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WCU unveils Wells Fargo Business Center in recognition of \$150,000 gift

Western Carolina University has named the newly refurbished auditorium in the Forsyth Building, home to the WCU College of Business, as the Wells Fargo Business Center in recognition of contributions totaling \$150,000 from the financial services company.

Western Carolina University has named the newly refurbished auditorium in the Forsyth Building, home to the WCU College of Business, as the Wells Fargo Business Center.

Announcement of the new name came Friday, Sept. 23, during the ceremonial unveiling of signage at the entrance to the center.

In addition to helping equip and furnish the renovated center, the gifts from Wells Fargo will offer scholarship assistance to students in the College of Business and financial support for faculty development efforts within the college, WCU Chancellor David O. Belcher said.

“By helping to expand access to the rigorous, high-quality business education that the WCU College of Business delivers, Wells Fargo is demonstrating its role as a key partner of the college in efforts to deliver ‘business ready’ graduates who contribute immediately to the vibrancy of the regional economy,” Belcher said.

The gifts also provide much-needed resources that will enhance professional development opportunities for faculty members, he said.

“Our College of Business faculty members are extraordinary teachers who bring real-world experience and perspectives to the classroom. Funds made possible through this gift will enable College of Business faculty to attend conferences as acclaimed presenters and active participants in exploring and developing the latest concepts of business management practice that they will bring back to WCU for the benefit of our students,” Belcher said.

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Search for New Dean Under Way as Buck Announces Retirement

Louis Buck, interim dean of the College of Business, has announced his decision to move on to the next phase of his life – retirement. Buck will retire effective June 30, 2012. “I thank Louis for his willingness to step into the dean’s position in a time of need and for the service he has provided since 2010 and will continue to provide throughout this academic year,” said Beth Tyson-Lofquist, interim provost.

Tyson-Lofquist also announced Dean Perry Schoon, College of Education and Allied Professions, agreed to chair the search for a new dean. Schoon will move forward immediately to develop a committee and proceed with the search for the new dean of the College of Business.

N.C. Court of Appeals convenes at WCU

A panel of judges from the North Carolina Court of Appeals visited classes and heard arguments in two Western North Carolina cases at Western Carolina University on Monday, Oct. 3. Both court hearings, which were held in the theater of A.K. Hinds University Center, drew a full house of attendees. Video from each, one a case involving a traffic stop in Buncombe County and the other a WNC real estate issue, will be made available on WCU's website to students who were unable to be seated.

"We wanted our students to appreciate how the appeals process differs from a trial, and to understand the role of our appellate judges in the deciding questions of law," said Debra Burke, WCU professor of business



Judge Sanford L. Steelman Jr.

law and among the organizers of the event on campus.

Judges who heard arguments in the cases on the docket were Presiding Judge Sanford L. Steelman Jr., Judge Sam J. Ervin IV and Judge J. Douglas McCullough. Steelman said the judges value the opportunity to travel to different locations to share more about what

the court system is about and reduce the mystique surrounding the courts. At WCU, they also enjoyed meeting with political science, business law and criminal justice classes. "It was fun to talk to the students and see what they are interested in," said Steelman.

Jonathan Newman, a senior from Asheville majoring in business administration and law who served as one of the student ambassadors who spent the day with the judges, said students at WCU asked the judges a range of questions about their education, cases, previous experience and what it is like serving as a Court of Appeals judge. Newman said he was intrigued when a judge shared that as an appeals judge rather than a lawyer representing a client, he enjoyed not having to choose sides. Newman and fellow student ambassador T.J. Eaves, a senior from Hamlet majoring in business administration law from Hamlet, said they were fascinated hearing the judges ask questions to both sides during the hearings and glad to have the chance to see in action what they normally read about as part of their studies. They also were surprised at times by the atmosphere in the courtroom.

"The judges even joked with the lawyers at times during the case, which was very different from what you see in the courts on TV," said Eaves.

The sessions mark the fourth time that the N.C. Court of Appeals has convened on the WCU campus. The court first heard cases in Cullowhee in September 1995. It returned in 2001, along with members of the Supreme Court of North Carolina, marking the first time both state appellate courts formally visited a North Carolina university campus at the same time. Both courts also visited WCU in October 2004.

—By Teresa Killian Tate



Judge Sam J. Ervin IV



Judge J. Douglas McCullough

College among best places to earn MBA

Western Carolina University's College of Business once again is listed by the Princeton Review as one of the best schools in the nation for studying toward the master's degree in business administration, winning high marks for solid preparation in finance and management.

The Princeton Review, a national educational services company, features Western Carolina in the 2012 edition of its guidebook, "The Best 294 Business Schools," based on surveys of 19,000 business students from around the world.

Business schools are selected for inclusion based on the publisher's high opinion of their academic programs and offerings, as well as a review of institutional data collected from the schools, said Robert Franek, Princeton Review's senior vice president of publishing.

"We also strongly consider the candid opinions of students attending the schools who rate and report on their campus experiences at their schools on our survey for the book," Franek said.

