

# TENNESSEE TECH COLLEGE OF BUSINESS ANNUAL REPORT

*Academic Year 2009-10*

*Jimmy Mackie*  
*Business Management 1955*  
*Accounting 1957*





**College of Business  
Annual Report  
Fall 2009**

Editor: Lelia Gibson

Annual Report is prepared by the College of Business for the alumni, faculty, staff, and friends of the Tennessee Tech University College of Business. Correspondence is welcome: Mail to Year In Review, College of Business, Box 5025, Cookeville, TN 38505-0001, call 931-372-6231, or e-mail [business@tntech.edu](mailto:business@tntech.edu). The College of Business' web site is [www.tntech.edu/cob/](http://www.tntech.edu/cob/). Tennessee Tech University is one of 45 institutions in the Tennessee Board of Regents, the sixth largest system of higher education in the nation. The TBR governs six universities, 13 two-year colleges, and 26 area technology centers. TBR enrolls more than 180,000 students in 90 of Tennessee's 96 counties. R060-000-11/An AA/EEO/Title IX/Section 504/ADA university.

**On the front:** Mr. Jimmy Mackie, President of Institutional Wholesale Company, is a long-time supporter of the College of Business and the University. A 1955 Business Management and 1957 Accounting graduate, Mr. Mackie has been a member of the College's Board of Trustees since 1982 and served as the President in 1996-97. In recognition of his commitment, he has been awarded the College's Outstanding Business Leadership and Louis Johnson Outstanding Alumnus Awards and the University's Outstanding Service Award. He is pictured in the Jimmy and Shirley Mackie MBA Classroom which is currently undergoing restoration.

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## Administration

**James Jordan-Wagner**  
*Dean*

**Bob G. Wood**  
*Associate Dean*

**Ramachandran "Nat" Natarajan**  
*Assistant Dean*

**Curtis Armstrong**  
*Chair*  
*Decision Sciences and Marketing*

**R. Dan Fesler**  
*Chair*  
*Accounting*

**Julie M. Galloway**  
*Director*  
*Student Success Center*

**C. Vicki Henley**  
*Director*  
*Small Business Development Center*

**Steven Isbell**  
*Chair*  
*Economics, Finance, and Marketing*

**Kevin R. Liska**  
*Director*  
*BusinessMedia Center*

**Cheryl Montgomery**  
*Director*  
*Development*

## Dean's Letter



**M**y two years serving as Dean have probably been among the two most challenging years that the College of Business has faced. As the state struggled to balance its budget, our overall budget was cut by nearly 30 percent, and we lost several faculty and staff positions through attrition or reallocation. The heart of any college is its faculty and staff, and these losses will be felt for many years to come. We are blessed with a very strong faculty and dedicated staff members, and it is heartening to see the College pull together to continue to accomplish the fundamental mission of providing a high-quality education to our students.

At the same time undergraduate enrollment in the College has grown, which means that class sizes will increase. Our responses to these challenges have included an ambitious renovation program to increase the size of our classrooms and add the latest instructional technology in order to accommodate the larger classes. We could not accomplish these things without the support of our alumni and friends. We have also continued to streamline our processes to be sure we are focused on our students. These are some of the ways the College is adapting to an environment that continues to be challenging.

Our programs remain strong. We continue to receive accolades, once again being named as one of Princeton Review's Top Business Schools. Our Student-to-Career program continues to grow and provide career preparation opportunities for our students. We have been able to replace an Accounting faculty line, reflecting the change in our student's preferences for majors. Thanks to the generosity of our alumni and friends, we are able to provide more financial support to students than any other college at TTU, and the College has established Excellence Fund endowments to help address some of the losses in programmatic support that follow budget cuts. As these endowments grow, we will become less dependent on state support to help us achieve our mission of "...provid(ing) an educational foundation that prepares our students to become successful ethical business leaders."

As we look to the future, we will continue to focus on our educational mission. Tennessee Tech enjoys an enviable reputation for the quality of its graduates, and the College of Business is a big part of the reason. Excellence is embedded in every part of our day-to-day activities.

In these pages you will be able to read about some of the accomplishments of the College of Business. We certainly face the same challenges that the rest of the State of Tennessee faces. We intend to meet them head-on and emerge an even stronger College of Business. The present may be challenging, but our future is bright.

James Jordan-Wagner  
JordanWagner@tntech.edu

# COLLEGE OF BUSINESS STUDENTS REPRESENT COLLEGE THROUGHOUT THE WORLD!

During the Spring Semester, College of Business students traveled around the world, country, and state to represent the college in a series of competitions.

Over Spring Break, four undergraduate students traveled to Kolding, Denmark, to take part in the 2010 Network of International Business Students Case Competition. After competing as the only U.S. team against nine other schools, they returned to campus with a new perspective on their abilities and the opportunities the college offers our students. The students participating were Aaron Allbrooks, Megan Farris, Sara Taylor, and Daniel Tubb. Their coaches were Dr. Bonita Barger and Mrs. Jessie Daniels.



A week later, a group of students participated in the 17th Annual George Washington University School of Business International MBA Case Competition which focuses on the non-profit arena. Twenty teams from North America and Europe met in Washington, D.C. to analyze and make strategic recommendations to further the goals and mission of the Greater Washington Urban League. On the first day, TTU's team was in second place. After a tough second day of competition, they finished fifth, beating some of the top-ranked business schools in the country. The team members were Jessica Dumlop, Erin Egly, Martin Nihimba Hekeno, and Lindsey Gallagher. Their coach was Dr. Bonita Barger.

On April 10, five students represented the TTU student chapter of the Society for Human Resource Management at the Southeast Regional HR Games competition held in Knoxville. Twenty-three teams from around the southeast competed in a Jeopardy-style tournament that tested their knowledge of human resource management. Our senior team (consisting of Cody Worf and Andy Knowles) finished 10th overall and had head-to-head wins over teams from Virginia Commonwealth University and Peace College. The junior team (consisting of Hazel Cooper, Teresa VonWert, and Callie Bird) had head-to-head wins over teams from the University of Tennessee, Meredith College, and Virginia Commonwealth. Faculty member Dr. Tom Timmerman accompanied the students.



These competitions are important for a number of reasons. The student's view of the world expands; they get experience in presenting their ideas; and they get to see what the business world is like in the world-wide "idea economy". We are very proud of our students' showing in these events.

# *A Tradition of Support*

Supporting the College of Business has become a family tradition for the Maddux Family. The family has helped establish three scholarships to assist business students, provided money to renovate a conference room, and helped shape the history of the College and University.

The patriarch of the family, Jared Maddux, was a 1934 business graduate who worked for and promoted TTU throughout his life. As Speaker of the State Senate and Lieutenant Governor, he sponsored and passed legislation giving the school university status and was instrumental in routing Interstate 40 through Cookeville, making TTU more accessible to students. In 1971, the university awarded him the first "Outstanding Alumnus Award." In recognition of his life-long support of the university, the Maddux family and friends started the Jared Maddux Memorial Scholarship to aid a freshman business student.

Mrs. Mary Virginia Maddux, an adjunct professor and TTU graduate, served as Assistant Director of Admissions for 15 years. To honor Mrs. Maddux, her three children established the Mary Virginia Maddux Scholarship to assist College of Business students.

In 1997, Mrs. Maddux established the Joseph Ernest Sr. and Gertrude Lane Memorial Scholarship in the College to honor her mother and father. Mr. Lane taught math, business math, and geography for over 30 years at Tennessee Polytechnic Institute.

All three of Mr. and Mrs. Maddux's children have worked for the university. Rachel Rader is Director of Diversity and Legal Affairs and has taught business law courses for the college. John Maddux is Circuit Court Judge and has taught business law courses for the college and is one of the original College of Business Board of Trustees members. The Honorable Judge Maddux and his wife, Lynne McLamore Maddux, along with the rest of the McLamore family, donated the funds to renovate the main college conference room in memorial of James McLamore, Lynne's father.

