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David O. Belcher Named New Chancellor at WCU

David O. Belcher, provost and vice chancellor for academic affairs at the University of Arkansas at Little Rock since 2003, has been elected chancellor of Western Carolina University by the Board of Governors of the multi-campus University of North Carolina. UNC President Tom Ross placed Belcher's name in nomination today, Friday, April 8, during a regular meeting of the board. Belcher, 53, will assume his new duties July 1, succeeding John W. Bardo, who is stepping down after 16 years in the post.

In recommending Belcher to the Board of Governors, Ross said: "David Belcher brings to the task more than two decades of academic and leadership experience at highly respected public universities. At each step along the way, he has proven himself to be an energetic and effective leader who encourages strategic thinking, promotes collaboration and inclusiveness, and makes student success a university-wide responsibility. He has also earned a reputation for great integrity, sound

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College of Business Earns Reaccreditation

The College of Business at Western Carolina University has received notice of full reaccreditation from AACSB International – the Association to Advance Collegiate Schools of Business.

Official announcement of reaccreditation came Wednesday, April 6, upon approval of the AACSB International's board of directors. It concludes a period of extensive self-examination by faculty members in the WCU College of Business, followed by a visit from a peer review team and the recommendation of the organization's accreditation maintenance committee.

Founded in 1916, AACSB International is the longest-serving global accrediting body for business schools that offer undergraduate, master's and doctoral degrees in business and accounting.

Fewer than 5 percent of business schools worldwide earn this "distinguished hallmark of excellence in management education," said Jerry Trapnell, vice president and chief accreditation officer of AACSB International.

To maintain accreditation, a business program must undergo a rigorous internal review every five years, at which the program must demonstrate its continued commitment to the 21 quality standards relating to faculty qualification, strategic management of resources, interactions of faculty and students, commitment to continuous improvement and achievement of learning goals in degree programs.

"It takes a great deal of self-evaluation and determination to earn and maintain AACSB accreditation," said Trapnell. "Schools not only must meet specific standards of excellence, but their deans, faculty and staff must make a commitment to ongoing improvement to ensure continued delivery of high-quality education to students."

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Students Fourth Nationally for NCUR

Western Carolina University students once again rank among the nation's leaders in the number of their research projects that were accepted for presentation at the country's most prestigious undergraduate research conference.

WCU students had a total of 69 project abstracts, including six from the College of Business, accepted by the National Conference on Undergraduate Research, an annual springtime gathering where students from across the nation present their best research. Among the 356 colleges and universities that sent students to this year's conference, WCU ranked fourth in the total number of projects approved by the NCUR abstract review committee.

WCU students have ranked in the top 10 in projects accepted for the conference for six consecutive years, and the students from Cullowhee lead all North Carolina colleges and schools with their participation, said Brian Railsback, dean of WCU's Honors College. The college oversees WCU's NCUR involvement each year.

"Judging by the higher number of rejected abstracts relative to other years, this particular conference was very selective," Railsback said. "WCU faculty and staff sponsors did a great job mentoring students and helping them complete the submitted abstracts. Projects accepted for NCUR must be interesting and innovative. Each year, it

seems, WCU has more and more excellent undergraduate researchers."

Undergraduate research is an important component of WCU's Quality Enhancement Plan, a comprehensive plan to improve student learning developed as part of the university's process of gaining re-accreditation from the Southern Association of Colleges and Schools, Railsback said.

"Our outstanding performance at NCUR is another clear indication that the faculty's commitment to undergraduate education is real at WCU," he said. "It takes a lot of attention to one student to move that student's idea from conception to development, and finally to presentation at the national level."

The WCU contingent traveled by charter bus to the March 31-April 2 conference at Ithaca College in Ithaca, N.Y. Aside from the cost of a few meals, the trip is provided free to the 54 students who had signed on to make the trip. It was the largest group of undergraduates WCU has ever sent to an out-of-state NCUR, Railsback said.

During the conference, students presented their research in front of students and college faculty members from across the nation.

Funding for the trip was provided through the Honors College and university funds designated for undergraduate research.

NCUR Presentations with Ties to the College of Business

Business/Finance/Accounting

Don't Go With Your Gut: Using Data-Driven Analyses to Determine Budget Cuts

Jay Aldridge, *presenter*
Barbara Jo White, *sponsor*

Code Of Ethics?

Michael McLamb, *presenter*
Kyuhoo Lee, *sponsor*

Economics

Income Inequality in the United States and Historical Solutions

Matthew Sutter, *presenter*
Inhyuck Ha, *sponsor*

An Economic and Policy Analysis of South Korea as the Top Producer in the World's Shipbuilding Industry

Eun-jung Woo, *presenter*
James M. Arnott, *sponsor*

Management

Mama Always Said, "You Shouldn't Say Shut Up," Was She Right?

Shannon Owen, *presenter*
Theresa A. Domagalski, *sponsor*

Women and Gender Studies "Is It a Choice?"

Amanda Bienhaus, *presenter*
Lorrie Willey, *sponsor*



COLLEGE OF BUSINESS
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Save the Date!

Saturday August 27, 2011

(Details to Follow)

CONTACT:

Ken Flynt | keflynt@wcu.edu

MBA Students Help Franklin Company as Part of Class Project

Five MBA teams are not only learning marketing theory in the class MBA 605: "Marketing Management," they are putting their new skills to use by engaging with business clients from the WCU Small Business Technology and Development Center. The teams are conducting basic marketing research and developing complete marketing plans to help increase profits and the long-term sustainability of the client companies.

One MBA team is working with TekTone@Sound and Signal Manufacturing Inc., a local developer, manufacturer and distributor of nurse alarm call systems located in Franklin. The team is comprised of MBA students Bobby Fotopoulos, Mariya Sinitsyna and Lilia Yakina working closely



From left, Dr. Edward Wright of the Global Management and Strategy Department; Lilia Yakina; Mariya Sinitsyna; and Bobby Fotopoulos.

with WCU graduate and marketing specialist Brad Hyder and TekTone's vice president of marketing, Johnny Mira-Knippel. Ryan Taylor of the WCU Center for Rapid Product Realization serves as the SBTDC business counselor to the client.

