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The Exchange

A publication of the School of Business and Management

Summer 2012

A Business of Caring

By Verlyne Starr, associate professor and director of the Long-Term Healthcare Administration program

I just returned from the National Association of Long Term Care Administrator Boards annual meeting (June 2012) where Greg Crist, vice president of Public Affairs at American Health Care Association, presented results of his current research.



Laura Boyer, senior long-term care administration major speaking with a resident at Morning Point Assisted Living in Collegedale, TN

One of his findings relates to the public's perception of facilities that provide senior care. His survey of more than 500 baby boomers shows that receptivity toward senior care facilities is highly dependent on the term used to identify the facility. When the term "nursing home" was used in the survey questions, the respondents had a statistically significant negative perception of care provided by any given facility. By contrast, when the same question contained the term "skilled care facility", the respondents showed a positive receptivity to the care provided in a facility. In short, he admonished us to stop using the term "nursing home".

Yes, it is true; the graduates of the Long-Term Care Administration program at Southern Adventist University are educated to become licensed nursing home administrators, a term that may itself be destined to change. However, students may choose to enter any of the executive or administrator training programs in facili-

ties that provide senior care. These include the management of not only skilled care facilities, but also assisted living communities. The long-term care administration degree could lead a graduate to a career in management of other areas in the continuum of senior care.

Regardless of where graduates wish to enter management in the senior care and rehabilitation industry, they are choosing a business of caring.

However, not everyone who desires to enter this profession may be able to come to our campus. To address this need, the School of Business and Management is launching the specific courses related to long term care administration online in the fall semester of 2013.

If you or someone you know is interested in entering the area of management in the senior care industry, and who desires that executive experience with a simple touch of caring, contact Verlyne Starr at 423.236.2680 or vstarr@southern.edu.

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SOUTHERN
ADVENTIST UNIVERSITY

**School of
Business and Management**

A Word From the Dean

Another school year has become history. Again, the campus is quiet as we prepare for the fall semester. In reflection, it was a good year. We graduated a great group of 28 undergraduate students and 6 graduate students in May, and the School of Business and Management formally accepted 48 students into our programs in June.

We invite you to become part of the excitement here on campus! Our Business Society sponsors a "Christmas Without a Home" each year, providing winter coats and shoes as well as toys to homeless children in Chattanooga. Our SIFE team is working on a variety of projects including "greening" our campus and establishing "GenLink", a temporary work program designed to meet the needs in our community. Our Meet the Firms job fair is held twice a year and is a great place for students to connect with area employers.

Come. Be a part and reconnect!

Alumni and the E.A. Anderson Lecture Series

By Kimberly Miller, associate professor

The E.A. Anderson Lecture Series is an annual feature of the School of Business and Management (SBM). The series is made possible by the generosity of the late E.A. Anderson of Atlanta, Georgia, for the purpose of giving the listener a broader understanding of the business world. But more importantly, these speakers make a lasting impact on our students and offer career contacts and/or opportunities.

Several of our SBM alumni presented this past year. Tommy Davidson, class of '78, now owner of Dove Healthcare, spoke for the series. Students enjoyed his talk. Robert Hutton, junior international business major, commented that Tommy was "real and honest with us. You could tell his heart was in the presentation and he had some really solid advice for not just making money but keeping your life on the right track."

Tim Burrill, class of '92, now the executive over facilities for Florida Hospital, presented how Mickey Mouse helped transform

the culture at Florida Hospital for Children (FHC). Students enjoyed how Tim had the ability to make a connection and inspire and motivate them. It was inspiring for the students to hear the story of the transformation of the culture and facilities of FHC.

Denny Nooner, class of '83, founder of Mosaic Healthcare, presented how his company pioneers new ways of using technology in the practice of medicine. Students commented they appreciated his passion and energy for his company. Winston Tonack, senior financial management major, was reminded that we need to be passionate about our endeavors in the business world.