Dr. Virginia Maddux Moore retired from the College of Business in 2009 after more than 30 years of service. During her tenure, she served as Interim Dean, Associate Dean, Director of MBA Studies, and Associate Professor of Business Law. She was instrumental in starting the state-wide Rural Development Conference, the BusinessMedia Center, and the Cookeville Small Business Development Center.

The Maddux family's generosity, which has crossed generations, will impact our students' and college's success for generations to come. We would like to thank the Maddux family for all of their continued interest in our college.



*The 2009-2010 Recipients of the Maddux family scholarships*

## Young Alumni Profile

# Landen Vick



**Title:** Advisor and Operations Manager  
**Company:** Cravens & Company Advisors, LLC  
**Address:** 1080 Interstate Drive, Cookeville, TN 38501  
**Company Web Address:** [www.cravensco.com](http://www.cravensco.com)  
**Most recent read book:** *The Trellis and the Vine*  
**Favorite music artist:** Bruce Springsteen  
**Education:** TTU B.S. – Finance – 2003; TTU MBA - 2004  
**Community Involvement:**  
Grace Presbyterian Church, Cookeville. Through Cravens & Company and Progressive Savings Bank I'm able to help support Habitat for Humanity and other community outreach projects. I'm also a member of the College of Business Board of Trustees.  
**Children:** Malcolm, 5; John, 3; Eva, 2; one on the way, due late February  
**Spouse:** Kandice Vick

### **What is the most outside-of-the-box idea you have ever had in your professional career?**

During graduate school I was approached by two investors to help create and manage a real estate investment firm. So for two years I purchased and sold residential homes and managed residential real estate. This was never on my radar as a career, but it taught me a great deal about managing a successful business. We decided to close down the operation before the recent real estate crash. I like to think it was because of our wisdom and foresight, but I just wanted to pursue other options. It was a great out of college experience.

### **What does your organization have in the works for 2010 and beyond?**

Cravens & Company offers comprehensive investment advisory and wealth management services to individuals, family-owned businesses, retirement plans, and professionals. While our roots are in Knoxville and Eastern Tennessee, our presence is growing in the Upper Cumberland, and we are developing strategic relationships in the Nashville area and are expecting growth there in the coming years.

### **What brought you to TTU?**

So many things: campus, school size, affordability, scholarships, and good friends, Justin Lipscomb and Doug Johns, said they would room with me.

### **Who was your favorite professor at TTU?**

Very tough question. I'd have to say Dr. Cho. If you had

him you'd understand why, if you didn't have him ask someone who did.

### **What is one of your favorite memories as a college student?**

I have two: I was on an intramural football team called the HeadHunters. My junior year we won the all-campus championship. I'm not incredibly athletic, so that experience was incredible for a guy like me. I was also part of a group called Lebo's Loonies. We supported the men's basketball team and gave all opponents a hard time. The Loonies got to watch Jeff Lebo take the Golden Eagles into the NIT Tournament my junior year. We eventually lost to Memphis, but on the bus ride we all watched *Hoosiers*, great memories.

### **Did you always know you were going to graduate with a business degree?**

I always knew that I enjoyed working with numbers and people. Business seemed to offer a lot of opportunities to do both.

### **How did you wind up in your current position?**

I worked part-time at UBS for a few months and found myself enjoying that type of work. As I explored other opportunities in field, I found Cravens & Company, a subsidiary of Progressive Savings Bank. Working with Cravens & Company to me is the ideal combination of the two things I like doing, working with numbers and working with people, and doing it in a comprehensive, client-centered way.

**Personal or Professional Goal yet to be achieved?**

I'd like to write a book before I die. I've given it some thought and think I need some more life experience before I commit to putting my thoughts on paper.

**What do you do to relieve stress?**

I go on walks to clear my head, or wrestle with my boys. When I'm wrestling and playing with my boys I don't think of anything else.

**What is the simplest thing you never learned to do?**

Paint, I'm horrible at painting. My wife won't let me touch a roller.

**What are your favorite hobbies?**

Golf, exercise, reading.

**Do you have a pet?**

No, but my kids are working on me. Eventually I'll probably give in to them.

**What trait do you value most in friends?**

Honesty. Being honest, good or bad, is so important.

**What line of work would you pursue if you couldn't work in your present one?**

I'd probably be teaching. I enjoy seeing people understand something new or helping them tackle a difficult subject.

**What would you like to cross off your bucket list next?**

I'd like to take my wife on a trip to Europe. I went when I was 18, but with all these kids, that trip may be a few years out. For now, I'd love to take my family to see the Grand Canyon.

**Can you name a person who has had a tremendous impact on you as a leader? Why?**

My Dad. He wouldn't want me to say this, but he is a humble man that always takes things in stride. Growing up I saw the value of being able to address any situation with a calm, collected mind. Whenever I lost my cool growing up, he made it clear to me that type of behavior didn't do anyone any good. His patience has greatly impacted me, and hopefully some of it has worn off.

**What is there about you that people would be surprised to learn?**

I bought a black GMC ¾ ton pickup truck when I was 16 and drove it for 9 years. I've only driven two cars so far in my life, and I miss my pickup truck already.

**What skill would you most like to improve?**

I'd like to read faster and be a better putter.

*Did You Know:*

- Forty-three undergraduate business majors and MBA/Distance MBA students became members of the TTU chapter of Beta Gamma Sigma, the international honor society for business students enrolled at AACSB-accredited schools of business, at the Spring 2010 induction banquet. Dr. Mary Pashley serves as faculty advisor and Secretary/Treasurer of the chapter.
- Our Distance MBA program was ranked as one of the "Top 21 Best Values" in the country, according to *GetEducated.com* in its latest release of top Online MBA Degrees – AACSB Accredited. In addition, the College was listed in *Princeton's Review's* 2010 "Best 301 Business Schools."



Beta Gamma Sigma

# Alumni Recognition

## Virginia Plummer

Virginia Plummer, a 1943 Business Management graduate, was named the 2009 Louis Johnson Alumnus Award recipient. Plummer has played an important role in the history of the College of Business, Tennessee Tech, and the Cookeville community. As a student, she was an assistant to Mr. Herman Pinkerton, Dr. C. V. Bruner, and to President Everett Derryberry. After teaching business courses at Smith County High School in Carthage for two years, she returned to TTU as secretary to the president and part-time instructor. In 1951, she received her master's from the University of Tennessee, and then returned to TTU as a full-time instructor. Plummer retired in June 1982 after teaching 39 years and 10 months, 37 of those years at TTU. She remains involved in campus activities, serving on the College of Business Board of Trustees and the board of the Friends of the Library Foundation. In 1997, Plummer and her husband, Bruce, endowed the Virginia and Bruce Plummer Scholarship for business students. In 2000, the University awarded Plummer the Alumni Association's Outstanding Service Award and the college named our formal reception room after her.



## Garry Floeter

Garry Floeter was named the 2009 College of Business Board of Trustees Outstanding Business Leadership Award recipient. Floeter is the President and CEO of Cookeville Heating and Cooling (CHC) Mechanical. He went to work for Contractors Heating and Cooling in Nashville, Tenn., in May of 1968. He moved to Cookeville shortly thereafter to manage and operate Cookeville Heating and Air Conditioning. At that time he had two trucks and three employees. CHC Mechanical currently has more than 80 employees. Under Floeter's leadership, CHC Mechanical Contractors has earned many local and national awards over the years. He is also a member of the Cookeville/Putnam County Chamber of Commerce, for which he helps direct the annual Christmas Parade. He is a member and past president of the Cookeville Noon Day Lions Club. He oversees one of the club's most significant projects: testing the eyesight of every elementary student in Cookeville. Floeter has personally



coached and his company has sponsored several teams in the Ponytail Softball League. He has served as Cookeville's Tax Equalization Board. As a pilot, he has volunteered to transport blood for the American Red Cross.