The MBA team has made multiple visits to the client's site, working on a marketing strategy and a commercialization plan for a new product to be launched into the medical device market next year.

The team has benchmarked competitors' products, conducted market research with distributors and end-users, and explored partnering opportunities with other medical manufacturers looking for potential alternative channels of distribution.

The project culminated at the end of April, when all five MBA teams presented findings and final reports to their client companies in the Forsyth auditorium.

University Has Resource for Overseas Business



Today's businesses face global competition for customers. To help them seize opportunities in global markets, the university's Small Business and Technology Development Center has developed special expertise in international business development.

With the help of partnerships with the U.S. Department of Commerce, the U.S. Small Business Administration's Export Program, and the U.S. Export-Import Bank, the SBTDC is able to provide counseling and guidance for firms interested in doing business overseas. The program provides service to those companies needing assistance with export financing – either pre-export (export working capital) or post-export financing (payments and/or helping the overseas buyer find financing to purchase a product).

Annice Brown, a member of the SBTDC at WCU staff, has been helping companies in the region with international business assistance for the past nine years. Prior to joining SBTDC, she worked at the World Bank in Washington and the French national agency for research and development. She completed an extensive training program with Export-Import Bank of the United States in 2008. Brown can be reached at 828-251-6025 or abrown@sbtcd.org.

Small Business Center Assists Pharmaceutical Company Expansion

The WCU Small Business and Technology Development Center congratulates Asheville-based King Bio on its recent growth. The natural medicine company added 35 employees in 2010 and is exporting its natural medicines, supplements and natural pet remedies to South America, South Africa and Australia. The SBTDC has assisted King Bio for several years, providing counseling

and referrals on exporting, compliance with FDA guidelines for good manufacturing practices (or GMPs), management and growth. The SBTDC also facilitated a strategic marketing retreat by for the company. We congratulate King Bio on its recent success.

The Small Business and Technology Development Center recently awarded

\$147,744 to Wendy Cagle, director of the Small Business and Technology Development Center at Western Carolina University, to expand SBTDC services and programs.





Western Carolina University students Nate Hunzaker (left) and Jena Weinstock (right) show trophies won recently at a prestigious national collegiate sales competition to Jim DeConinck, director of WCU's Center for Professional Selling and Marketing.

Students Win Honors at National Sales Competition

A Western Carolina University business student claimed second place among 122 competitors in a prestigious national collegiate sales competition, while he and his WCU teammate placed seventh out of 61 schools in team competition.

Nate Hunzaker, a senior majoring in sales and marketing and computer information systems, finished second in individual competition at the 12th Annual National Collegiate Sales Competition hosted by Kennesaw State University in March.

Hunzaker and Jena Weinstock, a senior majoring in entrepreneurship with a minor in marketing, took home the seventh-place trophy in the team event.

It marks the best performance by Western Carolina students since the university started competing in the event seven years ago, said Jim DeConinck, director of WCU's Center for Professional Selling and Marketing.

"The students not only got a chance to compete, but also networked with recruiters from across the nation," DeConinck said.

"The NCSC, the world's largest collegiate sales competition, pits top sales students in a test of live role-play, one-on-one sales call challenges. Each sales call is broadcast live to faculty and recruiters, who evaluate each student's performance."

Hunzaker is a 2007 graduate of Green Hope High School. He is the son of Mark and Susan Hunzaker of Cary.

Weinstock is a 2007 graduate of Meyers Park High School. A resident of Charlotte, she is the daughter of Billy Weinstock and Lynn Geer.

Honor Society Inducts Students and Gives Scholarship



Professor Robert Mulligan with Beta Gamma Winner Doreen Castle and her husband Jack

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 Doreen Castle, Glen Higdon, Candace Ledford, Michael McLamb, Josh Moore, Scott Richmond, Denise Rowe, Jessica Sprouse and Eric Watts; seniors Ganna Beshlyeva, Rene Gamez-Correa,

Carmen Holland, Nathan Hunzaker, Jonathan Jeuck, Aliaksandr Kikoin, Ben King, Wil Owens, Rachel Pedo and Tara Stephens; and graduate students Teresa Franklin, Mark Hunzaker, Jonathon Lawrie, Heath Nettles, Jacob Nygaard, Kathryn Warner, Brunilda Weber and Suzanne Willard.

The chapter also awarded Castle, an accounting major, a \$1,000 scholarship to be used for the 2010-11 academic year.

School Year Had Many Highlights for COB

By Ken Flynt

Throughout this 2010-11 school year, the College of Business has maintained a fast pace of activity and accomplishment. Let's take a moment to recap just a few of the many highlights we have recorded.

At the semester beginning, we conducted our annual College of Business Golf Classic at Rock Barn Golf Club and Spa. Nearly 140 students, faculty, alumni and supporters of the college played golf, enjoyed great food, met new friends and enjoyed the spa's relaxing amenities. Importantly, the College of Business was able to register a new high in funds raised for our student scholarships and support from that event.

At the college's "Fall Kickoff" we received an inspiring lecture by alumnus Clifton Lambreth. He cited his key role in the turnaround of Ford Motor Corp. and used that as a basis to inspire our students to be hard-working thinkers and leaders. After the closing remarks, he joined our college leadership, faculty, and students for a social and cookout outside of Forsyth.

During the year, we have fully renovated our college's student lounge in Forsyth

Building, thanks to a significant gift by alum Kevin Vasquez, class of '79. Kevin directed that the facility be a place of recreation, relaxation and relief from the college grind. We tried hard to comply with his wishes, including installing a new TV, computers, video games, microwave and a wide selection of snack and refreshment options. Please stop by and check it out the next time you're on campus and in Forsyth. I sure wish we had something like that when I was here in school!

Through the fall and spring semesters, we continued our speaker series, "Insights and Reflections." Guest speakers included motion picture producer Mark Lindsay, who discussed the fascinating business aspects of the movie business, and financial executive John Wille, who laid out paths for success in financial services businesses. N.C. State Treasurer Janet Cowell presented in April on the financial circumstances in North Carolina and the future role our students must play in continuing to shepherd our state fiscal resources.