Rick Richert, class of '89, is Senior Analyst for Sound Point Capital Management, in New York, NY. Rick has years of experience underwriting credit assets and gave a real perspective to our current economy. Kyle White, junior financial management major, thought it was very encouraging to be able to see an alum of Southern

have strong success working in the investment banking industry.

Our students appreciate and enjoy hearing from alumni. If you are interested in speaking for the series or know of someone who would make a great speaker, please contact Kimberly Miller, associate professor, at kimberlymiller@southern.edu or 423.236.2753.

The public is invited to attend the lectures free of charge. One hour of continuing education credit for the Tennessee Society of Certified Public Accountants is available and, for a fee, college credit is available. The lectures last approximately an hour and fifteen minutes and are followed by a question and answer period.

All lectures are presented at 7 p.m. in Brock Hall on the third floor in the E.A. Anderson Business Seminar Room (BH 3205). The lists of speakers for the winter 2012 Lecture Series as well as previous years are available at southern.edu/business.



Don Van Ornam, dean

Degree Updates

According to the 2012-13 Undergraduate Academic Catalog, we've implemented two changes that will have a significant impact on our degree offerings. The first is the introduction of an A.S. degree in personal selling. This degree is designed for students interested in a sales career and requires an internship in sales, encouraging students to put into practice what they've learned in the classroom. Students can continue after this program to also pursue a B.B.A. in marketing.

The second change in the 2012-13 undergraduate catalog applies to the international business concentration of our management degree. We've added a required semester abroad component to this program which will ensure that students pursuing the international business concentration will have personal experience of another culture before graduating. Students are encouraged to plan this program carefully with their advisor.

Business Society & You

The School of Business and Management supports a number of clubs under the umbrella of the Business Society. These clubs include: accounting, entrepreneurship, international business, long-term care administration, management, and marketing.

These organizations encourage students to use the tools they are developing in their studies in the "real" world. If you are interested in acting as a mentor, sharing your experiences with our students in the classroom or possibly hosting a group at your place of business, please contact one of the officers of the Business Society or the faculty advisor. We encourage interaction between our current students and alumni. The officers and faculty advisor for the Business Society for 2012-13 academic year include:

President

Brittany Schultz - sophomore
B.S. Business Administration
brittanyschultz@southern.edu

Vice President

Madison Keizer - junior
B.B.A. Management
madisonkeizer@southern.edu

Treasurer

Kyle White - senior
B.B.A. Financial Management
kylewhite@southern.edu

Fundraising

Kris Martin - senior
B.S. Business Administration
kristoferlmartin@southern.edu

Faculty Advisor:

Julie C. Hyde, Ph.D.
associate professor
jhyde@southern.edu

Meet the Firms

Meet the Firms, Southern's biannual job and internship fair, is coming on Thursday, October 11, 2012. One of our students may be the perfect fit for your organization! Visit southern.edu/meetthefirms or call 423.236.2527 to register your company for this event. The fair is sponsored by the schools of Business and Management, Computing, Journalism and Communication, and Nursing as well as the English Department and Alumni Relations.



SIFE Team Competes at Nationals

By Sara Ruf, SIFE competition team member
international studies major

You know what they say: to get to the SIFE National Competition, you must practice, practice, practice.

Our team of four presenters needed to know our script inside and out in order to pull off a perfect presentation in front of the judges at the SIFE National Competition in Kansas City, Missouri. So we practiced in elevators, on buses, and in empty ballrooms. Over and over, we repeated the stories of the projects our SIFE team completed this year.

Students In Free Enterprise, or SIFE, is an organization made up of business leaders and college students who want to create positive change in the world using business principles. Students create projects throughout the year designed to combat a community need. For this competition, our team chose to highlight four of the many projects we worked on this year: a major solar panel energy project, a temp agency startup connecting senior citizens and students, an entrepreneurship workshop, and upgrades to our recycling program on campus.