Students surveyed for the book praised Western Carolina's MBA program for its small class sizes and student-faculty ratio

of 10-1, and for its rural location and convenience of class offerings.

Louis E. Buck Jr., interim dean of the College of Business, said the college's inclusion in the Princeton Review's "Best Business Schools" listings provides ongoing evidence of the quality and relevance of its academic programs.

"We are proud to once again be considered among the top places in the nation to earn the MBA," said Buck.

"Honors such as this are an indicator of the high quality of teaching and learning that can be found throughout the College of Business. These accolades tell prospective and current students, as well as their future employers, that we are preparing graduates who are *business-ready*®."

Other recent accolades include a No. 1 national ranking in quality and affordability for the college's online program in project management, and the designation of its online master of entrepreneurship program as "one of the most comprehensive programs of its kind in the country."

For more information about WCU's MBA program, contact Steve Ha, director of the program, at 828.227.3008, via e-mail at iha@wcu.edu, or visit the website mba.wcu.edu.



Zanglein Serves on Underwriters Editorial Board

Jayne Zanglein has been appointed to the Editorial Advisory Board of National Underwriters 2012 Tax Facts Book. As a member of the Editorial Board, she updated portions of the book on taxation of employee benefits and insurance annuities. The book will be published on November 15, 2011 by Summit Business Media. As a member of the Advisory Board Jayne will author, on a monthly basis, an expert tax commentary for National Underwriter's "Tax Facts Online" home page.

SBTDC Clients Recognized as Companies to Watch

Three area businesses, FLS Energy, Hickory Nut Gap Farm and Moog Music Inc., nominated by the SBTDC at WCU, have been named among 25 winners for the second annual North Carolina Companies to Watch awards. The awards are given by CED, a private, nonprofit organization that promotes entrepreneurial efforts in North Carolina. The award honors growth-stage entrepreneurial companies that demonstrate high performance in the marketplace, exhibit innovative products or display other unique qualities that make them "worth watching." The North Carolina Companies to Watch were selected from an initial pool of more than 200 nominees from

across North Carolina. They are privately held companies of between six and 99 employees and \$750,000 to \$50 million in annual revenue or funds raised from grants, investors or partnerships.

"We have been honored to assist and support these three growing, creative companies. I congratulate them on this well-deserved recognition," said Wendy Cagle, regional director.

The SBTDC has provided a broad range of services to support the growth and innovation of the three winners. The companies have received business counseling on marketing, financial

analysis, human resources, operations and government contracting. Strategic planning services have been provided as well.

Students from WCU have completed projects for both Hickory Nut Gap Farm and FLS Energy.

Four teams of students have completed projects for FLS Energy, including three from the Kimmel School and one from the College of Business. A team of business students also completed a project for Hickory Nut Gap Farm.



Golf Tournament an Opportunity for Fun and Networking

The 2011 College of Business Golf Tournament was a huge success, as 96 College of Business alumni, students and friends gathered for a fun-filled day. The golf tournament was held at the Rock Barn Golf & Spa, located in Hickory, N.C. The tournament was blessed with beautiful weather and some excellent rounds of golf.

Tea off was at 1:30 p.m. with 24 teams all competing for various prizes, including a Toyota Corolla and a luxury vacation. Prior to play, players and supporters were treated to a lunch buffet including barbecue and all the fixings. Before and after the play, players were able to socialize and build strong connections with the College of Business.

After play a raffle was held. A few auctioned prizes included a gift certificate to any of

the Cliffs golf resorts, with a retail value of \$660, and several items from Nevada Bob's. The raffle was held to raise funds to support College of Business scholarships. These scholarships are given each year to students who display outstanding academic performance.

This year's winners were Matt Cook, James DeConinck, Tucker Horne and Thomas Grimes shooting a round of 57.

The College of Business heartily thanks all our sponsors and donors for making this event a success and looks forward to a great turnout next year. The sponsors for this event were: Rick Desoto, Jonathan Jorstad, Clifton Lambreth, Deer Camp – Jeff Lovette, Tom and Bonnie Broadwater, Todd Harkins – Statesville West Toyota, A Signco – Rudy

and Bonnie Wright, The Cliffs Communities, Brad Bradshaw, Ken Flynt, the Byrd Family Foundation, Louis Buck, Debra Burke, Jess Wisniewski, Barry Smith, Harrah's Cherokee Casino & Hotel, Piedmont Pharmaceuticals, Rikki Tikki Tees, McKim & Creed, WCU Educational Outreach, Coffee News, Stewart Engineering, HomeTrust Bank, John Horne, Chase Real Estate Services, Jim Morgan, Tim Martin, Levi Grindstaff, Cullowhee Real Estate of Jackson County, BB&T Mortgage, Rudy Wright and Nevada Bob's Golf. Volunteers were Cindi Magill, Steve Miller, Amy Johnson, Bob Mulligan, Katelan Price, Kelly Schoon, Jess Wisniewski, John Horne, Bobby Byrd, Adam Gattoni, Michael McLamb, Kaycie Meyer, Amber Gouge, Jerry Bengel, Thomas Pages, Brandt Allen, Samuel Burrus, Casey Stewart and Kristen Perakis.