As we wrap up another academic year, the College of Business is pleased at our array



of achievements in the past eight months. Much of the credit goes to our dedicated faculty and staff and the constancy of our engaged and caring alumni. Thank you for all you do!

Kenneth E. Flynt, an alumnus of WCU, is associate dean of advancement in WCU's College of Business and a faculty member in the department of accounting, finance, information systems and economics.

Note from the Interim Dean Louis E. Buck Jr., Ph.D.

The 2010-11 academic year has passed very rapidly. Perhaps the very full schedule had something to do with that! Since Aug. 1, I have been serving as your interim dean; there is nothing like on-the-job training to get you acclimated in a hurry. In October, the Project Management Institute arrived to review the reaccreditation request submitted by our masters of project management (MPM) program. WCU's MPM program was the first accredited program in the United States; in January, we were notified that it became the first program to be reaccredited as well. Jerry Kinard and Vittal Anantatmula and the MPM faculty are to be congratulated for this accomplishment.

It would have been impossible to spend much time in the College of Business in the first semester without hearing the term "AACSB." The college was to be reviewed for the first time in 10 years and the amount of preparation necessary to comply with the requirements of the review and respond to the peer review teams' (PRT) requests for

information was a herculean effort. The PRT arrived on Feb. 20 and departed on Feb. 22 after reporting to the chancellor that they were recommending extending accreditation for an additional five years. Many of the faculty and staff in the college were directly involved in the process, and I congratulate every one of you. In particular, I want to commend Associate Dean Debra Burke, Dr. Hollye Moss, Dr. Michael Smith, the Assurance of Learning committee, the AQ / PQ committee, and Jessica Wisniewski and Kelly Schoon in the dean's office for their diligence and hard work. We could not have done it without them.

Once again, our programs and students achieved recognition for excellence in the activities in which they were involved. The Mediation Team, under the guidance of Dr. Jayne Zanglein, finished sixth in a national field at Drake University School of Law, with three of our students being named the All-American mediation advocacy team. Nate Hunzaker, a marketing and computer information systems major, placed second

in a field of 122 students at the National Intercollegiate Sales Competition and the college placed seventh in the team competition.

I greatly appreciate the support you have afforded me this year serving as your interim dean. In just a few weeks we will have the opportunity to see the fruits of our labors as they proudly cross the stage at graduation. I look forward to seeing you there.

Louis Buck





MPM Faculty (L-R): Associate Professor Yang Fan, Instructor Parviz Rad, MPM Director Vittal Anantatmula, Associate Professor Michael Thomas and Professor Mary Ann Nixon

Project Management Program Earns Reaccreditation

The Project Management Institute's Global Accreditation Center board voted Jan. 13 to confer GAC accreditation status on WCU's master of project management degree program, part of the College of Business. In doing so, the GAC board recognizes the commitment to project management educational excellence that has been demonstrated by the WCU College of Business throughout the GAC accreditation process. Congratulations to all involved with this program for this significant academic achievement. The reaccreditation came after a PMI Global Accreditation Center visit in November.

Faculty in the News

Kadie Otto, associate professor of sport management, recently presented a scholarly paper at the 24th Annual Sport & Recreation Law Association conference in Savannah, Ga. Otto's paper was titled "Carrying a good joke too far? An analysis of the enforceability of student-athlete consent to use of name and likeness." This presentation was also published as a journal article in the *Journal of Legal Aspects of Sport* 2010, 20(2), 151-184, with her co-author Kristal S. Stippich. Most recently, Otto was quoted in a Feb. 8 newspaper article (<http://www.press-citizen.com/article/20110208/NEWS01/102080315/1079>) titled "UI's presidential committee on athletics reviewed" in the *Iowa City Press-Citizen*. At the end of April, Otto, along with her co-author Dr. H.R. Otto, will be presenting a scholarly paper at College Sport Research Institute 2011 Scholarly Conference at the University of North Carolina at Chapel Hill. Their paper is titled "Clarifying Amateurism: A Linguistic Analysis of the Term 'Amateur.'"

Jerry Kinard and Edward Wright have co-authored a manuscript that will appear in the April-June 2011 issue of *The Health*

Care Manager. The manuscript, "Layoffs at Hospitals: A Challenge for Health Care Managers," details the plight of health care providers caused by the continuing economic recession.

Vittal Anantatmula, MPM director/associate professor of project management, conducted a workshop titled "Critical Chain Project Management" on March 8 in the McDonough School of Business at Georgetown University. The workshop is part of an executive education program for ABENGOA project managers and executives. ABENGOA is an international company that applies innovative technology solutions for sustainability in energy and environment. Anantatmula also recently had an article published in *The VINE: Journal of Information and Knowledge Management Systems* titled "Impact of Cultural Differences on Knowledge Management in Global Projects." Besides doing workshops and publishing, Vittal also serves as an adviser and a member of the doctoral dissertation committee of the following:

- Valencia Dyett, Lynn University, Florida, 2011. "Roles and Characteristics of the

COB Earns Reaccreditation

continued from cover

"Reaccreditation by AACSB International provides the official stamp of approval on the undergraduate and graduate degree programs in business offered at Western Carolina," said Louis Buck, interim dean of WCU's College of Business, Buck. "It confirms to our students, alumni, employees, and business and industry partners that our graduates truly are 'business ready' because they have learned and gained valuable experiences in programs judged to be of the utmost in quality."

The College of Business is listed in a book published recently by the Princeton Review as among the nation's best schools at which to earn a master's degree in business administration. The educational services company features WCU in the 2011 edition of its guidebook, "The Best 300 Business Schools," which is based on surveys of 19,000 students in business programs around the world.

In addition, the college's online master's degree program in project management is ranked No. 1 in the nation in quality and affordability by the distance education information clearinghouse GetEducated.com.

Project Manager in Achieving Success across the Project Life Cycle."

- Koninika Patel, Skema Business School, ESC, Lille, France, 2010. "Investigating the Importance of Project Marketing in Project Management."

