Business Students Compete For Merck Pharmaceutical Professional Presentation Award

by Evaline Echols, Ph.D

Approximately 150 business students and eight faculty members met on Tuesday, March 29, in Jones Lecture Hall to listen to four outstanding group presentations. These student groups were chosen from four classes: Business Communications, Principles of Management, and Business Policy to compete for the first Merck Pharmaceutical Excellence in Professional Presentation Award. This award was made possible by the generosity of Merck Pharmaceutical Corporation.

The judges for the competition were three members of the Business Advisory Council—Hugh Hale from IBM, Barry Ray from Vision SeniorCare Partners, and Bob Hardin from Whirlpool, along with one member of the Communications faculty, Christie Kleinman. After tallying the votes, the results revealed that two of the groups tied for the $500 award. Through the generosity of some of the judges, we were able to grant two $500 awards to two groups, one from Principles of Management taught by Dr. Susan Harwood and one from Business Policy taught by Dr. Dewayne Thompson. Members of the management team included: Andrea Mowery-Donahue, Gabrielle Lirio, Lawson Hardwick, Nick Pemberton and Travis Hardy. The other winning team from Business Policy included Kesha Maxwell, Murray Jenkins, and Paul Morgan.

Other student teams included Elizabeth York, Erika Uberman, Hannah Kaltenbach, Jacob Barry, Kayla Smith and Megan McCandless from the Business Communications class; Hannah Cregg, Ryan Holliday, Abby Holiday, and Phil Lofton from the other Principles of Management class.

One student, Hannah Devine, said it this way: “These presentations were very impressive and showed outsiders (the judges) how well the Department of Business is doing at preparing students for the business world.” Olumide Adedo noted that “All the students who presented were dressed professionally, which really impressed me.”

With the full support of our chair, Dr. Dewayne Thompson, and other business faculty members, and with comments from other business students, I hope we can present this award annually—with possibly more groups presenting next year. It was obvious that the groups had become teams instead of just groups.
Message from the Chair

There are many wonderful things going on in the Department of Business: a new honor society, income tax preparation for lower income families, and student research in Costa Rica, experiential learning in corporations and NGOs, and this very newsletter. However, I would like to discuss what has become dubbed the Cambodia Project which grew out of a trip late last fall when Mr. Guy DeLoach and I traveled to Cambodia with People for Care and Learning. This organization has a premier presence in Cambodia and is reaching out to a people mostly forgotten by the rest of the world.

The Tonle Sap lake is a floating village made up of ostracized Vietnamese; some estimates are between 750,000 to a 1,000,000 villagers live on the water. While Guy and I saw unbelievable poverty in other parts, it was on the lake that we were overwhelmed with the plight of these people banished to live on the lake due to racism and prejudice. People for Care and Learning sponsor classes offered to the village children on a barge located on the lake. Perhaps it was a cumulative effect, perhaps it was the children's songs, but something hit us while listening to the children sing their songs joyfully and not allowing their dire needs to betray their happy faces. The Lord touched us both with a deep realization that we had plenty and they had nothing. A seed began to germinate and we began to think about ways to reach out.

Cambodia is perhaps most infamously known for its sex trade of young children typically under twelve. Fathers and mothers sell their children due to indebtedness brought on by loan sharks as well as their own sense of destitution. Our goal is to break the cycle of poverty one family at a time with hope that we can create a sustainable village model.

