BUSINESS STUDENTS COMPETE FOR PROFESSIONAL PRESENTATION AWARD

By Evaline Echols, Ph.D

On Thursday, April 7, business faculty and students met in Jones Lecture Hall to listen to three outstanding group presentations. These student groups were chosen from three classes: Business Communications, Computer Senior Seminar, and Production Operations Management to compete for the second Professional Presentation Award presented by the Department of Business. This award carries with it a $500 cash award to the winning team.

The judges for the competition were two members of the Business Advisory Council—Hugh Hale from IBM and Bob Hardin who recently retired from Whirlpool, along with one member of the Communications faculty, Dr. Patty Silverman.

Students in the winning team included Lauren Thompson, Tripp Graham, Jay Kinard, Jordan Livingston, and Matt Emery from the Business Communications class, taught by Dr. Evaline Echols. Their presentation was titled “International Communication.”

Other student teams included Olachi Okenkpu, Afoma Okwudiafor, Dustin Arp, and Keri Martin from Dr. Mava Wilson’s Computer Senior Seminar class and Jake Barry, Jonathan Carr, and Brittany Bates from Dr. Guy DeLoach’s Production Operations Management class.

One student, Kailie Green, said it this way: “I thought the students were well prepared and shared a wide variety of topics.”

With full support of our chair, Dr. Dewayne Thompson, and other business faculty members and with comments from other business students, we plan to continue these presentations. Next year we hope to involve more groups--possibly student teams from the Department of Communication.
Message from the Chair

There is a lot of excitement in the Department of Business as we look at new emphases, new faculty, faculty members completing doctorates, and a potential MBA launch. The entire department is excited about the future and the opportunities the Lord is providing. This fall incoming freshmen have the opportunity to select an emphasis within the business administration major. It is the department’s opinion that this strengthens the business administration major by providing greater specificity in management, international business, finance, financial services, accounting, and computer information systems. The department evaluated numerous programs, surveyed the current business students, and discussed the idea with the Business Advisory Council before making a decision.

Coming in the fall to join the departmental faculty is Randy Miedaner. Randy holds the Juris Doctor from Louisiana State University as well as the Certified Public Accountant and Certified Financial Planner credentials. While his experience includes investment banking, more recently he comes to us from a financial planning practice in Atlanta with Wells Fargo. Additionally, he completed adjunct teaching stints at Lakeland College of Business School, Oglethorpe University, and Birmingham Southern College primarily teaching accounting and finance courses. His assigned teaching load will continue to be accounting and finance courses. David Smartt joins the department in spring 2012. David is a colonel in the United States Army and is commandant of the chaplaincy school in South Carolina. He holds the Ph.D. degree in management from Northcentral University and three master degrees. His teaching emphasis concentrates in management and organizational behavioral courses.

Two faculty members, Guy DeLoach and Shane Griffith, completed doctoral degrees this spring. Guy DeLoach completed his studies in strategic management from Baker College. Dr. DeLoach’s topic was The Genesis and Evolution of Dynamic Organizational Learning Capabilities within the Strategic Product Management Process. Shane Griffith completed his doctorate from Nova Southeastern University with a focus on decision sciences. While looking at the efficacy of call centers, Dr. Griffith’s title was The Effect of Heterogeneous Servers on the Service Level Erlang-A.

The department’s proposal for an MBA is currently under consideration by the university. Earlier this spring the department submitted the Substantive Change Prospectus for the MBA program required by Southern Association of Colleges and Schools. While it certainly has not received final approval, the department is hopeful for a fall 2012 launch. Many program details require development; however, the program’s preliminary design calls for a 36-hour program to include comprehensive exams, a thesis, and traditional discipline courses. Initially, the coursework will primarily follow a straightforward MBA with basic courses. The department hopes to add concentrations within a reasonable time. Anyone interested in the MBA program should contact the Department of Business at 423.614.8160.

We want to hear from you, so email me at dthompson@leeuniversity.edu or call at the above number. Please keep us in your prayers as we continue to do Kingdom work.