Jayne Zanglein and two students, Amanda Bienhaus and Kristi House, published two articles in the *American Bar Association, Supreme Court Preview*, a periodical for journalists who report on Supreme Court cases: "Must a Rail Worker Who Is Injured on the Job Prove That the Injury Was Proximately Caused by the Railroad in Order to Recover Under the Federal Employers' Liability Act?" (with Bienhaus) and "Does the Fiduciary Exception to Attorney-Client Privilege Apply to Communications Between the U.S. Government and an Indian Tribe?" (with House). Her article "Institutional Investors, Climate Change and Environmental Issues in the Wake of the Deepwater Horizon Disaster: Assessing Climate Change Risk through Corporate Disclosure" was published by the New York University Review of Employee Benefits and Executive Compensation.

David O. Belcher Named New Chancellor at WCU *continued from cover*



Tom Ross (right), president of the University of North Carolina system, meets with David O. Belcher, who was named WCU's next chancellor on Friday, April 8, and Belcher's wife, Susan.

decision-making, and a strong commitment to community engagement and outreach. I am convinced that Dr. Belcher has the right mix of experience, skills, and passion needed to take Western Carolina to the next level, and I am thrilled that he has agreed to join our leadership team.”

A member of the University of Arkansas System, the University of Arkansas at Little Rock is a doctoral research university enrolling more than 13,000 students at the undergraduate, master's, and doctoral levels. Its six colleges and UALR's William H. Bowen School of Law include more than 100 programs of study. Like Western Carolina, UALR has experienced significant enrollment growth while increasing academic standards and has focused on meeting regional and state needs in education, health-related fields, and strategic areas of research and development. As provost and vice chancellor for academic affairs, Belcher is UALR's chief academic officer. In that role, he has been responsible for overseeing all academic programs, as well as providing leadership for the Offices of Research and Graduate Studies, Innovation and Commercialization, and Extended Programs; UALR's Ottenheimer Library; student recruitment; the UALR Nanotechnology Center; the Sequoyah National Research Center; the Arkansas Studies Institute; and the Donaghey Scholars Program.

A native of Barnwell, S.C., Belcher graduated from Furman University in 1979 with a degree in piano performance. After receiving a master's degree (1981) in the field at the University of Michigan, he studied in Vienna, Austria, on a Rotary Foundation Graduate Fellowship before earning his doctorate (1989) at the University of Rochester's Eastman School of Music. While a student at Eastman, he received the Jerald C. Graue Memorial Scholarship for excellence in musicological research.

Belcher began his academic career in 1988 as an assistant professor of music at Missouri State University. During his 15-year tenure at MSU, he rose steadily through the academic and administrative ranks. After serving as coordinator of keyboard studies in MSU's Music Department (1989-92) and assistant dean of the College of Arts and Letters (1993), he was named dean of the College of Arts and Letters in 1994. He left Missouri in 2003 to join UALR as provost and vice chancellor for academic affairs.

At UALR, Belcher has been credited with leading strategic planning and emphasizing the campus' institutional mission to be responsive to regional and state priorities. Under his leadership, the campus has launched seven new doctoral degree programs, created an Office of Innovation and Commercialization to capitalize on

faculty research and promote economic development, implemented initiatives to improve student retention and graduation rates, earned designation as a Carnegie Community Engaged institution, and begun a thorough review of the undergraduate curriculum. Belcher also is a member of the leadership team for UALR's first comprehensive development campaign, which reached its \$75-million fund-raising goal 1½ years ahead of schedule in summer 2010 and has now been extended to \$100 million.

Throughout his career, Belcher has appeared widely as a recitalist and chamber musician and been active in civic and community organizations. He currently serves on the boards of directors of the Arkansas Symphony Orchestra and the Winthrop Rockefeller Institute. A past chair of the Little Rock Arts and Culture Commission, he has previously led the boards of the Springfield (Missouri) Regional Opera and the Springfield Regional Arts Council and has held leadership positions with the National Conference of Governors' Schools, Missouri Citizens for the Arts, the Missouri Alliance for Arts Education, and the Urban Districts Alliance. Voted 2004 Administrator of the Year by UALR students, he also received the 1999 Ozzie Award from the Springfield Regional Arts Council in recognition of his outstanding contributions to the arts.

Belcher is married to Susan Brummell Belcher, who teaches voice at UALR and co-chairs the UALR Music Department Recruitment Committee.

**“David Belcher brings to the task more than two decades of academic and leadership experience”
-Tom Ross**



Firms Help Students Explore Career Opportunities

"The sponsorships allow us to hold this event free of charge to students, and to offer a venue for government and not-for-profit organizations to discuss career opportunities that are available outside the normal corporate setting," said Susan Swanger, who is the director of WCU's master of accountancy program.

WCU accountancy programs once again hosted "Meet the Firms Night" on Feb. 22. More than 90 students and 28 volunteers from area businesses mingled, exchanged business cards and resumes, networked, and shared experiences with each other.

Corporate sponsors of this year's event were Becker CPA Review, Dixon Hughes, Drake Enterprises, Gould Killian CPA Group, HomeTrust Bank, Johnson Price & Sprinkle, Macon Bank, and Moore Stephens Tiller.

Volunteers from the IRS, the N.C. State Auditor's Office, UNCA, WCU and Haywood County were flooded with questions from students, as were the internal auditors from Ingles Markets and HomeTrust Bank.

"I do a lot of campus recruiting, and this is one of my favorite events," said Tim Sobon, recruiting and retention manager for Atlanta-based Moore Stephens Tiller. "The intimate setting provides an opportunity to spend meaningful time with every student."

Raffling off free CPA review courses from Becker, Gleim & Roger CPA Review, two iPods and three crisp hundred-dollar bills (compliments of Johnson Price & Sprinkle) made for a festive atmosphere, but searching for a job is serious business. One student summed it up this way: "Talking to some of the recruiters drove home the point that I need to really do some planning about where I want to go and what I want to do. I can't just wait until I graduate and say, 'Here I am' and expect to get a job."

