

The Exchange

A publication of the School of Business

Summer 2016

VITA 2016 Tax Season

By Jessica Pieretti, graduate assistant

Volunteer Income Tax Assistance (VITA) is a free service, provided by certified volunteers, for community members to file their taxes. VITA serves low-income, ESL, and disabled taxpayers as well as students, retirees, and many others from the area.

The VITA team is an essential part of the community during tax season. The School of Business fields many calls regarding when and where the services will be available. When VITA member Noelia Oase was asked how important she thinks programs such as VITA are to the community, she replied: "They're very important! I truly believe that the people we serve rely on their refunds, so it's important that they have the opportunity to claim them. Plus, it's important for the IRS to receive tax returns from people who work. I think it's a win-win situation, with the IRS getting tax returns on file and taxpayers getting their refunds without having to spend most of that refund on a tax firm. For accounting students like me, it also creates an opportunity to serve those in need, build our resumés, improve our understanding of how taxes work, and gain experience in the public taxes field."

This year, Southern's team served an increased number of community members due to the closing of another local VITA location. This gave our students an even greater opportunity to put their skills to the test and serve those in need. "No two [returns] were the same, and I think it was really good practice!" said Oase.



Southern's 2016 VITA student volunteers

In this Issue

| | |
|----------------------------|---|
| Dean's Message..... | 2 |
| Entactus..... | 3 |
| E.A. Anderson..... | 6 |
| SBM Accepted Students..... | 7 |
| Professor Awards..... | 8 |
| Class of 2016..... | 9 |



A Word from the Dean



Mark Hyder, dean

For I know the plans I have for you,” declares the LORD, “plans to prosper you and not to harm you, plans to give you hope and a future (Jer. 29:11, NIV). We have completed another school year, and many students will be looking for or starting new jobs and internships. Entering a new work situation, making new friends, learning new tasks, and trying to make a positive impression can be very stressful. It is comforting to know that our God is a personal God and that He has plans for our future - plans to prosper us and give us hope.

We have had a full year of activities and are thankful that the Lord was with us during each event. Some of the highlights were our New York and China Study tours, as well as our moot court competition with the Tennessee Intercollegiate Legislative Society, where both of our teams advanced to the semi-finals. Our Volunteer Income Tax Assistance program students prepared over 240 tax returns for low-income and senior citizens of the Greater Collegedale Community. Our Enactus team was a regional champion and finished third in their league in the national competition. Our accounting students have advanced to the national Institute of Management Accountants (IMA) final and will be competing in Las Vegas in July.

With respect to our faculty, we are delighted to report that Julie Hyde received the President’s Award of Excel-

lence for her contribution to student success. We are also proud to announce that the Board of Southern Adventist University conferred upon Robert Montague the Adventist Health System Endowed Chair of Business. We are also proud to announce that Michael Cafferky’s recently published textbook, *Business Ethics in Biblical Perspective*, was nominated for a reader’s choice award by InterVarsity Press. Luceta McRoy was a contributing author of “Counties Eliminating Racial Disparities in Colorectal Cancer Mortality”, published in the American Cancer Society’s March journal. With respect to faculty changes, this year we said good-bye to three distinguished professors in our department: Richard Erickson, Verlyne Starr, and Jon Wentworth. Although we are sad to see them go, we welcome Lisa Kuhlman to the ranks of the faculty and Nelly Montoya as our new Graduate Advisor.

Over this summer we have a three-week European Study tour that is taking our students to London, Paris, Geneva, Berlin and Prague. We also have many exciting activities planned for next year, and it is with the knowledge and courage that our Lord has plans to prosper us and to give us hope and a future that we prepare for 2016-2017.

