

TENNESSEE TECHNOLOGICAL UNIVERSITY
COLLEGE OF BUSINESS

Year in Review

2003-2004



MAKING A DIFFERENCE
Donald N. Ervin TTU '53



**College of Business
Year in Review
2003-2004**

The *Year in Review* is prepared by the Division of External Relations for the alumni, faculty, staff, and friends of the Tennessee Technological University College of Business. Correspondence is welcome: Mail to Division of External Relations, Box 5023, Cookeville, TN 38505-0001, call 931-372-3877, or e-mail business@tntech.edu. The College of Business' World-Wide Web site is www.tntech.edu/cob/. Tennessee Technological 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. 182-000-04/
An AA/EEO/Title IX/Section 504/ADA university.

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Inside the Year in Review

Dean's Letter1

Don Ervin2-3
Distinguished business leader and Tech alumnus

Perfection Personified4
Recent graduate juggled family and school and still maintained a 4.0!

World Travel from Different Perspectives5
Study abroad in the MBA program

Following a Family Tradition6-7
Dr. Virginia Moore carries on a commitment and loyalty to Tech

The Virginia W. Plummer Reception Room8
Transformation from concrete block to most elegant room on campus

College Given \$100,000 for Investment Training9
Buzz Heidtke donates funds for financial management

Two Came By Sea10
Students cross the Atlantic Ocean to attend Tech

From Small Town to Big City11
An alumna moves to our nation's capital

Governor's School for Information Technology Leadership12
High school students come to campus each summer

Helping Businesses Succeed!13
Small Business Development Center

College Highlights14-17

Development Report18

Faculty and Staff Awards19

Donors' List20-24



DEAN'S LETTER

These are exciting and challenging times in our nation's business climate as well as in our own College of Business. As we reflect on the events of the past year, we have accomplished much through the contributions of our students, faculty, staff, alumni, and friends of the college. We are grateful to those who have worked so hard and given so much of their time and resources to help us meet our goals.

I encourage you to join us on this journey. Our achievements are very dependent on involvement from our alumni and friends. Ways in which you can help us include the following:

- ✧ REFER OUTSTANDING STUDENTS to the school. The quality of our students at the undergraduate and graduate levels improves each year, and the stronger our applicant pool, the stronger our programs.
- ✧ HIRE OUR GRADUATES for either co-op, internship, or full-time positions. Grant a student an interview or refer a business colleague to the school.
- ✧ KEEP YOUR CONTACT INFORMATION UP-TO-DATE by logging onto our online alumni directory at www.tntech.edu/cob/. In just a few minutes, you will update our records and start receiving our quarterly e-newsletter, *Stay Connected*.
- ✧ MAKE A FINANCIAL CONTRIBUTION TO THE COLLEGE. Whether it is \$20 or \$500, your gift puts us closer to achieving our goals. We do thank you for your support, even when your budgets may also have experienced cuts. To contribute to the college, use the envelope in this magazine or give online at www.tntech.edu/giving/online.html.

