

Southern Adventist University

**KnowledgeExchange@Southern**

---

BizTech – School of Business Newsletter

Departmental Newsletters

---

Fall 2013

## **BizTech Fall 2013**

Southern Adventist University

Follow this and additional works at: <https://knowledge.e.southern.edu/biztech>



Part of the [Business Commons](#), and the [Higher Education Commons](#)

---

# The Exchange

A publication of the School of Business and Management

Fall 2013

## VITA Income Tax Program

By Mark Hyder, dean

The School of Business and Management - in partnership with the Internal Revenue Service (IRS), Samaritan Center, and Urban League of Greater Chattanooga - is offering special training to students and community volunteers in the preparation of basic income tax returns for people with low and moderate incomes. This is a level-three co-curricular service learning program.

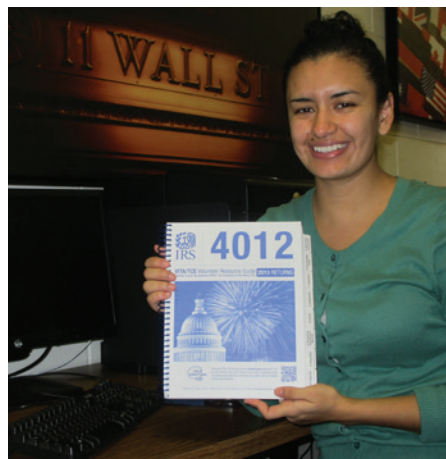
The Volunteer Income Tax Assistant (VITA) program will require each student to take 40 hours of instructions from the IRS, pass a certification exam, and then volunteer to serve 15 hours preparing tax returns for the elderly and low income individuals in our community. The IRS will provide the students with free training and equipment. At the completion of the course, students will be certified by the IRS as basic or advanced tax preparers.

The Samaritan Center will promote the program and provide office space to prepare returns for community members who meet the income requirements. No prior tax experience or coursework is needed

to sign up for the training. Most of the 20 students currently signed up for the training have not had training or experience in taxation.

In addition to helping the low income members of our community, this is an excellent opportunity for students to receive practical experience and an IRS credential to list on their resumé.

IRS training began October 28-31 in Brock Hall . Tax returns will be prepared at the Samaritan Center in January and February.



Natalia Gomez, B.S. Business Administration,  
December 2013 graduate

### In this Issue

Dean's Message.....	2
E. A. Anderson Lectures .....	3
Summer Internships.....	4
Meet the Firms .....	5
Enactus 2013 .....	6
Alumni Updates .....	7



**SOUTHERN**  
ADVENTIST UNIVERSITY  
School of  
Business and Management

## A Word from the Dean



*Mark Hyder, dean*

It has been a very active and exciting start to our school year. The semester was filled with welcome back parties, convocations, View Southern events, the formation of all the various clubs of the Business Society, visits to local businesses and accounting firms, and visits from recruiters at our fall Meet the Firms event. We had a wonderful alumni weekend where we hosted a School of Business Breakfast in the Presidential Dining Room. We want to thank all of our alumni who attended and invite everyone to a reprise of this event next year.

We hosted the ASI fall virtual conference in Lynn Wood Hall where five of our professors were featured in two panel discussions. We had a Thanksgiving break study tour to New York City where students visited Wall Street, Madison Avenue, and the NASDAQ close of trading ritual.

We joined the international honor society of Sigma Beta Delta and inducted our first student members on December 17. This society will recognize undergraduate and graduate students who are in the top 20 of their class and have a GPA of 3.5 or higher. Recipients of this honor begin at one level higher than the starting base salary of the federal government pay-scale should any of our graduates decide to seek federal employment.

The IRS and Urban League of Greater Chattanooga have been on our campus training students who will be participating in the Volunteer Income Tax Assistance program we will be doing in partnership with the Samaritan Center in January and February.

Michael Cafferky received the Johnson Award for Scholarship by the Christian Business Faculty Association and was published on three continents. Braam Oberholster presented two papers to Universidad Adventista Del Plata, in Argentina, Julie Hyde presented a paper to the Association of Governmental Accountants (Chattanooga Chapter), Dennis Steele, Verlyne Starr, and Stephanie Sheehan were all published this last year. Leon Weeks, Lisa Goolsby and Stephanie Sheehan are working on doctoral degrees.

