Accounting)
Hometown: Guang Zhou, China



May graduates

cont.

PHOTOS COURTESY OF SOUTHERN MEMORIES



Joseph Michael Macko
B.B.A. Financial Management
(Accounting)
Hometown: Cicero, IN



Keisha Bennet Malivert
B.S. Business Administration
Hometown: Sacramento, CA



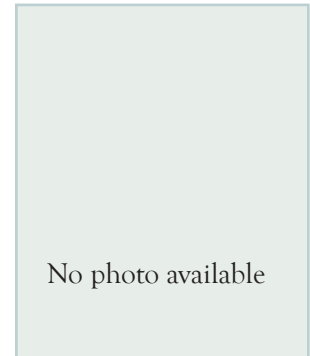
Joshua Henry Martin
B.S. Business Administration
B.S. Music Performance (Voice)
Hometown: Sebring, FL



Roxana Martinez
B.S. Business Administration
Hometown: Miami, FL



Lorianne Andrea Navallo-Martinez
B.B.A. Management
(International Business)
Hometown: Cocabamba, Bolivia



Jacqueline Felice Hope Reed
B.S. Nonprofit Administration
and Development
Hometown: Murray, KY



Andrii Skrypkar
B.S. Business Administration
Hometown: Ooltewah, TN



Tiffani Nicole Stiltz
B.B.A. Financial Management
(General Management)
Hometown: Apopka, FL



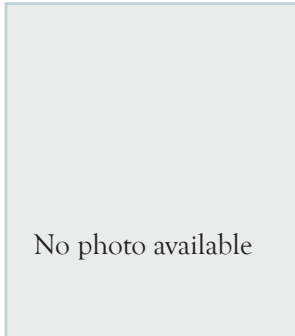
Samuel Joseph Thomas
B.S. Business Administration
Hometown:
Altamonte Springs, FL



May graduates

cont.

PHOTOS COURTESY OF SOUTHERN MEMORIES



Nathan Mark Traxler
B.B.A. Financial Management
(General Management)
Hometown: Ooltewah, TN



Richard Mark Walters, III
B.B.A. Marketing
Hometown: Cairo, GA



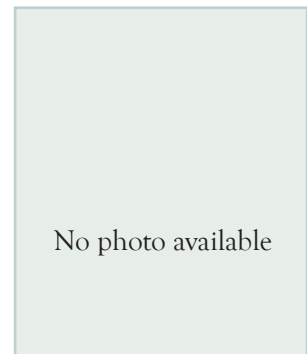
Brittney Lynn Weber
B.B.A. Financial Management
(Accounting)
Hometown: Centralia, MO



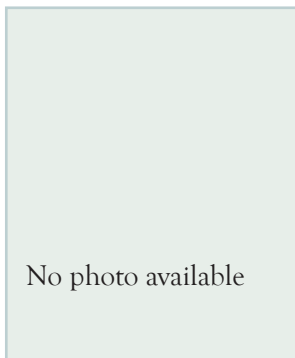
Kyle Justin White
B.B.A. Financial Management
(General Management)
Hometown: Roswell, GA



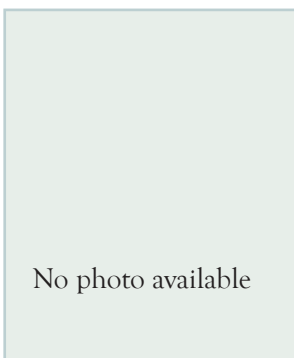
Shanshan Zhang
B.B.A. Management
(International Business)
Hometown: Palau



Brian Jae Beck
A.S. Business Administration
Hometown: Stony Point, NC



Angela Denise Fernandez
A.S. Business Administration
Hometown: Lake Placid, FL



Mark Loren Froelich
A.S. Accounting
Hometown: Laurel, MD



Graduate Degrees Awarded

December 2012 Graduates		
Name	Degree	Hometown
Hector Alvarez, Jr	M.B.A. Management	Tillamook, OR
Aldo Ancheta	M.B.A. Healthcare Administration	Ooltewah, TN
Karla Coupland	M.B.A. Church & Nonprofit Leadership	Arcadia, IN
Humberto Daniel Espinosa Hernandez	M.B.A. Church & Nonprofit Leadership	Hialeah, FL
Tereno Jason Forbes	M.F.M Financial Management	Bahamas
Alistair Hsiao Chun Huong	M.S.A. Church Administration	Loma Linda, CA
Wei Li	M.B.A. Management	Guang Zhou, China
Thaddeus Joel Lozensky	M.B.A. Management	Covington, KY
Jenilee Marmo	M.B.A. Management	Geneva, FL
Brendan Lee Mattson	M.B.A. Accounting	Delton, MI
Stefani Linna McCoy	M.B.A. Management	Ringgold, GA
Holly Nicole Myers	M.B.A. Management	Longwood, RI
Lea Marsienne Ngo-djanal	M.B.A. Human Resource Management	Orlando, FL
Erin Elisabeth Novak	M.F.M Financial Management	Hendersonville, NC
Donna David Roseberry	M.B.A. Management	Chattanooga, TN
Diana Isabel Santos	M.B.A. Customized	Collegedale, TN
Julie Vincent	M.S.N/M.B.A. Healthcare Administration	Chattanooga, TN
Peter Seth Yalorda	M.B.A. Church & Nonprofit Leadership	Chattanooga, TN
May 2013 Graduates		
Name	Degree	Hometown
Jessica Leigh Breetzke	M.B.A. Healthcare Administration	Apopka, FL
Eric Cole Davis	M.F.M. Financial Management	Winston-Salem, NC
Douglas Erick Goolsby	M.B.A. Management	Chattanooga, TN
Jennifer Perdomo	M.F.M. Financial Management	Hialeah, FL
Jonathan A. Stein	M.B.A. Healthcare Administration	Johnson City, TN
Christina Dawn Marie Weitzel	M.B.A. Marketing Management	Ooltewah, TN