## Mike Ingram

Mike Ingram was named one of six 2009 Outstanding Alumni by TTU. Ingram received his B.S. in Accounting in 1973. Ingram has been employed in public accounting with KraftCPAs PLLC since 1974. The partner in charge of the firm's assurance services function, he serves clients in the manufacturing, wholesale and services industries, not-for-profit entities and financial institutions. He also has been the director of quality control at KraftCPAs since 1980, serving as the principal liaison during the firm's successful peer reviews and Public Company Accounting Oversight Board inspections since 1981. In addition to being a certified public accountant, he is a graduate of the Cannon Financial Institute of Internal Bank Auditing and is a certified financial services auditor. He is also involved in numerous civic organizations. Ingram serves as an at-large director of the Tennessee Tech College of Business Board of Trustees. He was one of the first, along with other TTU alumni partners at Kraft, to sponsor the renovation of a classroom in Johnson Hall. Ingram and Kraft CPAs are dedicated to the continued partnership between the College of Business and the accounting firm.



# BusinessMedia Center Interns

Public speaking, time management, video editing, scheduling, writing press releases, creating websites – the tasks for interns at Tennessee Tech University’s Business-Media Center run the gamut from high-decibel, high-five exuberance at Ollie Otter booster seat and seatbelt safety programs that save children’s lives to creating innovative target-specific marketing plans that spur industrial, entrepreneurial and government projects.

An internship helps students pay for their education at TTU, but far more important, the interns say, is the real-life experience in technological marketing and the business environment that will help them further their careers after college.

**Callie Bird** a community college graduate of Chattanooga State who became an Alex Cassetty student intern, said working with the Ollie Otter program taught her to think on her feet. In addition to learning the skills of scheduling, organization and coordination, she put together school kits, wrote press releases, photographed and edited video, scanned artwork from children for the website and sent out surveys to parents.

“I feel that my time as an intern in the BMC working on the Ollie Otter program has been very beneficial to me and to the safety of others,” said Callie. “I had the opportunity to meet and learn from people that, without the internship, I would have never met.” She met principals, teachers, highway safety officers and dozens of volunteers at the school presentations.

**Amanda Brown**, another Alex Cassetty intern, used her experience with Ollie Otter as part of her research paper on ‘spokes-characters’ and their influence on marketing. She presented the paper in April 2010 to an International Allied Academies Marketing and Management Sciences Conference in New Orleans and it has been accepted for publication in the Academy for Studies in Business journal. Now pursuing a graduate degree in management at TTU, Amanda added: “I am blessed to have received the opportunities that I have from the BusinessMedia Center. From high-fiving 500 elementary school kids in one day to meeting the governor of Tennessee, I love my job and everything that I do. I am privileged to get to stay on at the BMC as their graduate assistant over the next year and a half.”

**Jesse Bunch**, another Alex Cassetty intern and a graduate of Cleveland State Community College in Cleveland, said he learned “about time management and scheduling, to go in and be prepared, to address a large group, organize my thoughts, what to say and how to interact with kids, how to relate the information to them on their level.”

Jesse worked exclusively with the Ollie Otter program, Tennessee’s pioneering booster seat and seatbelt safety program that teaches kids from pre-K through 5th grade.

Jesse recalled that youngsters at an Algood elementary school presentation, with the U.S. Forest Service, local firemen, medical personnel (an EMT helicopter landed on the football field) and Tennessee Highway patrol all

on hand, were nevertheless most excited to see Ollie Otter. “He was more exciting than the helicopter! The kids started chanting Ollie, Ollie, Ollie. I realized how much of an impact Ollie has.”

**Melissa Roberson**, who now oversees the Chattanooga office for Ollie Otter scheduling in East Tennessee, set up

more than 100 programs in May of 2009, a record month, when she worked as a BMC intern. “I don’t think I’ve ever had a ‘no’,” she recalled. Melissa also edited video and prepared a ‘how-to’ book for the work-study students as well as a how-to booklet for the Ollie program.

**Jeff Graham**, a marketing major with particular talents in video and website design, worked with several BMC entrepreneurial projects as well as Ollie Otter. Over the summer he completed his creation of a new website for Ollie Otter songwriter and international humanitarian John Farrell’s non-profit initiative Bridges of Peace and Hope, which connects classrooms in 20 countries in Africa, Europe, Asia and the United States through song, storytelling and other projects.

**The Alex Cassetty Internship** was established by Carol and Johnny Fred Coleman. It honors the memory of Alex Cassetty, son of Steve and Sue Cassetty and the nephew of Carol and Johnny Fred Coleman. The internship focuses on the stewardship of the Ollie the Otter campaign, the statewide child restraint program, funded by the Tennessee Transportation Development Foundation and the Tennessee Road Builders Association.



# "Take Care of My Building!"

As a part of our "Keeping the Promise" campaign, the College of Business dedicated our two newest rooms in April.

On April 16, the Heidtke Training Room was officially opened. Thanks to L.O. "Buzz" Heidtke and other donors, TTU students studying finance now have their own trading room to simulate the activities of a real-life investment firm. From Cookeville, students have access to the same research, analysis and information tools to buy and sell stocks as any top-notch Wall Street investment firm. Only a small number of universities have the capabilities of the new Heidtke Trading Room.



L.O. "Buzz" Heidtke and Tennessee Tech University MBA graduate student Dan Gager ringing the opening bell to mark the official opening of the Buzz Heidtke Trading Room.



TTU President Bob Bell and the College of Business Dean James Jordan-Wagner present Claire Johnson and Dr. John Johnson with a token of college's appreciation at the Johnson Hall Room 401 dedication.

In addition to the Heidtke Training Room, the newly renovated Dean Louis Johnson and Virginia Wilcox Johnson classroom (located in Johnson Hall Room 401) was dedicated on April 28th. The renovation was made possible following a gift from Johnson's son and daughter-in-law, Dr. John and Claire Johnson of Spartanburg, S.C. Providing valuable in-kind assistance for the renovation was Horace Burks, owner of Cookeville-based architectural millwork company Fixtur-World. The classroom, our second largest, accommodates up to 100 students with theater-style seating and has the latest teaching technology.



# FACULTY KUDOS



Front row: Lelia Gibson, Dr. Ferdinand DiFurio, and Dr. Christine Miller.  
Back row: Tor Guimaraes, Dr. Deryl Martin, and Dr. Richard Rand.

## ***Dr. Tor Guimaraes***

### **EXCELLENCE IN OVERALL PERFORMANCE**

Dr. Tor Guimaraes, Professor of Decision Sciences and J.E. Owen Chair of Excellence, is a nationally renowned researcher who has been very innovative in teaching graduate courses. He displays professionalism in all areas of responsibility and is always ready to mentor junior faculty members as they develop their research portfolio. His excellence in research is clearly demonstrated by his extensive list of research publications. He has previously been ranked among the top 20 researchers in the field of MIS.

## ***Dr. Deryl Martin***

### **CURTIS KINSLOW AWARD FOR EXCELLENCE IN TEACHING**

Dr. Deryl Martin, Professor of Finance, leads his department in student evaluations. Dr. Martin has a deep commitment to the mission of the university and the College of Business. By keeping high standards in every course, he maintains the integrity of the classroom by keeping very high standards in every course he teaches. Dr. Martin has high expectations for himself, his students, his colleagues, and the support staff of the university. He maintains an active research program and frequently offers his expertise to the public.

## ***Dr. Ferdinand DiFurio***

### **EXCELLENCE IN RESEARCH**

Dr. Ferdinand DiFurio, Assistant Professor of Economics, has conducted five research projects this year including "The Economic Impact of Tennessee Tech on the Upper Cumberland Region." He has published papers in *Applied Economics* and *Journal of Business and Economics Research*. In addition, he has presented at the Academy of Economics and Finance. Dr. DiFurio maintains an excellent research program and has shown a willingness to take on responsibilities beyond those required of his

position.