We said good bye to Don Van Ornam, our dean for 16 years and Linda Wilhelm our graduate coordinator who served our department for 23 years. As I consider all of the activity in our program I am reminded of our constant need to place all of these activities before the Lord as described in Proverbs 16:3. Commit your actions to the Lord and your plans will succeed. As we move into the coming holiday season and 2014 it is my hope that we all claim this as our promise for the new year.

# The 2014 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 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 Public Accountant is available. All lectures are presented in the winter semester at 7 p.m. in Brock Hall on the third floor (BH 3205). Lectures are also available at [southern.edu/business](http://southern.edu/business).

Date	Presenter
January 20	Shannon Rinckey Entrepreneur Mama's Got Mail
February 3	Doug Cox Long Term Care Banquet
February 10	Lynn Elkins Retired Business Executive Regional Planning Board for Mental Health
February 17	Robert Miles Keynote Speaker and Author Warren Buffet Scholar and Berkshire Hathaway Authority
February 24	David Wollard Entrepreneur Marine Industry
March 24	David Kim Senior Executive Vanguard Group
March 31	Mike McCloud Present/CEO MMA Creative and Trybe Targeting
April 7	Charles Dietzen President and Founder Timmy Global Health
April 14	Sheila Boyington Entrepreneur Thinking Media

## MANAGING THE BUSINESS OF CARING



**LONG TERM CARE  
ADMINISTRATION COURSES  
NOW AVAILABLE ONLINE**

**Preparation for National Exam**  
4 courses — 12 undergraduate credits

Fall 2013: "LTCA General Administration I" and "General Administration II"  
Winter 2014: "Financial Management of the LTCA Facility" and  
"Human Resource Management and Facility Marketing"

*Accredited by the National Association of Long Term Care Administrator Boards.*

SCHOOL OF BUSINESS AND MANAGEMENT  
**423.236.2680 • [southern.edu/business](http://southern.edu/business)**  
**Register on campus or online: [southern.edu/enrollment](http://southern.edu/enrollment)**

Classes begin August 29 for Fall 2013  
and January 7 for Winter 2014.



# Summer Internships 2013

**Marissa Hagan**, senior *general management* major, worked for **Adventist Health Systems** at Park Ridge Health in Hendersonville, North Carolina as a **human resources intern**. She assisted the human resource staff with projects such as recruitment by screening and interviewing job candidates. She also worked with the organization in development and improvement staff to help implement a program to improve hospital performance and reduce waste.

**Nathaniel McKee**, senior *accounting* major, worked for **McKee Foods Corporation** in the sales and marketing department as a **marketing analytics intern**. His job description includes building, updating, and delivering data reports for the Sales and Marketing department. Most of the company's data is pulled from the Nielsen database. On occasion, he had the opportunity to work with Walmart's Retail Link.

**Michael Aitken**, senior *general management* major, worked for **Adventist Health Systems** as a **finance intern**. He observed and shadowed the regional CEO and CFO. He also prepared documentation for an upcoming Medicaid audit, created vendor accounts in the system assisted in preparing month-end closing statements, and other accounting projects.

**Helen Boram**, senior *marketing* major, worked for the **7th Chamber** as an **engagement and strategy in-**

**tern**. Her projects and responsibilities included composing outreach messaging, creating relationships with bloggers and online influencers, and community management across multiple platforms. She also developed strategies for distributing branded content through social media, and tracked and recorded the progress of video seeding campaigns.

**Josef Myers**, senior *accounting* major, worked for **Florida Hospital** as a **finance intern**. He worked at three different departments: accounts payable, revenue management, and financial planning. His tasks included entering bills and approving payments, inputting data on multiple sources, assisting with data analysis, and performing validation between different data sources. He also had the opportunity to briefly work with the audit and audited several petty cash funds around the hospital.

**Johannes Myers**, senior *accounting* major, worked for **Adventist Health Systems** in the corporate headquarters as a **finance intern**. One of his tasks was assisting the Physical Enterprise team as a financial analyst. He was responsible for extracting data of physicians in 100 specialties in five geographic regions for each of the years from 2006-2012.

**Caitlin Hobbs**, senior *health science and Accounting* major, worked for **Florida Hospital** as a **revenue cycle intern**. Her tasks included

working in patient registration, patient financial services, billing, health information management, and case management. She spent a lot of time observing professionals in each area as well as attending various meetings. She worked on financial reports in revenue cycle finance and reconciliation of price files in the billing database system for revenue integrity.

**Emily Taylor**, senior *general management and accounting* major, worked for **Capital Financial Group** as an intern. Her responsibilities included developing a personal marketing strategy, shadowing a financial adviser, developing a marketing inventory and surveying potential clients, and attending trainings to learn about the financial services industry.