When we returned, we decided to offer a course consistent with our experiential learning model but with a purpose to alleviate the suffering of a few. While our efforts are modest, we have 13 students involved in developing four business plans that we hope can be implemented to break the cycle and create the sustainable village. Katie Rowcliffe, Blake Kernea, and Jacob Brown are working on a soy production project which we hope will allow us to provide a nutritional meal for the Tonle Sap children and which will ultimately be self-sustaining by selling soy products. Kayla Smith, Ginny Stewart, and Justin McComber are developing a business plan to produce solar energy to power refrigeration for the barge and to create other revenue-producing enterprises. Integrated farming is the project that Morgan Adams, Andrea Mouser, and Jared Houghton are developing. This is a green initiative that will provide a source of income for a family. Cait Kooistra, Kristine Tuck, Lauren Thompson, and Alan Ponce are working on the microenterprise and microfinance project. The hope is to loan money for personal needs and to create business opportunities. An alumna, Bilguun Boldbaatar, is an advisor to the teams. BB, as she is better known, is from Mongolia and has tacit insight. Each project’s goals focus on breaking the poverty chain that holds Cambodians down and is relentless in keeping them poor and subject to the loan sharks and the sex traders.

Students have individuals who serve as advisors to help navigate through the more difficult and technical aspects of each project. Twice the students presented the work on their projects via a webinar to the technical advisors and to potential donors.

The guiding precept for the class is St. Francis of Assisi’s compelling charge to all Christians, “Preach the Gospel at all times and when necessary, use words.” The goal is to change lives by showing the people of Cambodia the love of Christ manifested by, quite literally, teaching them to fish.

Dewayne Thompson, D.B.A
Chair, Department of Business
Glenda Weinert has served as an active member of the Business Advisory Council at Lee University for the past 10 years. She is currently an investor/owner/partner of BrightStar Healthcare, a home health care franchise in Western North Carolina. Her responsibilities include oversight and financial management, hiring and supervision of key staff, and establishing/maintaining an effective business model to maximize growth.

Since 2008 Glenda has also served as a professional consultant to private for-profits and non-profit businesses. From 1995-2008 she was owner/president of Little Beaver Child Care Centers, which included five child daycare facilities in the Asheville, North Carolina Area. This business began in 1958 with one location and grew to include five locations with 500 children and 100 plus employees. Glenda received her B.S. degree in accounting from Lee University in 1985 and her M.B.A in Organizational Management from Kennesaw State University in 1994. She is currently pursuing a D.B.A. (Doctor of Business Administration) at the University of Phoenix with plans to complete this program in December 2010. Glenda and her husband, Dylan, have been married for 20 years and have two boys—Dylan and Brett.

Faculty Highlight-Dr. Mava Wilson by Olanrewaju Dipe

Mava Frazier Norton was born in Southwest Virginia. At age four her parents, Lloyd and Edna Frazier, moved to Cleveland where her dad attended Lee College graduating in 1967. Mava and her brother, Michael, went with their parents to Guatemala to become missionaries. After one year, they went to Panama where Mava completed elementary, middle, high school, and two years of community college. In 1979, Mava married a military officer and started a life of adventure, living in California, Texas, Germany, and back to Texas and Maryland. In 1988, Mava went back to school to get her bachelor’s degree at Radford University in Administrative Systems. In January 1991, God then opened the door for her to teach Computer Information Systems at Wytheville Community College. —This was the beginning of my best adventure- my calling to teach adults and I am so thankful to God that He directed me on His path – not mine," said Mava.

In 1999, Mava made a decision to start her doctoral degree, even though it was not required. Unknown to her, God had another place planned for her. In August of 1999, she moved to Cleveland to teach at Cleveland State Community College, which in hindsight was a stepping stone to get her to Lee University. In August 2000, she started teaching Computer Information System at Lee. She had completed one year of her course work toward her doctorate degree.

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Business Advisory Council
Member Highlights- Glenda Weinert
By Evaline Echols, Ph. D

The Department of Business will host its fourth consecutive summer computer camp for middle school students June 7-11. For the past three years, Dr. Mava Wilson and Ms. Barbie Buckner, along with three Lee University students, organized this camp to give rising sixth, seventh, and eighth graders a basic understanding of Web design and movie-making. This year, Dr. Bill Jaber, along with Dr. Mava Wilson will be conducting the camp.

