MBA WEEKLY

Volume 5, Issue 15, April 15, 2014
Editor: Kelly McIntyre, kumcintyre@wcu.edu

Announcements

Graduates — If you DO want to attend commencement, you must order a cap, gown, and hood (in the color “drab” — sorry!) from the Bookstore. You may have it delivered to Biltmore Park for pick up. If you do NOT want to attend commencement, please complete this form http://www.wcu.edu/excused_from_commencement.pdf and submit to the Registrar’s office as soon as possible.

GBSA Activities

"Businesses of Biltmore Park" Raffle:
Buy your $1 raffle tickets in the common area at Biltmore Park between 5:30 and 6:00, Monday - Thursday, through April 24th! Note that we won't be selling tickets Wednesday and Thursday of this week due to Easter break. Raffle items include, but are not limited to: gift cards from $20-50 to popular restaurants such as Mosaic Café, Another Broken Egg, Travinia, 131 Main, PF Chang’s, Chestnut (downtown), Neo Burrito; and gifts such as casting lessons from Orvis, toys from OP Taylor’s, and private group tastings at Oil & Vinegar and Joni’s Artisanal Wine & Beer. For a full list, refer to emails from GBSA! You may also purchase tickets at other times from the BP admin office, suite 355. Those in Cullowhee may purchase raffle tickets from Nancy Liddle in 124.

Asheville Tourists baseball game:
Though all available free tickets have been distributed, we invite you and your guests to join us at McCormick Field for a fun time with your fellow students! The Asheville Tourists will be playing the Hickory Crawdads on Thursday, April 17th at 7pm. Tickets are around $11.50. RSVP by emailing gbsa.wcu@gmail.com

Still seats left! LaZoom Comedy Tour:
Join us in celebrating the END of the spring semester (hello summer!) with a LaZoom Comedy Tour on Saturday, May 10th at 6pm. We have the entire bus for our own private event! Approximately 10 seats are left, so RSVP by emailing gbsa.wcu@gmail.com. This event will be FREE to all participants (including guests)! All you need to provide is a $4ish gratuity and your own beverages. (Alcohol will not be provided but IS allowed on the bus.) This event is 18+ ONLY!

Calendar of Events

Course withdraw for medical, mental health, legal reasons – deadline Friday, May 2

No classes, Easter Break – Wednesday, April 16 - Friday, April 18

GBSA Thirsty Thursday Asheville Tourists Baseball Outing – Thursday, April 17

GBSA “Businesses of Biltmore Park Raffle” – through Thursday, April 25

LaZoom Comedy Tour End of Semester Party – Saturday, May 10
Opportunities

Contest! Picture This: UNC Research Photo Contest. A competition for awe-inspiring photos based on University research that serves the state. University of North Carolina (UNC) General Administration (www.northcarolina.edu) is pleased to announce a call for entries to the inaugural Picture This: UNC Research Photo Contest. This is an amateur photography competition open to all graduate students currently enrolled at any University of North Carolina campus.

How to Enter: To enter, simply submit the photo entry form along with up to three images that demonstrate original research and creative works conducted while pursuing a graduate degree at any UNC campus to photocontest@northcarolina.edu. Please include a caption or description along with your photos.

Rules: Entries will be accepted through May 9, 2014. Entrants should submit high-resolution images that are the original work of the entrant and created exclusively by the entrant. We recommend submitting photos in JPEG format, 300dpi, 4in x 6in. Identifiable images of research subjects should not be submitted without specific and informed consent. Entries will be judged on whether the image and description convey knowledge gained through University research to a general public audience in a clear and compelling way and how the research can potentially benefit NC people and communities.

Prizes: Winners will be notified by email and winning photographs displayed during Graduate Education Day at the NC General Assembly, May 21, 2014. A grand prize and runner-up winner will be selected. Winning graduate students and their photos will be the subject of a feature article on the UNC General Administration homepage. All photo entries are eligible for rotation in the Picture This: UNC Research webpage.

For more info, visit the web site at http://www.northcarolina.edu/?q=photocontest

JOB! Marketing Manager – Nantahala Outdoor Center. For 40+ years NOC has lead the outdoor industry, taking more guests whitewater rafting and teaching more paddlers than any other outdoor recreation company. NOC also provides top-quality aerial and trail-based adventures, and provides unmatched retail service, foodservice, lodging, and trip planning services. Behind NOC's rapid growth are our three core values: excellence in outdoor adventures, active corporate citizenship and unmatched high-quality work environments for NOC team members. These core values unite a community of leaders and pioneers in an exciting, fun and always changing work environment. NOC career opportunities offer prospects rare opportunities to work in beautiful locations, to grow their skills and to share a passion for active outdoor recreation. Ideal candidates are leaders in the work place that wish to join a unique, values-driven organization. They aspire to excellence in their fields and disciplines and they demonstrate a commitment to the service of others. Above all, they want to provide visitors with unforgettable experiences in the great outdoors. If this sounds like you, we hope you’ll apply to join the NOC team.

PRIMARY FUNCTIONS OF THE POSITION: The WNC Marketing Manager supervises NOC's regional marketing program and manages distribution of NOC brochures. This includes: Hiring, training and managing regional marketing program employees; Managing regional marketing program contractors; Identifying high-value referral partners through research and networking; Cultivating partner relationships to produce referrals for NOC's core adventure programs, rafting and zip lines; Managing program resources including payroll, mileage allotments, marketing collateral and gift/commission allocations; Building a program infrastructure to allow for quick resumption of the program in spring 2015; Developing high-value referral partnerships in the WNC area; Driving routes to meet partners regularly during the activity season; Increasing partner awareness of key NOC activities and services to spur referrals; Implementing tracking systems to gauge success of program and individual referral partners; Managing NOC's commercial brochure distribution agreements and partnerships; Coordinate supply of marketing materials and collateral with internal and external stakeholders.

POSITION QUALIFICATIONS: Requires proficiency with word processing, spreadsheet and database software; Requires valid driver's license, proof of insurance and an acceptable motor vehicle record; Strong communication and active listening skills; Strong analytical skills and experience using internal
and external data sources; Creative, solution-oriented mindset; Bachelor’s Degree is strongly preferred; Experience with outdoor recreation products and services is strongly preferred.

The above noted description is not intended to describe, in detail, the multitude of tasks that may be assigned, but rather to provide a general sense of the responsibilities and expectations of the position. As the nature of business demands change, so too may the essential functions of the position.

To Apply: Please submit application at: www.noccareers.com.

Deadline: 4/16/14

Connect Online!

Facebook: Western Carolina University MBA Program https://www.facebook.com/wcu.mba
Twitter: @wcuMBA http://twitter.com/#/wcuMBA

To subscribe, unsubscribe or request to subscribe with a different email address, please reply to this email. To view this and previous MBA Weekly e-newsletters online, visit http://www.wcu.edu/27772.asp.