Dewayne Thompson, D.B.A.
Chair, Department of Business
John McIntosh, senior vice president of operations at Olin Corporation, joined the Business Advisory Council in 2007. He began work with Olin in 1977 as a production engineer at Olin’s chemical plant in Charleston, Tennessee, where he worked in the HGH and Chlor Alkali departments. In 1979, he was promoted to production management at the company’s Niagara Falls plant with responsibility for chlor alkali products, specialty products and utilities.

In 1991, Mr. McIntosh returned to Charleston as director of Southeast Process Technology. Later that year, he was promoted to director of manufacturing for the Chlor Alkali Products division. Chlor Alkali is the third largest North American producer of chlorine and caustic soda and is the leading North American bleach producer with 18 percent market share.

Mr. McIntosh was a chemical engineering major at the University of Missouri at Columbia. He has offices at Chlor Alkali’s headquarters in Cleveland, Tennessee, and corporate headquarters in Clayton, Missouri.

Dr. Dewayne Thompson, Chair of the Department of Business, had this to say about Mr. McIntosh: “John and I first became acquainted more than 15 years ago due to a common interest in business ethics. I asked John to join the Business Advisory Council, not only because of his insight and keen intellect, but I knew he was a man of integrity.”
**Trip to Cambodia**

**By Lydia Garrett**

For almost 30 years, Tonle Sap Lake has been filled with refugees who had nowhere else to go. Today, the “floating village” is home to almost a million people who do not have clearance to enter surrounding countries, Cambodia or Vietnam.

When Dr. Dewayne Thompson, chair of the Department of Business, and Dr. Guy DeLoach first encountered the situation in 2009, they worked with an organization called People for Care and Learning. Since then, they have continued to partner with the organization to make a difference in Cambodia. Fifteen students are currently involved with the project.

The work in Cambodia involves four subprojects, each developing at different levels. Most advanced is the integrated farm, which includes two fish ponds, crops, chickens, and a home for the caretaker. The idea is for the farm to be completely self-sustaining.

Another project, the solar project, is almost complete. Forty solar panels are installed to provide electricity and refrigeration. Microfinance is a part of the project that includes micro-lending. This helps Cambodians with debt consolidation and provides loans to start businesses, or pay for major expenses. This program gives locals an alternative way to make money and to avoid ties with loan sharks and sex trafficking. More in-country research is needed to advance this project.

A soy project has been started to provide a safe food staple for the community. Women learn to make soy milk as an alternative to eating expensive meat, which is considered unsafe. A challenge that remains is to overcome a negative stigma that surrounds soy products in Cambodia.

Katie, a senior who is majoring in business and accounting, is involved with the soy production phase. She described the situation as the “worst poverty I’ve ever seen.” Katie feels that this kind of experience “makes you reconsider what your goals are and what’s important to you.”

At Lee, a course has been developed that allows students to study the Cambodian culture and prepare business modules before arriving in the country. People for Care and Learning has also been instrumental as a contact and partner. Their long-term presence in Cambodia is very important to gain trust and respect from the locals. Dr. Deloach says the development has been a learning experience for both students and leaders, calling it a “research platform” from which further progress can be launched. Regarding the project as a whole, Dr. Deloach stated, “This is a great opportunity for students to learn and make an immediate impact.”
Curricular Changes
By Shane Griffith, D.B.A.

Curriculum Changes
The Department of Business is excited to introduce the enhanced Business Administration major. Beginning fall 2011, new students are required to choose a particular emphasis for the program. The degree with an emphasis will help our students have an advantage when competing against students from other colleges and universities with degrees in specific business disciplines.

The decision to introduce emphases originated as part of the Department’s initial accreditation from the Accrediting Council for Business Schools and Programs. After consultation with the Department’s Business Advisory Council, the two-year process was completed and approved by the University last fall.

The new degree programs with emphases consist of 51 credit hours of business core courses and a package of electives (18 hours) as an emphasis. The emphases available are accounting, finance, financial services, management, management information systems, and international business. Additional emphases are being developed and will be added to the program offerings when complete. The Accounting and Computer Information Systems majors are unchanged.