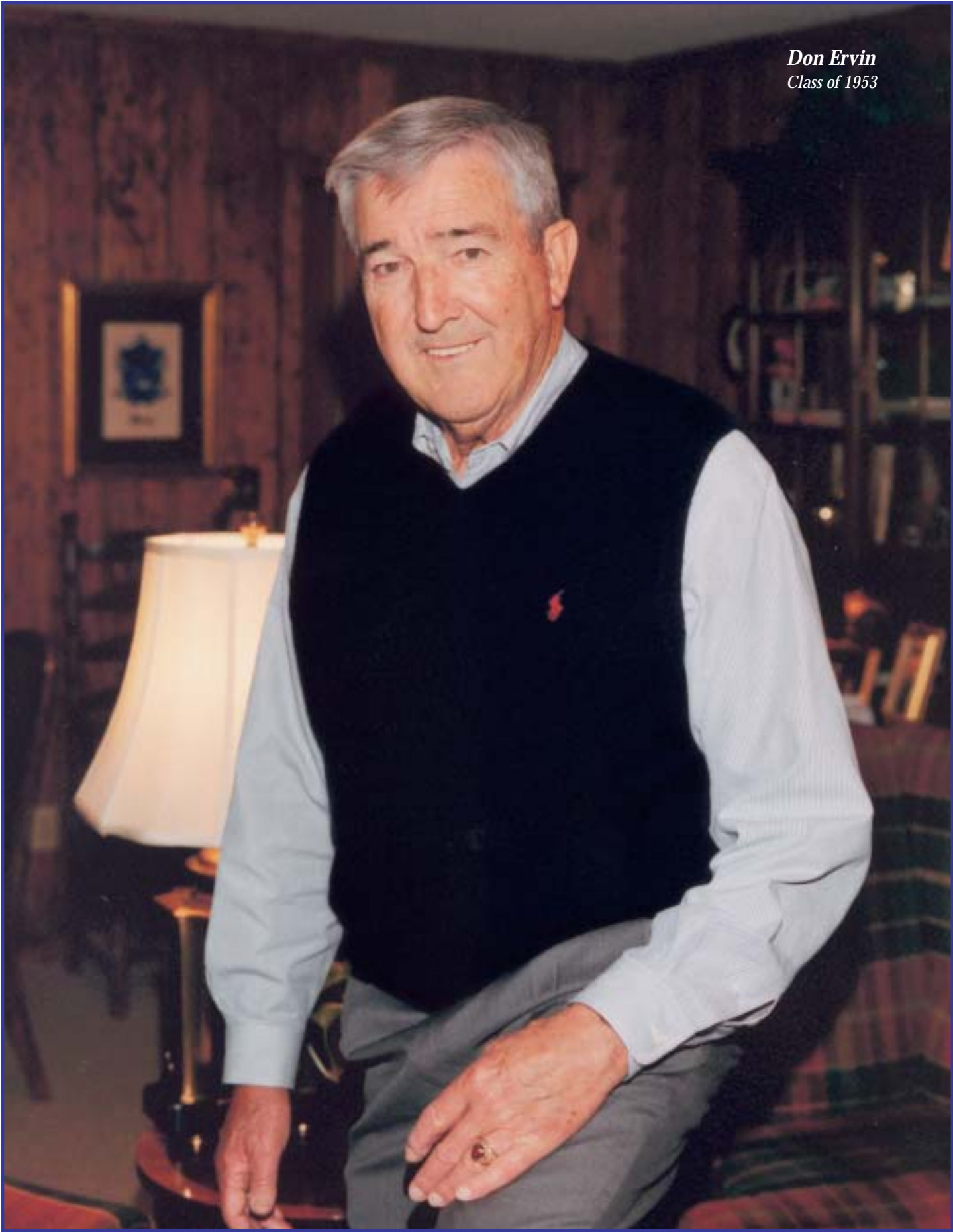
As you read the stories in this year's annual report we hope you catch the spirit of excitement that we feel here in Johnson Hall.

Robert E. Niebuhr

Dean

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*Don Ervin
Class of 1953*



Cover Story

Making a Difference –DONATION FROM BRADLEY COUNTY BUSINESSMAN TO GO TOWARD RENOVATION OF TTU'S JOHNSON HALL AUDITORIUM

By Tracey Lefevre

It's not yet Christmas, but Tennessee Tech University's College of Business has already gotten a gift - a significant donation from an alumnus and retired businessman from Bradley County.

That gift from 1953 business education graduate Donald N. Ervin will be used to renovate Johnson Hall's auditorium, providing it with up-to-date, state-of-the-art multimedia technology. And in recognition of Ervin's generosity, the newly renovated facility will be named in his honor.

