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## Online Degree Program Earns No. 1 Ranking

Western Carolina University's online master's degree program in project management has once again earned the No. 1



national ranking in quality and affordability from the distance education information clearinghouse GetEducated.com.

WCU's program is listed first among a group of top 34 "best buys." The rankings are based on a review of 56 regionally accredited business schools that offer 96 different management and administration master's degrees through distance education.

"WCU offers North Carolina residents a chance at a high-quality master's degree in project management through distance learning for about one-quarter the cost of the national average. That's an amazing educational value in these hard economic times," said Vicky Phillips, GetEducated.com's founder. "The distance learning program at WCU is evidence that today's online learner can experience both quality and affordability in one academic package."

Western Carolina's program earned an "A" in affordability for distance learning

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## My Journey from 'Cullo-what?!' to 'I am loving WCU!'

By Olga Nesterova

When Europeans think about living in the United States, we generally tend to come up with a large number of clichés that we associate with Americans. Most of these ideas are associated with the "American Dream" which for the most part we associate with large famous cities. For example, we tend to think about New York, Washington, Las Vegas and Hollywood as the typified American City. We principally know these cities as centers of commerce, fun, adventure and finally a place where dreams can be actualized.

After having spent about five month in America as a knowledge-hungry, upper-class student, I can say that some of the clichés that Europeans believe are not all wrong. Yet European stereotypes range from the good to the bad to the ugly. The one thing that truly stands out to me is that if you have a positive attitude, ambition and drive, you can truly succeed in this country. Looking at the vast amount of people from the different backgrounds allows me to say that, if one is willing to adapt to American society, and with the willingness to work hard, one can go as far as one wants.

Yet having arrived first in North Carolina, I was struck mostly by how Western Carolina University was basically a small city and not at all what I expected. Essentially WCU is the antithesis of university culture in Europe. There we do not have college campuses where students live, work, eat and socialize; as well, there are no university rivalries involving sports teams, and we lack the great variety of social events on campus. In addition, being surrounded by the Great Smoky Mountains that envelop this campus is, in fact, a dream of a lifetime for many Europeans and allows me the envy of a large number of my friends.

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## Letter from the Dean

### Colleagues and Friends,

“The successful pursuit of excellence in business education and learning and community engagement” describes the achievements of the College of Business this academic year. I could not be more proud of our faculty, staff and students

for their many accomplishments and the foundation that they are building for the college’s Business Ready® approach to business education. This approach combines the mentorship and coaching of experienced practitioners and thought leaders; rich opportunities for leadership; real-world, real-time applications of analytical and strategic decision-making; and a nurturing community of continual learners built on the fundamental principles of integrity and a reverent concern for the world.

At the heart of our Business Ready® approach is the faculty’s reputation for really caring about our students and the faculty’s commitment to a culture of continuous improvement. One highlight of the past year was the launch of the new business pre-core and core for our undergraduate degree programs. These changes to the undergraduate curriculum further enrich the opportunities for our students to develop and polish their skills in making decisions and solving problems; effective communication; understanding and applying business theory, concepts, methodology, terminology and practices; leadership based on a keen awareness of ethical, political, economic, sociocultural, technological and ecological forces that affect all organizations; and employing information systems and technology.

Another highlight was the introduction of the new MBA program, which is designed around the pragmatic hands-on, project-oriented skills required of business leaders in the C-Level Suite. The C-Level Suite is where

the leadership of an organization, whether for profit, not for profit or government, confronts the challenges of the highly complex, unpredictable and fast-paced global marketplace. The new MBA program prepares future business leaders with the critical skills to develop innovative solutions to the 21st century challenges faced by small, medium, large and global organizations.

The college takes teaching seriously, and the faculty members work hard to create a rich learning experience for our students. Throughout the year, faculty across all of the college’s programs introduced new and exciting cutting-edge information, materials, technologies and teaching methodologies in the classroom. In addition, students were challenged by assignments involving real-world, real-time applications of analytical and strategic decision-making.

Our students participated successfully in regional and national competitions, including competitions for business plans, mediation, monetary policy and sales. Our students earned high rankings at the National Conferences on Undergraduate Research, an annual springtime gathering where students from across the nation present their best research. The College of Business had 17 project abstracts accepted, and WCU had a total of 80 accepted. Among the 319 colleges and universities participating in this year’s conference, WCU was second only to the host school, the University of Montana, in the total number of projects approved by the NCUR abstract review committee.

The college’s achievements this past year go beyond what can be reflected by simple counts. We take pride in our accomplishments in research; strengthening our student-centered culture; improving our communications with, for example, the CoB Newsletter, new this year; and working with our alumni and advisory boards. I am particularly pleased with the ways that the college has been able to link teaching, research and service to

community engagement, outreach and service learning. Through these links the college demonstrates its commitment to making a tangible impact in our community and region in the areas of growth, innovation and economic and community development. In this regard, I believe the college prepares Business Ready® graduates for personal and career success through opportunities for hands-on, real-world experience while at the same time making a difference in our world by helping our community prosper.

Our achievements this past year also include preparation for the reaffirmation of the college’s accreditation by the AACSB International, the Association to Advance Collegiate Schools of Business – the highest standard of achievement for business schools worldwide. In preparation for the accreditation visit, scheduled for February 2011, the college arranged for a mock review visit Jan. 21-22, when a team of two deans from peer universities visited campus to review our status with regards to meeting each of the AACSB standards. In addition, the college hosted a consultative visit from the chair of the AACSB visitation team in March. The college takes great pride in meeting the management, participant and assurance of learning standards of the AACSB as well as its commitment to practices that demonstrate leadership and high-quality, continuous improvement in management education.

When you consider all that has been accomplished by the college this year, we can only look on with excitement and amazement about what we will do together in the years to follow. Whether you are a student, faculty member, staff member, advisory board member, alumnus or a member of our community and region who has been actively involved or have supported our efforts, I offer many thanks and my deepest gratitude for a job well done.