Specialty Courses
A. Accounting (BUSAC.BA and BUSAC.BS)
   - ACCT 343 – Managerial Accounting
   - ACCT 345 – Federal Income Tax: Corporations and Partnerships
   - ACCT 371 – Intermediate Accounting I
   - ACCT 372 – Intermediate Accounting II
   - ACCT 410 – Auditing
   - BUSN 420 – Organizational Behavior & HR Management

B. Finance (BUSFN.BA and BUSFN.BS)
   - ACCT 343 – Managerial Accounting
   - BUSN 420 – Organizational Behavior & HR Management
   - BUSN 430 – Short-term Financial Management
   - BUSN 440 – International Financial Management
   - BUSN 470 – Investments
   - BUSN 480 – Principles of Insurance & Risk Management

C. Financial Services (BUSFS.BA and BUSFS.BS)
   - ACCT 344 – Federal Income Tax: Individuals
   - BUSN 465 – Entrepreneurship and Small Business Management
   - BUSN 470 – Investments
   - BUSN 480 – Principles of Insurance & Risk Management
   - ECON 301 – Consumer Economics & Personal Finance
   - ECON 351 – Money and Banking

D. Management (BUSAD.BA and BUSAD.BS)
   - ACCT 343 – Managerial Accounting
   - BUSN 360 – Project Management
   - BUSN 420 – Organizational Behavior & HR Management
   - BUSN 461 – Applied Research in Operations Management
   - BUSN 465 – Entrepreneurship and Small Business Management
   - Choose 1 of the following:
     - BUSN 451 – Managerial Communication
     - BUSN 479 – Communication & Leadership in Organizations
     - BUSN 492 – Internship

E. Management Information Systems (BUSIS.BA and BUSIS.BS)
   - BUSN 3xx – Project Management
   - BUSN 420 – Organizational Behavior & HR Management
   - CISS 201 – Application Program Development I
   - CISS 230 – Systems Analysis and Design
   - CISS 341 – Database Design
   - CISS 412 – Network Design

F. International Business (BUSIB.BA and BUSIB.BS)
   - BUSN 410 – International Marketing
   - BUSN 440 – International Financial Management
   - BUSN 453 – Business Management in Asian Markets
   - COMM 354 – Intercultural Communications
   - Choose 2 of the following:
     - ANTH 310 – Cultural Anthropology
     - POLS 333 – International Political Economy
     - POLS 334 – International Law and Organization
Highlighting Dr. Jaber

By Evaline Echols

After completing his 12th year in the Department of Business, Dr. Bill Jaber says these have been the best years of his life. “There are many blessings attached to being a part of the Lee University family, but at the top of my list is the opportunity to work with the phenomenal faculty in the department of business, to work with some of the most outstanding students in the business majors and to lead the global-experience trips. This past year, Dr. Ron Gilbert and I took 24 communication and business students to Egypt and Israel. That trip was a real highlight, especially given the conditions in that section of the world today. The students spent about a week in Egypt and were privileged to spend some time in the phenomenal library in Alexandria. Then in Israel I got to baptize 14 students in the River of Jordan, two of which had never been baptized before. That was a neat experience,” he said. The opportunity to travel to different parts of the world and get to know other cultures has broadened my horizons.”

A couple of years ago, Bill traveled to Lebanon and met with leaders in Beirut to talk about opportunities for students to visit there. “It was a thrill to go to the village where my father was born and to meet new family members. About 75 people were waiting to greet me and my cousin who went with me.”

Getting to work with the people at Lee has been a challenge because they sharpen you and challenge you to do more than you thought you could do. The energy and vision President Conn has for the university is amazing.

Dr. Jaber is married to Kathy, a hair stylist at the salon in J.C. Penney. They have three children. His oldest daughter, Lauren, is married to Chad Guyton. She teaches choir at Bradley High School. The middle daughter, Lindsey, is a teacher at Taylor Elementary, and his son, Jared, is a senior at Lee. He is grateful for the many benefits his children have had by attending Lee. When Lindsey was a student, she and Jared both went to Italy with him. This past year Jared went to Israel, which was so meaningful since he is a Bible major. Then on our last trip, Lindsey and Ron’s wife, Cheryl, met us in Egypt.