Professor Long Leads Sport Business Class to the UK

In May 2011, Professor Joseph M. Long, Business Administration and Law Department, led eight students to London and Cambridge, England, to study the business of sports in the United Kingdom.

Over 12 days, students met with renowned authors, professors and sport professionals in all levels of the sporting business, including Dr. Simon Chadwick, head and founder the Center for International Business of Sports at the University of Coventry; David Goldblatt, author of "The Ball is Round: A Global History of Football"; Dr. Stephen Hils, professor of Sport Management at London Metropolitan University; and Laura Oakes, founder and former managing director of EXP Sport, a sport sponsorship firm working in rugby, soccer and with national Olympic committees in Europe.

Students visited various sporting sites throughout London, including soccer and rugby clubs, the national stadium of England, one of the oldest and most prestigious cricket grounds in the world, and the area surrounding the 2012 Olympic sites currently under construction. Although not planned, some students used their free time to visit Wimbledon.

"It was an excellent time to take students interested in sports and business to London," Long said. "The Summer Olympic preparation is in full swing, and a professor was able to speak to the students about his research concerning how London 2012 can

effectively use new media. Dr. Chadwick's presentation about marketing at major international sporting events was also informative. Also, the seasons for both rugby and soccer were coming to an end, and some students took advantage of attending playoff games for a true feel of European sport competition. It was truly all-encompassing experience allowing students to study

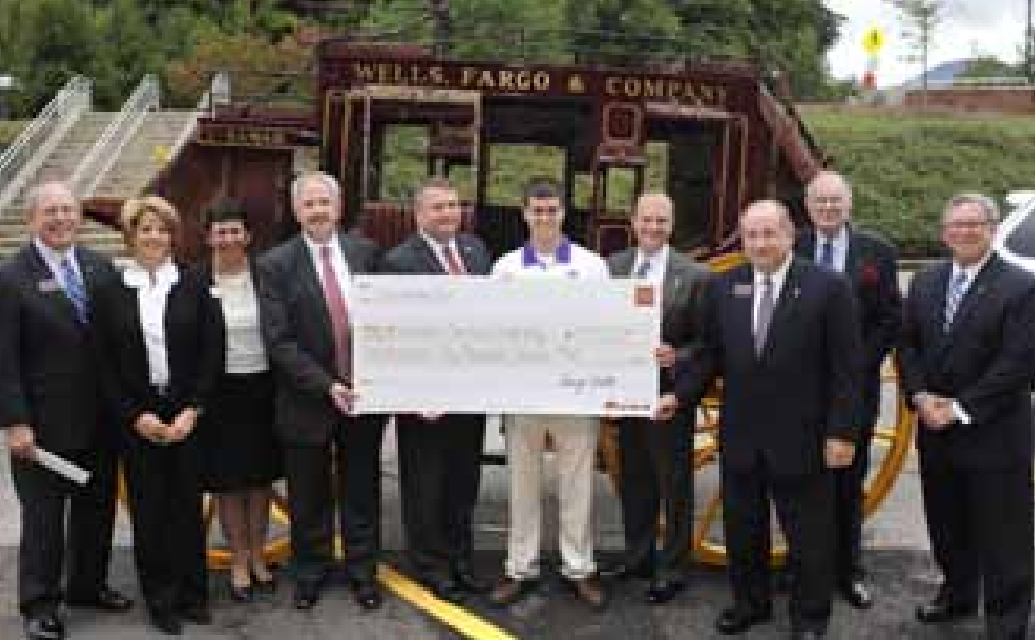
English sport and then experience it firsthand."

"Plus," Professor Long concluded, "The weather could not have been better. In 10 days, we had clear 60 to 65-degree weather, with one spell of rain. If you know anything about UK weather, we could not have had it better."

Kadence Otto discusses state of sports with Ralph Nader



Kadence Otto, associate professor of sport management at Western Carolina University, met recently with influential political activist Ralph Nader at his office in Washington, D.C., to discuss their mutual interest in the current state of sports in the United States.



WCU unveils Wells Fargo Business Center in recognition of \$150,000 gift *continued from cover*

The gifts for WCU business students and faculty members represent the latest example of a long-standing partnership between Western Carolina and Wells Fargo, and its previous iteration as Wachovia.

Louis Buck, interim dean of the College of Business, said the facility will be instrumental in furthering the college's "business-ready" efforts and advancing many critical learning functions.

In recent years, Wachovia/Wells Fargo has provided support for the Professional Sales Center in the College of Business, graduate research symposia, programming in the John W. Bardo Fine and Performing Arts Center, and celebration of the College of Education and Allied Professions' receipt of the Christa McAuliffe Excellence in Teacher Education Award presented by the American Association of State Colleges and Universities in 2007.

Leslie Hayes, regional president of Wells Fargo's Triad and Western North

Carolina region, said that the banking and financial services company has a long-standing commitment to being a partner to local communities across the state – a commitment that will not change with the merger of Wachovia and Wells Fargo.