**Ronald A. Johnson**  
Dean, College of Business

## Honor Society Inducts Students and Gives Scholarship

This spring, the WCU chapter of Beta Gamma Sigma, the honor society for AACSB-accredited programs in business and the business equivalent of Phi Beta Kappa, inducted the following students based on their outstanding academic performance: juniors Lauren Nixon, Brittany Reese and

Ashton Wilkins; senior Robert Edwards; and graduate students Michelle Beal, Michael Branigan, Thomas Hawkins, Rob Heyer, Jason Janco, Jason Markey and Courtney Vanhook.

In addition, Jonathan Acquafredda, senior managing partner of Wall Street trading firm

Meridian Equity Partners, was inducted as an honorary member and chapter honoree in recognition of his outstanding professional accomplishments. The WCU chapter also awarded a \$1,000 scholarship to MBA student Jason Marshall Markey to be used for the 2010-11 academic year.

## Ostergaard Addresses Coast Guard Forum



Professor Daniel J. Ostergaard recently spoke at the U.S. Coast Guard Academy's 20th annual Ethics Forum. The forum provides cadets with a nonacademic setting in which they can discuss ethical issues and situations, and with an opportunity to hear notable speakers talk about the ethical issues and situations they have faced.

It thus reinforces the importance of ethics in their professional lives, as well as giving them an opportunity to develop the ethical decision-making skills they will need as Coast Guard officers.

Ostergaard presented on ethics in crises leadership situations using case studies from his own time as a Coast Guard ship captain.

Ostergaard served in the U.S. Coast Guard as a seagoing officer for more than 13 years. After Sept. 11, he was asked to be Gov. Jeb Bush's

homeland security and criminal justice liaison in Washington, working with the new Office of Homeland Security at the White House, the U.S. Congress, and the Florida Department of Law Enforcement. Thereafter, he was asked by the White House to serve as a senior administration official in the U.S. Department of Homeland Security, where he was a senior adviser to Secretary Tom Ridge and then to Secretary Michael Chertoff. He led the Homeland Security Advisory Council and was involved with strategic policy development involving international and private sector policy.

He left government service in 2006 to start Pelorus Enterprises, an international business development company. He was elected to a part-time municipal office in Washington in November 2006. He holds two master's degrees one in public administration from Harvard University's John F. Kennedy School of Government (where he also was the student body president) and the other in National Security and Strategic Studies from the U.S. Naval War College. He is a native of Jackson County, N.C., and he and his family have a small family farm near Asheville where they raise heritage breeds of cattle, chickens, rabbits, donkeys and honeybees.

## Burke Steps Down from Department Head Post

After eight years of serving as department head of business administration and law and sport management, Professor Debra Burke has decided to step down and return to the classroom full time.

Burke received her law degree and her master's degree in public affairs from the University of Texas and has been employed at Western Carolina University since 1992. Her areas of research interest include employment, business and constitutional law. She reports that she has "thoroughly enjoyed working with such an extremely talented and supportive group of colleagues."

Besides returning to the classroom, Burke has been selected to be in the senior editor rotation of the *Journal of Legal Studies Education*. She will serve as articles editor for two years, then senior articles editor for two more years before becoming editor in chief for two years.

According to Dean Ronald Johnson, "Dr. Burke is a highly valued member of the college's leadership team and is a natural servant leader. Burke covered all of the bases in the areas of teaching, research and service and has done an exemplary job in her role as department head."

Dr. A.J. Grube, who came to the university as an assistant professor of sport management in 1999, will replace Burke effective July 1. From 2003 to 2005, Grube served as the assistant to the chancellor for equal opportunity programs. Since that time, she has served as assistant vice chancellor for academic affairs, working primarily with staffing and budgets.



## Domagalski Finishes Term as Service-Learning Faculty Fellow



The College of Business would like to recognize Dr. Theresa "Teri" Domagalski, who has been representing the college as a Service-Learning Faculty Fellow for the 2009-2010 school year.

The purpose of the Service-Learning Faculty Fellows Program is to develop a cadre of scholar-practitioners who assist in integrating the philosophy, pedagogy and process of service learning into the academic programs at Western Carolina University. Fellows assist the Center for Service Learning in providing resources and support to their faculty colleagues as they make service learning an integral part of their teaching, research and professional service. The program is aimed particularly at increasing the number and quality of both service-learning courses and service-learning faculty.

"Service learning provides students with opportunities to apply course concepts while concurrently assisting organizations with identified needs and helping to make a real difference in the local region," Domagalski said.

A broad range of instructor-facilitated service learning experiences were provided to students during the most recent academic year. These included software development for local organizations, creation of computer databases, marketing research, design of employee handbooks, labor force analysis for a local community, advertising assistance to a charter school involved in a capital fund campaign, providing workshops on financial literacy, conducting mediation of disputes and planning and organizing local community events.

## Smith Presents at Two National Conferences



Dr. Michael Smith, associate professor of global strategy and management in WCU's College of Business, recently presented at two national conferences.

Smith was selected to present two research papers at the Institute for Supply Management's annual North American Research and Teaching Symposium on Purchasing and Supply Chain Management on March 11-12 in Tempe, A.Z.

Smith also was selected for two presentations at the Institute for Supply Management's annual International Supply Management Conference on April 25-28 in San Diego.

Smith's research focuses on applying a logistics strategy that enhances supply chain management. He spent more than 15 years in executive management prior to completing his doctorate and turning to teaching and research aimed at promoting business performance through systemic management of interfirm and intrafirm relationships. Smith's research includes work within Toyota's manufacturing facility in Georgetown, K.Y.; work on the application of Toyota's philosophy in other manufacturing firms; and work examining the hidden costs associated with failures to account for stakeholder perceptions of the actions of a firm's suppliers.

Following are abstracts of the papers Smith presented in Tempe:

- "It Depends on Where You Start: How the Disciplinary Focus of Supply Chain Management Researchers Affects Perceptions of Research Publication Outlets." By Michael E. Smith; George A. Zsidisin, Bowling Green State University; and Thomas J. Kull, Arizona State University

The paper examines the impact of the academic discipline that a researcher brings to supply chain management (SCM) on the perceptions that the researcher has regarding publication outlets for research in SCM. Findings indicate that researchers coming from the logistics discipline may

evaluate publication outlets differently than do researchers from other disciplines that contribute to SCM. Implications and directions for future research are discussed.