After months of practicing, we traveled to Atlanta for the regional championship round. We won our league and immediately began rehearsing for the national competition. Our win brought us some local media attention. Officials at the Chattanooga Metropolitan Airport discovered our solar energy efforts and were impressed by



Members of the 2012 SIFE presentation team from L to R: Thomas Flynn, Stephanie Sheehan, Sara Ruf, Christina (Whary) Christiansen, Kimberly Solis, Michael Aitken, Karla Coupland

our 832-solar panel array project. The Chattanooga airport is home to the city's largest solar farm and they gifted us four round-trip tickets to Kansas City from the airport, making our travel plans light and breezy. It was a great public relations move on their part...and helped us out a lot!

We met in Kansas City on May 21, and explored the Federal Reserve money museum and local restaurants before our big presentation two days later.

At an early 8:25 a.m., we presented the judges with the stories of our projects. Don Van Ornam, Ph.D., dean of the School of Business and Management, and Bob Young, Ph.D., vice president of Academic Administration, flew in to support us. The practices paid off, and we performed better than in any of our rehearsals.

Unfortunately, we lost out to Syracuse University in our league, but enjoyed cheering on our sister school, La Sierra University, for-

mer SIFE world cup champions. The La Sierra team made it to the semi-final round; afterwards, La Sierra's Dean of Business John Thomas and President Randal Wisbey invited our team and the representative from Andrews University to dinner.

Belmont University may have walked away with the national championship but we left Kansas City with new friends, a feeling of accomplishment, and fire in our bellies to come back and advance to the next round in 2013! Our sponsors Stephanie Sheehan and Karla Coupland encouraged us every step of the way and really made the trip special. Meeting other SIFE members from around the country and seeing the innovative projects college students have created to make the world a better place was very inspiring. The free stuff at the Career Fair didn't hurt, either.

On to next year's Nationals!

Congratulations on Acceptance!

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

Michael Aitken	B.B.A. Financial Management General	Madison Keizer	B.B.A. Management, General
Kaitlyn Anderson	B.B.A. Financial Management, Accounting	Melissa Krizan	B.B.A. Management, International Business
Tina Anglin	B.B.A. Management, International Business	James Kroneck	B.B.A. Financial Management, Accounting
Helen Boram	B.B.A. Marketing	Michael Kuhlman	B.B.A. Financial Management Accounting
Joey Boyer	B.B.A. Entrepreneurship	Savannah Maxwell	B.S. Nonprofit Management
Whitney Brass	B.S. Business Administration	Nathan McKee	B.B.A. Financial Management, Accounting
Melanie Christensen	B.S. Business Administration	Jessica Melendez	B.B.A. Management, International Business
Janice Cosme	B.S. Business Administration/ Public Relations	Sindiso Mlobane	B.B.A. Management, International Business
Michael Daily	B.B.A. Marketing	Johannes Myers	B.B.A. Financial Management Accounting
Kiara Edwards	B.B.A. Management, General	Josef Myers	B.B.A. Financial Management Finance
Thomas Flynn	B.B.A. Financial Management, Finance	Jacqueline Olivas	B.B.A. Marketing
Rhondi Forbes	B.B.A. Financial Management Accounting	Landon Robinson	B.B.A. Financial Management Accounting
Natalia Gomez	B.B.A. Management, Human Resource Management	Guevara Samson	B.S. Business Administration
Jeremy Grabiner	B.B.A. Management, International Business	Cesar Segura	B.B.A., Management International Business
Marissa Hagan	B.B.A. Management, General	Kimberly Solis	B.S. Business Administration
Rafael Horton	B.S. Business Administration	Katie Thrash	B.B.A. Marketing
Julien Howard	B.B.A. Management, International Business	MyJeila Velasco	B.S. Business Administration
Robert Hutton	B.B.A. Management, International Business	Oswald Walker	B.S. Nonprofit Administration
Alec Jackson	B.B.A. Marketing	Richard Walters	B.B.A. Marketing
Adam Johnson	B.B.A. Management International Business	Abraham Zayas	B.B.A. Financial Management Finance
Rebecca Kay	B.B.A. Financial Management Accounting	Shanshan Zhang	B.B.A. Management, International Business