"TTU provided me with a football scholarship to give me an education when I wouldn't have otherwise been able to go to college, and I've always been thankful to have had



Don during his football days at Tech.

that opportunity," Ervin said. "I hope this donation will not only help improve the university, but also will give someone else the same kind of positive opportunity TTU gave me."

Renovation of the facility is expected to begin sometime after July 1, 2005, and the project is part of an on-going initiative to improve and update classroom and meeting facilities in the building.

"This is a very significant and important gift from an alumnus who has long been a supporter of the college, and whose family I have come to know and greatly appreciate," said Pat Quillen, executive director of the College of Business Board of Trustees.

At TTU, Ervin was a member of the 1952 Golden Eagle football team that played in Orlando's Tangerine Bowl on New Year's Day 1953. After earning his degree, he taught business at Bradley County High School for a brief time and served in the U.S. Army Signal Corps at Fort Monmouth, N.J., during the Korean War.


In 1956, he began a 41-year career at what was then Cleveland Bank & Trust, now First Tennessee Bank, in which he worked in almost every area of the banking business before retiring as executive vice president.

He has been active in numerous professional and civic organizations, and among the posts for which he

has served are campaign director for the March of Dimes, board member and divisional vice president for the Bradley County Chamber of Commerce and president of TTU's Alumni Association and College of Business Foundation. He was the 2001 recipient of TTU's Outstanding Business Leadership Award.

Ervin is currently active as a deacon at First Baptist Church of Cleveland and as a board member for both Tri State Truss and Warehouse Co. and First Tennessee Bank. He is also a member of the Greater Chattanooga Area Business Alumni Association, and he sponsors the Don Ervin Annual Scholarship to assist a TTU business student from the Cleveland and Bradley County area.



Don and his wife, Barbara, celebrated their 50th wedding anniversary in February, and they have three adult children - Neal, Dwight and Jill - and six grandchildren. 

Perfection Personified

RECENT GRADUATE JUGGLED FAMILY AND SCHOOL AND STILL MAINTAINED A 4.0!


By K'Cindra Cavin and Judy Hees

Brandy Howard was awarded the W. A. Howard Award for having a perfect 4.0 when she graduated in May 2004 with an undergraduate degree in Finance. While this was a fantastic accomplishment, Brandy did not take the easiest route in obtaining her college degree. In 1997, Brandy graduated from high school in Jackson County, Tennessee, having already married her husband, Glen, in 1996. Two years later, at Glen's prompting, she started college. At that time, along with being a wife, she was also a mother of two young children--definitely not your typical undergraduate student!

Brandy knew that college was the right thing to do for herself and her growing family. "I have never regretted my decision to continue school and now consider it well worth it. You can always find something in your life that would make going to college difficult," says Brandy. At night she sat down at the kitchen table to do her homework, along with her children, Bethany and Dezrick, now ages eight and seven. The children learned a valuable lesson watching her study and work hard to reach her goal. Along with her family, the faculty and staff at the university were very encouraging and understanding of

her responsibilities to her home and family. Brandy says, "My college education was a privilege and I am forever grateful to Bridgestone/Firestone for the scholarships that I received during my last three years of study." Now a full-time employee of Bridgestone/Firestone, she is in the Navigator Training Class and traveling to plants and offices throughout North America to gain

knowledge of the company and its operations. After her training she will move into a position at one of Bridgestone's locations.

Tech has a number of "non-traditional" students like Brandy but few have achieved such academic perfection given the responsibilities and demands of raising a family while a full-time student. 



Brandy Howard with her children and family pet

Study Abroad in the MBA Program

WORLD TRAVEL FROM DIFFERENT PERSPECTIVES

By K'Cindra Cavin and Judy Hees

MBA students are not all the same – many have very different backgrounds and interests that combine to make our courses come alive during class discussions.

