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Construction on the new College of Business auditorium continues. The new auditorium, which is slated to open in midspring, is expected to seat 160 students as a lecture setting or 110 students classroom setting. The auditorium will include state of the art technology along with movable tables and chairs.



Eric Brailsford-Cato, right, co-mediates with students from the University of Texas-Dallas and Texas Wesleyan University at a mediation tournament in Chicago. WCU placed third in the competition, and Brailsford-Cato was named All-American Mediator.

WCU Mediators Place Third in National Competition

Hard Work and Collaborative Skills Pay Off

For the last month, five business law students have been practicing their mediation skills for nine hours a week. The effort paid off when they won three awards at the 10th annual Intercollegiate Mediation Tournament in Chicago on Nov. 5-7. The International Academy of Dispute Resolution sponsored the competition. A mediator is a neutral third party who facilitates discussion among parties to help them resolve disputes.

WCU's Campus Mediation Society held tryouts for the tournament in September. The mediation team included Eric Brailsford-Cato, Robert Greeson, Michael Doherty, Tiffani Giesy and Nicholas Fracassi. Hannah Beck was an alternate team member. Brailsford-Cato placed third as mediator and was named "All-American Mediator." The team won "Outstanding New School Award" and placed third in the competition.

The top two finishers were the University of North Texas and Boston University, which edged out WCU by .02 points. Thirty schools participated in this event, with 36 teams competing for the top prize.

At the tournament, Fracassi became the first president of the student board of directors of the International Academy of Dispute Resolution Student. Brailsford-Cato was elected as the secretary.

The team was coached by Jayne Zanglein, professor of business law, and William Mauldin, adjunct professor and professional mediator. Zanglein directs the North Carolina Agricultural Mediation Program and has taught mediation for 20 years. She is on the board of directors of Mountain Mediation Services.

This was the team's first tournament. "The best part of the experience was working collaboratively with a mediator from another school a thousand miles away," Doherty said.

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College of Business Hosts International Seminar on Supply Chain Risk Management



Western Carolina University's College of Business hosted the ninth annual seminar for the International Supply Chain Risk Management Network at Lake Junaluska and WCU on Oct. 26 and Oct. 27.

Seminar attendees included scholars from institutions in the United States as well as Norway, Sweden, Finland, Switzerland and the United Kingdom.

"This group has routinely worked together to publish research to guide businesses in better managing supply chain events that can disrupt business functioning, such as failures to deliver necessary materials in a manufacturing environment, or affect customers negatively, such as lead in the paint on toys," said Michael Smith, WCU associate professor of global management and strategy, and one of six network members from the United States. "Well-publicized events including contamination of food and pharmaceuticals, and dangerous products further emphasize the importance of proactive supply chain risk management."

At a meeting three years ago, the group developed a handbook titled "Supply Chain Risk: A Handbook of Assessment, Management and Performance," which was published in 2008.

"We are currently working on a new book that will consist of cases intended to inform the work of business professionals," Smith said. "The content is based on our meetings last year in Norway and the previous year in Finland."

For more information, contact Smith at (828) 227-3697 or mesmith@wcu.edu.

*Back row, from left, are Jukka Hallikas (Finland), Øyvind Berle (Norway), Bjørn Asbjørnslett (Norway), Gandolf Finke (Switzerland), Josef Oehmen (Switzerland and the Massachusetts Institute of Technology) and Edward Wright (WCU).
Front row, from left, are Jennifer Blackhurst (Iowa State University), Helen Peck (United Kingdom), Hollye Moss (WCU), Sten Wandel (Sweden), Michael Smith (WCU), George Zsidisin (Bowling Green State University), Omera Khan (United Kingdom), Bob Ritchie (United Kingdom) and Yang "Chris" Chu (United Kingdom).*

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Mediators Place Third

"Despite our differences in background and education, we were able to work well together."

Brailsford-Cato agreed. "The competition was a great experience to network with top students, mediators and lawyers around the country who share our passion for alternative dispute resolution," he said.

"The competition was exciting, and I learned a lot about mediation," said Greeson.

Brailsford-Cato is a former student case coordinator for the WCU Campus Mediation Program and is president of the Campus Mediation Society. He has been mediating for several years. The rest of the team members learned their mediation skills this semester in Law 285: "Mediation," co-taught by Zanglein and Mauldin.

"It was an honor to represent WCU so well," said Geisy, adding that "mediation is a great way to resolve disputes."

Zanglein was proud of the team's mediation, negotiation and advocacy skills. "They are a remarkable group of students," she said.

The team not only has strong mediation skills, but strong negotiation skills as well. When the team missed its return flight because of competition delays, team member Fracassi negotiated with the airline to waive a \$3,000 fee for last-minute change of reservations.