May graduates

PHOTOS COURTESY OF SOUTHERN MEMORIES



May graduates

PHOTOS COURTESY OF SOUTHERN MEMORIES

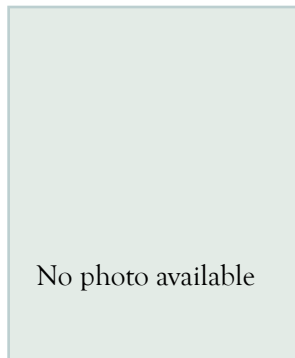
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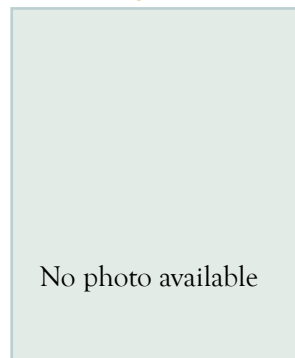
Name: Andre Ryan Alfinda
Major: B.S. Business Administration
Hometown: Ellenwood, GA



Name: Mark Allen Arquitt
Major: B.S. Business Administration
Hometown: Camden, SC



Name: Dianaly Elizabeth Blas
Major: B.B.A. Financial Management
(Accounting)
Hometown: Lynn, MA



Name: Thomas Frederick Hinrichs, II
Major: B.B.A. Financial Services
(Accounting)
Hometown: Longwood, FL



Name: He Jiang
Major: B.B.A. Management
(International Business)
Hometown: Foshan, China



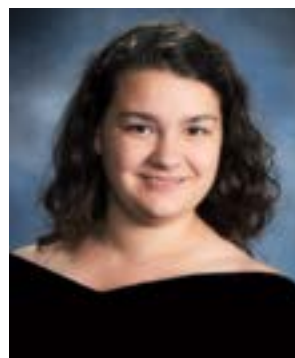
Name: Diana Lee
Major: B.B.A. Management
(International Business)
Hometown: David-Chiriqui, Panama



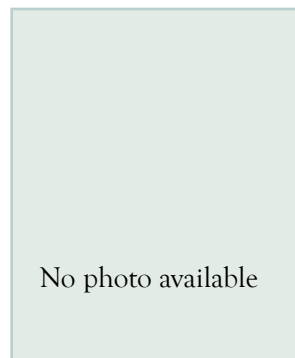
Name: Allyson Belinda Bridges
Major: B.B.A. Management
(Entrepreneurship)
Hometown: Calhoun, GA



Name: Laura Ann Brownlow
Major: B.B.A. Management
(Human Resource Management)
Hometown: Longwood, FL



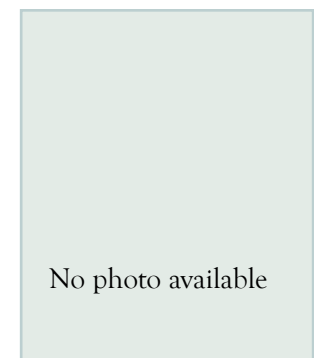
Name: Jessica Ann Burns
Major: B.B.A. Financial Management
(Accounting)
Hometown: Ooltewah, TN



Name: Joshua Adam Martin
Major: B.S. Business Administration
Hometown: Panama City, FL



Name: Kendra Mosher
Major: B.B.A. Financial Management
(Accounting)
Hometown: Madison, TN



Name: Philip Eugene Patton
Major: B.B.A. Financial Management
(Accounting)
Hometown: Ooltewah, TN



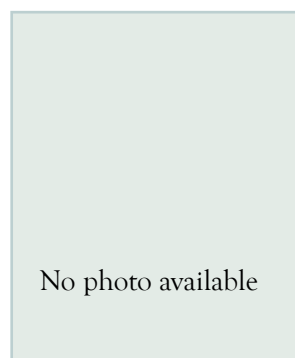
Name: Erik Caceres
Major: B.S. Business Administration
Hometown: Pleasant Prairie, WI