Anyone interested in becoming involved with future events is encouraged to contact Swanger at 828-227-3525 or swanger@wcu.edu.

at left: WCU accounting student Amber Ogle Anderson gathers information about graduate school and careers.

NCAMP Prepares for National Conference

The Advisory Board for the N.C. Agricultural Mediation Program met March 25 to prepare for the national conference of certified agricultural mediation programs (CAMP), which will be held in Wilmington on June 6-9. As the host of the program, NCAMP is inviting speakers, arranging for agricultural activities, and making the logistical arrangements for the 34 other state CAMP programs. Invited guests include Carolyn Cooksie (national deputy administrator, Farm Loan Programs), Carol Wagner (FSA Appeals and Litigation national office), Aaron Martin (N.C. Farm Service Agency state executive director), Ray Starling (general counsel, N.C. Department of Agriculture) and Larry Atkinson (Rural Management Agency Eastern regional director).



Advisory Board members Bob Chandler, Bob Holbert, Carolyn Lyle, George McGee and Stuart Lee.



Justin Brown assists some participants as they work on a conflict exercise.

Law Students Speak at Whee Lead Conference

Four business law students made presentations at the Whee Lead Conference for campus leaders on March 26. Jessica Phillips coordinated two sessions on conflict management. Romie Patel spoke on how to arrange large meetings. Justin Brown and Bobby Woods spoke on anger management.



Jessica Phillips speaks on conflict, assisted by Justin Brown and Bobby Woods.

22 Attend Mediation Training

Eighteen students, one alumnus and three faculty members attended a 21-hour community mediation training offered through the Campus Mediation Society on two weekends in March. Students learned conflict resolution skills and how to mediate disputes. The training was taught by Valorie Nybo, a conflict resolution major, and Jayne Zanglein, business law faculty.



Barbara Jo White, Toni Burrell, Ka Young Oh and Mary Beth DeConinck debrief a mediation with Jayne Zanglein.

Business Faculty Attend Hospitality and Tourism Conference

The 2011 North Carolina Governor's Conference on Hospitality and Tourism was held March 13-15 at the Grove Park Inn Resort & Spa in Asheville, one of our state's most popular tourist destinations. Western Carolina University was a sponsor for the event. Dr. Louis Buck, dean of the College of Business, and hospitality and tourism management professors Carroll Brown, Sandra Grunwell and Kyuho Lee and attended the conference.

More than 500 North Carolina tourism professionals attended the conference,

with Gov. Bev Perdue making an address. According to the Asheville Citizen-Times, presentation sessions covered topics including the 2011 state of the industry, travel research industry reports, trends affecting destination marketing, managing new technologies for tourism marketing, best practices in a changing media landscape, culture and heritage as factors in destination positioning, and strategies for success.

The conference is a premier educational and networking event for the state's

tourism professionals and brings together representatives from chambers of commerce, convention and visitors bureaus, popular attractions, historic sites, the restaurant and lodging industry, business and state government.

Tourism remains a robust segment of the North Carolina economy. The travel and tourism industry employs more than 185,000 people across the state. In 2010, 37 million visitors to North Carolina spent \$17 billion, which generated nearly \$1.5 billion in state and local tax revenue.

WCU Students Create "Culowhere" to Promote Area's Events

By Lex Menz | Special to the CoB

Two Western Carolina students have started a website to promote community activities for students to get out of their dorms, but also to stay at Western Carolina over the weekends.

WCU senior Nathan Hunzaker originally started a WordPress website dedicated to showing students what activities were being planned in Cullowhee and the surrounding towns. The project was meant for Hunzaker's design portfolio. However, the WordPress page was taking up too much time with little feedback. Hunzaker needed something more. Then senior Justin Rhodes came into the picture and said, "What can I do?"

"I created the pebble," Hunzaker said, "And Justin pushed it off the ledge."

The two began a website called "Culowhere," located at Culowhere.com, with Hunzaker doing the design and Rhodes taking over the marketing. The website features several categories, such as "WCU" and "Concert," where students find specific activities. With an aesthetically pleasing background of a sky and green hills, the site is user-friendly and efficient. Students can choose to attend an event then share the information with their friends via Facebook.

"There's more in Cullowhee than you think," Hunzaker said. "We have 115 events over a two-month period."

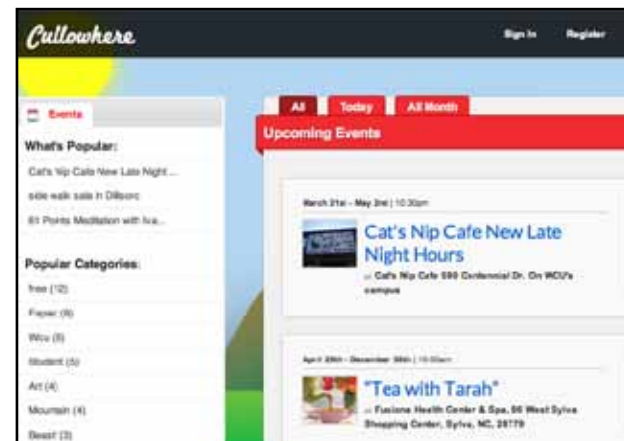
"Culowhere" also helps promote local businesses by getting the information out that they exist. Hunzaker said that often students will decide to make a lengthy trip to Asheville or Cherokee instead of staying close because they believe there is nothing to do. By posting events, local businesses in Sylva, Cullowhee and Dillsboro can now attract more customers because they have an outlet that gives students easy access to all the information on events happening around them.

"There's a genuine need to know what you can do on a Friday night," Hunzaker said.

"We're looking at a proactive approach to provide consumers information," Rhodes added.

Culowhee is not the end of the line for Hunzaker and Rhodes. They hope to take the "Culowhere process" to other smaller college towns around the United States through the company they are building, called 21sixteen. Currently, the pair are finalists at the Five Ventures Business Innovation Competition sponsored by Angel Investors. If they win, the funding could assist in payments to get "Culowhere" up and running around the country. It would then be known as "Anywhere."

"We want to prevent money from leeching out of smaller areas to large cities," Hunzaker said.