Enactus

By Stephanie Sheehan, director of Institute of Ethical Leadership

Enactus:

Entrepreneurial - initiating ideas and business solutions with passion and innovation

Action - the experience of sustainable impact, activated with integrity

Us - student, academic, and business leaders collaborating to create a better world

Southern's Enactus team experienced the satisfaction of helping others and doing well in competitions this year. Each year Enactus, an international nonprofit, helps motivate and mobilize almost 17,000 students representing 443 universities colleges and universities in 36 countries. Students are challenged to identify needs in communities near and far, and they implement classroom learning in various ways to address and remedy those needs. The success of their efforts is measured through overall impact, sustainability, lives and livelihoods improved, financial impact (e.g., revenue generation, decreased production costs, etc.), and/or and positively affecting environmental impact. The strongest projects address all of these at once, though it is not required. The goal is to make a difference through incorporating principles and strategies that improve the triple bottom line: people, planet, and profit. Each Enactus team is required to report on what the team has accomplished during the school year, and Enactus requires that reporting be done through the forum of competition. Competitions are held regionally, and winners at that level are expected to participate at the national-level competition held in May.



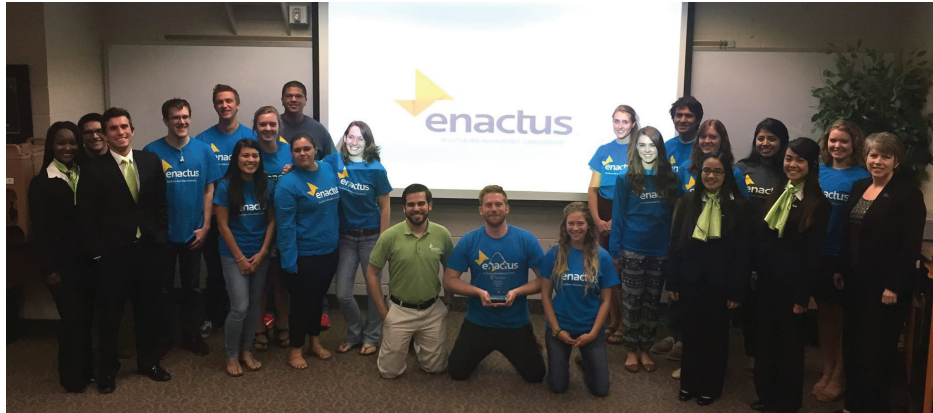
The Southern Enactus team is all smiles after being awarded third place in the national competition.



Our team competed in the regional competition held in Atlanta, Georgia, on April 1 and emerged as one of the winners in our league. The national competition was held May 15-17 in St. Louis, Missouri, and all competing teams were placed into 20 leagues of six teams each. There are three rounds: Round One, Semi-Final (top 20 teams in four leagues), and the Final Four (semi-final league winners). Our team was ecstatic to receive recognition at the national level for the first time, placing third in our league in Round One. Let's just say there were many, many selfies and besties taken with the trophy. In total this year, our team earned almost \$4,000 in prize and grant money. We reinvest these funds and all donations received into our projects and to help offset the expense of competitions. Winning was great; more important to our students, however, are the lives that were impacted as a result of their efforts in three projects: Veteran Empowerment Training (VET), two LAUNCH business start-ups, and working with The Stop Go Movement.

The VET project focused on increasing levels of job preparedness for military veterans transitioning into civilian employment. It was a collaborative process involving students, faculty, local veterans, and veteran liaisons, along with the support of First Source LLC, Office Furniture Warehouse, Subway, McKee Foods, Target, and Chik-fil-A. Through a workshop our team and partners provided relevant training on how to communicate military experience into civilian contexts through resumé building, speed interviewing to increase interview skills, and coaching on effective networking. The response we received from those in attendance and our veteran liaisons was so positive that we are currently assessing the feasibility of continuing this as a legacy project in the coming school year and beyond.

We also worked this year with LAUNCH, one of our partner organizations, which focuses on communities with high unemployment. It empowers individuals by fostering an entrepreneurial spirit and encourages job creation by building small businesses and positioning entrepreneurs for success. Through this organization we connected with two business start-ups, Angel Wings and Lifewrap. Angel Wings is a non-emergency medical transportation service; Lifewrap is the namesake of its product, created by a medical professional with a tragic story of CPR-related loss in her family and almost lost her own son due to CPR-related issues. Lifewrap is an apparatus designed as a CPR instructional and delivery aid, constructed with quality medical-grade polyurethane. It is currently patented, endorsed by the American Heart Association, and is in final stages of being certified by the FDA. Our team provided consulting and hands-on assistance with many areas of business that often fall outside the knowledge base of a fledgling entrepreneur, such as conducting needs assessments, developing a business plan and its myriad of essential data, maximizing multiple marketing channels, establishing supplier and supply-chain logistics, and more.