"Wachovia/Wells Fargo is proud to continue our support of education through our relationship with Western Carolina University. We share in your belief that education is one of the most important investments we can make in our country's future," Hayes said.

"We know the returns on an investment in education exceed those from the best mutual funds. The Wachovia Wells Fargo Foundation has designated education as one of our primary focus areas. But we also realize that beautiful buildings, high tech computers and new books are great, but they cannot create a positive impact without talented and committed faculty members and administrators," she said.

The Wells Fargo Business Center at WCU is located in a 240-seat auditorium that has been reconfigured into a multiuse facility suitable for meetings, conferences or classrooms. The renovated space can now accommodate up to 120 people seated around tables, or up to 240 people seated theater-style.

WCU and Wells Fargo representatives celebrate the naming of the Wells Fargo Business Center in recognition of contributions totaling \$150,000 from the financial services company.

The center has three projectors – one in front, one in the middle and one in the rear. It also features two workstations – one in the front and one in the middle – and a total of nine television monitors and displays throughout the facility. The facility is equipped to accommodate up to 100 laptop computers running simultaneously via wireless network.

The center's theater-style configuration can be used to accommodate larger audiences such as those that attend the College of Business "Insights and Reflections" speaker series, while its flexibility also allows it to be used for seminar-style events, as classroom space or an audiovisual learning center, said Louis Buck, interim dean of the college.

"The facility will be instrumental in furthering the college's 'business ready' efforts and advancing many critical learning functions," Buck said. "In short, this is not only a modern facility vital to our college's advancement, but it truly delivers a huge bang for the buck in utility and functionality."

For more information about the College of Business at Western Carolina University, visit the website business.wcu.edu.

Free Enterprise Speakers Visit Campus in September

The first speakers of the Free Enterprise Speaker Series visited campus on Sept. 29-30.

Emily Skarbek is an assistant professor of economics at San Jose State University and is currently a fellow at the Center for the History of Political Economy at Duke University. She presented on private disaster

relief in the aftermath of the Chicago Fire of 1871. Her talk was held on Thursday, Sept. 29. This event was held in the Wells Fargo Business Center in Forsyth.

Also speaking was David Skarbek, the Searle Visiting Professor of Political Science at Duke University, who spoke on the economics of

prison gangs. Skarbek's research on this topic was recently accepted for publication in the American Political Science Review. Skarbek's presentation was held on Friday, Sept. 30, also in the Wells Fargo Business Center in Forsyth.

Mission Healthcare Foundation Provides Grant for First Annual Pre-MBA Boot Camp Program

The first annual Pre-MBA Boot Camp program was held from Saturday, Aug. 6, through Saturday, Aug. 20. Mission Healthcare Foundation, thanks to the support and effort of Bruce Thorsen, president and CEO, provided the MBA program with a generous grant of \$4,000 in order to make "Boot Camp" a top-notch program for incoming MBA students.

The purpose of Boot Camp was to solidify the unity of the cohort and to provide students with basic business principles before entering the program, without having to require formal prerequisites. The first cohort of the 2009 redesigned MBA program graduated in December 2010. Thoughtful feedback from these students and the faculty members teaching the new curriculum led to the creation of this Pre-MBA Boot Camp. This two week program had three components: orientation, review sessions and a group activity.

The orientation included a welcome from a variety of staff and faculty, including Patsy Miller, director of WCU Programs in Asheville; Betsy Clementson, resource librarian; Kate Greysen, associate dean of the Graduate School; Louis Buck, interim dean of the College of Business; and Steve Ha, MBA program director. The day finished with a panel of business leaders including Ty Hallock, CEO and founding partner of Top Floor Studio; Dana Stonestreet, president and CEO of HomeTrust Bank; and Ben Teague, vice president of the Economic Development Coalition discussed where MBAs fit in our local workplaces and answered student questions.

Extensive evening review classes were offered in Excel, accounting, mathematics, statistics and finance. The Boot Camp experience concluded with a group tour of Biltmore Estate and a group lunch. Preliminary feedback suggests the program was successful in efforts to solidify the cohort going into its first semester together and provide a polished and professional perception of the MBA program. Information will continue to be gathered regarding the benefit of review sessions as this cohort moves through the curriculum.

Mission Healthcare Foundation's mission is to "connect the generosity of a caring community with opportunities to improve lives through better healthcare." To learn more and to donate to Mission Healthcare Foundation, visit missionhospitals.org/foundation.



Dr. Inhyuck "Steve" Ha (front row, far left), MBA program director, and some of this year's incoming students visit Biltmore for the Pre-MBA Boot Camp Program team-building activity. Back row, from left: Corinne Wulliman, Bradley Bassinger, Clint Lawing, Brandon Queen, Luke Bukoski, Brian Bair, Lewis Icenhower. Front row, from left: Inhyuck "Steve" Ha, Sandra Hagen, Davida Falk, Ly Phan, Ifia Intiaz, John Locke, Stephen Stoneburner. Standing: David Ehricht.