## ***Dr. Christine Miller***

### **EXCELLENCE IN SERVICE**

Dr. Christine Miller, Professor of Management, has provided several years of dedicated service representing the college internally, across campus, nationally, and internationally. She served as the President of the TTU Faculty Senate for the 2009-10 academic year. In addition to her Faculty Senate Presidential responsibilities, Dr. Miller is a member of several key committees and councils within TTU: Academic Deans' Council, Executive Advisory Council, Budget Committee, and Academic Council, just to name a few. She is also very active in professional organizations

## ***Lelia Gibson***

### **OUTSTANDING STAFF**

Lelia Gibson, Director of Communications and Special Projects, is the sole administrator of the College of Business Undergraduate Scholarship Program. She has grown the college's program into one that other TTU departments' emulate. She is responsible for preparing the internal and external annual reports. Lelia started and is responsible for our quarterly alumni e-newsletter and our student e-newsletter.

## ***Dr. Richard Rand***

### **ASSURANCE OF LEARNING (AoL)**

Dr. Richard Rand, Professor of Accounting, has become a leader in Assurance of Learning (AoL) in his department and the college. As far back as 2008, Dr. Rand agreed to shepherd the accounting department through ACCSB's Assurance of Learning requirements. As a result, he has attended major conferences and has spent numerous hours studying AoL requirements. As a result, the department has fine tuned its AoL goals and objectives. In addition, Dr. Rand designed the AoL reporting form that will be used throughout the college.

## Alumni Spotlight

# Bonnie McIntyre

Bonnie McIntyre is the Vice President of International Market Development for Grainger. When Mrs. McIntyre graduated from the TTU MBA program in 1980 she was the 49th graduate. As of 2010 there are well over 2,000 graduates and with record enrollments the number grows each semester. Earlier this year Cheryl Montgomery talked with the globetrotting McIntyre, the 7th woman MBA graduate, about her time in the MBA program, her professional life, her bucket list, and the people she most admires.

### **Being a born and bred New Englander, what brought you to TTU?**

My husband answered a classified advertisement in the *Wall Street Journal* for a position at Fleetguard. At the time we assumed Cookeville was a suburb of Nashville. He was offered the job and really wanted to accept, but I was not sold on moving to rural Tennessee, until I discovered the quality MBA program at TTU. So we made a deal...he accepted the job and I pursued my MBA at Tech.

### **Who was your favorite professor at TTU?**

Dr. Joy Henshall had the biggest impact on my career. Dr. Henshall was strict, but she taught me how to write and how to express myself in a business setting. In her class you quickly learned not to send it out if it was not RIGHT! I also enjoyed Dr. Almand Coleman and Dr. John Burnham.

### **Did you always know you were going to obtain an MBA?**

I earned my undergraduate degree in sociology at the University of Massachusetts, but I always knew I would work in business and it became apparent that I needed an MBA to overcome barriers to my career mobility. My first job was with a company that managed concessions at theaters and sporting arenas. I enjoyed the work and told my boss I wanted to move up in the organization. My boss did not think this was a good idea because stepping up to the next level would have required me to travel. My boss did not think my husband would want me to travel.

### **What did you do after earning your MBA?**

I went to work for Fleetguard/Cummins and eventually my husband and I left Cookeville and moved together to the corporate headquarters. I was with Cummins for eighteen years and during that time made several international moves, living in Belgium and Mexico City, be-

fore joining Grainger and opening Grainger China in Shanghai. Throughout our careers, my husband and I worked in different divisions, but always for the same company—when we moved we were a “package deal”.

### **What does International Market Development at Grainger have in the works for 2010, and beyond?**

International expansion—we opened a facility in Panama last year and have other openings on the horizon.

### **As the leader of 200 people in the International Market Development division, what word best describes your leadership style?**

Inclusive. My job involves relationship building in foreign countries, I have spent, a lot of time eliminating barriers and setting the strategy to carry out the vision of our company. You have to learn who to work with and to make the right connections in each new location. Grainger goes in and works with the Chamber of Commerce, U.S. Embassy, and the local leaders to gain perspective on the new location. We work with local accountants and bankers to ensure we are compliant with the laws of each country. We must do it this way, to ensure that we are operating with integrity and upholding our reputation.

### **Do you have a personal goal yet to be achieved?**

I would like to spend more of my time mentoring young women professionals.

### **What do you do to relieve stress?**

I try very hard not to let stress build up. It is important for me to spend time figuring out why something is bothering me, rationalize it, and then keep it in perspective. The world will be here tomorrow.



**When faced with two equally qualified candidates, how do you determine whom to hire?**

You never have two equally qualified candidates—there is always something a little different about each person. While working in China, I discovered the key was finding the person who best fit into the organization and the team. At Grainger hiring decisions are team efforts and I learned to listen to our local people. This was especially true in China where I had very little knowledge of the local schools. I have learned that if I am comfortable with a candidate and I follow the team’s recommendations I will not make a bad hire.

**What would you like to cross off your bucket list next?**

I really want to take the knowledge I have and assist others with starting their own businesses. I see doing this in a volunteer capacity...maybe internationally.

**What is something about you that people would be surprised to learn?**

After graduating from the University of Massachusetts I hitchhiked through Alaska and the Yukon with 3 other short women.

**What is the one trait that most often derails leaders’ careers?**

Arrogance and believing they alone are the reason for success. It takes a team to get things done.

**What skill would you most like to improve?**

I don’t think I am organized with the details. I am very focused on the big picture, not the details. I have to rely on others for the details.

**What organization or company other than your own do you most admire?**

Caterpillar—it has a strong culture and organization. I greatly admire Warren Buffet and Berkshire Hathaway. Some have called the Berkshire Hathaway annual board meeting the “Woodstock of Capitalism” I am really looking forward to attending this meeting. Buffett always gives his team the credit, he is a humble person who always focuses on the strength of the team.

**Can you name a person who has had a tremendous impact on you as a leader? Why?**

Chairman Emeritus of Grainger, and former Cookevilian, Dick Keyser. He has a great philosophy on how to treat people. He gave me the opportunity to work in China. I admire his leadership style—he takes the long term perspective...he believes if you build it correctly you will find success.

*Bonnie McIntyre retired from W.W. Grainger, Inc. in September 2010. We congratulate Bonnie on her distinguished career and wish her the very best in the next chapter of her life.*

*Did You Know:*

- In both fall of 2009 and spring of 2010, accounting seniors at Tennessee Tech scored at the 90th percentile on the ETS exit exam taken by students graduating in business at over 500 U.S. universities.
- Thanks to the generous support of our donors, our scholarship budget for the 2010-2011 academic year is over \$160,000, up almost \$10,000 from last year. These funds will help almost 150 undergraduate and graduate students reach their educational goals.
- Thirty undergraduate students were recognized as having a perfect 4.0 GPA at our annual Scholarships and Awards Banquet.



Students with perfect 4.0 GPA.

# Helping our students excel!

The College of Business Student Success Center has two primary functions: student advisement and assistance to Basic Business majors, prospective students, transfer students, and change-of-major students, and professional development opportunities through the Student to Career program. The staff includes advisors Rebecca Leimer, Katharine Kumar, and Sarah Khleif; department secretary Debbie Pickett; Student to Career program manager Amy Jo Carpenter; and director/advisor Julie Galloway.

The Center was established in 1987 as the vision of the late Dr. Joy Henshall, assistant dean and professor of business administration, for the purpose of advising Basic Business students in a central location. In the more than twenty years since its inception, the Center has seen many changes in physical appearance and personnel, in resources and technology, and in the students who have used its services. Our mission to serve students, however, has remained our central focus and has guided its growth in academic services, community involvement, and in the creation of the Student to Career program and its many activities.

## Window on the World Festival Changes Leadership

Every spring since 2000, the eyes of Tennessee Tech turn outward to the world as we enjoy the food, crafts, music, and kinship of the Window on the World (WOW) international festival. The College of Business has been an active supporter of this growing event through our



*Window on the World 2010*

Globalization Committee and through the leadership of the event's primary organizer, Katie Kumar, an advisor in the College of Business Student Success Center.

