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The Exchange

A publication of the School of Business and Management

Spring 2012

Out of Africa

By Braam Obersholster, Ph.D., associate professor

As soon as I start speaking to a stranger, I notice the puzzled look. Soon the comment comes: “You have an accent” – as if only some of us have accents – “Where are you from?”

Now, I have some choices. I can say I live in Collegedale, I can say I am from South Africa, or I can feed the misconceptions that I am from Africa. Usually to the uninformed, there is no difference

between the latter two responses. Regardless of the fact that South Africa is a country and Africa is a continent, the perception is that I am from AFRICA.

Somehow this oversight of geography suggests that the speaker does not recognize that Africa is a large continent – larger in area than the combination of China, USA, India, Mexico, Japan, UK, Spain, France, Germany, Italy, Switzerland, and several more countries. Further, speaking about Africa as if it is a country ignores the diversity of its people, customs, languages, business opportunities, and societal issues. These issues that the continent faces can be as varied from country to country as those from the countries listed above.

To enlighten Southern Adventist Uni-

versity students about Africa’s diversity and opportunities, a study tour to Kenya is planned for May 2012. The purpose is threefold. First, it is to introduce developing leaders to the opportunities and challenges of Kenya through a one week shadowing experience with development officers from non-governmental and civil societal organizations.

The second purpose is to challenge students to integrate mission mandates, the commission in Matthew 28, business principles (e.g. sustainability through profits), and social concerns (e.g. poverty) into business as mission enterprise concepts that build prosperity and wealth in developing contexts.

The last purpose is to broaden student perspectives through cross-disciplinary engagement by teaming students from the School of Business and Management with students from the School of Social Work.

The tour is led by Professor Braam Obersholster from the School of Business and Management and Professor Samson Chama from the School of Social Work.

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A Word From the Dean

We have a good group of students again this year. Many of them are actively committed to preparing themselves to make a difference in their world from a Christian perspective. We are also appreciative of the increasing number of internships available for our students. As alumni, you can help us by offering internships through your businesses or in keeping us aware of internship possibilities within your industry. Students continue to express their desire for the School of Business and Management to provide stronger career counseling, more internships, and job placement help. The faculty voted to make a business career center our top priority for the next year. We are in the process of developing a business plan in order to bring it about.



Don Van Ornam, dean

Business Society Hosts Fourth Annual Christmas Party

By Dianaly Blas senior accounting major & Accounting Club President

Christmas came early to Chattanooga as the Business Society celebrated the holiday with a party for local children at the Chattanooga Kitchen on December 4, 2011. The night began with a warm welcome from our Business Society president, Kendra Mosher. Christmas lights, trees, and music, all helped brighten the face of each child that walked through the door. More than 20 children, selected by the Department of Social Services, arrived with their parents and were able to spend time with the students and faculty members of Southern Adventist University. The night brought many surprises and excitement to the children. Dinner was served by the Marketing Club members along with other volunteers. The children along with their parents made their way through the serving table receiving appetizing food and decorated Christmas cookies and other creative pastries brought by the professors and others covered the dessert table.

Once the children finished their meal, they visited the different arts and crafts tables that were set up for their

enjoyment. Laura Boyer, president of the Long Term Care Club, helped the children decorate Christmas tree ornaments. On the other table, I helped the children put together a snow man picture frame. The children enjoyed the crafts they chose and kept their crafts as a Christmas gift.

Later that evening, the children received a special visit from their favorite Christmas friend, Santa. Although Santa arrived without his reindeer, he was accompanied by the Chattanooga firefighters who lit the nearby streets with their firetruck lights. Santa marched in with bags full of Christmas presents for the children. The children ran towards Santa and greeted him with many warm hugs.

Santa took a seat in his Santa chair and began to call the name of each child. Each child took home three presents which included a winter coat, shoes, and a toy. They also took home a picture with Santa and a vivid memory of what it felt like to sit in Santa's lap.

The Christmas party lasted only a couple of hours but made a lasting impact on the lives of many of the people who volunteered. As the dean of the School of Business, Don Van Ornam, Ph.D., said in a Business Convocation, "Make this Christmas a time to think of what you can do for others." And we did.

Christmas is a lot more than just receiving. The best present that a person can receive is the one of true happiness and that comes when a person experiences it for himself.



see Business Society page 3

Business Society from page 2

Seeing the children's faces that night as they saw Santa and received their Christmas presents was priceless. This Christmas party was not only for the benefit of the children in the community but a blessing for every volunteer who made the event possible. This includes those people who were physically present, donated money, and supported the event. There is no doubt that this early Christmas party brought many presents filled with heavenly blessings. This event reminded the Business Society members and faculty to make every Christmas a time when they can do something for someone else. Thank you to the busi-



nesses who support the Business Society in this community outreach.