Hunzaker and Rhodes have been able to accomplish what they have with the help of their mentors, Western Carolina faculty members from the College of Business: Dr. Frank Lockwood, Robert "Bob" Carton, Dr. Robert Lahm for online advertisement, and Dr. Bill Richmond for business process and IT concerns.

"We have a very strong board of mentors that have really been putting us through the meat grinder, honestly," Rhodes said. "They are making sure our goals are realistic and are grounding us."

Through "Culowhere," Hunzaker and Rhodes are making a future for themselves. Through social media, the two students have developed what could be the next Internet sensation.

"If there's one gist of 'Culowhere,'" Hunzaker said, "It's participate!"



Students Gain Insight into Investment Profession

The COB Finance Club sponsored a trip to Charlotte on April 8. Grace Allen, associate professor of finance, led the trip. They visited Horizon Investments, a boutique money management firm. Rick Desoto, hosted the group for lunch at Morgan Stanley/Smith Barney, where Desoto is senior vice president. The students talked with WCU alumni Rick Desoto, (BSBA 1977) and David Delaney (BSBA 1978) about the bond market and their careers as financial advisers. Both corporate visits gave the students an opportunity to learn more about jobs in the investment profession and the skill set they will need to be competitive.

Management Student Selected as Co-op Student of the Year



Dr. Hollye Moss, Associate Professor, with Tabitha Ashe

Each year, Career Services presents the Co-op of the Year Award. This year's winner, chosen from 10 students nominated by their co-op employer, is Tabitha Ashe, a senior

majoring in management. She was judged in four areas: work performance, contributions to the co-op employer, professional development and personal growth. Tabitha's co-op was with the Jackson County Tax Administration Office.

In nominating Tabitha, her co-op supervisor, Bobby McMahan commented, "I have supervised people of all ages, race, genders, and educational levels over the past 28 years. Tabitha is one of the most organized people I have ever met. She takes great pride in all work tasks she performs. Her ability to be trained for any given task is a bit uncanny. Whether it is a manual task, software issue, programming, or hardware implementation and be they small or large, you never have to tell her or show her twice. She is very thorough, pays great attention to detail and has a very minimal error rate.... Now and in the future, she will be an asset to any employer."

Students Take Advantage of Professional Opportunity



This spring, two hospitality and tourism management students, Muhammad Azizi and Alex Bially, represented the WCU-CMAA Student Chapter at the 84th World Conference on Club Management and Exposition, Feb. 24-27 in Orlando, Fla.

The conference includes special student education sessions for the 53 CMAA university student chapters. Students can also attend the manager educational sessions and the club industry business expo. For

each education session attended, students can start earning points toward becoming a certified club manager. Each CMAA student chapter is required to submit a poster presentation on one of five categories of its concept of the Club of the Future. This year WCU-CMAA's poster presentation was on the future of club technology. The conference also included a career fair for students and managers to meet and interview for postgraduate and internship positions.

College Recognizes Students with Scholarships and Awards

The College of Business held its annual awards and scholarship ceremony April 16 in the Forsyth Building auditorium. Each year, the college awards nearly \$70,000 in scholarships. Most of the scholarships that come through the college are provided by generous donors. The college also recognized students who are outstanding in their field.

Students who were recognized applied online and were selected based on the necessary criteria by the Scholarship and Awards Committee, whose members are Grace Allen, chair; Mary Beth DeConinck; Theresa Domagalski; Angie Fiebernitz; Kyuho Lee; Debra Burke; William Richmond; and Jayne Zanglein. This year's recipients were:

Outstanding Majors

Accounting: Vickie C. Funk

Banking: Joshua David Crisp

Business Administration and Law:
Romie Dipak Patel

Computer Information Systems:
Nathaniel James Hunzaker

Economics (minor): Anthony Byron Ballard

Entrepreneurship: Jonathan Steve Julien

Financial Planning: Anthony Byron Ballard

Hospitality and Tourism: Amy Luanne Roberts

Management: Colleen Blanche Blackman

Marketing: Nathaniel James Hunzaker

Sport Management: John David Large

Outstanding Senior Award:
Nathaniel James Hunzaker

Outstanding MAcc Student: Amber Laurel Esmond

Outstanding MBA Student: Marsha Kathleen Price

Outstanding ME Student: Shelia Annette Robinson

Outstanding MPM Student: Wendy Ellen Love

Financial Executives International Award:
Anthony Byron Ballard

Beta Gamma Sigma: Doreen Castle

Entrepreneurial Scholar:
Jonathan Reagor Jeuck Young

Entrepreneur of the Year Award:
Jonathan Steve Julien

Co-Op Student of the Year: Tabitha Kristen Ashe

Scholarships

Accounting Advisory Board:
Elizabeth Rose Munday, Katelan Suzanne Price

Advertising Federation of WNC:
Courtney Teresita Timmons

Alumni and Friends: Tony Kenneth Eaves

Dixon Hughes: Natalia Rosero

Xena Bristol Forsyth: Joshua Alexander Moore

Gould Killian: Kelly Marie Meyers

Ed and Bertha Henson Reed: Daniel Glen Keener

Steve and Linda Reese: James Conner Orr

David McKee Hall: Jakob Maverick Klodt

Timothy and Betsy Gillespie: Daniel Lane Parris

Hospitality Management:
Chelsey Elizabeth Delozier

Independent Insurance Agents of N.C.:
David Rhys Morgan, Courtney Jane Wade

William Kane: Michael Cody McLamb

Michael Morgan Memorial: Antoinette Marie Burrell, Caleb Clayton Chandler

N.C. State Board of CPA Examiners:
Amber Joy Ogle Anderson, Kara Joan Enstad

Bronce and Betty Ray: Jarrett Bruce Alley

Freda Russell Rayburn Undergraduate: Brianna Marie Mikol, Katherine Lillian Richards, Kaitlyn Lorraine King