Justin Bank received his BFA degree in Musical Theatre from Florida State University. For a time, he was a professional actor and singer and lived in New York for many years. With his love for travel and for performing he had the fortune of combining these two while working as a cruise ship singer. When he entered the MBA program, it was only natural that he jumped at the opportunity to study abroad when



Justin Bank

Dr. Mark Stephens mentioned it during his Global Economics class.

Justin went on this MBA Exchange Program with Austin Hundley, a

Nashville native, and they shared an apartment with three other students. Austin had really never traveled internationally and as he relates, "It is amazing that a guy like me has been able to experience such an incredible journey." Justin and Austin attended school in Rennes, France, and both felt that it was very similar to our program in regards to subject matter and educational style. However, the actual classroom dynamics were different due to the diversity of students--10 countries were represented in a class of 26 students!


Learning about different cultures seriously changed the MBA students' world view. Justin tells us, "The international study broadened my perspective, gave me more confidence and provided memories that will last a lifetime." He now has a much deeper understanding of international cultures and business markets, much of it learned from just living with students from other cultures.

Currently Justin lives in Nashville and is working at Dell while finishing his MBA. He is focusing his career towards international business. Austin is presently living in Victoria, British Columbia, taking some time off before beginning his career.

International study has opened new worlds to these MBA students from their two unique perspectives--world



Austin with some unidentified "tourist trap"

traveler and native Tennessean--and has given them a different outlook on how to approach and view new experiences. 

Virginia Moore

FOLLOWING A FAMILY TRADITION

By Lelia Gibson

Public service and loyalty to Tennessee Tech are lessons Dr. Virginia Maddux Moore, Associate Dean of the College of Business, learned early in life from a father and mother committed to the ideal of making an impact with their lives.

After working his way through Tech as Assistant Bursar, Jared Maddux, Dr. Moore's father and a 1934 business graduate, worked for and promoted TTU throughout his life. He headed the non-profit Tech Dormitory Corporation that envisioned, financed, and built Tech Village. As Speaker of the Senate and Lieutenant Governor, he sponsored and passed legislation giving the school university status and was instrumental in routing Interstate 40 through Cookeville, making Tennessee Tech more accessible to students.

In 1966, the Maddux Hall dormitory was named in his honor. Before his death in 1971, Tech awarded him the university's very 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.



Dr. Moore's mother, Mary Virginia Maddux, an adjunct professor of mathematics and 1974 TTU graduate, served as Assistant Director of Admissions at Tech for 15 years after her husband passed

away. To honor Mrs. Maddux, Dr. Moore and her siblings established the "Mary Virginia Maddux Scholarship" in the College of Business.

Dr. Moore attended TPI on scholarship from 1959 to 1961, where as a freshman she was elected Treasurer of the Associated Student Body (ASB). Because students from Cookeville were not allowed to stay in the dorms due to a room shortage, she chose to transfer schools at the end of her sophomore year. Of her time as a student at TTU, Dr. Moore says, "The network of friends I made as a student at Tennessee Tech has been invaluable to me throughout my career. I cherish their friendships."

Dr. Moore received a B.S. degree from UT Knoxville in 1963 and a J.D. from the UT College of Law in 1966. After working one and a half years for the U.S. Department of Justice, she returned to Cookeville to practice law. Upon her return, Dean Louis Johnson asked her to teach one class as an adjunct law professor in the spring of 1968. She practiced law until she was hired as a full-time faculty member in 1978.

Dr. Moore served the college as Interim Dean, Director of MBA Studies, and Associate Dean. During her tenure as MBA Director, the Distance MBA program was initiated, and the MBA program achieved its largest enrollment and the entering students had the highest undergraduate GPA and admission index in history.


Dr. Moore has used her role as Associate Dean to support and promote projects and programs that improve the economic development of the Upper Cumberland area. She created a partnership with TVA and USDA Rural Development to sponsor an annual statewide Rural Development Conference. More than 500 attendees come each spring to the conference and the program's design is being copied by other states in the Southeast. Dr. Moore was also instrumental in starting the college's BusinessMedia Center and the Small Business Development Center that offers free business assistance throughout the region. Most recently, Dr. Moore helped charter a 15-county regional leadership program called Leadership Upper Cumberland that is now housed in the College.