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The three week tour includes visits to nearly a dozen development programs in various locations in Kenya during the month of May. These programs range from community based youth football (soccer) programs to international NGO activities targeting refugees from Somalia. The programs are located in the slums of Nairobi, or in the western highlands of Kenya, and in the savanna of Maasailand. The program targets population ranging from Somalia refugees, to Maasai women, to Nandi farmers, to Kikuyu youth.

Preparation for a life of service extends beyond a mission trip - which of itself is a good endeavor. It is fashioning our God-given abilities and interests into programs that result in sustainable development and contribute to God's purpose for mankind. International study tours like this can

be a first step toward fulfilling the life of service goal to which the School of Business and Management and Southern Adventist University aspires.



Meet the Firms

Meet the Firms, Southern's biannual job and internship fair, is coming on Thursday, February 23, 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.



Accounting Students Visit Public Accounting Firms

By Hannah Vail, senior accounting major



Accounting and finance majors at Southern Adventist University recently visited two accounting firms in Chattanooga. Ten students and three professors visited Henderson, Hutcherson, & McCullough (HH&M) and Decosimo Certified Public Accountants. Students interacted with the staff at each firm and learned more about the field of public accounting.

According to the firm's website, HH&M is located in a building that used to be a freight depot. This unique building has been renovated into a CPA firm, but maintains many aspects of its history and still resembles a freight depot. HH&M hosted an open house to area universities, including Lee University, the University of Tennessee at Chattanooga, and Southern Adventist University, giving students the chance to interact with the staff of HH&M and students from other universities. After everyone arrived at HH&M, the students and professors were divided into groups, and a staff member led each group on a tour of the firm, stopping at various departments where staff

of that department spoke about their work. At one of the stops on the tour, students left their résumés with the staff for potential internship and job opportunities. At a reception following the tour, students and staff mingled with one another.

Less than a week later, on Thursday, October 6, 2011, a larger group of 14 students and two professors visited Decosimo Certified Public Accountants also located in downtown Chattanooga. Although Decosimo is headquartered in Chattanooga, it has offices throughout Tennessee and in other states. Southern was the only school at this visit, allowing students to speak with staff on a more personal level. After a brief overview of the firm and introduction of the staff, students, faculty, and staff members of Decosimo enjoyed lunch provided by the firm. While eating lunch, staff members shared their experiences working in accounting and allowed students to ask questions about the firm and accounting. Following the meal, students were able to give their résumés to Deco-

simo's recruiting manager for possible internship and job openings.

Both of these visits were wonderful networking opportunities for Southern students and gave students a taste of the different firms. "I liked being able to see [the] differences of the cultures of the firms," said Andres Escobar, a senior accounting major who attended both visits. Aside from networking and seeing how each firm operated, students gained valuable insights about the field of accounting. Both visits gave students a more complete perspective and a better understanding of public accounting.

Mission Work in Tonga

By Daniel Hodgson, sophomore management major

A short article is not enough space to write about my experience as a student missionary in Tonga. But I will give an overview.

The Kingdom of Tonga is the only group of islands in the South Pacific that has never been colonized.

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Tonga (cont)



Tonga struggles financially. It relies on overseas aid, mostly from family and friends living in New Zealand, Australia,

and America. There are no major exports from Tonga. A few vanilla beans and cans of coconut cream manage to make it overseas, but not much more. Tourism is the main source of income and most all the tourism is owned by foreigners. So to say the least, money is not in abundance.

This makes teaching difficult because resources are extremely limited. Students will suddenly stop coming to school because they cannot pay their yearly school fees of \$300 Pa'anga or about \$200 American dollars. But even with all the struggles, it has been an amazing experience teaching in Tonga.

The people are happy and humorous. Sharing is their culture. If one has a mango it will be split among four or five others. Pens are constantly being thrown around the classrooms so those who don't have pens can take notes. Doors are never locked, and if you need something you just walk in and borrow it. But even more than sharing, Tongans are known for their food. Not for quality, but for quantity. If you want to see a 12 year old girl eat a plate of food four inches high, five fish, and finish it off with a bowl of ice cream and cake, Tonga is the place. Tongans eat one meal a day, it starts when they wake up and

finishes when they sleep. Feasts are held for every occasion and if the food is all finished, it was not enough. Unfortunately all this food is everything we were taught not to eat in Health class. Consequently, Tonga has the highest diabetes rate in the world.