**Lydia Hasan**, junior *marketing* major, worked for the **Rehabilitation Institute in Chicago (RIC)** as a **SkyRise coordinator and advancement intern**. Her tasks involved assisting in the coordination of SkyRise Chicago 2013, RIC's largest fundraiser, manning the SkyRise hotline email and phone line, communicating with and registering corporate sponsors for the event, and creating training/reference material for future SkyRise workers. She also assisted the RIC advancement office with follow-up for ArtFutura, a fundraiser that supports the art therapy program at RIC.



## Summer Internships 2013 (Cont.)

**Kaitlyn Anderson**, senior *accounting* major, worked for **Adventist Midwest Health** in Hinsdale, Illinois as a **business intelligence** intern at Adventist La Grange Memorial Hospital. Her responsibilities involved assisting the financial analysts with performance efficiency and helping them be more cost effective in their four regional hospitals.

**Kevin Christenson**, junior *international business* major, worked for **Kettering Health Network** as a **Network Marketing and communications** intern. He was the project manager for developing and implementing a digital asset management system that began with the Physician's Network and is now extending throughout the seven-hospital network. He also researched mass communication systems for

the internal and external messaging strategy and recommended to administration the implementation of advanced staff scheduling.

**Rebecca Garner**, senior *accounting* major, worked for **Florida Hospital Heartland Medical Center** in Sebring, Florida as an **accounting** intern. Her tasks included working with the controller and financial analyst and working on cash reconciliation, month-end journal entries, and other projects.

**Madison Keizer**, senior *general management* major, worked for **ADRA** in the Philippines for six weeks. While there in ADRA, she learned how to run a nonprofit, how development projects are planned, and how to manage people of a culture different from her own.

**Krystal Morris**, junior *non-profit management* major, worked for **Kettering Health Network** as a **mission and development** intern. Her responsibilities included writing articles published in Knews (an internal communication publication), as well as the Visitor. She also planned, coordinated, and participated in church services to build relationships in the surrounding community.

Would you like to employ a Southern business student as an intern? Email [kuhlmanlisa@southern.edu](mailto:kuhlmanlisa@southern.edu) to find out how you can contribute to our students' practical experiences.

### Meet the Firms

Meet the Firms, Southern's biannual job and internship fair, is coming on **Thursday, February 20, 2014**. One of our students may be the perfect fit for your organization!

Visit [southern.edu/meetthefirms](http://southern.edu/meetthefirms) to register your company for this event. The fair is sponsored by the schools of Business and Management, Journalism and Communication, Nursing, Social Work, and The Alumni Relations Office.



meet the  
FIRMS

# Enactus 2013

*By Stephanie Sheehan, ENACTUS director*

Enactus is an organization of 62,000 students on the campuses of 1,600 colleges and universities in 36 countries. On our campus, however, Enactus is something much more personal.

Formerly known as SIFE (Students in Free Enterprise), our Enactus team is comprised of 27 students from departments across campus who are bonded and motivated by their love for people and their belief in the positive power of business. These students use the knowledge and skills they are learning in the classroom to develop and execute projects that improve the standard of living and quality of life of students on campus and members of our broader communities.

Each of our projects seeks to create long-term change by positively affecting people, preserving the planet, and generating profit. Rather than offering handouts, our team finds innovative solutions to empower others to help themselves.

Our most exciting projects this year include converting used cooking oil to biodiesel, assisting a local businesswoman with her business start-up, and a temp agency which provides students with part-time employment.

Enactus will present these projects at an annual competition in April. At this event, we will gather with teams from around the country to share our successes and learn from others. Each year, our members leave this event inspired by both our own work and the impact that the organization is having throughout the country.

In addition to helping our community, Enactus also benefits our students. Through our projects, members have the opportunity to help others, gain career-relevant experience and skills, work on like-minded teams, meet supportive professionals, and gain leadership experience. Their experiences with Enactus show students that it is

both possible and impactful to use one's profession to serve others, a lesson we hope they will remember and use throughout their professional careers.

Though Enactus does require a lot of hard work, we also emphasize support and friendship; we have learned that it is much easier to work diligently with and for teammates when there is a strong relationship. Throughout the year, our team enjoys many events which bring us together and help us get to know one another, including a recent vespers.

Our director, Stephanie Sheehan, and leadership team pray that this organization will be a ministry that has a long-term, positive impact on both our community and our members. We would love for you to be part of this change. If you are interested in getting involved with our team, please contact email at [ssheehan@southern.edu](mailto:ssheehan@southern.edu).