Susan L. Swanger Professional Accountancy:
Jacob Nygaard

Study Abroad: Jannidy Gonzalez, Katherine Lillian Richards

Charles and Clifton Lambreth:
Jennifer Rae Diane Brazelton

Duane and Wanda Reid: Rene Gamez Correa
Freda Russell Rayburn (graduate): Marsha Kathleen Price, Brittany Marie-Charrel Solomon, Kathryn Louise Perry

Mary and Charles Wayte: Erika Starr Dahl, Bobby H. Fotopoulos, Myranda Hope Nash, Grant N. Millin, Michael Donald Taylor, Mariya A. Sinitsyna, Ryan Anthony Jaskot

Becker CPA Review: Mallory Nicole Trasport

NCACPA (local chapter):
Sheena Singleton Stevens

John Beegle Alumni and Friends:
Keith Thomas Graham

Project Management Institute – Metrolina Chapter:
Mauricio Velasquez

Ted and Frances Reese Memorial:
Cherilyn Marie Ball

Laura and Phillip Sherrill: Cory David Spaugh

Duncan R. Tye: Jordon McDowell Hensley

James W. Pearce Memorial:
Michael Cody McLamb

College of Business Congratulates Award Winners and Nominees

Western Carolina presented its top faculty and staff awards for teaching, research and service for the 2010-11 academic year at its annual spring Awards Convocation in April. The honors were announced by WCU Chancellor John W. Bardo and Linda Seestedt-Stanford, interim provost.

Dr. Inhyuck "Steve" Ha was presented with the College of Business Board of Governors' Creative and Innovative Teaching Award. Ha serves as MBA program director and also is an associate professor in economics. The Board of Governor's Creative and Innovative Teaching award is presented to a faculty member who shows creative and innovative methods in teaching.

Also noted at the convocation were microgrant recipients Dr. Debasish Banerjee, associate professor, computer information systems; Carroll Anne Brown, assistant professor, hospitality and tourism management; and Jayne Elizabeth Zanglein, associate professor, business administration and law.

College of Business nominees for other awards included:

- **Julie Johnson-Busbin**, professor – Board of Governors' Award for Excellence in Teaching

- **Dona R. Potts**, administrative assistant – Judy H. Dowell Outstanding Support Staff Award

- **William "Bill" Richmond**, CIS program director and associate professor – Paul A. Reid Distinguished Service Award

- **Stephen Miller**, assistant professor; and **James H. Ullmer**, associate professor – Scholarship of Teaching and Learning Award

- **Vittal Anantatmula**, MPM director and associate professor; and **Frank Stephen Lockwood**, ME director and associate professor – Jay M. Robinson eTeaching Award

The College of Business would like to congratulate all of our winners and nominees for this academic school year.

Anantatmula Speaks in India, Co-Authors with Students



During his recent visit to India, Dr. Vittal Anantatmula, associate professor and program director of the master of project management program, was invited to speak about project management discipline.

At PMI Pearl City Chapter Meeting in Hyderabad on Jan.

21, Anantatmula delivered a talk titled "Team Development: Behavioral Issues" and participated in a question and answer session. About 75 project management professionals, mainly from the IT industry, were present at the meeting.

Larsen and Toubro, a technology-driven, \$9.8 billion engineering company, invited Anantatmula to conduct a seminar titled "Managing Global Hydrocarbon Projects: Challenges and Opportunities" at Knowledge City, Baroda, on Feb. 16. More than 30 senior engineering managers from the engineering and construction division participated in the seminar.

In his effort to support scholarly activities of MPM program students, Anantatmula works closely with his graduating students in their research efforts and provides guidance in publishing their research work. Recent publications by his students (and co-authored by Anantatmula) are:

- Steffey W.R. (2011). "International Projects Proposal Analysis: Risk

Assessment Using Radial Maps." *Project Management Journal*, 42(3), 62-74.

- Robichaud L. (2011). "Greening Project Management Practices for Sustainable Construction." *Journal of Management in Engineering*, 27(1), 48-57.
- Adams S. (2010). "Social and Behavioral Influences on Project Team Process." *Project Management Journal*, 41(4), 89-98.

Also in MPM student news, Susan Adams, who earned a 2009 master's degree in project management from WCU, won the Best Paper Award at the 2010 PMI Research and Education Conference.



The College of Business is proud to recognize faculty member Julie Johnson-Busbin, who was one of three Nominees from Western Carolina University for the Board of Governors Award for Excellence in Teaching. Other nominees were L. Alvin Malesky Jr., associate professor of psychology, and Aaron K. Ball, professor of engineering and

Johnson-Busbin nominated for Top Teacher

technology, who won the award and will be presented with at the May commencement ceremony.

Johnson-Busbin, professor and director of the marketing program, joined the WCU faculty in 1996. She earned a bachelor's degree from Southeastern Louisiana University and a master's degree and doctorate from Georgia State University, all in marketing. Courses she teaches at WCU center on topics from professional selling to principles of marketing.

On teaching a tough concept: "I had students learn how to prospect for sales leads by researching and developing a list of the top 10 companies, normally Fortune 500, they want to work for upon graduation. The next critical step in the sales process was to 'cold call' and gain access to VITO, the Very Important Top Officer. They called corporate headquarters, established rapport with gatekeepers and attempted to gain access to the sales vice president. Students set 'sales appointments' with the

sales vice president or other contact person to complete a role play in which students play the role of a salesperson and the sales vice president plays the role of himself or herself. All of the phone calls were recorded using Call Parrot. Students learned from this process by receiving feedback from the sales vice president and also by critiquing their own sales calls. This was an overwhelmingly successful exercise, with several students receiving job interviews and subsequent offers from the sales vice presidents."

On making a difference: Johnson-Busbin said one of her most rewarding experiences was working with Scott Whatley, a student she helped place in his first job. Whatley, now vice president of sales for E*Trade Financial, commended Johnson-Busbin for helping her students understand the "real world," connecting them with Fortune 500 companies and supporting them after graduation.

Commercial Real Estate Market Stresses Continue in an Economic Recession | By Dr. Robert J. Lahm Jr.