Dr. Ed Wright (far right) moderates a panel on the value of lifelong learning to local leadership as part of the Pre-MBA Boot Camp Program orientation day for incoming MBA students. Panelists are, from left to right: Ben Teague, vice president of the Economic Development Coalition, Asheville Chamber of Commerce; Dana Stonestreet, President and COO of HomeTrust Bank; Ty Hallock, CEO and founding partner of Top Floor Studio.

Hospitality and Tourism Students Travel to London for Summer Class

In summer 2011, 12 WCU students participated in a hospitality and tourism two-week study abroad trip to London. The class included assignments before and after the trip, and the on-site itinerary included presentations and tours at VisitBritain (Britain's national tourism agency), Britain & London Visitors Centre, Golden Tours sightseeing company, the famous Savoy Hotel, Sanderson and St. Martin boutique hotels (part of Morgan Hotel Group, creator and leader of the boutique hotel concept), Denbies Wine Estate, Surrey Hills Brewery, Queen Elizabeth II Conference Center, and the Royal Air Force Club, The Travellers Club and the Scottish Caledonian Club.

The trip also included visits to famous sites such as Buckingham Palace, Windsor Castle, St. Paul's Cathedral, Tower of London, Banqueting House Royal Palace, Stonehenge, Bath, British Museum and the Museum of London. Students had most of their evenings and weekends free, with some venturing to Paris via the Eurostar, Wimbledon, Broadway shows, Kensington Gardens, Harrods, Westminster Abbey Cathedral, Hillsong, art galleries, natural history and science museums, and the Beatles Abbey Road crossing – where several students were photographed.

One of the post-trip assignments was a reflection paper on the student's international experience. Comments included: "This trip was amazing. I hadn't ever traveled outside of the USA. This trip was truly an enjoyable learning experience. In its entirety, this trip was most definitely beneficial to my education and life-experiences" (Nichole Hutchins). "Visiting London was an incredible experience and taught me a lot about British culture, British locals and business practices. I enjoyed my experience traveling to London and will use the knowledge I learned for a lifetime" (Taylor Dotson). "I think that studying abroad either a short or long trip should be highly recommended because you cannot trade a firsthand glimpse into a

foreign country or gain that experience anywhere else! This was by far a trip of a lifetime for me; getting to learn and experience everything we all did" (Laura Ward).

Additional comments included "London was an experience I will not forget, and I cannot wait to go back" (Alex Bially). "My overall experience in London was a once in a lifetime opportunity that I am glad I took action to do" (Ashley Stalnak). "I had the best time of my life, experienced a lot and saw a lot" (Caitlyn Nesbitt). "London was amazing. It was a lot of fun experiencing new things, and it was my first experience as a tourist and going out of the country. It was a wonderful trip overall" (Gee He). "I had a great time and enjoyed every second of it. This was my first time going out of the country. This also opened up my eyes to other cultures and where I would like to pursue my career. Thank you for a wonderful trip, Professor Grunwell!" (Yee Vue).



Group Picture in Piccadilly Circus, London's equivalent of Times Square



WCU students at Beatles Abbey Road crosswalk



Accounting Students Celebrate, Vie for Positions

Sept. 30 was Accounting Career Day at WCU. Twenty undergraduate and graduate students interviewed for internship and permanent positions with recruiters from Dixon Hughes PLLC, Drake Software, Gould Killian CPA Group, Buncombe County and Moore Stephens Tiller. After a full day of interviewing, the students, recruiters, faculty, alumni and members of the business community gathered at the Gateway Club in Waynesville for the annual fall banquet. Through corporate and individual sponsorships, this event is free for all master of accountancy students, the members of the accounting honorary organization and those other students participating in the interview day activities.

At the banquet, the following scholarships and awards were presented to students in the master of accountancy program:

Accounting Advisory Board Scholarships
Todd Oldenburg and Yavuz Koruk

ACF Technologies Inc. Scholarships
Josh Cavanaugh, Amanda Putnam, Chelsea Sexton

Becker CPA Review Scholarship
Katelan Price

Beegle Scholarship
Andrew Hoffman

Dixon Hughes Scholarship
Chris Salerno

Gould Killian Scholarship
Miranda Pilkington

Swanger Scholarship
Shruti Majithia



Additionally, master of accountancy students Amber Anderson, Chelsea Sexton, Jennifer Williams and Kimberly Wolter were recognized for having previously received recruitment or study grants from the WCU Graduate School. Other recognitions included Amber Anderson for previously receiving an award from the N.C. State Board of CPA Examiners and Angi West, who participated in the Emerging Leaders Conference this summer in Greensboro, which is sponsored by the Young CPA Cabinet of the NCACPA.

"These are all competitive awards, and we are very proud of the accomplishments

of our student population," said Susan Swanger, director of the master of accountancy program. "Our corporate sponsors, Dixon Hughes Goodman, Drake Enterprises and Macon Bank, along with all the companies and individuals who sponsored students, make this event a great success and help us to fund student activities and scholarships. We couldn't do it without them."