- "Managing Supply Chain Risk that is Beyond Control at the Individual Firm Level: The Logistics Perfect Storm as an Example." By Michael E. Smith and Lee Buddress, Portland State University

Efforts to reduce supply risk often focus on attempts to avoid price increases or prevent supply disruption by working with suppliers. However, substantial risk can accrue from challenges and failures with their roots, not in the supplying firms but in the broader business environment, such as general economic conditions, sociopolitical conditions, industry conditions and risks associated with the linkages between firms. In such cases, traditional approaches to the management of supply chain risk may have little impact on the extent of risk exposure that the firm faces. This paper focused on one example of such risk rooted in current challenges found in our transportation networks required to move goods from the suppliers to the purchasing firm. A study of the feasibility of facilities intended to streamline processes within the transportation networks serves to develop themes that can be applied to ameliorating risk in many situations where supply chain risk results from features of the environment

outside the control of the focal firm or its individual suppliers.

And synopses of Smith's presentations in San Diego:

- "Logistics and Infrastructure: Are We Out of the Woods Yet?" By Lee Buddress, Portland State University, and Michael E. Smith

This session examined the logistical landscape with a view toward providing supply managers with the tools to develop effective logistics strategies to deal with emerging challenges. While the slowing economy has reduced congestion, economic recovery will bring even more bottlenecks. Further, congestion may slow economic recovery.

- "Price/Cost Analysis in Tough Economic Times." By Michael E. Smith and Lee Buddress, Portland State University

This session provided an overview of price and cost analysis as well as the resources to guide effective analyses. In tough economic times, supply managers must ensure that they are containing costs. Particular attention will be directed toward effectively managing long-term contracts to successfully navigate turbulent business environments.

For more information, contact Smith at 828.227.3697 or mesmith@wcu.edu.

## College of Business Advisory Board Elects New Member

The College of Business Advisory Board welcomes Heath Kinsland, a resident of the Pisgah Forest community, as a new member.

Kinsland is a private financial services group director at BB&T in Asheville, N.C. In his current role, Kinsland is responsible for the active management and coaching of the sales and services activities of a team of 32 high-performing private financial advisers and regional private financial services managers remotely located in areas ranging from Nashville, T.N., to Burlington, N.C. He also is responsible for the management of a \$2.6 million budget

generating more than \$5.2 million in revenue through successful management of more than 4,000 client relationships.

Previously he was employed as a financial center manager, account manager of investments and financial consultant for RBC Bank, an investment counselor for Wachovia Securities, an investment representative for Edward Jones Investments, and a district executive for Boy Scouts of America.

Kinsland received his bachelor of science degree in natural resource management from Western Carolina University in 1994.

*continued from cover: 'Cullo-what?!'*

Having spent the first two months basically adapting to my new circumstances concerning life and study matters and featuring hard as well as pleasant times, I could finally experience some well-known American student "events" that we Europeans can only watch on TV. By that I mean the famous midterm and the most celebrated spring break.

I learned that the simple word "midterm," for instance, means the whole world for absolutely all students studying in the United States. It makes their hearts beat faster and spawns a splash of positive as well as negative emotions. The spring midterm has an extraordinary significance and means much more than just the middle of the spring semester. Firstly, it means nonstop studying and taking written and online exams. Yet having survived the comprehensive preparation and accomplishment of the variety of tests, students get the opportunity to catch their breath and have some free time during the five-day midterm break. In this way the word midterm reflects positive emotions and awakens an adventurous mood.

Being situated in beautiful North Carolina, students who decide against the typical coast-adventure can enjoy the greatest variety of outdoor sport activities that I have ever seen in my life! All in all, even if someone has decided to lean back and enjoy the long hours of sleep or to head back home, the break provides everyone with the opportunity to get some rest and bring some "color" into their student life.

Additionally, it should not be forgotten that the weather plays a significant role during this period of time. The temperature climbs up to plus-70 degrees and the sun begins to shine throughout the days. That enables the campus administration and various student groups and associations to organize a great number of outdoor events, such as an annual International Festival highlighting nationalities represented at Western Carolina.

Another great time to enjoy was the well-known spring break, which in my case turned out to be the experience of a lifetime. Being a truly dedicated and ambitious student, I decided not to spend my time going on a famous – and yet typical for USA fellows – Florida trip. Instead, I looked for a way to spend the time gaining some professional experience. My high interest and involvement in North American and

European politics led to the opportunity of a lifetime, representing WCU at the famous Model United Nations conference hosted and held at the U.N. headquarters in the "city that never sleeps." Together with five other students, I made my way to New York, where we were situated at the awesome Sheraton hotel directly on Broadway, living and working as official delegates for the United Nations during the whole week.

Therefore I, as a representing delegate to the General Assembly, had to prepare an official report and a number of convincing speeches that I performed during the panel sessions and voting procedures. Being able to work in the historical General Assembly Hall at the U.N. headquarters, to speak in front of 192 nations, and to succeed in introducing my resolution paper on global financial crisis featuring major fundamental reform of financial institutions have been an indescribable experience of a lifetime and have led me to new friendships, professional connections and opportunities for a future career.

Of course the conference requires working many hours a day by actively participating in meetings, voting and debating in the assembly sessions we have been assigned as delegates representing Slovakia. Therefore, we had the honor to meet the permanent representative of Slovakia at his residence in NYC, and who gave us internal information and ideas to feed into protocols.

The final day of the conference held some great news regarding my resolution paper. It passed with 131 nations voting in favor and 61 opposed. To say I was grateful is to say nothing. In order to achieve that, I had been working nonstop, writing, lobbying, studying, analyzing and debating during the whole week, using all sources and possibilities. It was a fabulous experience and a great time that turned out to be more than I could ever have expected. This event led



*Olga Nesterova at the United Nations.*

to potential internship positions at the U.N. and even future employment possibilities.

Now back in lovely 'Whee, I as well as absolutely all the students have to "suffer" from the absolutely fabulous weather, the sunshine and the challenge to stay motivated, to study and to concentrate! But keeping to the motto of "First comes the work and then the joy," I basically spend the whole time studying, writing and learning by heart in order to make the best of final exams. Then I will head back to Europe for a long vacation with a positive feeling of a great accomplishment and satisfaction. Absolutely willing to be busy, I choose to spend the first three months of the "holiday" working for a huge, successful company in the Netherlands, intending to collect some funds in regard to my graduation internship at the U.N. in New York and later on plan to spend some quality time in Ukraine surrounded by the beloved ones.