Dr. Robert Lahm recently presented a paper entitled “Commercial Real Estate Market Stresses Continue in an Economic Recession” at the Academic and Business Research Institute 2011 Annual Conference in Nashville, Tenn. Dr. Charles Stowe (formerly dean at Lander University in Greenwood, S.C.) and Patrick Geho, state executive director of the Tennessee Small Business Development Centers, served as second and third authors, respectively.

The landscape of the commercial real estate (CRE) industry reveals a highly diverse set of economic realities where there are clearly signs of improvement in the overall economy which could alleviate some of the concerns over the reduction of value of commercial real estate as compared with the amount of debt the owners may need to refinance during the next two years. On the other hand, there are also some ominous political and economic developments that could lead to another (double-dip) recession or at the extreme to a global economic collapse if oil supplies and prices jump too high due to uncertainties in the Middle East. Thus, industry as a whole continues to be threatened by market stresses in an economic recession. During the period from 2004 to 2007, developers overbuilt for both the U.S. housing and commercial real estate markets. Their ability to do so was in many ways directly related to “easy credit” made possible as lenders developed vehicles such as CDOs (collateralized debt obligations), which were sold in secondary markets (and freed up capital such that lending processes could be repeated). Subsequently, defaults brought foreclosures and price declines in the housing market, losses and uncertainty

regarding the value of assets of any kind, a retraction of credit availability to consumers and businesses – adversely impacting entrepreneurial growth and development, and finally employment.

Certainly one of the mitigating factors in the commercial real estate industry is that most of the key players are professionals who have a long-term approach to the challenges facing the industry. Whereas a single homeowner facing a default has little negotiating power with large financial institutions, the sheer magnitude of commercial developments makes financial institutions leery of pushing for foreclosures. This may be especially true when corporations are tenants, no personal guarantees have been made, and there is little hope of successfully piercing the corporate veil based upon an established legal basis for doing so (Lahm & Geho, 2007).

The structure of the CRE industry and the relatively frequent need for capital even in good economic times suggests that there is a mutuality of interests between financial institutions and their commercial borrowers to avoid foreclosure for all but the most desperate developments. The most severely depressed developments may require additional capital to convert them to some other use in order to realize a sufficient cash flow to support existing loans. Because commercial real estate is considered a long-term investment by professionally managed institutions such as pension funds, insurance companies, REITs and philanthropic endowments, the comparison with the residential real estate industry where loans

were made to millions of less sophisticated borrowers (or at least borrowers with less leverage given the relative size of their individual loans as compared to typical commercial loans) complicates the severity for those homeowners.

The tenants in commercial real estate developments, whether retailers, financial institutions, occupants of office complexes or wholesalers (to name few), simply present situations where the stakes may be far higher than they are with borrowers who obtained home loans. This does not mean that commercial real estate tenants are not suffering financially from a soft economy, but it does mean that they are more likely to have the opportunity to work towards terms that may allow the owners to avoid foreclosure while reducing their overhead.

In the end, there are multiple perspectives concerning commercial real estate. Among these are from the standpoint of those in the industry who own or manage commercial properties, those who underwrite loans and provide financing, and another is from the standpoint of the tenant/lessee. Then there are the “suppliers,” in effect those who design, construct and provide the necessary materials, labor and other resources to develop properties in the first place (or renovate/reconfigure existing properties). Finally, governments that approve zoning and collect taxes, as well as other parties, such as occupants of buildings and stakeholders in the economy at large, are either a part of or impacted by such market stresses.



Educational Leadership Academy Honors Lahm

Dr. Robert Lahm, associate professor of entrepreneurship, Center for Entrepreneurship and Innovation, was awarded “distinguished teacher” designation from the Academy of Educational Leadership.

The Academy of Educational Leadership sponsors special awards to recognize innovative and creative teachers and educational programs. To be eligible for consideration, an individual must be nominated by a member of the Allied Academies and undergo evaluation by the Teaching Awards Committee. Lahm was judged by the committee to have met the criteria and to be worthy of the designation “distinguished teacher.” The award was recently presented at the Allied Academies Spring 2011 International Conference held in Orlando, Fla.

Insights & Reflections

Series Brings State Treasurer to Campus

The College of Business conducted its final "Insights and Reflections" presentation for the academic school year on April 26.

Insights and Reflections is a series of four 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, held at the University Center theater, was presented by Janet Cowell, state treasurer of North Carolina.

Cowell, who was elected in 2008, is the state's popularly elected 27 treasurer and is the first woman to win the post. She oversees more than \$65 billion in pension fund investments for the 820,000 teachers, firefighters and public employees of North Carolina. She is the chair of the State



Banking Commission, supervising the state's banking system, and serves on the boards of State Education and Community Colleges.

Now in her ninth year of elected office, and with the nation facing unprecedented economic challenges, Cowell continues the conservative debt practices and solid economic development policies that keep North Carolina in secure financial standing. She is proud to serve the residents of North Carolina as and remains committed to working each day to build and maintain a financially strong and prosperous North Carolina.

The fall series of "Insights and Reflections" is slated to begin mid-September

For more information, call the College of Business at 828-227-7401.



Career Fair Brings Students, Employers Together

The College of Business Finance Club sponsored a Business Career and Informational Fair on April 13. 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 and internship opportunities and career paths. Firms also took resumes for future job openings or to forward to affiliates outside Western North Carolina. Lucinda Austin, employment recruiter at BB&T, emailed to say, "I look forward to WCU's COB Career Fair each year. I am always impressed with the caliber of the students and enjoy talking with them about career opportunities with BB&T."



Forest City resident to graduate at age 18

At an age when many young people are preparing to go to college, 18-year-old Brittany Amber Nicole Burke is getting ready to participate in commencement at Western Carolina University and receive her bachelor's degree.

The daughter of Tim and Wendy Burke of Forest City has been completing academic requirements this spring semester to earn her degree in criminal justice with a minor in Business administration and finance. Her parents, three siblings, fiancé and extended family and friends will be in Cullowhee on the afternoon of Saturday, May 7, to watch her walk across the stage as commencement ceremonies are held for WCU's College of Business, College of Health and Human Sciences, and the Kimmel School of Construction Management and Technology.

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.