“The kids love it; the parents are thrilled,” commented Dr. Wilson. Parents are already calling requesting information and sending in applications. Web Design camp will be held from 9 a.m. to noon; Movie Maker camp will take place from 1-4 p.m. The cost is $100 for both or $60 for one. The Lee University students who partake in the organization of this event receive class credit.

Teaching full time and taking classes full time is doable; however, once those were completed, writing her dissertation was a different story. —Finding a topic, researching, getting approval, writing, revising, and being creative was quite difficult," she said. Teaching, preparing, grading, having kids graduating from high school and college, and getting married- plus planning my own wedding- were all necessary life distractions. Changes in technology added to the unstoppable events that impacted the research. Her dissertation titled, —An Online Community for Computer Technology Supporting Training for College Office Support Staff," involved working with the department chair assistants to create a community of support based on job responsibility.

Dr. Mava Wilson

On September 14, 2009, Mava received the email stating, "Congratulations on completing your dissertation." She then said, "Without God’s constant reminder that He was with me when I started and that He would be with me until I finished, I would have given up. My prayer is that the wisdom I have gained through this process will be used to do His will now and in the future, Amen."
2009 Italian Trip by Omolar Akinboye

The annual Italy trip organized by the Department of Business is one of the students’ favorite trip especially with girls—because of the Italian fashion. What makes this trip different from the previous years in that it was led by Mr. Della Franco with the assistance of Amy Dickson with 24 students.

They started with the usual tour around Rome visiting the circus maximus, Romeo and Juliet’s balcony the Pantheon, the Roman Coliseum, Sistine Chapel, Mamertime Prison, and the Trevi Fountain. In Florence, they saw Michelangelo’s David and the fashion school. In Milan, they went to the place of the Last Supper and some of the students shopped in famous designer shops like Prada, Louis Vuitton, Gucci, Alexander McQueen, and many others. They ate at a restaurant that was formally Pompeii Theater; the last place Julius Caesar ate before he died. In Venice, they went to St. Mark’s Cathedral and the Italian Opera and Music School.

In Italy, they visited three universities: European School of Economics, University of Rome, American University School of Rome. They went to St. Peter’s Basilica, the second-largest church in the world, which had Peter’s tomb, the third largest church and the fourth largest church that had a piece of the cross of Christ.

Report on the Costa Rican Trip by Olumide Aded

During an exclusive interview with Dr. Harwood, she mentioned the different cities in Costa Rica she and the students visited such as the commercial city of San Jose, Lafetuna, the boat cruise venue of Temerindo located along the Pacific Coast, and the original capital of Costa Rica called Cartago. She reminisced on the events that happened in these various cities from a business and the tourist’s point of view small but progressing business ventures and factories.

They also met with the general manager of Intel Company who helped in building their Intel factory in San Jose. They met instructors in the Earth University who taught the students that the Costa Rican business focuses on using 100 percent of their product and their by-products to avoid the generation of wastes. Dr. Harwood expressed that the small businesses in Costa Rica consisted of closely-knit business crowds and the Earth University has a strong entrepreneur curriculum.

During their amazing visit, they lodged in one of the prestigious hotels that was customized by the owner and founder for travelers and physically challenged tourists. The students experienced firsthand a wedding ceremony in Cartago and saw a Christmas parade in San Jose, which had a Mardi-Gras tone. “The students also went flying through the jungle in Lafetuna,” said Dr. Harwood. “She also experienced a boat cruise with the local jungle in Lafetuna,” said Dr. Harwood. “She also experienced a boat cruise with the local solid blend of the culture; but most importantly, they had a chance to see how small businesses succeed without generating waste and how the small businesses in Costa Rica had some similarities with those in the United States. Adding to this, the students had what was called sodas, which was the name of the usual fast-food courts. They also had a lot of the well-known Costa Rican coffee.”