# Alumni Updates

**Ethan Nkana**, B.S. Business Administration '07, completed his J.D. and M.B.A. at the University of Dayton. He is the current manager of Serviceline Business Operations at Littleton Adventist Hospital in Denver, Colorado.

**Stacey (Meyer) Becker**, B.B.A. Financial Services - Accounting '06 and her husband, Roger Becker, '05 B.A. Theology, relocated to Puyallup, Washington to run two of their businesses along with their daughters, Nova, 3, and Cassidy, 17 months.

**Michael Porter**, B.A. Theology '05, currently returned to Maryland after six years as a CEO at Quiet Hour Ministries in Redlands, California. His wife, Karen, worked at the Deferred Mission program recruiting at Loma Linda physicians and dentists. Since the move, his wife now works as an administrative assistant in the GC office. His son's family lives in Guam and his daughter is an assistant dean at Mount Vernon Academy in Ohio.

**Jared Thurmon**, B.B.A. International Business '04, created a nonprofit organization called The Beehive. This business relies on donations and creates consumer products that will help fund overseas humanitarian work. To learn more about Jared's organization visit [thebeehives.org](http://thebeehives.org).

**Paul Eirich III**, B.A. Business Management; A.S. Accounting '93, works as a controller with Regency Senior Living in Ooltewah, Tennessee as of May 2013. Earlier this

year, he was blessed with a new granddaughter.

**David Klinedinst**, B.A. Business Administration; B.S. Business Administration '95, and Marquita Counts Klinedinst (Nursing, '94) have been married for 18 years. He is the resident evangelist for St. Louis metro area with the Iowa Missouri Conference of the Seventh - day Adventist.

**Elisa Brown**, B.B.A. Accounting '00, is the assistant professor and program director for the MBA in Health Administration program at Loma Linda University School of Public Health Science. She married on October 13, 2013.

**Kevin Sadler**, B.B.A. Accounting '86, is the senior accountant at Adventist Care Centers in Orlando, Florida. His wife, Astrid, works as a clinical documentation specialist at Florida Hospital Waterman in Tavares, Florida. His daughter, Angela, is a college senior taking online courses for a business degree in University of Phoenix. He attends Apopka Seventh - day Adventist Church as an elder and one of the two treasurers.

**Denny Nooner, Jr.**, B.S. Long-Term Care Administration '83, left his health care job to work on a new book called *Turning Point: Good Decision/Bad Decision*.

**Lynn Brown**, B.B.A. Management '06, married on April 13, 2012, to Benjamin Brown and they had their first child last September. She resigned as a commercial lender

for SunTrust Bank as of July to stay with her newborn baby. Her family currently resides at Lookout Mountain, Tennessee.

**Tres Wood**, MBA Management '02, is a consultant to a startup in Huntington Beach, California and working to be the "preferred provider" for a major medical device company.

**Ginger Small**, A.S. Office Administration '70, is married to husband Clarence, (Communication, Speech, '70), who retired from his pastoral ministry in October. They are planning to move to Greenville, Tennessee to be close to family, including grandchildren.

**Jeff Butler**, B.S. Business Management '81, married wife, Lisa, and lives in St. Cloud, Florida. His title is operations manager IT with Tupperware Brands Corporation. His wife works as a realtor with Florida Realty Investments.

**Christina Weitzel**, M.B.A. Marketing Management '13, is the business process analyst at Home Serve USA in Chattanooga, Tennessee.

Do you have news to share?  
Please email it to Lisa Kuhlman at  
[kuhlmanlisa@southern.edu](mailto:kuhlmanlisa@southern.edu).





**SOUTHERN**  
ADVENTIST UNIVERSITY

**School of Business and Management**

Post Office Box 370  
Collegedale, TN 37315-0370

**Faculty**

Michael Cafferky  
Richard Erickson  
H. Robert Gadd  
Lisa Goolsby  
Julie C. Hyde  
Mark Hyder, dean  
Robert Montague  
Braam Oberholster  
Cliff Olson  
Verlyne Starr  
Dennis F. Steele, Jr.  
Leon Weeks  
Jon Wentworth

**Staff**

Stephanie Sheehan, director of Enactus  
and the Institute for Ethical Leadership  
Lisa Kuhlman, graduate  
admissions coordinator

423.236.2527  
[southern.edu/business](http://southern.edu/business)

NONPROFIT ORG.  
U.S. POSTAGE  
**PAID**  
CHATTANOOGA, TN  
PERMIT NO. 1114