The WCU mediation team members, from left, are Robert Greeson, Eric Brailsford-Cato, Michael Doherty, coach Jayne Zanglein, Nicholas Fracassi and Tiffani Giesy.

Ha's Journey Takes Him a Long Way from S. Korea | *Dr. Steve Ha*

Born in South Korea and making his way to Cullowhee, Dr. Steve Ha has come a long way. With a desire to both teach and join the now-disbanded, Center for Regional Development, Ha joined the University in 2003. Ha received his doctoral degree from the University of Minnesota at Twin Cities and his master's degree from the University of Wisconsin at Madison.

Ha enjoys reading, practicing the flute, playing golf and traveling. His favorite vacation spot is the Canadian Rockies. The beautiful scenery and recreational activities make this vacation spot a great adventure. The most interesting place Ha has visited is Santa Fe, N.M. According to Ha, "Viewing the unique architecture and various art museums and galleries is a captivating experience." Not to mention, Ha enjoyed eating the New Mexican food – "which is really different than Mexican food."

Ha and his wife, Eunice, are very active in the WCU community and in their church. They have one daughter, Christine, who recently started her junior year at the North Carolina School of Science and Mathematics in Durham.



Dean Brings Diverse Background to College | *Dean Ronald Johnson*

Born in Brooklyn, New York, Dean Ronald Johnson has come a long way from the busy streets of Brooklyn to the calming scenery in Cullowhee. Johnson completed his doctorate and master's degree in economics at Stanford University. He earned his MBA degree in finance and Bachelor of

Arts degree in economics – with a second major in finance – at Adelphi University.

Johnson was chosen to lead the College of Business in the spring of 2007 from a national pool of highly qualified candidates. His interest in Western Carolina University piqued when, at the request of an executive search firm, he visited the university's website. He was sold on the university because of the chancellor's vision and the university's and College of Business's commitment to action learning and community engagement.

Johnson has been happily married for more than 26 years to his lovely wife, Irene. He has a son, Brandon, who is a first-year law student.

The dean enjoys traveling, reading, playing Scrabble and strategy games, and walking. He is an avid fan of baseball and basketball, and plans on returning to his old form in tennis, racquetball, squash and skiing. He organizes his favorite movies by genre. For drama, he enjoys "The Godfather" and "The Godfather, Part II." In Westerns, he enjoys "Shane" and "Tombstone." In sci fi, he enjoys "The Matrix," for fantasy he enjoys the "Lord of the Rings," and in comedy he enjoys Pink Panther, Abbott and Costello, Laurel and Hardy, and Mae West movies.

Johnson has visited many different places for vacation and work, including the Sudan, India, South Africa under apartheid, Paraguay, Argentina, Brazil, Iceland, New Zealand the North Island, Hong Kong, mainland China, Macau, Botswana, most of Europe, Panama, Mexico, Canada, several of the Caribbean Island countries, and 39 states and the District of Columbia.

"I have traveled for work around the world, and my wife and son would often join me," Johnson said. "This was very important for us, especially in years like 1997, when I logged 200 days on the road, most of which were overseas."

Although he has visited all those places, Martha's Vineyard is his choice for family fun and relaxation.

Johnson is very excited about the outlook for the College of Business. "It is truly a joy to pursue my passion, and that is to work with the college's faculty and staff and alumni and friends to help our students become 'Business Ready' graduates, and to help our community and region in the areas of community development and economic transformation," he said.



Federal Reserve Challenge was Intense

A College of Business student team has been engaged in economic research and analysis of financial markets during much of September and October to prepare for the Federal Reserve Challenge. The competition took place Nov. 4 at the Charlotte branch of the Federal Reserve Bank of Richmond. The College of Business students spent many hours of study in preparation for this year's event, and the competition was intense. In 2007 Western Carolina tied Duke for second place.

The challenge was open to student teams from universities in North and South Carolina. Student teams competed by functioning as though they were the Federal Open Market Committee, the Fed's monetary policy making unit. The teams analyzed and evaluated economic and financial developments with the goal of setting appropriate monetary policy in terms of the fed funds rate and the FOMC statement. A panel of three judges evaluated the presentations, and the team responded to questions from the judges.

The 2009 College of Business team members are Kyle Addison, Brooke Banther, Chris Hebenstreit and Casey Schulte. The students are members of the "Money, Banking and Financial Markets" class taught by Dr. J. Michael Arnott.

Dr. Steve Ha Conducts an Economic Impact Study of the N.C. Equine Industry

The North Carolina General Assembly has dedicated \$450,000 to conduct a 2008 comprehensive analysis of the N.C. equine industry. This study was designed to document the size and scope of the industry to determine the economic impact and to recommend measures to increase the contributions of the industry. Dr. Steve Ha of the WCU College of Business was awarded an amount of \$108,603 to conduct the economic impact portion of the study.