I've made it through the year and am currently on my way home. If you are looking for an amazing vacation, go to Tonga, especially the island of Vava'u. It is beautiful and one of the last places where you can swim with humpback whales. You will jump off a boat five feet from one of the biggest animals in the world and watch it under water. It is an experience that will never be forgotten. In the end, experiences are the best gifts to take home. I am taking home handfuls of them. Tonga is truly a great place that I will always remember. But I can't wait to get home!

Congratulations!

The faculty and staff of the School of Business and Management at Southern Adventist University congratulates the following students on their acceptance into the School of Business and Management in Fall 2011. These students join a group of business professionals dedicated to excellence and to the concept of service in the workplace as well as in the communities where they live.

Kathryn Burgan	B.B.A., Marketing
Laurence Clayton	B.B.A., Marketing
Tiffanie Engle	B.B.A., Marketing
Lauren Halminen	B.S., Nonprofit Administration and Development Nonprofit Leadership Concentration
Daniel Hodgson	B.B.A., Management General Concentration
Tyler Jones	B.B.A., Marketing
Vanessa Lezeau	B.B.A., Management International Business Concentration
Samuel Little	B.S., Long Term Care Administration
Keisha Malivert	B.S., Long Term Care Administration
Jared Roeder	B.B.A., Management International Business Concentration
Tiffani Stiltz	B.B.A., Financial Management Finance Concentration
Erica Thomas	B.B.A., Management International Business Concentration
Samuel Thomas	B.S., Business Administration
Nathan Traxler	B.B.A., Financial Management Finance Concentration
Aspen Welch	B.B.A., Marketing

Marketing Club Visits NY

By Grady Todd, senior marketing major & Marketing Club President

In late October, the Marketing Club at Southern Adventist University, led by Professor Lisa Goolsby, took a trip to New York City. The 10 students that came ranged from freshman to seniors.

Thursday was our first full day of appointments. We traveled uptown to a meeting with Partners and Spade in their studio. The studio produces films, books, apparel and conceptual products as well as marketing and branding projects for select corporate clients. Next, we met a sales executive with Lexis Nexis at a pizza shop for a nice informal meeting where students asked questions and gained valuable perspective outside of the classroom. The day was capped off by a trip to The Late Show with David Letterman and guest Tom Brokaw.

Friday morning started early with a meeting with the Executive VP of Marketing for Web MD. We were able to interact and ask questions with the marketing team of Web MD as they went through a thorough case study and product demos just for the Southern group. Soon after this meeting, we walked several blocks to tour the ABC studios. This activity was a student favorite, as we were able to walk into the Regis and Kelly studio as well as get to see Kelly Ripa from a distance! The group was also able to go into the news studio. As the day came to an end, we

met up with Tony Romeo, a former ad agency creative director and an accomplished marketer who has a very distinguished background. Romeo prepared a nice slideshow demonstrating his work and taught the students some very valuable marketing know-how.

Sabbath was extremely cold with several inches of snow falling throughout the day in Manhattan – a record snow fall in Central Park for October. Who



would have guessed that kind of weather in October? Students attended the Church of the Advent Hope and some even braved the trip down to the 9/11 Memorial. Saturday night was a free night, where most took the time to do some shopping and sight-seeing!

Sunday was warm and sunny in time for our flight home. The trip was considered a great success and the returning students cannot wait for the opportunity next year to attend such an amazing experience. We are thankful to all of our generous sponsors and for our fundraising activities that made this trip possible. It is very beneficial to be able to learn from professionals out in the field.

SIFE Updates

By Stephanie Sheehan, director SIFE



Our Southern SIFE team has been working hard this school year developing and expanding projects that embody the SIFE credo: “A head for business. A heart for the world.” To maximize impact we focus on our triple bottom line – people, planet, and profit– which are the critical elements of long term sustainability. We are also striving to cultivate a “business as mission” mindset; that mission can co-exist in the realm of for-profit business.

Our projects this year include the development of a business incubator for students; GenLink, a student temp agency in Collegedale to provide more jobs for students and assistance options for local residents; a cluster of energy-related projects including: incorporating the use of solar power on campus, which is currently in the installation phase, recycling, and reducing campus energy consumption; assisting the Adventist hospital in Carrefour, Haiti; assisting an organization that runs educational programs for children in Uganda; and launching the IDEALS bakery in Uruguay.

SIFE provides opportunities for students to develop leadership skills, gain experience in people and project management, and make positive contributions to our community, nation, and world.

We value your professional experience and believe you can contribute to the success of our students by serving in a consultative role to our students as they work on various SIFE projects. If you are willing to explore this further, please contact SIFE director, Stephanie Sheehan at ssheehan@southern.edu or 423.236.2659.