As plans for the 2011 festival are now underway, Kumar is preparing to hand over the reins of leadership to another campus colleague who has her eye on the world and roots in the College of Business. Melissa Creek will take over the role as primary coordinator of WOW. She is an adjunct professor of Geography and has her undergraduate degree in Finance from the College of Business. Next year's festival is scheduled for Saturday, April 16, 2011.



*Julie Galloway, Director of the Student Success Center, advises a student on course selection.*

## Professional Clothes Closet "Suiting" More Students Each Year

What happens when the funding of a generous donor meets the seed of an idea? In our case, the result is a unique service found on few, if any, college campuses.

The College of Business Professional Clothes Closet (BPC), established in 2008 through a private donation, provides professional clothing to our business majors so they can be properly outfitted for job interviews, career fairs, and other business-related activities. This service is provided at no cost to the student, although students do agree to have the items dry cleaned before they are returned.

Inventory of the BPC is provided by donor contributions, some of which have been shipped to us from out of state. Several donors have had



*Students and alumni chat before the beginning of the 2010 Etiquette Dinner.*

no ties to Tennessee Tech, but they found the idea to be appealing when searching for ways to clean out closets or donate professional clothing they no longer need.

Students who would like to request clothing contact Amy Jo Carpenter, Student to Career program manager, to complete a request form and schedule a fitting. The BPC has outfitted more than 120 students, and the expressions of appreciation from students have confirmed that this is definitely a service worth providing.

“The gratitude of these students is so encouraging, and some of their stories are just amazing,” said Carpenter. “Word of mouth has really been our strongest promotion, as we have seen by the increase in demand over the last several months.”

Donors interested in learning more about the Business Professional Clothes Closet may contact Carpenter at [ajcarpenter@tntech.edu](mailto:ajcarpenter@tntech.edu), or view information online at [www.tntech.edu/cob/bpc](http://www.tntech.edu/cob/bpc).

## **Professional Development Week**

As students prepare to complete the Basic Business foundation curriculum and move into their chosen upper-division major, they get a taste of what their professional futures may hold by participating in Professional Development Week (PDW) in the College of Business.

All students who are in their last semester of Basic Business participate in these activities, which feature professional sessions led by businessmen and women in various fields, as well as oral and written communication sessions intended to improve students’ skills

in those areas. Amy Jo Carpenter, Student to Career program manager and Donna Smith, adjunct professor in the College of Business, collaborate with University, College, and community resources to secure speakers.

Last year’s speakers included Lillian Hartgrove, vice president of economic development, Highlands Initiative and Cookeville-Putnam Country Chamber of Commerce; Emily Hill, regional recruiting supervisor, Enterprise Holdings; and Bob Luna, Luna & Birdwell Investment Group. Students are required to attend two professional development sessions, one oral communication session, and one written communication session during the week. All sessions require students to dress professionally.

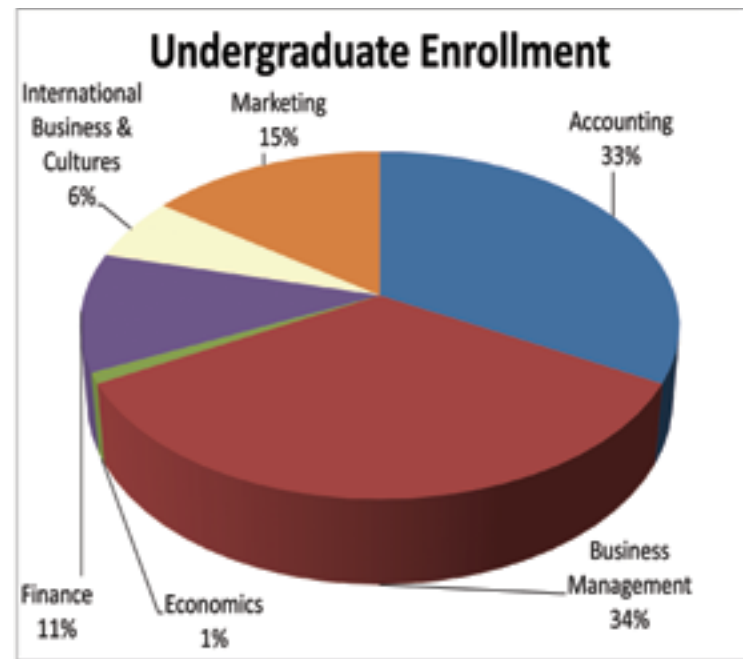
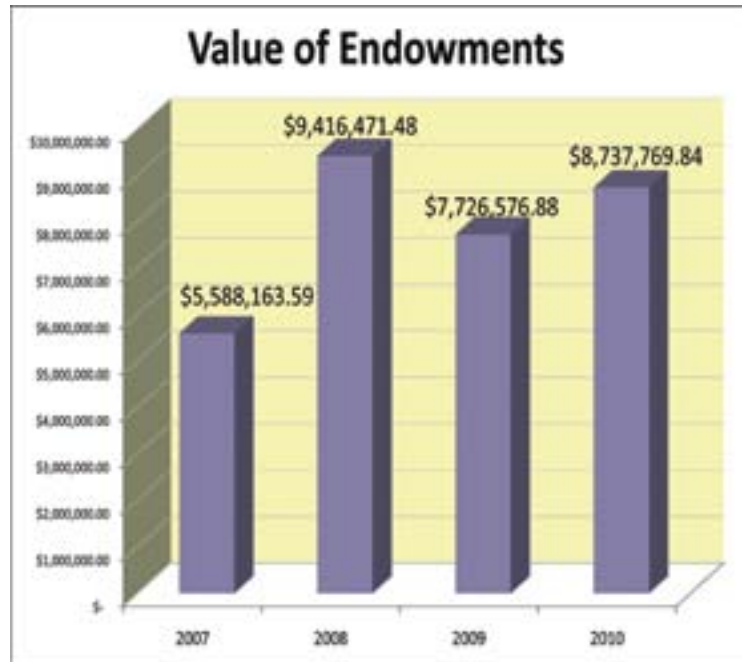
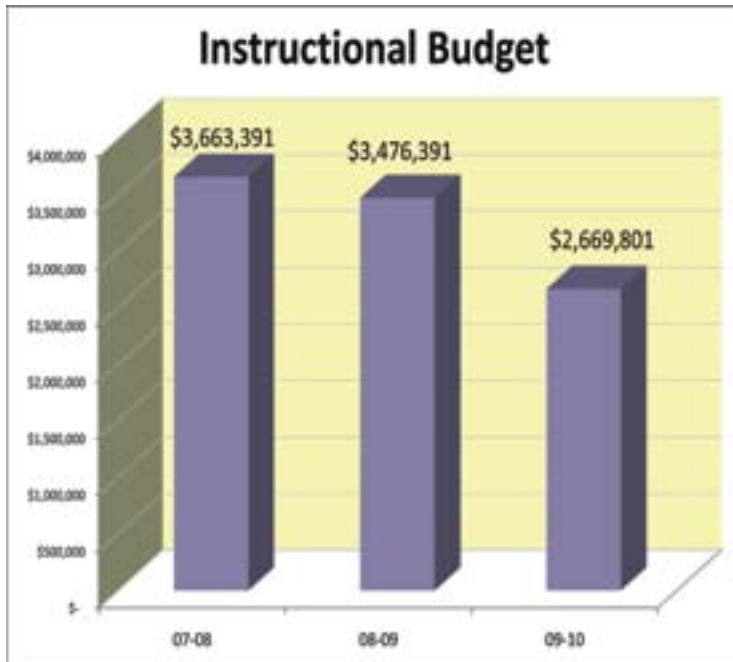
“Professional Development Week achieves a number of goals for our students and our college,” said Julie Galloway, Director of the Student Success Center. For instance, students now have a formal, anticipated gateway into upper-division programs. “PDW serves as a reminder to students that they are not only making progress in their degree program, but also that they are entering a new level of expectations and experiences.”

The opportunity to review and update their oral and written communication skills should result in better academic performance in their business courses where communication becomes essential, and the experiences of networking and communication in a business setting are opportunities for growth of professional skills.