Partnering on this effort were Mandee Foushee Lancaster, the Center for Survey Research at East Carolina University; Dr. Michael Yoder and Dr. Robert Mowrey, the Department of Animal Sciences at North Carolina State University; and Ha and Jessica Wisniewski, also of the College of Business at WCU.

Speaker Puts IT in Real-world Terms

Mark Hunzaker, who is currently a solution architect for BlueCross BlueShield of North Carolina, spoke to students in both the CIS 235: "Foundations of Information Technology" and CIS 335: "Enterprise Technology Management" classes Nov. 5. Hunzaker's position has been associated with implementing a virtual infrastructure.

Hunzaker described the scope of BlueCrossBlueShield's reality as having only 20 seconds to adjudicate or process a claim.

In his presentation, "Thoughts from the Real World," Hunzaker showed how IT is integrated in a day-to-day business setting. The presentation helped students understand how external factors (i.e., regulatory environment, HIPAA and the economy) can influence business careers.



financial THOUGHTS

It takes the average individual taxpayer 26 hours and 40 minutes to prepare a 1040 return. Taxpayers spend \$193 billion per year trying to calculate their tax returns – 14 percent of all the income taxes collected by the IRS. There have been 3,250 changes to the tax code since 2001, more than one change every day. (Source: *Journal of Financial Planning*, April 2009)

When asked what a subprime mortgage was, 54 percent of the American public did not know. (Source: *Center for Economic and Entrepreneurial Literacy*, 2009)

Approximately 14 percent of loans between family and friends end up in default, compared with less than 3 percent of consumer bank loans. (Source: *Journal of Financial Planning*, April 2009)

Almost 46 percent of U.S. voters believe workers should be allowed to opt out of the Social Security system to provide for their own retirement planning. (Source: *Rasmussen Reports*, 2009)

A recent survey found that 43 percent of U.S. couples say that the stress of the recession has caused them to argue more, mainly about finances and household chores. (Source: *PayPal*, 2009)

HALLOWEEN OPEN HOUSE



The dean's Halloween-themed office open house was held Oct. 27-29. Students and faculty were invited to drop in and meet the dean and his staff. Personnel in the dean's office and administrative assistants throughout Forsyth participated one day by dressing up in costume. Refreshments, games and prizes were given out over this three-day event.



College Holds Homecoming Open House

The Homecoming Open House at the College of Business was well received by alumni. Alumni from as far back as 1967 stopped by to check out the newly remodeled Forsyth building. Many alumni reminisced about the building, and some said it has weathered well over the years.

A few of the alumni took the time to wander the halls, joking with each other about the good times they spent here and the many friends they made.

Alpha Kappa Si alumna Lisa Duke said she and a group of friends, mostly College of Business graduates, try to attend one game during the year, but had not been back to the Forsyth building since leaving Western Carolina.

The alumni who stopped by said they will always consider Western Carolina's College of Business their stepping-stone to a great future, and having a business degree from Western Carolina has helped them throughout their career.



At top, Alpha Kappa Si alumni enjoy a reunion. Below, Joey Long, director of undergraduate affairs for the College of Business, mingles with guests at the Homecoming Open House.

Sport Management Association Hosts Annual 5k Race

The WCU Sport Management Association hosted the Mountain Heritage Day 5K Race on Sept. 29. Despite the rainy weather, 114 runners participated in this event, and an additional 12 runners competed in the fun run. Jessie Ramirez finished first overall with a time of 17:37, followed by Tyler Massey (17:38) and Hamilton Boxberger (18:00). Chantal Collins (22:12) was the top female runner, followed by Ann Fletchall (22:37) and Lauren Griggs (22:45). The race featured several local high school athletes, as well as a large number of WCU students and faculty members.

The race, held in conjunction with Mountain Heritage Weekend on the WCU campus, is a fundraising event that provides funds for the Sport Management Endowed Scholarship and also helps support students attending the sport management seminar hosted by Georgia Southern University in the spring. In addition, it serves as an experiential learning activity for students in the SM 465: "Event Management and Sponsorship" class. Students, working in committees, planned and organized all aspects of the event. WCU students Myranda Nash (registration), Rusty Hawkins (course), Casey Bogarad (hospitality), Kristen Gay (race) and Brandon MacCallum (marketing) chaired the organizing committees.



Paws joins the fun run participants for a quick photo before the race.

CONTACT CORNER

If you have an article, announcement or suggestion relating to this newsletter, contact Kelly Schoon at kmschoon@wcu.edu or Joseph Long at jmlong@wcu.edu to have it included.

All responses will be relayed to the necessary department.