For now, I wish all my appreciated teachers, professors and WCU staff success during finals, and students, just keep in mind that "Words are words, explanations are explanations, but only performance is reality!"

Best of luck to everybody!

*(Olga Nesterova, originally from Ukraine, is an entrepreneurship student in the College of Business. She plans to graduate from WCU in fall 2010 and then complete her internship with the United Nations. Following that, Nesterova plans to return to school at Avans University in the Netherlands, where she studies business and management, and graduate from that institution in spring 2011. She is a world-class competitive ballroom dancer.)*

## White Wraps Up Year as 2009 SoTL Award Winner



Barbara Jo White, assistant professor of accounting, finance, information systems and economics, was the recipient of the Scholarship of Teaching and Learning Award for the 2008-09 academic year.

White earned the award for research that analyzed the value of digital media assignments versus written ones. She tested whether first-year stu-

dents in her "Information Society at Work" class learned more effectively by producing traditional research papers or by producing multimedia projects.

Students conducted video interviews with people older than age 50 to see how they believed technology had affected culture.

"The students would get together to work on their projects down the hall from my office. It was nice to hear how much fun they were having working together on their own time," said White.

She has co-authored two publications about the pedagogical benefits of student-produced videos.

"Research is a process of gathering data and arranging it to display results. This can be done digitally as well as on paper. I was interested in seeing how students respond to learning this way," White said.

The Scholarship of Teaching and Learning Award encourages and recognizes a faculty member engaged in scholarship that focuses on the teaching and learning process. It is one of the top awards granted at Western Carolina University.

White has always been interested in finding out how teaching and learning work. After graduating from the University of North Carolina at Chapel Hill with a bachelor's degree in botany and journalism, she worked at Nature's Classroom, a pioneer in environmental education in New England. Working with a new school group each week, White observed the effect of different teaching techniques. Later, during her eight years at Sound to Sea, a North Carolina-

based environmental education program, she developed a peer observation program about teaching and learning with her instructors.

"Environmental education is where I first started trying out new ideas and discussing them with others. And that is what the Scholarship of Teaching and Learning is about here at WCU, except that SoTL adds a research component, allowing us to share our experiences in a scholarly way," White said.

Working with not-for-profits fostered White's interest in business. "When I first started working at Sound to Sea, everything was written on a paper calendar. I thought, 'There has to be a better way,' so I built a database," she said.

After earning a master of business administration degree at East Carolina University, White went on to earn a doctorate in business administration (with a concentration in management information systems) from the University of Mississippi. She has been at WCU since 2005.

White has a history of connecting people. While working for the Peace Corps, she initiated a map-making project that is still in existence today. She authored a manual that helps Peace Corps Volunteers participate in community development by engaging host country nationals in the construction of large-scale, hand-painted world maps.

"I created a website for the World Map Project (<http://sites.google.com/site/theworldmapproject/home>) that has great pictures from all over the world," she said. "Now, after reading a book about Twitter, I'm trying to link to Peace Corps volunteers through Twitter.

White continues to study new teaching and learning techniques. Feedback from her students about their video project provided some additional insights that she already has responded to.

"They said that they would have liked more information on how to use the video software. [As a result] I now have all kinds of video how-tos that my students can use."

White believes that SoTL is an important avenue to present information that is of general interest to the faculty.

"Teaching and learning unites all faculty. We each have our own fields, but we are all educators," she said.

Contact White at [whiteb@wcu.edu](mailto:whiteb@wcu.edu). For more information about the Scholarship of Teaching and Learning at WCU, go to [www.wcu.edu/7066.asp](http://www.wcu.edu/7066.asp) or contact Laura Cruz, SoTL faculty fellow, at [lcruz@wcu.edu](mailto:lcruz@wcu.edu).

## Business Law Professors Earn "Best Paper" Recognition

Business law professors William McClendon, Debra Burke and Lorrie Willey received an award for best paper from the Western Academy of Legal Studies in Business for their work on "Negotiation, Ethics and Professionalism." Burke presented the research to the academy this spring in Monterey, Calif., and a modified version has been accepted for publication in the Journal of Legal Studies Education.

The paper, written in response to the authors' belief that ethics and values play a crucial role in the success of business negotiations, identifies 10 basic components that structure an effective negotiation process. An appendix provides instructors with a detailed exercise to allow students the opportunity to begin the development of their negotiation skills.

McClendon teaches negotiation and is the author of "Make It Happen: Negotiating Effectively Using Timeless Values." He received his law degree from Tulane University and practiced law for many years with the Baton Rouge firm of Taylor, Porter, Brooks & Phillips.

Burke received her law degree and her master's degree in public affairs from the University of Texas. Burke has been employed at WCU since 1992, and her areas of research interest include employment, business and constitutional law.

Willey received her law degree from the University of Tennessee and her educational specialist degree from Appalachian State University. Particularly interested in the application of law to business practices, she researches in the areas of privacy, employment and conflict resolution.

## College Recognizes Students with Scholarships and Awards

The College of Business held its annual awards and scholarship ceremony April 11 in the A.K. Hinds University Center Grandroom. Each year, the college awards nearly \$70,000 in scholarships provided by generous donors. The college also recognized students who are outstanding in their field.