Name: Alexandra Juliette Canizales
Major: B.S. Business Administration
Hometown: Colton, CA



Name: Marcos Neftali Franco
Major: B.B.A. Financial Management
(Accounting)
Hometown: Portland, TN



Name: Tyler Morgan Robinson
Major: B.S. Business Administration
Hometown: Woodinville, WA



Name: Mario Yohalmo Robles
Major: B.S. Business Administration
Hometown: Conroe, TX



Name: Jonathan Richard Schuen
Major: B.B.A. Financial Management
(General Management)
Hometown: Sunbury, OH

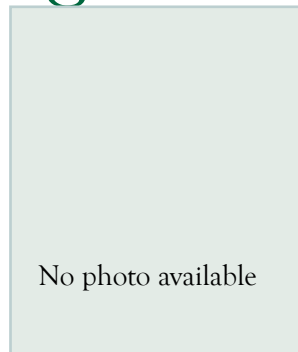


May graduates cont.

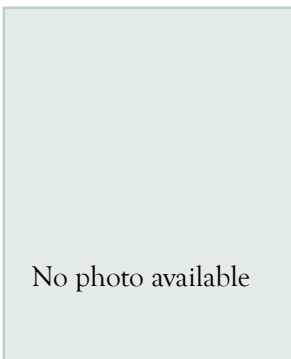
PHOTOS COURTESY OF SOUTHERN MEMORIES



Name: Tenghao Tang
Major: B.B.A. Management
International Business
Hometown: GuangDong, China



Name: Graydon Vaughn Todd
Major: B.B.A. Marketing
Hometown: Burke, VA



Name: Winston Alexander Tonack
Major: B.B.A. Financial Management
(General Management)
Hometown: Siloam Springs, AR



May graduates cont.

PHOTOS COURTESY OF SOUTHERN MEMORIES



Name: Andrew Daniel Whitlow
Major: B.S. Business Administration
Hometown: Syracuse, NY

Graduate Degrees Awarded

Name: Sylvia Denise Chunn
Major: M.B.A. Healthcare Administration
Hometown: Nashville, TN

Name: Theodore Tereno Patrick Forbes
Major: M.F.M. Financial Management
Hometown: Chattanooga, TN

Name: Christian Patino
Major: M.B.A. Marketing Management
Hometown: Chattanooga, TN

Name: Misael Dominguez
Major: M.F.M. Financial Management
Hometown: Avon Park, FL

Name: Andrii Korchuk
Major: M.B.A. Management
Hometown: Bucha, Ukraine

Name: Danilvy Turner
Major: M.B.A. Management
Hometown: Chattanooga, TN



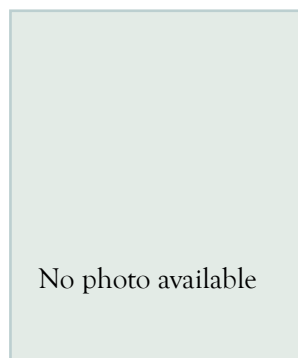
Name: Haslel Eliemer Toruno
Major: B.B.A. Management
(International Business)
Hometown: New Braunfels, TX



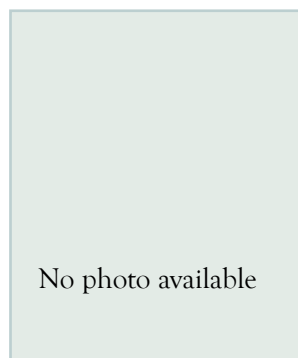
Name: Emily Elizabeth Vail
Major: B.B.A. Financial Management
(Accounting)
Hometown: Durham, ME



Name: Hannah M. Vail
Major: B.B.A. Financial Management
(Accounting)
Hometown: Durham, ME



Name: Blair Mark Wehtje
Major: B.S. Business Administration
Hometown: Hinsdale, IL



Name: Christina Renee Whary
Major: B.S. Nonprofit Administration
International Community Relations
Hometown: Hendersonville, NC



Name: Luther John Whiting
Major: B.S. Business Administration
Hometown: Caribou, ME

Faculty News

Michael Cafferky, Ph.D., published "Honor the King, but emulate the King?" in the *Journal of Applied Christian Leadership*. Another article authored by Cafferky titled, "Career in the marketplace. Is it appropriate for a Christian?" was published in *College and University Dialogue* magazine in June. Cafferky's monograph, *Management, Scriptural Foundations of Business Management* is scheduled to be published this summer at Andrews University Press.