Business Career Fair
By Jordan Jones

Fourteen employers and 97 students attended the first fair co-sponsored by the Department of Business and the Center for Calling and Career on January 27, 2010, in the Centenary Room on the Lee Campus from 3 p.m. until 6 p.m. Students were required to dress professionally as if they were going to an interview with their résumé in hand. Several students actually were able to acquire follow-up interviews from the employers at the event. Businesses represented at the event included accounting, banking, and human resources. The Career Fair was open to juniors and seniors who were business, computer information systems, or accounting majors.

All of the employers attending the event were scheduled to be there except one. A representative from Kraft Foods saw a sign for the Career Fair and attended on his own. The Career Fair was originally the idea of Stacy Ballinger from the Center for Calling and Career. She worked with the Business Department chair, Dr. Dewayne Thompson, and the Business Department to ensure a successful outcome. The purpose of the event was for students to have a meet-and-greet with employers before being thrust into the job field. This event was very successful and will be held again, November 18, 2010.

Dr. Harwood enjoyed having the students experience another international setting and observed how positively everyone responded to the students. The students were exceptional representatives of the University in their conduct how they all went around the hotel with Bibles in the morning organizing devotions. “This was the greatest joy to watch,” she said. The cross-cultural trip ended just in time for the students to spend Christmas with their families.
Projected Curricular Changes from Shane Griffith by Omolara Akinboye

The Department of Business was very busy this year working to enhance the curriculum. Curricular changes include content, pedagogy, and course offerings. The department reviewed the content of each course syllabus and completed a thorough review of our intentional focus on experiential learning. In addition to some minor changes, this resulted in a course requirement change for majors in Accounting and Computer Information Systems. New students in either major will now take BUSN 345 – Management Science rather than BUSN 461 – Applied Research in Operations Management. This change will help the department better meet the needs of our students while still satisfying the requirements of our ACBSP accreditation.

One new course was developed this year: BUSN 360 – Project Management. The course is specifically intended to prepare students for successful completion of the Certified Associate Project Manager (CAPM) exam. Project Management was taught this spring as a special topics course by Dr. Mava Wilson, and will become part of the normal course sequence beginning in fall 2010.

The most comprehensive change is the move to emphasis degrees. After consultation with current students and the Business Advisory Council, a proposal was submitted to the University to dramatically change the existing major in business administration. The intention was to replace the broad business administration major with a more specific program. The proposed major consists of a 51 credit hour business core and requires students to choose a particular emphasis for an additional 18 credit hours. Emphases are available in accounting, finance, financial services, management, management information systems, and international business.

“We are excited because we believe these changes will enable our students to be more marketable when they graduate,” said Griffith. The department expects that the new emphasis majors will be available by fall 2011, and is already planning for the future with the development of new courses and additional emphases.

Update-on-Students in Free Enterprise (SIFE) by Lauren Thompson, SIFE President

SIFE is an international organization operating in more than 1,500 colleges and universities in 44 countries. SIFE students impact the world through projects by implementing the knowledge and business principles learned in the classroom. SIFE’s slogan captures the essence of the SIFE teams: —A head for business. A heart for the world.”

Last semester, Lee University SIFE formed a partnership with Junior Achievement. Our team taught elementary and middle-school students about entrepreneurship, financial statements, and basic economics. During the fall semester we taught five classes at Lake Forest Middle School for six weeks and were blessed to see kids learn the importance of staying in school-along with other business basics- including how to avoid debt. At the end of the semester, we also participated in a one-day event called Reality Check, where students are given an occupation, a marital status, and informed of how many children they have, if any. SIFE students helped to coach students at various booths on how to maintain a balanced budget.

During the spring semester, SIFE took part in another one-day event called JA in a Day, geared toward fourth graders. Students were taken through all of the different activities that would normally last about six sessions. SIFE taught the students how businesses are interdependent, what resources are used in business (natural, capital, and human), and how to determine income or loss through basic financial statements. One student said, —It was so exciting to see their faces light up when they saw how much they learned in one day.”