Alumni Updates

G. Thomas (Tom) Evans, BS Accounting '67, is the CFO/treasurer for the North American Division.

Glen Mather, B.S. Management '78, and wife **Loida** (attended) live in the outskirts of Orlando, Florida. Their oldest daughter Ashley is currently enrolled at Southern and recently returned from Kenya as a student missionary. Their son, Albert attends Seminole State College and daughter, Alyssa and son, Adam, are in elementary school. Glen operates NuView IRA, a self-directed IRA administration company with offices in Orlando and Chicago. They enjoy their continued connection with Southern and wish God's continued blessing on the school.

Josefer Montes, BBA Accounting '92 and his wife **Heather** (attended), were blessed with their second child, Caroline Lereth at the end of January. They also have a six-year-old son named, Camden. Mr. Montes is the dean of the School of Business at Walla Walla University and completed his Ph.D. from the University of Southern Mississippi in December of 2010.

Mark Jacobs, B.S. Business Administration '95, completed his MSM in 2008 and is the CEO/administrator of a nursing and residential care facility his grandfather founded in 1970 in Canton, Maine. Currently he and his wife, Valerie, care for two foster children along with their two elementary aged children. They also have two older children who live in Japan and Virginia, respectively. Mark Jacobs is the president of the Maine Chapter of the American College of Health Care Administrators (ACHCA).

Nathan Tidwell, B.B.A. Management '00 and his wife **Margie (Jones)** B.A. Religious Studies '02, are currently stationed in New Delhi, India where Nathan is serving as the Consul at the U.S. Embassy. With their two children, Andrew (2) and Alina (4 months), they are making new friends and exploring India together. Prior to moving to India, Nathan and Margie lived in South America for four years where Nathan served in various positions for the U.S. State Department.

Brittany (Cinquemani) Woods, A.S. Accounting and B.S. Business Administration, '08 and her husband, **Josh Woods** B.A. Theology '08, are currently living in Georgia. Josh pastors two churches, Warner Robbins and Oglethorpe. Brittany works part-time for a family run business, National Bank Products who sell operational items to banks and promotional items to a variety of industry groups. She is also a substitute teacher for their church school. She is active in Women's Ministries, VBS and the Social Committees at both churches. Brittany is deeply involved in a local ministry to combat human trafficking Georgia area.

Tereno Forbes, B.B.A. Management and B.S. Long-Term Care Administration '08, M.B.A. Marketing emphasis '11, and M.F.M. Financial Management '12, currently works as the business manager at Hinsdale Academy in Hinsdale, Illinois.

Brett Martin, B.B.A. Management '09, works as the assistant manager at Nourish Christian Marketplace, formerly the KY-TN Adventist Book Center.

Hillary Taube, B.S. Business Administration '10, M.F.M. Financial Management '11, currently works for 3H Group Hotels in downtown Chattanooga, Tennessee. She passed all the exams and became a CPA in March of 2013.

Lucky Rouse, B.S. Business Administration '10 married **Leif Ramsey** B.S. Art-Graphic Design '05 in April 2013. Lucky works as an economic developer for the Chattanooga Area Chamber of Commerce. Lucky was swept off her feet by Leif with a proposal on top of a mountain in France overlooking our sister school in Collonges-sous-Saleve. Lucky and Leif attend The Well church in downtown Chattanooga.

Do you have news to share?
Please email it to Lisa Kuhlman at
kuhlmanlisa@southern.edu.

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.

Faculty

Michael Caffery

Richard Erickson

H. Robert Gadd

Lisa Goolsby

Julie C. Hyde

Kimberly Miller

Robert Montague

Bram Oberholster

Cliff Olson

Verlyne Starr

Dennis F. Steele, Jr.

Don Van Ornam, dean

Leon Weeks

Jon Ventworth

Staff

Stephanie Sheehan, director of SIFE

and the institute for ethical leadership

Lisa Kuhlman, office manager

Linda Wilhelm, graduate

admissions coordinator

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