"When I was a small child, my father was running for state senate so I accompanied my father and mother on the campaign trail," said



(left to right) Mary Virginia Maddux, Dr. Moore's mother; Aidan Moore, Dr. Moore's grandson; and Dr. Moore

Dr. Moore. "We traveled throughout the region. I remember visiting families that lived in rundown shacks and many times they were barefooted because they could not afford shoes. I knew then I wanted to do something to better the lives of the residences of the Upper Cumberland." For her many contributions, the College of Business awarded Dr. Moore its "Lifetime Achievement Award" in 2004.

Dr. Moore has two grown children. Her daughter, Lara Moore, received her MBA from TTU and resides in Knoxville. Her son, Lane Moore, and his wife, Shannon, live in Cookeville and are parents to Dr. Moore's only grandchild, two year old Aidan Moore. When Aidan Moore starts as a freshman at Tech in 2020, he will have a deep family tradition to carry forward – a tradition of commitment to this university and to the citizens of this state and region. 

The Virginia W. Plummer Reception Room

TRANSFORMATION FROM CONCRETE BLOCK TO THE MOST ELEGANT ROOM ON CAMPUS

By Lelia Gibson and K'Cindra Cavin

The Virginia W. Plummer Reception Room in the College of Business was dedicated on August 27, 2004, with a reception to honor Mrs. Plummer. Friends, family members, and past and present members of the faculty and staff attended the catered event in this newly renovated room in Johnson Hall on the campus of Tennessee Tech University. Over 170 individuals attended the dedication, including two former Lions Club International Presidents.

Mrs. Plummer, a former faculty member for 37 years, is well known for her community work with the Lions Club and the Red Cross. She has supported Tennessee Tech through the "Bruce and Virginia Plummer Endowed Scholarship," and is a member of the university's




D. Bruce Plummer, Mrs. Plummer's son; Margaret Plummer, Mrs. Plummer's daughter-in-law; Virginia W. Plummer; Jennie Plummer Copeland, Mrs. Plummer's granddaughter; Sydney Copeland, Mrs. Plummer's great-granddaughter; and Chris Copeland, Mrs. Plummer's grandson-in-law.

Visionary Society. She has served many years on the College of Business Board of Trustees.

The Virginia Plummer Reception Room has beautiful new flooring, wall and ceiling treatments, and new antique furnishings including an

elegant mahogany dining room table from Franklin, Tennessee. A commissioned side chair is embossed with the TTU presidential seal and the words Virginia W. Plummer. A focal point of the room is a lovely dogwood oil painting by Mrs. Plummer herself, which she graciously donated to the room.

"With the naming of this newly renovated reception room, we are extremely excited about recognizing Virginia Plummer for her long-time commitment to Tennessee Tech and our college," said Robert Niebuhr, dean of the College of Business.

Receptions for special events and recruiter luncheons are already being held in the "Plummer Room." The facility has evolved from one of the least used rooms in the building to one of the most used as faculty and staff have found a very pleasant place just to relax, have coffee, and discuss the issues of the day. 



The new Virginia Plummer Room

Buzz Heidtke Donation for Financial Management by Finance Students COLLEGE GIVEN \$100,000 FOR INVESTMENT TRAINING

By Karen Lykins and Lelia Gibson

“Show me the money!” is a phrase taken literally by one Nashville money manager who is also a Tennessee Tech alumnus. Buzz Heidtke, president of Nashville’s Heidtke & Co., recently presented to

educationally and financially from this terrific donation from Buzz,” Martin said.

Heidtke says he donated the money because he takes an interest in helping young people learn the securities business—and TTU

students routinely outperform the industry indices with their investment decisions.