SIFE looks forward to continuing our partnership with Junior Achievement, along with forming additional partnerships in the near future.
**Ireland Trip May 2010**

*By Jordan Jones*

The Business Department’s Ireland cross-cultural trip is scheduled to depart May 9, 2010. Dr. Susan Harwood and ten business students will be studying the evolution of Irish businesses. The three historical perspectives of Irish medieval woolen mills, the shipyards of the 1920s and 1930s (home to the construction of the Titanic), and modern businesses will be the focus of this Summer Session One trip.

Celtic culture will be explored through Irish music, dance and the Christian heritage of Ireland. Students will experience the high-speed train system on various day trips from Dublin to Belfast. Other points of interest include Blarney Castel, Cork, Dingle, the Ring of Kerry, the book of the Kells, and a private lesson in “Irish dance” techniques.

**Presentation at ACBSP by Hannah Cregg**

Dr. Dewayne Thompson presented a paper at the Association of Collegiate Business Schools and Programs (ACBSP) regional meeting in October 2009. ACBSP is the association through which Lee University’s Department of Business is accredited. This is an international organization consisting of nine regions, and Lee is part of the southeast region. The accreditation indicates that Lee has a level of quality that is defined by the ACBSP’s six standards. These standards are similar to those required by the Malcolm Baldridge that determine the level of quality for any organization in the country, such as GM or Proctor and Gamble.

Regional and national meetings are held on a regular basis. The regional meetings are a time for members to gather to consider new initiatives. There are usually between 70-80 attendees. At this past regional meeting, there was the suggestion of a name change for the association that would lend itself more toward international recognition, and there was also the initiative to change the logo. It is ultimately up to the Association if these ideas will be implemented. Dr. Evaline Echols former chair began moving the Department of Business in the direction of accreditation years ago, and in the summer of 2008, Lee University’s Business Department became accredited through ACBSP. This accreditation allows those outside the university to recognize the quality of the program. Lee University is continually improving the program, and this has been a step in that direction.

Dr. Thompson also recently attended a business symposium at Troy University in Alabama. He was a guest speaker and spoke on “Academic Integrity.”

**A Trip to Asia by Hannah Cregg**

Looking for a great opportunity for real-life business experience, the chance to participate in missions’ work, the ability to earn 15 credits, and the excitement of traveling? Then the business trip to Asia might be the perfect trip. For the past three years, the Business Department has organized a six-week trip to Singapore during the summer. “The main objective of this trip is to embed students into a pharmaceutical company to gain real world international experience,” said Mr. Guy DeLoach. The students earn 15 hours credit that includes International Business, Business Management in Asian Markets, Production and Operations Management, Business Internship, and the Cross-Cultural Experience.

This trip includes a great deal of hands-on learning and the ability to communicate in a foreign country. English is the language of business in Singapore, making communication between the workers at the company and the students easier. There is a great deal of work involved, but there are also other aspects to this trip. A typical day includes going to work Monday through Thursday from 8 a.m. until 4:30 p.m.; however, Friday through Sunday the students travel to various places including Thailand, Malaysia, Indonesia, and Cambodia.

One neat experience is that the students are able to become certified in scuba diving. There is also a service aspect that is included. Students spend a week in Cambodia participating in mission work, visiting orphanages, and building homes for widows. This year the group will be running a youth camp for five days. There will be approximately 200 children attending this camp in Cambodia. This counts as 20 hours service toward the required service needed to graduate. As Mr. DeLoach says, “If you work hard and you play hard.”

**Students Explore Egypt in December**

*By Oksana Rdionova*

Last December 24 students spent ten days of their Christmas break in Egypt and Israel. Dr. Bill Jaber and Dr. Ron Gilbert led the trip, which included stops in Cairo, Alexandria, Jerusalem, and Nazareth. Traveling and sightseeing were definitely part of the trip, but the group’s primary goal was to explore the field of Information Systems Technology in a Muslim context and to gain a deeper understanding of the Muslim faith. Most of the seatwork was done at Lee University, enabling the students to explore another culture without having to worry about deadlines and papers.