Students who were recognized and were selected based on the necessary criteria by the Scholarship and Awards Committee, whose members are Dr. Michael Boyd, Chair; Dr. Grace Allen; Mary Beth DeConinck; Dr. Theresa Domagalski; Angie Fiebertz; Dr. Kyuho Lee; Dr. William Richmond; and Dr. Jayne Zanglein. This year's recipients were:

### Outstanding Majors:

Accounting, Elin Johanna Mickelsson  
Banking, Michael Tyler Kirkpatrick  
Business Administration and Law, Matthew Thomas Lenihan  
Computer Information Systems, William Alexander Kapakos  
Economics (minor), Brooke Leigh Banther  
Entrepreneurship, Robert Davidson Edwards  
Financial Planning, Autumn September Moore  
Hospitality and Tourism, Charity Rachel Harris  
International Business, Brittany Noel Bottoms  
Management, Kira Marie Spicer  
Marketing, Brooke Leigh Banther  
Sport Management, Myranda Hope Nash  
Outstanding Senior Award, Autumn September Moore  
Outstanding MAC Student, Dean Michael Luebbe  
Outstanding MBA Student, Sarah Marie Withrow  
Outstanding ME Student, James Dennis White  
Outstanding MPM Student, Robert Wayne Steffey  
Financial Executive Institute Award, Timothy Jake Robinson  
The Wall Street Journal Award, Michael Tyler Kirkpatrick  
Beta Gamma Sigma, Jason Marshall Markey  
Entrepreneurial Scholar, Mary Elizabeth Mahoney  
Young Entrepreneur of the Year Award, Thomas Rhydon Atzenhoffer

### Scholarships:

Accounting Advisory Board: Hope Pendergrass Buttitta, Admas Hailemariam Gonfa, Erin Marie Matthews, Sarah Martin Silver  
Advertising Federation of WNC, Nathaniel James Hunzaker  
Alumni and Friends, Michael Cody McLamb, Dixon Hughes, Svetlana Zamoshnikova Barrett  
Xena Bristol Forsyth, Tiffany Mashay Carroll  
Gould Killian, Danielle Nicole Gocklin  
Ed and Bertha Henson Reed: Brittany Nicole Elders, Kaycie Brook Jones  
Steve and Linda Reese, Tony Kenneth Eaves  
David McKee Hall, Andrew Lee Tucker  
Timothy and Betsy Gillespie, Nathaniel James Hunzaker  
Hospitality Management: Barbara Jean Kukor, Katherine Lillian Richards  
Independent Insurance Agents of N.C., Anthony Byron Ballard  
William Kane, Colleen Blanche Blackman  
Michael Morgan: Rene Gamez Correa, Shannon Diane Owen  
N.C. State Board of CPA Examiners: Margaret Shea McMillian, Debra Ann Robinson  
Bronce and Betty Ray: Jennifer Lynn Blanton, Jeremiah Lee Satterfield, Glen Howard Higdon, Kalie Brooke Jernigan, Benjamin David King, Randall Steven Moore, Brittany N. Seatz, Courtney Jane Wade, Brandy Anna Walker  
Freda Russell Rayburn Undergraduate: Amanda Dianna Bienhaus, Ruth Waithira Koine, Kassie K. McKie, Allison M. Winn  
Susan Swanger Professional Accountancy, Luanne Popkin Field

## College Represented at Spring Awards Convocation

Western Carolina presented its top faculty and staff awards for teaching, research and service for the 2009-10 academic year April 16 at its annual Spring Awards Convocation.

The honors were announced by WCU Chancellor John W. Bardo; Kyle Carter, provost and senior vice chancellor for academic affairs; and Sam Miller, vice chancellor for student affairs.

The Scholarship of Teaching and Learning Award was presented to Debra D. Burke, professor of business law and head of the business administration and law and sport management department. The award encourages and recognizes a faculty member engaged in scholarship that focuses on the teaching and learning process.

The SoTL Award Committee was impressed with Burke's rigorous study showing that work, family and health issues played a role in student learning and academic achievement. "Because of the study, Debbie began including in-class exercises, and her students' exam scores have since improved," said Carter.

### Other recognitions and awards noted at the convocation

Robert Mulligan received the College of Business Board of Governors' Creative and Innovative Teaching Award. Mulligan is professor of economics and also was a nominee for the University Scholar Award.

Inhyuck "Steve" Ha, associate professor of economics, received the Recognition of Distinction in Instruction and Nurturing from the Honors College.

Hollye Moss, associate professor of global management and strategy, and James H. Ullmer, associate professor of economics, both were microgrant recipients.

Other nominees from the College of Business for the awards included Vicki Fisher, administrative assistant, Star Staff Award; and Lorrie Willey, visiting associate professor, the Jay M. Robinson eTeaching Award.

The College of Business congratulates all of its winners and nominees for this academic school year.

***Congratulations to the Campus Mediation Society for winning Outstanding Cross-Cultural Program of the Year!***



L to R: Center for Entrepreneurship and SBTDC Board Member, Wendy Banks, SBTDC Business Counselor, Patricia Costello and SBTDC Regional Director, Wendy Cagle participated in Asheville.

## Gov. Perdue Announces Small Business Assistance

N.C. Gov. Beverly Perdue has called on the General Assembly to pass a legislative package designed to assist small businesses in creating and maintaining jobs. The package includes tax incentives, grants and an expansion of the small business preference for companies seeking contracts with state government. Perdue made the announcement as part of a three-stop JobsNOW tour of small businesses in Asheville, Lexington and Fayetteville.

The JobsNOW Small Business Package is focused on three areas of assistance:

- Tax relief and tax incentives to boost the bottom line for small businesses
- Statewide support for small businesses
- Expand the N.C. Business Preference so more small businesses can compete for state contracts

“Small businesses are the backbone of North Carolina’s economy and a major driver in our economic recovery,” Perdue said. “They put our friends, neighbors and family members to work. They anchor our communities.”

## Judge and Mayor Speak to Students about Law Profession

On April 15, the College of Business was fortunate to have two distinguished members of the legal and political professions visit campus and guest lecture in Professor Joey Long’s “Introduction to Law and the Legal System” class. Bradley Letts, Superior Court judge for District 30B (Jackson and Haywood counties) and Gavin Brown, mayor of Waynesville and an attorney with more than 35 years of

practicing experience, spoke to students about the legal profession, courtroom manner and the need for ethical and professional practices in business generally. Both of our guests responded to student questions, and the interaction within the entire class was outstanding. This event highlights only one instance of high-caliber professionals helping to make our College of Business students Business Ready.



Scott Daugherty

## Perdue Names State’s First Small Business Commissioner

N.C. Gov. Beverly Perdue has named Scott Daugherty to serve as North Carolina’s first Small Business Commissioner.