*Professional Development Week*

# BY THE NUMBERS



For the first two years, business students major in Basic Business. They then affiliate into an upper level major. The undergraduate enrollment chart shows the breakdown of upper class majors in the Fall of 2009. Business Management includes four concentrations: Management Information Systems, Human Resource Management, Production and Operations Management, and General Management.

# TRANSITIONS

Part of the dynamic nature of an institution is represented by the changes in personnel that occur each year. We greet new faculty and staff to the college, and extend best wishes to those leaving for retirement and other opportunities.



DiFurio

Joining as tenure-track faculty was **Dr. Robert Seay**, associate professor of accounting. Dr. Seay has 25 years of full-time teaching experience at Murray State University and taught online accounting courses for TTU prior to joining faculty full-time. In addition, **Dr. Ken Wiant** was promoted to Professor. **Drs. Ismet Anitsal and Ferdinand DiFurio** were promoted to Associate Professor and granted tenure.



Seay

**Ben Burchfield** was hired as Manager of Distance MBA Production. Mr. Burchfield joined the staff after working at PrePak Systems, Inc. for several years in both the Information Systems and Engineering Department.



Dangelo

**Jen Dangelo**, Small Business Development Center, was hired full-time as Director of the TSBDC Online Training Center. Ms. Dangelo has worked in the college on a part-time basis for the last two years before becoming a full-time employee.

**Jessie Daniels**, distance MBA Production, accepted another position out of state and left in May. **Susie Guerin**, secretary in the Development office, retired. **Dr. Bob Wood** has accepted a new position out of state.



Anitsal

## IN MEMORIAM



Dr. Gary Pickett's commitment to the university over his 33 years of service greatly contributed to the education of our students. In addition he served as the Department Chair for Decision Sciences and Management between 1995 and 2007, Assistant Dean for the College of Business from 1997 to 1999 and Associate Dean for the College of Business from 1999 to 2007. He served on numerous university and college committees including chair of the university Curriculum Committee and the university Information Technology Committee, and the Council of Chairs. He was honored for his service in to the College of Business with the Lifetime Achievement Award in 2007. He also contributed to his discipline with over thirty five publications and presentations. Dr. Pickett passed away on April 25, 2010.

Long-time College of Business supporter Mr. Bill Legge, Jr. passed away on September 1, 2010. He was a member of the College of Business Administration Foundation. Mr. Legge attended TTU two years before transferring to the University of Tennessee where he graduated in 1972 with a degree in Finance and Insurance. He joined his father in the family insurance agency, L. W. Legge Agency and became President of the agency prior to L. W. Legge Sr.'s retirement. He saw the agency grow from an office of four to an agency employing more than 30, with customers across the state and offices in Chattanooga and Crossville, as well as Cookeville. His family established a scholarship at Tech in honor of his parents that has benefited many business students. In addition, Mr. Legge was responsible for establishing the L.W. Legge Agency Scholarship in the College of Business. This scholarship currently provides financial assistance to more business students than any other scholarship awarded by the college.



# Faculty Research and Presentations

## 2009-2010

### Department of Accounting and Business Law Faculty Publications and Presentations

#### Dr. Melanie J. Earles, Professor of Accounting

- "Recent Rulings and Cases" chapter, *National Income Tax Workbook*, Land Grant University Tax Education Foundation, Inc., College Station, Texas, 2000-2010.
- "IRS Not Limited to Three Years for FPAA," *Journal of Accountancy* (Tax Matters Column), November 2009, pp. 72-73.

#### Dr. Robert Elmore, Professor of Accounting

- "Integrating Corporate Governance and Business Ethics Education into the Business Curriculum," presented at the 21st Asian-Pacific Conference on International Accounting Issues, Las Vegas, Nevada (November 2009).

#### Dr. Beth Howard, Assistant Professor of Accounting

- "Widow Not Barred From Innocent Spouse Claim," *Journal of Accountancy* (June 2010): pp. 80 – 81.
- "Time to Convert Your Traditional IRA." *Herald-Citizen* (November 1, 2009).
- "Advice to the Recently Unemployed: FILE!," *Herald-Citizen* (March 28, 2010).

#### Dr. Richard Rand, Professor of Accounting

- "Advice to the Recently Unemployed: FILE!," *Herald-Citizen* (March 28, 2010).

### Department of Decision Sciences and Management Faculty Publications and Presentations

#### Dr. Curtis Armstrong, Department Chair and Professor of Decision Sciences

- "New Approach to Measuring Information Systems Quality." *Quality Management Journal*, 2009, Volume 16, Number 1.

#### Dr. Bonita Barger, Associate Professor of Management

- "Achieving Quality Enhancement Program (QEP) Objectives: Impact of On-Line and On-Ground Course Characteristics by Undergraduate Student Personality Traits," *Academy of Educational Leadership Journal*, 2009. Distinguished Research Award.
- "Exploring Differences in Student Perceptions of

Teamwork: The Case of U. S. and Lithuanian Students," *Journal of International Business and Cultural Studies*, March 2009.

- "Impact of On-Line and On-Ground Course Characteristics by Undergraduate Student Personality Traits," presented at the Academy of Educational Leadership, New Orleans, Louisiana (November 2009). Vol. 14, No. 1, p. 55. Published in the conference's Proceedings.

#### Dr. Tor Guimaraes, J.E. Owen Chair of Excellence Chairholder and Professor of Decision Sciences

- "New Approach to Measuring Information Systems Quality." *Quality Management Journal*, 2009, Volume 16, Number 1.
- "Success Factors for Manufacturing Process Reengineering Projects," presented at the IABPAD Conference, Memphis, Tennessee (October 22-25, 2009). Published in the conference's Proceedings.
- "Major Determinants of Strategic Information System Plan Assimilation." Presented at the ABW – Learning and Administration Conference, Nashville, Tennessee (May-June, 2010). Published in the conference's Proceedings. Best Paper Award.
- "The Threat of Overemphasis on 'Funded' Research to US Acadamia." Presented at the AAUP conference on the State of Higher Education, Washington, DC. (June 12, 2010).



*The 2009-10 College of Business Student Ambassadors. The group helps the college with several important endeavors including hosting various COB events (such as Fall Celebration donor dinner, Homecoming, WOW, Student-to-Career programs), making recruitment visits to high schools and community colleges, and providing tours of Johnson Hall and the TTU campus.*

- Keynote Speaker: "Increasing Academic Research Relevance and Productivity, IABPAD Conference, Memphis, Tennessee (October 24, 2009).

**Dr. Brian Jones, Associate Professor of Decision Sciences**

- "New Approach to Measuring Information Systems Quality." *Quality Management Journal*, 2009, Volume 16, Number 1.

**Dr. Linda Lerner, Professor of Management**

- "Exploring Differences in Student Perceptions of Teamwork: The Case of U.S. and Lithuanian Students." *Journal of International Business and Cultural Studies*, Vol. 1, February 2009.

**Dr. Christine Miller, Professor of Management**

- "Who Hijacked the Search Process? An Analysis of Group Dynamics that Lead to Suboptimal Hiring Decisions," presented at the Joint International Conference Abstracts: Academic Business World International Conference & International Conference on Learning and Administration in Higher Education, p. 136, Nashville, Tennessee (June 2010).
- "Computer Forensics for the Small Business Owner," presented at the Joint International Conference Abstracts: Academic Business World International Conference & International Conference on Learning and Administration in Higher Education, p. 112, Nashville, Tennessee (June 2010).

**Dr. Nat Natarajan, Assistant Dean, W.E. Mayberry Professor of Management**

- "Tri-state Express: Safety Driven," presented at the 40th National Annual Meeting of the Decision Sciences Institute (DSI), New Orleans, Louisiana, November 14-17, 2009. Published in the conference's Proceedings.
- "An Analytical Framework for Predicting Fraud in Indian Businesses" presented at the 3rd conference of Indian Subcontinent Region of Decision Sciences Institute (ISDSI), Administrative Staff College of India, Hyderabad, India (December 28-30, 2009), pp. 90-98. Published in the conference's Proceedings Second best paper.
- "Innovations and India: Need for a New Paradigm" presented at the Pan IIT Conference, Schaumburg, Illinois (October 9-11, 2009). Published in the conference's Proceedings.