In Egypt, the students explored typical tourist spots like the Sphinx, the pyramids, the Cairo Museum, the Cairo Opera House, the Royal Library of Alexandria, several mosques, and more. During the process, they were able to talk with several college-age Muslims about faith and the Muslims’ perception of Americans; this was one of Dr. Jaber’s favorite parts of the trip. “It was very enlightening and humiliating experience...” he said. The students also visited places that are not on any tourist maps, like Garbage City, a poverty-stricken community where the residents’ only source of income comes from selling hand-made goods created out of the garbage dumped there. The students also visited an orphanage.

The next stop was in Israel. The group explored Masada, the Dead Sea, Hezekiah’s Tunnel, Via de la Rosa, the Wailing Wall, Mount of Olives, Garden of Gethsemane, the Church of Ascension, and numerous other sights.

No trip is complete without an adventure or two. This trip had its share of comical moments. While traveling to Jerusalem, they were stopped by the military, which immediately began throwing smoke grenades, causing the group to momentarily fear for their lives. They later found out that a riot had broken out nearby, and the military was trying to dispel it.

The trip to Egypt is quickly becoming one of the more popular options for business and communications majors. Spending ten days in Egypt and Israel is a noteworthy alternative to typical holiday activities. Not only are the students able to gain valuable knowledge in their field of study, but they can also see sights others only read about.
Learning to write an effective newsletter is a wonderful way to improve your writing skills. On November 4-7, 2009, Dr. Evaline Echols, a professor of Business in Lee University, spoke at a conference in Portsmouth, Virginia on “Writing an Effective Newsletters.”

The presentation included how to write effective newsletters, the procedures involved in interviewing faculty members and writing articles for newsletters online.

Newsletter keeps the employees, other associates, and alumni with the organization up to date on what is happening. It also gives insight and advice from experts in the field of business. Newsletters also serve as an effective marketing tool and help to enhance the reputation of a Lee University to provide pertinent information to the target audience, and help employees and clients to understand the department’s mission and goals.

Prewriting is the first step in preparing a newsletter. Writers chose their articles based on the target audience and decide whether to produce the newsletter in-house.

The second step is researching and interviewing. Several tools are used in research, but the most common is the Internet. However, not all the information acquired from the internet is completely reliable. Scott Ober stated that accuracy, fairness and coverage are the evaluating source for a newsletter.

Design is the third step in newsletter writing. Good newsletters rely on three specific guidelines which are consistency, conservation (clutter-busting) and contrast. The design and layout of the newsletter helps to attract the audience.

Publication is another important aspect of newsletter. In the past, hard copies of newsletters could only be published by businesses and organizations. But the expansion of technology has changed this aspect and now it can be posted on a website or by email to the desired person.

Dr. Echols stated, “My main focus is to teach Lee University students to write a newsletter” on by that researching, interviewing, writing, editing, rewriting, proofreading, and publishing a newsletter online. Another focus is to enhance the reputation of the Department of Business and provide information to students and staff, to business alumni, and the administration.

To begin, the professor and department chair of business determined the topics to be covered. Then they decided that seven students, randomly chosen, would interview the faculty members. These students would write the first draft of the article then the professor would edit the article and return them back to the students for revision. The chair of the Department of Business would read the article and write his message from the chair. The final changes would be made by the chair of the student committee and Dr. Echols. Different pictures and art would be inserted by the student graphic designer. On the last day of class, the seven students present the research on “How to Write an Effective Newsletter,” along with copies of the newsletter, The Bottom Line, to the class. “This was a great experience for me,” said Dr. Echols, because I achieved my goals.