Since being at Lee, Dr. Jaber has also obtained extra training in technology. In the fall semester he teaches Introduction to Computer-based Systems, Software and hardware, as well as a Gateway class. Then in the spring, he teaches Business Information systems, Network Design and Operating Systems. During the summer, he teaches Computer Literary and Business Information Systems, and last year he helped Dr. Mava Wilson with a computer camp for middle school students. They will hold the camp again this year as well.

If that were not enough, last year when the state of Tennessee asked someone to do a workshop for retired ministers and their wives during the state camp meeting, Dr. Jaber answered the call. In fact, he has taught the workshop the last two years. “That was a lot of fun,” he said. “You hear people talk about how they dread going to work, but that’s not the way it is at Lee. We have a great working relationship in the department and I look forward to teaching my classes every day.”

One of Dr. Jaber’s greatest desires is to go back to Lebanon and study for a semester.

Delta Mu Delta Honors Society Update

By Dominique Drinkard

Delta Mu Delta International Honor Society in Business has made an impact on the Department of Business during the past two years. In the fall semester, DMD sponsored the Cole Ratliff memorial project and collected funds for the family of the deceased business student. A check was given to the family for immediate needs, money was used to buy Christmas gifts for the children and remaining funds were contributed to an established scholarship for the children.

Delta Mu Delta inducted twenty-six new student members and two honorary faculty members in a ceremony held in the Centenary Room on April 5th. Dr. Susan Harwood, the guest speaker for the evening, made her last address to the students as a faculty member that night. New officers for the 2011-2012 were voted on and approved.
Accounting Gala

By April Swindle

According to Professor Greg Della Franco, the Accounting Gala is a program designed for juniors and seniors with business or accounting degrees. The program continues to not only be a success for the students and several prospective employers, but it also continues to grow as more students and employers attended. Its purpose is to create a professional atmosphere where students can interact with the accounting community.

The first year there were about 12 employers and 22 students, and the number grows each year. This past year they celebrated their 5th anniversary with 35 employers and 62 students, which is a big jump from the first year. One of the biggest accounting firms, Ernst and Young, attended the Accounting Gala. In addition, companies such as FBI, CPA firms, and the Federal Reserve Bank were also present.

The students were required to create resumes and carry business cards with them. The accounting gala provided one-on-one contact with employers in their field. This program gives students a glimpse into their future careers in accounting.

V.I.T.A Program

By Lydia Garrett

VITA is a program offered by the IRS that certifies volunteers to help members in the community who have an income of less than $50,000 with their tax returns. Led by accounting professor, Mr. Greg Della Franco, Lee business students use their skills and connect with the community with free tax-return preparation on the campus.

On arrival, clients greeted by Mr. Della Franco, are paired with a student to work one-on-one until taxes are filed. E-filing makes the process fast and accurate. If a refund is merited, clients may choose between an electronic deposit or a check in the mail.

The benefits of VITA on Lee campus are multifaceted. First, it is a way to reach out to the community and provide services for people who need it. Secondly, it is a practical application for students who are studying accounting at Lee. In addition to the accounting principles, they also put their communication and critical-thinking skills into action. According to Mr. Della Franco, it is important for students to “employ skills they’ve learned in the classroom in a real-life situation.” Students will also log community service hours and have a Basic Exam certification from the IRS to put on their resumes.

Thirdly, while the service is open to anyone regardless of location, most clients are local residents. This means money generated by higher returns stays in Bradley County. For example, one local resident who paid a tax service to file her 2009 taxes last year took home $4. This year, she used the free VITA tax services at Lee and took home $140 of her 2010 refund. At the end of tax season, the service had processed $721,000 of individual returns.

Because of service projects like these, Lee University was one of three colleges in the nation to receive a Community Service Award from President Obama last year. Lee students are rising to the challenge by using and increasing their skills while they are still in school.

“It’s a win-win situation,” said Mr. Della Franco, describing the experience as an opportunity to educate the community, while in turn the community educates students.

Mr. Greg Della Franco

RECRUITER TIPS

Be Honest – Don’t give your recruiter answers that you think that they want to hear. There isn’t really any right answer. We want to get to know you. Tracy Montoya – Walt Disney

Shut-Up – People relate these intensely personal stories. It’s fantastically inappropriate for a business setting. John Campagnino
Accounting Club Update

By Elizabeth Otisi

Though the Lee University Accounting Club seems quiet, growth has been developing to make the club more beneficial to accounting majors.