The project initiated by Heidtke differs from the TVA Investment Challenge, however, because it involves small and microcap value



Dr. Deryl Martin, Heidtke Professor; Buzz Heidtke, Donor; Dr. Bob Bell, TTU President; Dr. Bob Niebuhr, Dean College of Business; and Pat Quillen, Director of Development for College of Business

the college a \$100,000 donation to be placed in a fund made up of small and microcap value stocks. The fund will be managed by a team of undergraduate and graduate students under the direction of finance professor Dr. Deryl Martin. Dr. Martin becomes the university’s first Heidtke Professor of Finance. “This is real money, and the university benefits both

business students under Martin’s guidance have shown promising potential by proving in the past to be effective money managers. Tech business students won the first Tennessee Valley Authority Investment Challenge in 1998 in competition with 19 colleges and universities in TVA’s service area. Each university now manages over \$400,000 in TVA funds and TTU’s

stocks which are companies valued at less than \$200 million. A portion of each year’s earnings will be used to fund a stipend for the Heidtke finance professorship and to pay any accumulated costs the investing class acquires. The remainder of earnings will be reinvested for management by future student teams. 

Students cross the Atlantic Ocean to attend Tech

TWO CAME BY SEA

By K'Cindra Cavin and Judy Hees

“Despite the erratic weather, Edinburgh, Scotland, is by far the best place to live in the United Kingdom!” These are the words of brothers Andrew and Simon McGeough, who grew up in Edinburgh, received their undergraduate degrees in the United Kingdom, but decided to earn their MBAs at Tennessee Tech.

Their father, who teaches at the University of Edinburgh in Scotland, along with Dr. Ted Lundy (formerly the Director of the Manufacturing Research Center at TTU) conducted an engineering conference at Tech in 1991. The entire McGeough family came to Cookeville and they formed a lasting friendship with Dr. Lundy, who also currently serves on our College’s Board of Trustees. When it came time for Andrew to consider MBA programs, Dr. Lundy recommended the MBA program here. Andrew completed his MBA in 1997 and Simon says, “I realized how beneficial the MBA from Tech was in landing Andrew a very good job, so I followed in his footsteps and completed my MBA in 2001.”

Both brothers felt that their overall MBA experience was fantastic but not all the experiences were just preparing for classes. Simon likes to tell of the time he

was told to take English 101 because he was a “foreign student” and Andrew remembers making a not-so-great first impression on Dr. Virginia Moore when he slept in and missed his first law exam in her class!

Andrew currently works as a manager within the Corporate Finance Advisory for Deloitte in Edinburgh, where he advises clients on mergers and acquisitions. Simon also lives and works in Edinburgh as an analyst in the Portfolio Risk

Management Group with the BlackRock Company. In their free time they both enjoy the outdoors and play tennis and golf.

The inclusion of international students to an MBA program provides a richness that is hard to duplicate when trying to study business from a global perspective. The annual increase of international students may cause us to soon open up an MBA alumni chapter on another continent! 



Andrew (left) and Simon McGeough

An alumna moves to our nation's capital
FROM SMALL TOWN TO BIG CITY

By K'Cindra Cavin and Judy Hees

When Christine Figg Rath (Accounting Major, 1998) thinks of Tennessee Tech, what first comes to mind is lugging around her Intermediate Accounting Book. She says she is still not quite over carrying that huge volume of information!

But she does have kind words to say about her professors in the College of Business. For starters, Dr. Richard Rand encouraged her to major in accounting. She recalls the time when Dr. Jon Booker and Gwen Paul worked so hard to get her resume over to Boeing for the internship in St. Louis that ultimately drew her there and eventually to PricewaterhouseCoopers. During her undergraduate years she was a Student Orientation Leader and was involved with Beta Alpha Psi. Christine made many lasting friendships as a TTU cheerleader and worked part-time at "Big O Donuts."