**Delta Mu Delta Honors Society by Dr. Evaline Echols**

On April 20, 2010, 23 students were inducted into Delta Mu Delta, an International Honor Society for Business that recognizes and encourages academic excellence at ACBSP accredited colleges and universities. These students represent the top 20 percent of their class (juniors and seniors) and have maintained a 3.5 GPA.

Delta Mu Delta was founded by the Dean from Harvard University and four professors from Yale University and New York University in November 1913. The goal of the honor society is to create a Delta Mu Delta community through life-time membership. Dr. Mava Wilson is the sponsor for the honor society and presented awards and honor cords at the dinner banquet celebrating the first annual induction ceremony. Dr. Thompson, Dr Echols, and Dr. Wilson were inducted as honorary members at this occasion.
The Accounting Gala continues to be a success for the students and several prospective employers. This is a program that is designed mainly for juniors and seniors. Its purpose is to create a professional, yet laidback atmosphere, where students are able to network with the accounting community.

About 35 students and several companies and firms attend this event. One of the four big accounting firms, Ernst and Young, attended the last Accounting Gala. In addition, companies like Decosimo, Henderson, Hutchinson and McCollough, and Life Care Centers were also present.

The students dress professionally and take their resumes and business cards along. The goal is for the students to converse with the employers about what their job entails and meet real people who do what they aspire to do. The students take this event seriously because they are meeting prospective employers, and there are possibilities of interviews and job offers. Additionally, these employers could be of help to them when they graduate.

V.I.T.A Program by Oyinade Taylor

Greg Della Franco

This program has been successful because several students have received job offers and even those who did not receive job offers experience a change in perspective. According to Ms. Hart, ―An awakening of some sort takes place in these students because they realize what they are really looking forward to after they graduate. They see themselves as professionals.‖

This program has been a great success and is now anticipated by the students and prospective employers who regard Lee’s accounting graduates as top candidates. Some of these employers have to compete for the students to accept their offers.

Ms. Ingrid Hart

The VITA (Volunteer Income Tax Assistance) program has not only been beneficial to the students and the community, but also to Lee. Lee is one of three schools nationwide to receive the award for Community Service, and VITA played a significant role in this recognition. Mr. Greg Della Franco has been in charge of this program for four years now. He recruits 25 students (mainly accounting majors or minors) to assist the community by doing tax returns for free.

This program gives the students the opportunity to apply textbook knowledge in the real world. The students get to interact with real people and deal with real-life situations. When these students enroll in their tax classes, they will be able to apply this knowledge in the classroom. The students also receive up to twenty service hours for their contribution. Being a part of this program also looks good on their resume because it shows that these students have the knowledge and experience in tax returns and that they are willing to step outside their comfort zones. This program has made significant progress this year. Last year, 487 tax returns were done compared to 600 this year and refunds of $480,000 were generated. As of today, $600,000 refunds have been generated which is about 27% higher than what it was this time last year. ―This progress is because more people are attending, and the advantage we have is because it is free,‖ says Mr. Della Franco.

Another program that is going to be beneficial to the accounting students is the initiation of an accounting club, which starts this fall. Mr. Della Franco is collaborating with Ms. Ingrid Hart to create a club where they can reach out to all accounting majors and give them a lifeline. They want to open a network system between all accounting majors and creating exposure for the incoming freshman. It will help students with their accounting classes, allow them to enjoy taking these classes, and serve as a support system.

This club is going to mentor the students and help them understand the opportunities they have when they become seniors that they can take the CPA exam 200 days before they graduate. If they graduate in May, they can sit for the exam in October.

―We want to make sure the students know we care about them and want them to be successful,‖ I think this is the way to show them. Why not have an accounting club. It’s easy; it starts with an A says Mr. Della Franco.
The New Mexico cross-cultural trip took place during the University’s spring break, March 2010. In preparation for this trip, students explored small business development with special emphasis on the Native American Businesses of Northern New Mexico.