The evening concluded with banquet speaker Jeannie Patton, who is vice president of students, academics and membership of the American Institute of Certified Public Accountants.

Gassaway to Present at Pi Gamma Mu Conference

Stephen Gassaway, a recent alumnus, received notice from the Pi Gamma Mu 2011 Triennial Conference selection committee, led by committee chairman Dr. Charles Hartwig of Arkansas State University, that his advanced-topics research paper has been selected for presentation at the conference held in Washington, D.C. The title of the paper is "Climbing the Ladder of Organizational Project Management Maturity." "I look forward to representing the N.C. Lambda chapter and WCU on this occasion," Gassaway said.

WCU Accounting Students Attend Leadership Conference

Dixon Hughes Goodman LLP (DHG), a large regional CPA firm based in Charlotte with offices throughout the Southeast, offered a Summer Leadership Conference to the “Best of the Best” accounting students in the region. The three-day Learn. Grow. Go. Leadership Conference was held in Charleston, S.C., and 71 students from throughout the Southeast attended. The conference gave students an opportunity to interact with professionals, to learn from speakers and activities, and meet many other accounting students.

The kickoff luncheon was held May 18, 2011. It was followed by a welcome by Kent Satterfield, DHG partner-in-charge: people and infrastructure. Paid professional speakers included Scott Greenberg, who conducted a two-part leadership workshop; Johnel Barron, who discussed “Making the Most out of Your College Career”; and Shannon Cassidy, who talked to students about “Leadership Essentials.” A six-person panel discussed careers in accounting. The panel members consisted of Dixon Hughes Goodman employees with representation from the tax, audit and consulting areas and ranged from the new associate level through partner. Closing remarks on Friday, May 20, were presented by Ken Hughes, chief executive officer, and Tom Wilson, deputy chairman and chief operating officer. Many extracurricular activities filled non-class time for the students.

Attendees were selected by means of a rigorous application process that included a face-to-face interview. Among the accounting students selected were two rising seniors from Western Carolina University, Conner Orr and Adam Gattoni, who share some of their thoughts about the experience below.

Adam Gattoni: I was extremely excited to learn I was selected to attend the Dixon Hughes Goodman’s Learn. Grow. Go. Leadership Conference. I have worked hard to learn about accounting, and this would give me the opportunity to find out more about the practical side of my profession.

I was incredibly motivated by Scott Greenberg’s theory on peak performance, which concerned achieving one’s full leadership potential. I also really enjoyed Johnel “Mr. B” Barron’s concept on success: “Your net worth is equal to your network.”

In order to be successful we need to surround ourselves with successful people as they will help will motivate us to also be successful. I also appreciated the opportunity to get to know the employees from Dixon Hughes Goodman. We were able to talk to everyone from the recently hired up to executive management. I actually had a conversation with and received tips for professional selling from the CEO himself, Mr. Ken Hughes.

The time I spent at the conference has really changed the way I think about my future. I will always consider this one of the turning points in my career, as it opened my eyes to a lot of things I hadn’t thought of, and also showed me a different side of accounting. The only thing I wish I could change about it would be to make it last longer!

Conner Orr: Going into the conference, I had no idea what to expect. I had never been exposed to real-world accounting, had never been to Charleston, and had very rarely spent three days with a group of people I had never met before. It turns out there was nothing to be nervous about at all. Within 20 minutes, I met many students who, like me, had chosen accounting as a major and, also like me, had a lot to learn about the field.

Throughout the day we were inspired by guest speakers. One of the speakers, Scott Greenberg, completely commanded my attention for four hours with his life lessons and his instructions on overcoming factors of life that hold you back.

After the speakers and daily activities were finished each day, dinners gave us an opportunity to meet the DHG employees and drill them with questions. The employees provided invaluable and honest information about life as an accountant.

In addition, our hosts provided activities including ghost tours, carriage rides and even dinner on a cruise ship. For three days, I lived like a king. To wrap up our adventure, we had a hard-core drumming session with Drum Café. George W. Bush, Bill Clinton, Nelson Mandela and – most impressively – the esteemed Dixon Hughes Goodman Leadership Conference group have now all beaten the drums with this group.

I am very fortunate to have been selected for the conference. It was such an amazing experience not only because we had an opportunity to explore our interest in Dixon Hughes Goodman, got spoiled with food and entertainment, and learned more about what real world accounting is like, but because we bettered ourselves in ways that will benefit us for life.



Business Student Elected SGA President

Tony “TJ” Eaves, a rising Western Carolina University senior from Hamlet, recently was elected 2011-12 WCU student body president. Eaves previously served as chief justice of WCU’s Student Government Association supreme court. He is pursuing a degree in business administration and law and is a member of Mortar Board Honor Society. He is the son of Tony and Tina Eaves and is a 2008 graduate of Richmond Senior High School. As SGA president, Eaves serves as an ex-officio member of the WCU Board of Trustees.