Currently, Christine is a Director at Anderson Knight, a small consulting firm in Washington, DC. She is in charge of business development and management consulting projects related to accounting. Her client focus,

a family and are deciding on whether to settle permanently in DC. As far as her career goes, Christine says, "I like the path my career has taken and I'm looking forward to assuming a more executive role."




Christine and Charles Rath

Louis that ultimately drew her there and eventually to PricewaterhouseCoopers. During her undergraduate years she was a Student Orientation Leader and was involved with Beta Alpha Psi. Christine made many lasting friendships as a TTU cheerleader and worked part-time at "Big O Donuts."

industries specific to the DC area, are mainly non-profits, government contractors, and service organizations.

Christine spends most of her day at work and dealing with DC traffic but she manages to fit in some running and working-out in her busy schedule. She and her husband, Charles, are ready to start


The work ethic our students bring to their studies, and eventually, their jobs, prepares them for careers in a variety of fields and in different regions of this country, which they never would have envisioned when just beginning on Tech's campus. Washington, DC, is a long way from "Big O's" in Cookeville! 

High School students come to campus each summer
**GOVERNOR'S SCHOOL FOR
 INFORMATION TECHNOLOGY LEADERSHIP**

By Karen Lykins and Lelia Gibson

sense of humor is even part of the selection criteria.

Each group is assigned a business mentor. These mentors are successful business men and women who offer real-world advice on the group's project. "They've taught me a lot," said mentor Ellen Wilson, personnel manager at Averitt Express. "The students asked great questions and showed talent and insight."

"There's no more appropriate home than our campus for a program that emphasizes information technology and business leadership," said TTU President Bob Bell. 

A Governor's School Team working on its project



The school's curriculum is structured around student teams developing a complete business plan for an information technology-based business in groups of five students. This includes developing a viable product or service, identifying the target market, designing a marketing plan, and determining the technology and estimated start-up capital for the business.

Every June, 36 of the state's most academically talented high school 10th and 11th graders arrive at Tennessee Tech University Governor's School for Information Technology Leadership.

The 2003 Governor's School

In 1998 President (then Dean) Bob Bell developed a task force to examine the feasibility of having a Governor's School at Tech. This eventually evolved into the Governor's School for Information Technology Leadership. This school's inaugural year was the summer of 2002 and has continued to the present. The participants, chosen from applicants across the state, are nominated by their high school guidance counselors and teachers. All applicants are expected to be in the top 10 percent of their classes and provide evidence that they have the ability to analyze and learn rapidly. A



The Small Business Development Center HELPING BUSINESSES SUCCEED

The Tennessee Tech University Small Business Development Center (SBDC) is a business assistance program of the U.S. Small Business Administration. The SBDC is designed to provide comprehensive aid to small businesses and thereby promote growth and increase productivity for companies in the Upper Cumberland. Simply put—its mission is to help small businesses succeed.

One of the most recent and ongoing success stories out of the SBDC is Kimber Wagner. Kimber is the owner of Affordable Weddings. Having no previous business experience, she worked with the SBDC from the very beginning on researching the business, writing a business plan, and securing funds for purchasing an existing business. Kimber has continued her relationship with the center and much of her success is due to her desire for more knowledge. Kimber is the ideal small business client. She had the courage to start her own business, to take the risk, and have the

persistence to see it through. Kimber says, "I realized the SBDC could help me with all the different stages of my business, from the start-up to the ongoing operations and even future marketing issues."

Since the SBDC's inception the center has helped an average of 200 businesses a year start up or grow



The SBDC office in Cookeville Chamber of Commerce

through one-on-one counseling, training and education, assistance with funding proposals, market research, and business plans. All services are paid for by SBA Federal Funding and the matching funds from the College of Business and the Center for Manufacturing Research.

Marketing Professor Don Weinrauch provides the weekly business show *Upper Cumberland Business Profiles* on WCTE-TV, the PBS Station serving the Upper Cumberland for over 10 years. Dr. Weinrauch's show has highlighted successful entrepreneurship in our region. A recent addition to this TV program has been the inclusion of two-minute business tips produced by the SBDC.