During their trip, Dr. Susan Harwood and eight business students explored the rich culture of the American Southwest. “The untold southwestern culture,” said Dr. Susan Harwood, “was about to be revealed to the students as they set out on each day trip throughout the region.” She explained in detail how New Mexico consisted of 14 different Native American communities, referred to by the Spaniards as Pueblos. The first Europeans to arrive in the region were Spaniards seeking gold in the early 1500s. This accounts for the significant Spanish cultural influence found in Native American culture through, the introduction of horses, guns, and the Catholic religion.

Dr. Harwood expressed her passion for the Native American Culture and business ventures, “the Native Americans groups of the region have carefully moved forward blending economic development without sacrificing tribal customs and culture.” Students visited pueblos which showcased the Native American entrepreneurial culture in business. They attended a session of the Native American Chamber of Commerce and met the Small Business Administration Director of the Southwest. Additional trip visits were made to the Native American Cultural Museums, Bandolier National Monument (which is one of the earliest Towan settlements), and the National Atomic Museum in Los Alamos.

The Hilton Buffalo Thunder partnership was explained during their meeting with the resort General Manager. This is one of the most successful joint business ventures of its kind in the U.S. The Poquque Pueblo-Hilton partnership demonstrates economic progress enhanced by and through the Pueblo’s artistic heritage.

Travis Robinson: Graduated December 2008 in Business Administration and Accounting. He is currently working at the Federal Reserve Bank of Richmond (VA) in Campus Recruiting. He is in charge of Campus Recruiting, College Internships, New Hire Orientation, Diversity and Inclusion Recruiting, and the new implementation of their new Applicant Tracking System and user-knowledge of such a huge project. The district he will be in control of is Virginia, West Virginia, Washington D.C., Maryland, North Carolina, and South Carolina.

Jason Edgerton: Graduated May 2001 in Business Administration and CIS. Since moving back to the U.S. from Nicaragua in December 2007, he has been working for International Justice Mission, a Christian, human rights organization based in D.C. He is responsible for the design, monitoring, and evaluation of our projects in Latin America. He loves IJM and he gets to travel frequently to Latin America. His official title with IJM is Program Specialist for Latin America.

Abisola Adedo: Graduated May 2009 in Accounting. In the process of sitting for CPA exam. Working for Ernst & Young in the IT Audit at the Memphis Branch.

John Briggs: Graduated May 2001 in Business Administration. Joined the Peace Corp. in Limay Nicaragua, attended Fordham University in NY Bronx (Master's) International Political and Economic Development on a full scholarship. Early 2009, he began working with Catholic Relief Services in Honduras working on Water and Sanitation Management. He is currently working in Uganda (still with Catholic Relief Services).


Tyler Stafford: Graduated in May 2009 where he continued to work for Sky Angel for a few months. After his marriage to Sarah Yates, he was hired by Verizon Wireless in Cleveland where he is currently a sales representative. In August he plans to begin work on a degree in law.

Sarah Yates Stafford: Graduated in May 2009. After her marriage to Tyler Stafford, she began working as an office manager and commissions fraud analyzer at Cellular Sales in Chattanooga, Tennessee.

James Hacman: Graduated in July 2009 and was employed as a Legal Administrative Specialist for the Southern District of Texas in the Litigation Department in the Laredo Division. He is also currently enrolled in Texas A&M to complete his Master of Science in Information Systems degree.

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 and actually presented their research on “How to publish a Newsletter” to the entire class towards the end of the semester.

Contributing writers:

- Hannah Cregg
- Olanrewaju Dipe
- Oksana Radionova
- Omolara Akinboye
- Jordan Jones
- Oyinade Taylor
- Olumide Adedo, Chair

Other contributing writers:

- Amy Dickson, Department Assistant
- Lauren Thompson, President of SIFE
- Abayomi Olukoya, Computer Consultant

Sit Still – Arrive 10 minutes early for the interview. Dress appropriately. Don’t chew gum, fidget or slouch during the interview. Odessa Stapleton - Verizon