The Stop Go Movement is a nascent organization founded by an Enactus team member whose home country is Nigeria. He established partnerships with the Enactus team and other interested parties at Babcock University in Nigeria to address mosquito-borne illnesses and health issues in a nearby community. By connecting people, organizations, and resources, our Enactus teams and their recruits were able to provide and install mosquito netting on doors and windows for over 100 homes (representing over 600 people); treated an additional 136 individuals for mosquito-related illnesses; provided educational materials on the importance of properly installing and/or repairing netting; offered clothing to those in need; and facilitated interactive play for the children during the days of the event.

Students thrive when given the opportunity to bring classroom theory to life in the real world, and those moments when learning and experience intersect are empowering and confidence-building. Watching them grow intellectually, personally, and spiritually are why we serve here at Southern. We give God all the glory for what He accomplished through our students and what He will accomplish in the future through new and returning students. We all want to do well at competition—but more importantly, our students always strive to do their best for Him and for His purposes.

As we seek to expand our program next year, please consider partnering with our Enactus students on their projects in an advisory capacity. If you'd like to express interest in doing so, please email enactus@southern.edu.

E.A. Anderson Lecture Series

By Stephanie Sheehan, director of Institute of Ethical Leadership

The E. A. Anderson Lecture Series takes place on Southern's campus each winter semester. Business and thought leaders from diverse fields share their professional insights and experience, providing students and community members the opportunity to learn from and dialogue with accomplished individuals who are successfully navigating the ever-changing arena of our global economy. Each series includes 10 lecture sessions.

Speakers this winter were business professionals representing diverse fields such as healthcare, oil and gas, agricultural bio-chem, long term care, healthcare, industrial technology, entrepreneurship, financial management, human resources, and branding. Topics covered by these 10 speakers included entrepreneurship, job- and organization-fit, benefits of team diversity, leading and managing multinational teams, transitioning from college student to professional, sticking to the mission, navigating corporate America, personal branding, working within the dynamics of cyclical business, and the power of optimism and drive to keep moving forward. Four of our speakers were Southern alumni: Dianaly Blas, '12; Anthony Castelbuono, '04; Sarah Matthews McDugal, '03; and Mark McKenzie, MD, '91, '94.

In addition to attending the lectures, students enrolled in the class journal about the lecture content and its intersection with their own lives and future plans. Many of the students have shared profound spiritual and professional insights in their essays. It is moving to read about their intent to incorporate a spiritual or leadership nugget, change some aspect of their life for the better, surrender to God's path rather than their own, feel affirmed in their chosen career path, or feel called to change it. For others, it's the experience of gaining a wider perspective about the diverse roles in the business world, or realizing that failures often resurface as success. The line up for Winter 2017 is already taking shape. If you're nearby, we'd be delighted if you joined us, and community professionals can earn one hour of continuing education credit. If you'd like to suggest an accomplished speaker for the series, please submit the information via email to leadership@southern.edu.



Speaker, Sarah Matthews McDugal

This annual lecture series is named for and originally made possible by the late Eugene A. Anderson of Atlanta, Georgia. Anderson was well known for his leadership and for the exponential growth of the Atlanta Saw Company. For his success he received many accolades, most notably the President's "E" Award presented by President Ronald Reagan, in recognition of a minimum of "four successive years of export growth accompanied by a rising percentage of export sales within total sales"; Entrepreneur of the Year, awarded by the Georgia Business & Industry Association; and an honorary Doctor of Humanities conferred by Columbia Union College. Anderson was also extensively engaged in civic and governmental endeavors, working with federal and state agencies on trade issues and serving in leadership positions for Boy Scouts of America, Salvation Army, YMCA, Fulton County Department of Family and Children's Services, and the Visiting Nurses Association. His denominational leadership included serving on the board of trustees and the Committee of 100 for Southern Missionary College, from which he was conferred honorary alumnus status; and as vice president of the Julius Schneider Medical Foundation.

Congratulations on Acceptance!