In the exclusive interview with Ms. Hart and Mr. Greg Della Franco, they emphasized that the main purpose of the club is to involve freshman accounting majors in a community where everyone helps each another. With the help of sophomores, juniors, and seniors, freshmen get to know what accounting is all about and then decide early if they want to be accounting majors. When they decide, they start taking their classes earlier and meet with the accounting professors who help them through difficulties.

A web site is under construction for the club where information concerning accounting activities that are happening on campus will be posted. An example would be a career fair. Also, available internship opportunities will be posted.

The Lee University Accounting Club’s purpose is to encourage accounting students to become CPA certified before graduation. The Accounting Club is designed to assist accounting majors academically and to help prepare them for their future careers.

Ms. Ingrid Hart

The Distinguished Business Faculty and Staff

Standing from the left: Bill Jaber, Amy Dickson (Departmental Assistant) Alan Burns, Shane Griffith, Susan Harwood, Guy DeLoach, Mava Wilson, and Hermilo Jasso.

Seated: Dewayne Thompson (Chair of Business), Evaline Echols, Ingrid Hart and Greg Della Franco.
**Ryan Mink**; graduated in 2007 in Accounting. Ryan passed the CPA exam and is presently serving as a Senior Accountant at Suttle & Stalnaker in Charleston, West Virginia. He received his first job after graduation with Crowe Horwath (then Crowe Chizek) as a result of the first Accounting Gala in 2006. In Ryan’s words: “It speaks volumes that one of the top 10 accounting firms would travel to Lee University and would be impressed enough by what the College had created to hire one of the accounting students.”

**Jonathan Rummel** earned a B.S. in Business Administration from Lee in 1991. After spending the first few years of his career in public relations and political consulting, he settled into working as a church administrator for seven years. He left that position to pursue his interest in real estate working in property management for two years before returning to his earlier role in public relations and political consulting. His consulting work led to a nearly three-year role as the chief operating officer for the Tennessee policy council associated with Focus on the Family, the Family Action Council of Tennessee. In February of 2009, shortly after taking office Secretary of State Tre Hargett invited Jon to serve as his public policy advisory, a role he filled for nearly two years before being appointed by Secretary Hargett in December 2010 to the position of Executive Assistant to the Secretary of State, the chief of staff role in the Department of State.

**Mike Harden** graduated in 1993 with a degree in Accounting. After leaving Lee he earned an MBA from University of Georgia and then spent five years in public accounting. He worked over two years in corporate accounting for a Fortune 500 company (Savannah Electric which is now Georgia Power and a subsidiary of Southern Company). He has been at Savannah Bancorp for six years and is presently serving as Chief Financial Officer. Mike has been married for 15 years to Misty, and they have two boys, 9 and 6.

**Alycia (Demuth) Workman** graduated in 2006 with a degree in Business Administration. She then graduated from The University of Akron Law School in May 2010, cum laude, top 19% of her class. She took the Ohio bar exam in July 2010 and passed in the 97th percentile. She recently signed a contract for a job as a Contract Manager in the legal department of MRI Software.

---

**Notes from the Editor**

*By Evaline Echols, Ph.D.*

As a part of our experiential program in the Department of Business, I would like to thank a group of students in one of my business communication classes for their involvement in this issue of THE BOTTOM LINE. Most of the articles were written by students who interviewed faculty members, wrote the articles, were involved in the editing process, and finally the proofreading. They then presented their research on “How to Publish a Newsletter” to the entire class toward the end of the semester.

Contributing student writers:

- Cesar Aguilar (Chair)
- Lydia Garrett
- Elizabeth Otisi
- April Swindle
- Dominique Drinkard

I would also like to thank Wanda Griffith for presenting a Writing Workshop to the business communication students and assisting with the editing of the students’ articles. Thanks to Dr. Shane Griffith for writing the article on the new emphases in Business Administration. Also, appreciation goes to Olumide Adedo who served as a consultant to the student group since he chaired the newsletter group in 2010. As always, thanks to Dr. Dewayne Thompson for writing the “Message from the Chair” and his consistent support of this project.