**Dr. Rodley Pineda, Associate Professor of Management**

- "What Motivates U.S. Business Students to Take International Business Courses?," *Journal of Education for Business*, 84(3), 177-182.
- "Exploring Differences in Student Perceptions of

Teamwork: The Case of U.S. and Lithuanian Students." *Journal of International Business and Cultural Studies*, 1, 50-58.

**Dr. Thomas Timmerman, Professor of Management**

- "Misconceptions About Human Resource Management Start Early." *Journal of Human Resources Education*, 4, 31-40.
- "Geographic Differences in Reactions to Interactional Justice." Presented at the Southeastern Psychological Association annual meeting, New Orleans, Louisiana.

**Dr. Stuart Wells, Professor of Decision Sciences**

- "Who Hijacked the Search Process? An Analysis of Group Dynamics that Lead to Suboptimal Hiring Decisions," at the Joint International Conference Abstracts: Academic Business World International Conference & International Conference on Learning and Administration in Higher Education, p. 136, Nashville, Tennessee (June 2010).
- "Computer Forensics for the Small Business Owner," at the Joint International Conference Abstracts: Academic Business World International Conference & International Conference on Learning and Administration in Higher Education, p. 112, Nashville, Tennessee (June 2010).

**Department of Economics, Finance, and Marketing Faculty Publications and Presentations**

**Dr. Ismet Anitsal, Assistant Professor of Marketing**

- "Nation's First Statewide Seatbelt and Booster Seat Education Campaign: Ollie Otter's Child Booster Seat Safety Program," *Journal of Behavioral Studies in Business*, Vol. 2, May, 1-14, 2010.
- "Achieving Quality Enhancement Program (QEP) Objectives: Impact of On-Line and On-Ground Course Characteristics by Undergraduate Student Personality Traits," *Academy of Educational Leadership Journal*, Vol. 14, No. 1, ISSN 1095-6328, pp. 37-54.
- "Impact of Customers' Personality Traits in Retail Environments," *Academy of Strategic Management Journal*, Vol. 8, ISSN 1544-1458, pp. 39-50.
- "Academic Dishonesty and Intention To Cheat: A Model on Active Versus Passive Academic Dishonesty as Perceived by Business Students," *Academy of Educational Leadership Journal*, Vol. 13, No. 2, pp. 17-26.
- "Determinants of Booster Seat Usage: What Makes Parents Commit to Using Booster Seats on a Regular Basis," *Journal of Management and Marketing Research*, Vol. 2, July, pp. 72-84.
- "Gift Cards and Gift Giving: Research Notes From the Field," *Enriching Theoretical and Practical Understanding of Marketing*, ed. C. David Shepherd, Statesboro, Georgia: *Association of Marketing Theory and Practice*, Vol. 19, p. 11.

- “Ollie Otter Safety Mascot: Use of Spokes-Character for a Non-Profit Campaign,” presented at the International Conference of Allied Academies: Academy for Studies in Business, New Orleans, Louisiana (Spring 2010), Vol. 2, No. 1, ISSN 2150-5136, p. 7. Published in the conference’s Proceedings.

**Dr. M. Meral Anitsal, Assistant Professor of Marketing**

- “Achieving Quality Enhancement Program (QEP) Objectives: Impact of On-Line and On-Ground Course Characteristics by Undergraduate Student Personality Traits,” *Academy of Educational Leadership Journal*, Vol. 14, No. 1, ISSN 1095-6328, pp. 37-54.
- “Impact of Customers’ Personality Traits in Retail Environments,” *Academy of Strategic Management Journal*, Vol. 8, ISSN 1544-1458, pp. 39-50.
- “Academic Dishonesty and Intention To Cheat: A Model on Active Versus Passive Academic Dishonesty as Perceived by Business Students,” *Academy of Educational Leadership Journal*, Vol. 13, No. 2, pp. 17-26.
- “Determinants of Booster Seat Usage: What Makes Parents Commit to Using Booster Seats on a Regular Basis,” *Journal of Management and Marketing Research*, Vol. 2, July, pp. 72-84.
- “Gift Cards and Gift Giving: Research Notes From the Field,” in *Enriching Theoretical and Practical Understanding of Marketing*, ed. C. David Shepherd, Statesboro, Georgia: *Association of Marketing Theory and Practice*, Vol. 19, p. 11.
- “Ollie Otter Safety Mascot: Use of Spokes-Character for a Non-Profit Campaign,” presented at the International Conference of Allied Academies: Academy for Studies in Business, New Orleans, Louisiana (Spring 2010), Vol. 2, No. 1, ISSN 2150-5136, p. 7. Published in the conference’s Proceedings/

**Dr. Ferdinand DiFurio, Assistant Professor of Economics**

- “A Decomposition Analysis of CO2 Emissions in the United States,” *Applied Economics*, July 2009.
- “Economic Determinants of the Patterns of Divorce and Marriage in Tennessee,” presented at the American Institute of Higher Education - 4th International conference (March 2010).

**Dr. Steven Isbell, Department Chair and Professor of Economics**

- “The TVA Investment Challenge Program at Ten: Trading in Futures” presented at the Financial Education Association, Ft. Lauderdale, Florida (September 2009).
- “Banking on Students” presented at the Financial

Education Association, Ft. Lauderdale, Florida (September 2009).

- “Class Lecture-casts as a Pedagogical Tool” presented at the Financial Education Association, Ft. Lauderdale, Florida (September 2009).

- “Relative Income Distributions in the Panel Study of Income Dynamics”, presented at the Missouri Valley Economics Association, Kansas City, Missouri (October 2009).

**Dr. Mary Pashley, Professor of Finance**

- “An Extended Look at the Association Between Exam Performance and Online Homework Performance in Introductory Corporate Finance” presented at the American Society of Business and Behavioral Sciences in Las Vegas, Nevada (February 2010), Vol. 17. No. 1 pp. 731-738. Published in the conference’s Proceedings.

**Dr. Julie M. Pharr, Professor of Marketing**

- “On Researching the Effectiveness of Virtual Reality for Building Brands” presented at the 2009 Conference of the Academy of Business Disciplines, Ft. Myers Beach, Florida (November 6, 2009). Published in the conference’s Proceedings.
- “At the Intersection of Politics and Consumption: A Review of Ethical Shopping in the United States,” presented at the Conference of the Association of Marketing Theory and Practice, Hilton Head, South Carolina (March 27, 2010). Published in the conference’s Proceedings.

**Dr. Ken Wiant, Associate Professor of Finance**

- “Banking on Students,” presented at the Academy of Business Education / Financial Education Association Conference (September 2009).
- “Evaluation of Class Lecture-casts as a Pedagogical Tool,” presented at the Academy of Business Education / Financial Education Association Conference (September 2009).



# Awards & Service

**Tyler Hodge**, the Mayberry Graduate Assistant, serves on the 2010 Board of Examiners of the Tennessee Center for Performance Excellence (TNCPE). In April 2010, he attended the Quest for Excellence conference in Washington D.C.

Business student **Alston Peek** was crowned the 2009 Homecoming King.

In fall of 2009, TTU accounting senior **Rachel Randles** was recognized as the top accounting student in Tennessee by the Tennessee Society of Certified Public Accountants (TSCPA).

**Dr. Ismet Anitsal** is the current President of the Atlantic Marketing Association.

**Dr. M. Meral Anitsal** currently serves as the conference chair for 2010 Annual Conference of Atlantic Marketing Association. She also served as track chair, session chair and manuscript reviewer for four different conferences.

**Dr. Ferdinand DiFurio** served as faculty mentor to the University Forensics Debate Team and as a committee member for the 2010 Window on the World Conference. Dr. DiFurio is currently the Director of the annual Rural Development Conference.