The faculty and staff of the School of Business at Southern Adventist University congratulate the following students on their acceptance into the School of Business. 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.

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|--------------------|--|
| Jonathan Blackburn | B.S. Business Administration |
| Bobbi Clayton | B.B.A. Marketing |
| Nicholas Bunch | B.B.A. Financial Management Accounting |
| Caleb McKinney | B.B.A. Financial Management Accounting |
| Latimer Betat | B.B.A. Accounting |
| Lisi Wixwat | B.B.A. Financial Management Accounting |
| Jeffrey Lorenz | B.S. Management |
| Tess Morgan | B.B.A. Marketing |
| Abigail Napoles | B.B.A. Management International Business |
| Karly Peckham | B.B.A. Marketing |
| Nicole Woodcock | B.B.A. Accounting |

Meet the Firms

Meet the Firms, Southern's biannual job and internship fair, will be held on **Thursday, October 6, 2016**. 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, Journalism and Communication, Nursing, and Social Work, as well as the Alumni Relations office.



Professor Award Recognition

Two of our professors were recognized for their outstanding work in the School of Business.



Robert Montague was awarded the Adventist Health System Endowed Chair of Business Administration which was established through a generous gift from the Adventist Health System Board. The selected professor is to become knowledgeable about the mission, purpose, and reach of Adventist Health System and serves as the on-campus advocate for Adventist Health Systems.

At the May 2016 graduation, Julie Hyde (middle) received the President's Award of Excellence for Commitment to Student Success. "Because of her commitment to instilling values and a love for accounting in her students while diligently working to support their development as young professionals".



Class of 2016



Amanda Alvarez



Latimer Betat



Jonathan Blackburn



Kevin Christenson



Bonnie Christianson



Bobbi Clayton



Nikyleo Collie



Lauren Cundiff



Patricia Duvra



Caitlin Faber



Andrew Fillers



Marcos Giordana



Joshua Honore



Matthew Horvath



Michael Huisman



Jed Hyde



Blythe Jimenez



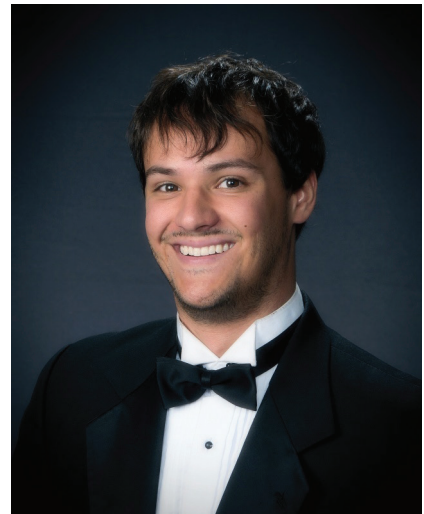
Adam Johnson



Dominic Johnson



Jennifer Landivar



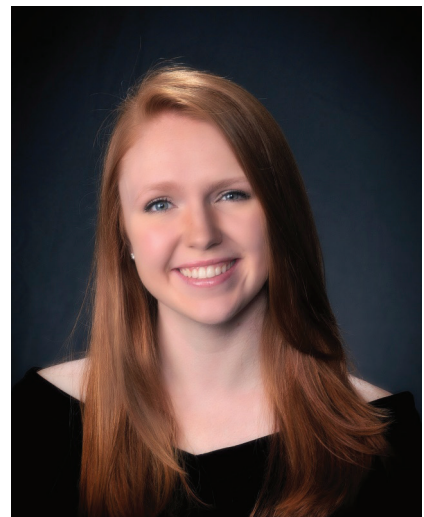
Jeffrey Lorenz



Nathaniel Melville



Terrica Mixon



Emily Oliver



Elizabeth Quigley



John Reece



Amanda Richards



Michael Santos



Christina Williams



Autumn Zapara



No Photo Available:

Samuel Bernal

Leziel Hillary Dela Cruz

Zach Dye

Adan Fernandez

David Fisher

Weston Greenwood

Daniel Little

Will Meyer

Hannah Parna

Samuel Phillips

Derling Pizarro

Mona Pradhan

Kamron Stock

Daniel Widner

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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.