FACULTY HIGHLIGHTS

Angie Fiebernitz is back on the board of directors for HAWA, the Haywood County Humane Association, and will attend the meeting this week to be reinstated as a board member. She took a brief break from it to organize her business (which she sold in August).

Barbara Jo White was honored with a rare invitation by the U.S. Peace Corps and the National Smithsonian Museum to participate in the 2011 Smithsonian



National Folklife Festival on the National Mall in Washington, D.C. (June 30-July 11, 2011). The Folklife Festival features three themes each year and chose Peace Corps as a theme in 2011, also the 50th year of Peace Corps. More than a million visitors came to the 2011 Folklife Festival, the largest of its kind in the world, and many of them helped White hand-draw and paint large colorful world maps on the mall.

White was chosen to participate based on the impact her World Map Project has had on Peace Corps and its volunteers since she created it in 1988. Using the manual White created, with the gridded map pages as guides, The World Map Project is one in which volunteers and counterparts hand-draw and paint world maps on school walls using the grid method. (festival.si.edu/2011/PeaceCorps/world-map-project.aspx)

White's World Map Project was also the only volunteer project shown on the 50-year interactive timeline representing historic Peace Corps events (peacecorps.gov/index.cfm?shell=about.fiftieth) and was included in a recent cover story for the Peace Corps Times. (multimedia.peacecorps.gov/multimedia/pdf/media/PCTimes2010_01.pdf)

Western Carolina is mentioned in her bio currently on the Smithsonian website. (festival.si.edu/2011/PeaceCorps/participants-united-states.aspx)

Barbara Jo created the World Map Project during her Peace Corps service in the Dominican Republic (1987–1989). She is an associate professor of information systems and teaches an innovation/creativity course for the entrepreneurship program. She continues to involve WCU and North Carolina State University students in World Map Project work.

Bill Perry's CIS 493 students are researching selected information security topics for possible publication in a DOD monograph. One project focuses on how to protect IT infrastructure without creating spillover collateral damage.

Steve Miller attended Koch Industries' Market-Based Management University at the MBM Institute in Wichita, Kan., July



18-20, 2011. He was also awarded a \$12,000 grant from the Charles Koch Foundation to fund a student reading group and the Free Enterprise Speaker Series in 2011-12 academic year. In addition, he became academic adviser to the newly formed WCU Economics Club.

Ken Flynt presented an economic development speech to Haywood Rotary Club. In conjunction with various banks, he developed four upcoming internships for CoB students. Ken also chaired the Annual Haywood County Chairman's Cup Golf event. The CoB was a sponsor of the event. Most of the participants were WCU alums or local area business leaders. He also raised funds from Mission Hospital Foundation to fund the MBA "Boot Camp" and renewed the funding commitment from AT&T for support of CoB graduate student activities. He took part in numerous conferences conducted by the governor, lieutenant governor, Advantage West and area Chambers of Commerce and conducted two newspaper interviews and one radio interview. He conducted a marketing presentation, in conjunction with Dr. James Busbin, to the Haywood County Board of Realtors. Ken interviewed candidates for CoB Board of Advisors and selected two new members to join the board. He also met with Independent Insurance Association representatives to assure continued scholarship funding. Ken chaired meetings of the Haywood Chamber of Commerce Economic Development Committee (membership is composed of business leaders throughout Haywood County) and served as volunteer for various charitable community functions in Jackson County.

Bob Mulligan newly appointed department head of accounting, finance, information systems and finance department was interviewed by the Asheville Citizen-Times on a regional economic development issue, and his article, co-authored with Professor Gary A. Lombardo of the U.S. Merchant Marine Academy at Kings Point, "Panama Canal Expansion: Alleviating Global Climate Change," has been published by the World Maritime University's WMU Journal of Maritime Affairs (10:1, April 2011, pp. 97-116).

Faculty Collaborate on Article for Information Systems Journal



Collaboration between faculty in two CoB programs – business administration and law, and computer information systems – has resulted in a forthcoming article in the leading Journal of Information Systems Education. The article, “Trade Secret Law

and Information Systems: Can Your Students Keep a Secret?,” by Lorrie Willey, Janet Ford, Barbara Jo White and Dan Clapper, will be included in the JISE special issue on ethics and social responsibility.

The paper examines the impact of intellectual property law on information systems professionals in business. While copyright and patents are the most well-known forms of intellectual property, another, trade secrets, which involve confidential information generated by business to secure financial success, poses a unique challenge. IS professionals are often less familiar with trade secrets as a form of IP and misunderstand the crucial role IS plays in securing trade secrets and protecting the data from security challenges, including

unethical behavior by disgruntled employees, corporate espionage and inadvertent disclosure.

“Collaborating with law faculty gave me chance to look at data security from a very different perspective,” said Clapper. “In information systems, you have to look at issues such as security from multiple angles.”

One JISE reviewer commented that the paper “explores an important and misunderstood area of IP law – trade secrets. I teach a course on intellectual property protection and similarly find that students are more aware of patents and copyright, yet trade secrets are pervasive across all types of industry.”

The article will appear in the winter 2011 special issue.