**Julie Galloway** and **Amy Jo Carpenter** presented a session on the college's Student to Career Program at the 2010 National Academic Advising Association (NACADA) Mid-South Regional Conference in Lexington, Kentucky in May.

**Dr. Steve Isbell** and **Dr. Bob Wood** took 22 students to Egypt for an international experience class. The group visited Cairo, Alexandria, and Luxor. As part of the class, the students learned not only about the economy of Egypt but also the culture and people.

**Dr. Nat Natarajan** completed a Six Sigma project for improving the accounts receivables process in Grant Accounting Department at TTU. Dr Natarajan was the Vice President for Planning and Development for the Indian Subcontinent Region of Decision Sciences Institute.

**Dr. Mary Pashley** serves as Chair of the COB Library Committee, volunteers with the Bryan Symphony Orchestra Association, and assisted with the 2010 Window on the World Celebration. In addition to her regular faculty duties, Dr. Pashley has become "the face of the COB" in area theater productions, performing roles during the 2009-2010 season in *The Music Man*, *The Tempest*, and *Batboy: The Musical*.

**Dr. Curt Reimann** serves on the Technical Committee for the Juran Center for Leadership in Quality, Carlson School of Management, University of Minnesota. He also serves on the Veterans' Advisory Board on Dose Reconstruction by the Defense Threat Reduction Agency, U.S. Department of Defense.

At the 2010 Adult High School graduation **Dr. H. Bruce Throckmorton** received the Burks Award for his contributions to adult education. Dr. Throckmorton served as a reader for the Tennessee state academic team tournament. The tournament is cosponsored by the College of Business and the Kiwanis Club of Putnam County. He is advisor to Omicron Delta Epsilon, the national honorary society in economics.

TTU accounting graduate **Valdimir Haralambiev** earned the top CPA exam score in the state of Tennessee.

BetaAlphaPsi (BAP), the accounting honor society, achieved "superior" status.

The 11th Annual Bean Counters Scramble was held in April. This event brought 24 practicing accounting professionals together with approximately 50 TTU students and 5 accounting faculty members.

The Business Media Center provided seven incoming community college transfer students with internships to work in the center on current projects.

The BusinessMedia Center highlights include excelling on the implementation of a competitive RFP awarding total responsibility for marketing Tennessee Board of Regents – Regents Online Campus Collaborative (ROCC) campaign. Additionally, Ollie Otter's Seatbelt and Booster Seat Safety



*Dean James Jordan-Wagner talks to Dr. Ismet Anitsal, Assistant Professor of Marketing while Ollie Otter looks on at the 15th Annual Rural Development Conference.*

Program, coordinated by the Business Media Center, impacted over 223,194 children from 11,948 classrooms in schools representing all 95 Tennessee counties. Other projects included: TBR's Teacher Quality Initiative project and the creation of websites for Tennessee 26 Technology Centers.

Tennessee Governor Phil Bredesen met with thirty-six high school students who participated in the College of Business-coordinated Governor's School for IT Leadership. Ninety-five students applied to attend. Students were assigned to groups of six and each group developed a complete business plan for a proposed business. At the end of the program, the groups presented their plan to the other students and judges. Some of the business ideas were in the area of home automation, solar power, and mail-order pet medication.

The 15th Annual Rural Development Conference was held in April. The event is a joint venture between the

College of Business, USDA Rural Development, Tennessee Department of Economic and Community Development, and TVA.

The TTU Small Business Development Center (TTU SBDC) provided one-on-one counseling to 120 clients during the fiscal year, representing over \$13,000,000 in client revenue, and conducted 35 live seminars across the region with over 350 attendees. Seminars addressed a variety of small business topics, including QuickBooks Boot Camp, Recordkeeping for Small Business, and Social Media Marketing, to name only a few. The TTU SBDC has contracted with TSBDC to take over administrative responsibility for the TSBDC Online Center, which handles initial online client or trainee intake, determining client needs, directing clients to appropriate online materials, and preparing clients for hand off to regional Small Business Development Centers (SBDCs) for further online or in-person assistance.



Scholarship Banquet



# THANK YOU

The College of Business Board of Trustees would like to express their sincere appreciation to all of the contributors who supported the college over the past year. The donor list recognizes those who have helped the college meet annual operational needs, establish or increase endowments, and otherwise enhance the college. Contributions include personal gifts, company gifts, gifts-in-kind, and matching donations. We hope that all contributions made from July 1, 2009, through June 30, 2010, are recognized in the list. If your name is incorrectly listed, please call the Business Development Office at (931) 372-3649 so that we can correct our records. We hope the recognition of this list provided will help more alumni and friends realize how grateful we are for their generosity.

## Louis Johnson Society (More than \$5000)

Mr. Buzz Heidtke Jr.  
Mr. & Mrs. Al Kent IV  
Mr & Mrs. Tom H. Neal, Jr.  
Ms. Jane Packard & Mr. James Rifkin  
Mr. & Mrs. Rick Swafford  
Dr. Bruce Throckmorton

## Dean's Society (\$2000-\$4999)

Mr. & Mrs. Winston Bowling  
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Mr. & Mrs. Dennis H. Gartman  
Mr. & Mrs. Jim H. Geer  
Drs. James & Diane Jordan-Wagner  
Mrs. Rebecca Langley  
Colonel Leonard E. Livingston  
Mr. & Mrs. Dick Murphy  
Ms. Karen D. Ott  
Professor Virginia Plummer  
Mr. & Mrs. Clarence L. Stewart

## Dean's Associates (\$1000-\$1999)

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Ms. Margaret Massey  
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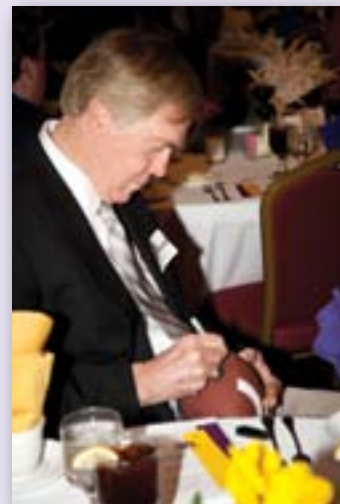
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Mr. & Mrs. Grady P. Williams  
Mr. & Mrs. Clayton Williams  
Mr. & Mrs. Roy Williams

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Mr. & Mrs. Tim Bray  
Mr. & Mrs. Richard H. Charles  
Mr. & Mrs. Bobby Davis  
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Mr. & Mrs. John Everett  
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Mr. & Mrs. Todd Fortner  
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Dr. & Mrs. W. Donald Gay  
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Thirty-five years ago, a group of dedicated businessmen met together to start the College of Business Administration Foundation (COBAF). The purpose of this non-profit organization was to further enhance Tennessee Tech's business-related educational programs by creating solid working relationships with the business community and seeking out business leaders to actively participate in college affairs. In 2004, a university restructuring renamed the COBAF the College of Business Board of Trustees (COBBOT).

COBBOT is a great asset to the College and has assisted many students in their educational careers. Since 1975, the group has provided more than two million dollars in annual and endowed scholarships to business students and has helped over 1,500 College of Business students fulfill their dreams of graduation.

In addition to direct financial aid to students, COBBOT has helped support other College programs. They have provided supplemental assistance to the TTU Small Business Development Center, the BusinessMedia Center, and the Student-to-Career Program. Recognizing that the business world is ever-changing, they have promoted faculty development in the College of Business. Through the Distinguished Lecture Series, the Board of Trustees has brought senior-level executives to campus to speak to business students.

The College of Business would like to thank all the past and present COBBOT members for supporting our college! Below is a list of the past presidents of the Board of Trustees.

2010-11: Sarah Johnson  
2009-10: Chris Hight  
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1994-95: Ed Ellis  
1993-94: Tommy Lynn

1992-93: Charles Burkett  
1991-92: Charles Burkett  
1990-91: Allen McCampbell  
1989-90: Allen McCampbell  
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1977-78: Ed Jared  
1976-77: Charles Miller  
1975-76: Charles Miller