Daugherty currently serves as executive director of the Small Business and Technology Development Center – a university-based small business assistance network. He will report to North Carolina’s Secretary of Commerce Keith Crisco.

The commissioner position will establish an organizational structure and a collaborative partnership model for state-funded small-business assistance resources and will clarify their roles and responsibilities and identify opportunities to collaborate and most effectively serve the small-business community. It is being created through a cooperative agreement between the Department of Commerce, the University of North Carolina system, North Carolina State University and the North Carolina Community College System.

The appointment of a single statewide commissioner addresses a longstanding criticism that state small-business services are fragmented among different agencies, creating challenges for small businesses to access them. One of the new commissioner’s first priorities will be to evaluate the small-business services provided through state government, identify efficiencies, and then lead an aggressive outreach campaign to let North Carolina small businesses know where to go when they need help.

The units that will become aligned under the commissioner’s leadership include the Business ServiCenter and the small-business ombudsman at the Department of Commerce, the statewide Small Business Center Network of the N.C. Community College System, and the University of North Carolina’s statewide Small Business and Technology Development Center.

# A Letter from the Director

Dear Students,

What a year! We experienced one of the most frigid winters during one of the worst economic downturns in modern history. But the focus of the College of Business and its

faculty, staff and students remains steadfast: We are building Business Ready® students. We are training students to prepare for good times and to adjust to rough ones. We are training students to have and utilize the tools of business and to be innovative and self-motivated.

Thank you to our students for their

willingness to take on challenges and participate in the college experience. With their help, we have accomplished the following:

- Career fairs
- Internships
- Seniors being accepted in graduate programs throughout the country
- Business competitions, including a sales competition and mediation competition
- Student organizations and clubs throughout the college
- Real-world business experience incorporated into the classroom
- Generating student-run, for-profit businesses through the College of Business and other colleges on campus
- Service-learning projects through classrooms
- International business experience

This article is intended to be short, and I list all of these accomplishments generally for that reason. The reality is faculty, staff and students are working collaboratively to create the Business Ready® College of Business graduate, a dynamic individual ready and willing to grapple with today's business environment.

Joey M. Long, JD

Director of Undergraduate Affairs,  
College of Business

## College Wraps Up Series

The College of Business conducted its final "Insights and Reflections" presentation for the academic school year April 13.

"Insights and Reflections" is a series of six presentations per academic year. Speakers will generally cover topics such as secrets to success, formation of critical thought, methods of achievement and similar processes that will advance students' thinking as they progress through their college experience.

The final presentation of the year, which was held at the A.K. Hinds University Center theater, was a panel discussion titled "Toyota: Tumult? Turmoil? Tragedy?"

Four faculty members from the university participated in this panel discussion: Robert K. McMahan, dean, Kimmel School of Construction Management and Technology; Jayne Zanglein, assistant professor, business law; Robert Lahm, associate professor, entrepreneurship; and Michael Smith, associate professor, global management and strategy. Approximately 80 students and faculty attended.

The panel agreed that while failures at Toyota are publically embarrassing and financially painful, the company would eventually regain its preeminence in the auto industry.

The fall series of "Insights and Reflections" is slated to begin mid-September with a presentation by N.C. Lt. Gov. Walter Dalton. He will detail the state's initiatives for collaboration between schools and businesses to better match jobseekers with employer needs.

## *continued from cover:* Online Degree

students in North Carolina, Phillips said. North Carolina residents who enroll in the program pay about \$5,692 to complete it, while the GetEducated.com review indicated that the average cost for obtaining the degree is \$21,705.

WCU's master's degree program in project management also topped the distance education organization's Best Buy list in 2008.

Accredited by the Project Management Institute in 1983, WCU's program transitioned into a Web-based format in 1998, and the first group of students who earned their degrees fully online graduated in August 2000.

"This national recognition from one of the leading experts in the field of distance education provides independent validation that our MPM degree program offers both high quality and high value to our students," said Vittal Anantatmula, director of the program, which is housed in WCU's College of Business. "We are proud that our graduates leave the program with skill sets they can put to use right away in their

careers, and without a massive amount of student loan debt."

Students are required to complete 36 credit hours to earn the graduate degree in project management. The degree can be completed in two years of part-time study, and it is designed for project managers with a minimum of two years' work experience.

"Many of our students often apply project management concepts, tools and techniques in their current projects in the workplace to improve project performance, and they realize the practical use of what they learn in the program," Anantatmula said.

The accolades for WCU's graduate program in project management come three months after GetEducated.com gave the university's online bachelor's degree program in criminal justice a similar No. 1 ranking, also for the second time. The criminal justice program previously was ranked a No. 1 "Best Buy" by GetEducated.com in 2007.

For more information about WCU's master's degree program in project management, call 828.227.3990.

# The Importance of Networking Part I: A Student's Perspective

By Melvin van Velthoven

Whatever they tell you in school, at work or in church, it is absolutely possible to get your dream job. Many students are worried about the jobless numbers, which are getting nearer to a grim milestone, especially the numbers for the unemployed under 25 years of age. Reading this article will not guarantee you a job, but it does explain the importance of networking and leadership in the job-hunting process. People make internships more difficult than what they really are. I, Melvin van Velthoven, currently hail from the Smoky Mountains in North Carolina, where I attend Western Carolina University and am pursuing a degree in international business. Originally I am from Breda, the Netherlands. I left Europe to pursue the American dream. In this article I will tell my story of obtaining an internship in your national capital, Washington, D.C., and the importance of networking.

Last semester I started my search for an internship. Quickly I figured out that one does not magically find a good job using job hunting sites such as Monster.com, Jobhunter.com, etc. First of all, the jobs you really want are not posted on these websites. Secondly, it is very hard to differentiate yourself from all those other students who are graduating. You should always ask yourself, What differentiates me from all those other students? And what can I contribute to a company?

My job search started when I discussed my future plans over a cup of coffee with Professor Daniel Ostergaard, my adviser and a professor in the College of Business. It was originally my dream to go to Hawaii, but after speaking with several senior level executives there, I decided to focus on Washington, D.C. instead. As far as I can determine, Washington, D.C. is the place with the most opportunities for young people. Many young and smart people live in the nation's capital. My adviser has a large networking base in Washington,

which he gladly introduced me to. Building a relationship with your professors is very important, and you should always feel free to ask them for advice and guidance.