MBA Advisory Board Created

The first meeting of the MBA Advisory Board was held Wednesday, Sept. 7, 2011, at WCU. Membership includes local businesses, nonprofits and political leaders, an alumna of the MBA program and an alumna of WCU, and two faculty members. The full advisory board is:

Dr. Ed Wright, *Professor, Global Management and Strategy, chair*

Dr. Inhyuck “Steve” Ha, *Director, MBA program, ex officio*

Dr. Tony Baldwin, *Superintendent, Buncombe County Schools*

Laura Ernst, *MBA, Academic adviser, Western Carolina University (WCU MBA alumna)*

David Gantt, J.D., *Chairman, Buncombe County Commissioners*

Tim Gwennap, *Plant manager (retired), Wilsonart*

Neal Hanks, *CEO, Beverly-Hanks*

Debbie Harris, *Owner, Party Boulevard in Arden, N.C. (WCU alumna)*

Lyle Johnson, *Vice president of finance, Biltmore Farms*

Bill Murdock, *CEO, Eblen Charities*

The purpose of this board is to enrich the MBA experience for students through engagement with the leadership of the program (both administration and faculty) and among the individual students themselves, as well as through increased opportunities for MBA student-teams working on commercial projects. The board will help facilitate the continual improvement of the program toward meeting the ever-changing needs of regional and local industry. The objectives of this board are to provide advice and recommendations to the MBA administration and faculty on a broad spectrum of business topics and issues, and to provide resource and engagement opportunities for MBA students and faculty in specific local areas.

At the Sept. 7 meeting, discussion of the objectives ensued as well as conversation on what the business community is looking for from MBA candidates. The board is to meet again in October in Asheville to continue discussion and provide guidance to the MBA program.

MBA Program Review Committee

An MBA Program Review Committee was recently established to review all aspects of the program, including the curriculum. The first meeting of this review committee was held Sept. 7, 2011. Committee members include:

Leroy Kauffman (chair)

James Busbin

Teri Domagalski

Steve Ha

Sanjay Rajagopal

Bill Richmond

Michael Smith

Ed Wright

All of the members have taught or are currently teaching in the MBA program. The committee will report its findings and recommendations to the faculty at the final meeting of the semester.

CONTACT CORNER

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

All responses will be relayed to the necessary department.



SoCon honors Stanberrys for their contributions to WCU

Strong supporters of the Western Carolina University athletics program, Jackson County business owners **Kevin Stanberry '94** and **Lynn Stanberry '99** are among 12 recipients of the Southern Conference's 2011 Distinguished Service Award presented earlier this year at the SoCon Honors Dinner in Charleston, S.C.

The husband and wife have been members of the Catamount Club since 1998.

A two-time member of the Catamount Club Board of Directors, Kevin Stanberry is co-owner of Stanberry Insurance and a member of the Jackson County Chamber of Commerce. He has been an ambassador for WCU in the local community and has been involved in

numerous membership initiatives that have resulted in record-breaking annual fundraising in support of the Catamount athletics program.

As owner/operator of O'Malley's of Sylva, Lynn Stanberry has been the driving force behind the Purple Zone pregame donor reception, which has been integral to doubling membership in the Catamount Club since June 2009. O'Malley's also has served as the host site of the Catamount coaches' luncheons over the past two years.

The Distinguished Service Award program was started in 2002 as a way for the Southern Conference to recognize those individuals from its member institutions who have contributed to all aspects of the university.

Two area executives join advisory board of College of Business

Two area executives have been named to the advisory board of Western Carolina University's College of Business.

Bob Crumley, founder and chairman of Crumley Roberts, LLP, and Laura Leatherwood, vice president of student and workforce development with Haywood Community College, will join the body that acts as a strategic adviser for the college.

Board members also assist in fundraising, work with WCU students to help them obtain jobs and internships, and serve as "eyes and ears" of the professional business world for the college.

Crumley earned a bachelor of arts from Appalachian State University and a J.D. degree from Wake Forest University.

Leatherwood earned a bachelor of science in business administration with a concentration in business law at WCU and went on to earn her masters and doctorate from WCU.



Laura Leatherwood, vice president of student and workforce development with Haywood Community College



Bob Crumley, founder and chairman of Crumley Roberts, LLP

COLLEGE OF BUSINESS SPEAKER SERIES

Fall Kick-Off

College Kicks Off Fall with Annual Social Event

The College of Business held its annual fall kickoff event on Sept. 8. This year's event was held in the Forsyth auditorium and was followed outside of Forsyth by a social gathering of music, performed by Arnold Hill and the Medicine Man from Cullowhee, and a cookout hosted by the faculty and staff.

Phil Drake, CEO of Drake Software, served as keynote speaker. Drake's presentation was very uplifting and well-received by both students and faculty.

The College of Business was especially proud that this event comprised exclusively individuals with ties to Western Carolina, creating a sense of place and a sense of focus on WCU and the college.

Several alumni who have devoted themselves to the College of Business cause were in attendance. Approximately 220 students attended this year's event despite a few showers from good old Mother Nature.