Cafferky presented two peer-reviewed papers at the Christian Business Faculty Association (CBFA) annual conference in British Columbia in June. The topics of these papers were:

- *Why do we have to learn this stuff? Revising or developing a course using essential questions.*
- *Sabbath & management, theology & application.*

While at the CBFA Conference, CBFA members elected Cafferky to be a member of the CBFA Board of Trustees and serve a three-year term

Cafferky presented two papers at the Seventh-day Adventist Business Professors Conference at Andrews University in July on the following topics:

- *Servant Leadership in the Bible.*
- *Sabbath: A week-day delicacy prepared by servant leaders?*

In late July, Cafferky presented three papers at the Southern Africa-Indian Ocean Division of the General Conference of Seventh-day Adventists. The topics of these papers include:

- *The Bible on commerce and management.*
- *Biblical foundation for financial ethics.*
- *Counting your sheep; managing church resources.*

Lisa Goolsby received the President's Award of Excellence for Commitment to Student Success at the commencement service May 2012.

Julie Hyde, Ph.D., presented "Determinants of Material Weaknesses in Internal Control over Compliance in Accordance with OMB

Circular A-133 for U.S. Counties" at the American Accounting Association 2012 Government and Non-profit Section Midyear Conference in San Diego, California, in March 2012. In addition, Hyde presented "Characteristics of Auditors Reporting Material Weaknesses in Internal Control over Compliance for Federal Grants" at the 2012 Southeast Region Meeting of the American Accounting Association in Savannah, Georgia, in April 2012.

Julie Hyde, Ph.D., and Richard Erickson were awarded Hometown Heroes medals by wounded Iraqi war veteran and Southern student Homer (Stan) Keirse for their inspiration during the fall of 2012. More information on this story can be found in the online feature: <https://www.southern.edu/News/DispForm.aspx?ID=743>.

Verlyne Starr's monograph titled, *Business Communication: Scriptural Foundations* is scheduled to be published this summer by Andrews University Press.

Alumni Updates

Jen Blondo, '07, was promoted to director of finance at American Pest Management, Inc., in January 2012. Jen has worked for them since October 2009.

Steven Kuhlman, MBA '04 is currently pursuing his Ph.D. in marketing from Northcentral University. His anticipated graduation date is December 2013. He is employed by McKee Foods Corporation, Inc., as a senior marketing analyst.

Brian Mitchell, '84 accepted a position as director of employee benefits with Adventist Health Systems in January of 2012.

Rebecca Hardesty, '08, and **Jason Hogan**, '09, were married on June 17, 2012.

Heather Lenay Peggau, '12 accepted a position as a financial analyst with Adventist Health Systems in Orlando, Florida. She's also currently pursuing her MBA in Healthcare Administration online from Southern.

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

Southern
423.236.2527
southern.edu/business

Staff
Stephanie Sheehan, director of SIFE
and the institute for ethical leadership
Lisa Kuhlman, office manager
Linda Wilhelm, graduate
admissions coordinator

Faculty
Michael Caffery
Richard Erickson
H. Robert Gadd
Lisa Goolsby
Julie C. Hyde
Kimberly Miller
Robert Montague
Bram Oberholster
Cliff Olson
Verlyne Starr
Dennis F. Steele, Jr.
Don Van Ornam, dean
Leon Weeks
Jon Ventworth

School of Business and Management
Post Office Box 370
Collegedale, TN 37315-0370