My adviser brought me in contact with one of his old colleagues currently employed at a language teaching company, Rosetta Stone. Initially Rosetta Stone asked me to submit a writing sample, a list of references, a cover letter and a resume. Those four elements, together with a good word from my adviser, helped me get a phone interview. During the phone interview I was asked basic interview questions such as: What are your three main strengths? Why do you want to work for us? And why should we hire you? About one-and-a-half weeks after the phone interview, I received a phone call in which I was invited to come to Washington, D.C. on March 26.

At that time I had to make the decision about whether to invest what, for a student, is a significant amount of money. I decided to go for it, and so I had to start looking for the cheapest airplane ticket, a \$60 hotel, and for my transportation on the ground in D.C. Arriving at Rosetta Stone's office, I was impressed by the marble lobby. Security put a plastic bag around my umbrella (it was raining) and they put a nametag on my suit. Before I left for D.C., I spoke with Professor Ostergaard, who gave me first-class advice: Look sharp, be on time and be prepared. You do not need to do more.

Prior to my interviews I looked up the biographies of those who would interview me, asking Rosetta Stone's human resources department for this information. I also read several newspaper articles with corporate information about Rosetta Stone. My initial on-site interview was with the senior vice president of international development. The first interview was traditional in the sense that she did most of the talking and asked me questions about my personality, how I see myself operating in a stressful

environment and why I want to work for Rosetta Stone. The second interview was with two of her colleagues, one of whom was originally from Belgium and moved to the United States eight years ago. Before the interview started we spoke a little bit in Dutch and talked about cultural differences between the United States and Europe. After the interview was done, she gave me a tour through the office, in English, and at the elevator she shook my hand, smiled at me and spoke to me in Dutch, giving me positive feedback!

About one-and-a-half weeks after the interviews, I received an e-mail from human resources asking whether they could schedule two more interviews. These interviews were performed over Skype through video chat. I spoke with Rosetta Stone's senior project manager and the company's global operations manager. These interviews were tough, and it was clear that the interviewers again knew their business! They asked penetrating and tougher questions. After these interviews took place, Rosetta Stone performed checks with my references.

This whole experience, which took more time and effort than I expected, taught me so much. I learned the importance of having a network of a diverse amount of people. Being in good standing with your professors, sport coaches and even parents of your friends can be of a vital importance in your future career. Networking is a continuous process, and you should always try to build a relationship with those whom you socialize. You never know when they can lend a hand, may it be as a reference or as someone who provides you with job leads or wants to discuss future career plans with you. You never know what the outcome of the conversation will be; sometimes you may just be pleasantly surprised. To conclude, nobody is just going to give you a job; it is you who has to make it happen.

# The Importance of Networking Part II: A Professor's Perspective

By Daniel J. Ostergaard

Network, network, network! That simple seven-letter word can mean so much! Attending a fine institution like Western Carolina University is about more than simple academics. Do not get me wrong; of course your academics have to be squared away and in order first and foremost. However, never forget the education that

also accompanies the academics. The faculty and staff at WCU are top-notch. Couple these folks with our extensive alumni base and you find yourself in the middle of a vast network of potential advisers and mentors and potential jobs. Whether a student, a faculty member or an alumnus, we must ask ourselves what role we are

playing in the perpetuation of what should be an excellent network.

For students, get to know your professors and alums. The education part of being at WCU happens as often out of the classroom as it does within. Have a cup of coffee with

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## The Importance of Networking Part II

your adviser and your professors. Ask them about their experiences. How did they get where they are? What were their experiences before teaching at WCU? Get a feel for what fields your professor(s) have contacts in and then do not be afraid to ask for help with introductions. Informational interviews – both with your professor and their network of contacts – are invaluable to starting to learn about what opportunities might be available “out there in the real world.”

Likewise, take advantage of the many research and presentation symposiums available to WCU students. Writing a paper for a class? Do not simply throw it away after the grade is returned. Think about where you can get it published – after all, getting published as an undergraduate looks great on a resume. Speak with your professor about your idea for getting a paper published. They probably have a good feel for who the potential audience might be and whether the quality of your work warrants publication. Remember, to be published means you can write. To write well means you can think.

Finally, for students, do not be afraid to ask for help when it comes to networking and finding a job. Think about your classmates and friends. What about their families and their networks? What about all the alums who have graduated before you? A lot of them may now be in a position to hire a young WCU graduate either as an intern or a full-time employee. Be sure to tap into this resource. Most importantly, make the most of your professors and advisers. Seek out their guidance and ask them to help you identify people in your field of interest. Ask them to help you set up informational interviews. Whatever it is, remember the key word here: Network!

For professors and advisers, what are you doing to help your students get the job of their dreams? Informal brown bag sessions with a group of students interested in your specialty area may reap a bountiful harvest of new adherents. How fresh are your own contacts? Do you stay in touch with former students after graduation as potential reference points for current students? What ideas do you have for your students? Where do they go to learn more about their chosen field? Suggested readings for the summer? Movies to watch? Places to visit? Is some of the work your students are producing ready for publishing? Not everything is fit for the *New England Journal of Medicine* but how

about WCU’s magazine or local newspapers? There are amazing people teaching within the College of Business. Do your students know about your own background and the background of your peers around the building? Networking is not just for students, after all.

For alumni, what are you giving back to the students who walk the very halls where you used to study? Are you available as mentors or for informational interviews? Have you considered hiring a WCU student? Do you have room for an intern for the summer or for the semester? Have you thought about offering to speak at an informal brown bag lunch to an interested group of students? Have you spoken with your former professors lately? Do they have your contact information in the event they would want to refer an interested student to you for an informational interview? Also, are you active with the alumni organization and other WCU alums in your area? Have you attended the College of Business events for alums? It is all about the networking!