December 2011 Graduates

Bachelor's Degrees

Dustin William Conkle Adams	B.S., Business Administration
Richard Boyd San Miguel	B.S., Long-Term Care Administration
Justin Stewart Davis	B.S., Business Administration
Rina Esther Mendoza	B.S., Long-Term Care Administration
Brianna Larissa Miller	B.S., Business Administration
Collin D. Petty	B.B.A., Management
Teresa Evans Spangenberg	A.S., Business Administration (2 year)
Matthew Wetmore	B.S., Long-Term Care Administration
Amanda Jane Worrell	B.B.A., Financial Services - Accounting

Master's Degrees

Dean William Boyer	M.B.A., Management
Sylvia Denise Powell Chun	M.B.A., Health Care Administration
Ruben Covarrubias	M.B.A., Health Care Administration
Derek Anthony Dikard	M.B.A., Management
Tereno Jason Forbes	M.B.A., Marketing Management
Steven Forbis	M.B.A., Healthcare Administration
Laura Ann Franklin	M.B.A., Healthcare Administration
Shane Gilman	M.B.A., Customized
Dawn Marie Griffin	M.B.A., Management
Nicholas Lee Griffin	M.B.A., Management
Bonnie LeNaye Jones	M.F.M., Financial Management
Eunice Hyun-Jin Kim	M.B.A., Health Care Administration
Andrii Korchuk	M.B.A., Management
Sidney D. Lloyd	M.B.A., Management
Brendan Mattson	M.B.A., Accounting
Brianne Elizabeth Michalski	M.B.A., Health Care Administration
Herdy Moniyung	M.B.A., Management
Name Removed Upon Request	M.B.A., Customized
Bonnie Nicole Peebles	M.B.A., Health Care Administration
Joshua Bryan Thomas Rhodes	M.B.A., Management
Serena Santana	M.S.A., Leadership
Jefferson Kumpel Santos	M.F.M., Financial Management
Aimee R. Scheult	M.B.A., Marketing Management
Michael William Skinner	M.B.A., Management
Brandon E. Smith	M.B.A., Marketing Management
Hilary Ellen Taube	M.F.M., Financial Management
Michael James Thompson	M.B.A. Management
David Earl Watson, Jr.	M.B.A., Management
Moritz A. Wieser	M.F.M., Financial Management

E.A. Anderson Lecture Series

The School of Business and Management invites you to the 41st Annual E.A. Anderson Lecture Series. The schedule is as follows:

January 23, Tommy Davidson
Owner, Dove Healthcare
Eau Claire, Wisconsin

January 30, Heidi Hefferlin & Craig Kronenberg
Partners, H+K Architects
Chattanooga, Tennessee

February 13, Brian Trautschold
Co-Founder, reticker
Chattanooga, Tennessee

February 20 Ryan Kahn
Career Coach
Los Angeles, California

February 27, Wendy Luhabe
Chancellor, University of Johannesburg
South Africa

March 19, Eric Plumber
Mosaic Healthcare
Larkspur, California

March 29, Rick Richert
Senior Analyst, Sound Point Capital Management
New York, NY

April 2, Tim Burrill
Chief of Operations, Florida Hospital for Children
Orlando, Florida

April 9, Rick Patton
Unum
Chattanooga, Tennessee

April 16, Doug Bates
Attorney
Centerville, Tennessee

All lectures will be in Brock Hall, Room 3205 at 7p.m. Reception will follow. For more information contact Kimberly Miller at 423.236.2537 or visit: southern.edu/business.

Alumni Updates

John Shoemaker, '11 spent the summer as an intern with Kettering Health Network (KHN) in Marketing & Communications. He also did a minor internship in KHN's Corporate Human Resources, assisting with First Experience/Network Orientation. In August, John traveled to Poland to spend a year as a student missionary teaching English. Upon his return in June of 2012, he will work full-time as a marketing & communication specialist with Kettering Health Network's Marketing department.

Merilee Chase, '10 was accepted into the MAcc program at the University of Denver which has a 100% placement rate. She also passed three portions of the CPA Exam, scoring in the 80s for two sections and achieving a 96 in Auditing!

Ileana Hernandez, '10 joined Kenneth Cole Productions in New York as a human resource coordinator in July 2011. Hernandez is responsible for the new hire process for all Kenneth Cole corporate employees and partners with recruiters to fill open corporate positions.

Jessi Turner, '10 is working as the director of public relations, marketing and recruiting for Auburn Adventist Academy in Auburn, Washington.

Joel Kurtz, '10 is currently in his first year at Duke Law School in Durham, NC. He expects to spend the next three years finishing his law degree and then go where God leads!

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

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