Melvin van Velthoven’s story about finding/creating an internship is not unique. It is a story that could potentially be told for every student in the College of Business. The real difference is that Melvin had a vision for what he wanted and he pursued it. Jobs and internships will not be thrown at you when you drive by a place. However, with planning, effort and a bit of intestinal fortitude, YOU can make it happen. There is no job outside the reach of a WCU College of Business student. We can compete with any student in the world. However, you must work to find that dream job, and you may need to enlist the support of your faculty and alums in the process. What are your goals in life? WCU will help you identify and achieve those goals, but you cannot be passive about the process. Reach out to your professors and the alums. Make things happen. Think big and think outside the box. Reach out and achieve! The College of Business faculty and alums have your back! Just go for it and do not be afraid to ask for help along the way. Remember: network, network, network!

## Career and Information Fair a Success

The College of Business Finance Club hosted a Business Career and Informational Fair on April 14. Grace Allen, associate professor of finance, and Kenneth Flynt, associate dean, recruited participant firms from a wide range of industries. Business students came with resumes in hand and were able to talk with professionals and recruiters to discuss job opportunities and career paths. Three internships and one job were offered by the firms attending. Firms also took resumes for future job openings or to forward to affiliates outside Western North Carolina. Sara Phillips, employment recruiter at HomeTrust Bank, e-mailed to say, “I continue to be impressed with Western Carolina University. I do hope that we can continue to partner with WCU. It is important to keep local talent around and let them know there are good jobs in this area!” Next year’s Business Career and Informational Fair is scheduled for April 6.

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## WCU Students Present Financial Literacy Information at High Schools

As a service-learning project, the students in Dr. Grace Allen’s Seminar in Financial Planning class conducted workshops in financial literacy in two regional high schools (Smoky Mountain High School and Nantahala High School) in April. The students centered the workshops around topics they felt would be beneficial to many high school students. “The Good, the Bad and the Ugly of Credit Cards” and “Budgeting for Financial Independence” were two of the topics. This is the second year that this service-learning project has been conducted. The feedback has been positive from both the Western Carolina students and the high school students. As one WCU student said, “It’s a great way to teach what we have learned at Western Carolina and to hopefully help others make sound financial decisions in the future.”

## Students Come Out to Meet the Firms

The accountancy programs at WCU hosted the annual *Meet the Firms Night* on March 23.

In all, more than 30 professionals and 90 students participated in this year's event.

"This event is only possible through the support of alumni and others who are willing to volunteer their time to reach out to students," said Dr. Susan Swanger, who leads WCU's master of accountancy program.

Representatives from the Internal Revenue Service; Crawley Lee & Co.; Ray, Bumgarner, Kingshill and Associates PA; State Employees Credit Union; HomeTrust Bank; WCU Business Office; and Haywood County Finance Department chatted with students about short- and long-term career planning. Patsy

Miller, director of WCU's Programs in Asheville, was on hand to answer questions about graduate education.

Corporate sponsors of the event were Becker CPA Review, Dixon Hughes PLLC, Drake Enterprises, Gould Killian CPA, Johnson Price & Sprinkle, Macon Bank, Moore Stephens Tiller and Volvo Construction Equipment Rents Inc.

Anyone interested in becoming involved with future events is encouraged to contact Swanger at 828.227.3525 or swanger@wcu.edu.



Students discuss career opportunities with representatives from Gould Killian CPA, Drake Enterprises and Moore Stephens Tiller.

## CoB Student Internships Announced

With summer quickly approaching, students have been busy applying for internships with local companies. The students are eager for opportunities to learn about a profession or industry and apply the skills they have gained in the classroom.

The following students have been successful in securing summer/fall internships: Chris Hebenstreit and Katelan Price at BluePrints for Business, Asheville, N.C.; Michael Beard at the WCU Office of Human Resources, Cullowhee, N.C.; Ann Whitaker at the WCU College of Business, Cullowhee, N.C.; Kaycie Myers at Champion Credit Union, Canton, N.C.; Allison Winn at Dan Kidd CPA; Denise Rowe at WCU Bursar's office, Cullowhee, N.C.; Robert Edwards at Prometheus Computing, Cullowhee, N.C.; Holly Hyatt at Hershey Resorts, Hershey, P.A.; Sarah Bekkach at Old Edwards Country Club, Highlands, N.C.; Amy Roberts at River Run Country Club, Davidson, N.C.; Sarah Small at Mountaintop Golf and Lake Club, Cashiers, N.C.; Cassie Moore at High

Hampton Inn, Cashiers, N.C.; Tiffany Carroll at Trillium Links and Lake Club, Cashiers, N.C.; Jill Glossup at Chattooga Club, Cashiers, N.C.; Barbara Kukor, Trillium Links and Lake Club, Cashiers, N.C.; Emerald Clark at Inn on Biltmore Estate, Asheville, N.C.; Allison Mueller at WCU Residential Living Conference Services, Cullowhee, N.C.; Marley Cunningham at Chattooga Club, Cashiers, N.C.; Amy Epps at Harrah's Cherokee Casino and Hotel, Cherokee, N.C.; Brandy Barr at Sundog Development, Cullowhee, N.C.; Megan Neely at Mountain Lodge and Conference Center, Flat Rock, N.C.; Nicole Miller at Hemlock Inn, Bryson City, N.C.; Stuart Strickland at The Angus Barn, Raleigh, N.C.; Catherine Crowe at Folkmoot USA, Waynesville, N.C.; Andrew Carter at Dogwood Crafters, Dillsboro, N.C.; Tiffany Harburn at Harrah's Cherokee Casino and Hotel, Cherokee, N.C.; Ian Gregg at Northwestern Mutual in Boca Raton, F.L.; Shannon Owens at Edward Jones, Boiling Springs, N.C.; Erika Dahl and Anthony Ballard at Merrill Lynch, Hendersonville,

N.C.; Tiffany Gudger at First Choice Condo Mgmt., North Port, F.L.; Benjy Davey at Home Trust Bank, Asheville, N.C.



## COLLEGE OF BUSINESS GOLF CLASSIC

*Join Us!*

Saturday August 28, 2010

Championship Course  
Rock Barn Golf & Spa  
Hickory, NC

CONTACT:

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If you have an article, announcement or suggestion relating to this newsletter, contact Kelly Schoon at [kmschoon@wcu.edu](mailto:kmschoon@wcu.edu).

All responses will be relayed to the necessary department.

## CONTACT CORNER