All the efforts of the SBDC have been positive experiences for those involved and have given small, new or existing businesses a strategic plan for growth and continued profit improvement.

This valuable resource is located in the Leslie Town Centre in Cookeville, Tennessee. The staff includes Director Marcia Reel; Small Business Specialist Vicki Henley; Communication Specialist Alexis Twyman; and a host of project teams comprised of faculty, students, and senior consultants. 

COLLEGE-WIDE PROGRAMS AND ACTIVITIES

◆ The MBA Fall Semester 2003 enrollment was the largest in the history of the program, with the highest GPA and highest average GMAT score in our MBA history as well. We had over 140 students combined in the campus and Distance MBA programs. The MBA course of study adds an increased emphasis on analytical tools requisite for success in today's global business environment. Regarding the undergraduate program, the average ACT score for entering freshmen in our college also reached a record high this past year.

◆ The Decision Sciences/Management (DSM) department now offers a computer forensics course. The class was prototyped by Stuart Wells with a small group of students in the spring and is now expected to be a popular regular course. Topics include investigative procedures, rules of digital evidence, data recovery and analysis, legal and ethical considerations, and application of selected computer forensic tools.

◆ The faculty had a very productive year with 52 articles and other creative works published, 83 works in process, 40 presentations made at regional or national meetings, and 49 workshops or seminars delivered to professional groups.



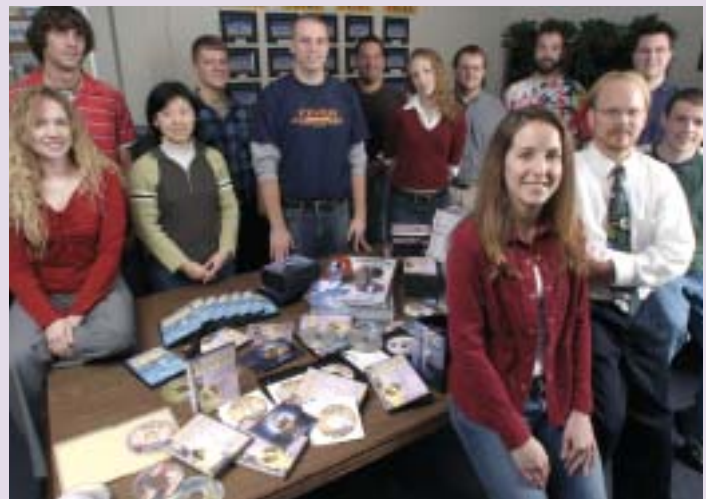
Legendary Music Row Producer Buddy Killen

◆ Music Row's legendary producer Buddy Killen spoke to our students as a part of our Distinguished Lecture Series. Buddy was recently named *Nashvillian of the Year* for 2004. The other visiting executives in the series for 2003-2004 were Dr. Gary Lynn, Mr. Tom Herman, and Mr. Allen McCampbell. Mr. Victor Tang (formerly of IBM) delivered the Mayberry Lecture, "Key Enabling Factors of Successful Product Development."

◆ The Rural Development Conference, a partnership with the Tennessee Valley Authority, the USDA Rural

Development, and the TTU College of Business, held its 9th annual conference on the campus with over 500 in attendance.

◆ The BusinessMedia Center (BMC) undertook over 30 CD-ROM, DVD, or Internet projects this year. The BusinessMedia Center designed and produced a number of



BMC Director Kevin Liska and his student team

H I G H L I G H T S

training CD-ROMs for Averitt Express, including CDs on hazardous materials, affirmative action, bills of lading, and employee excellence. With 5,000 employees in various locations, Averitt found the BMC interactive tools met their training needs. Other clients served by the student-led project teams included Dacco, TBR, Houston County, and Abraham Baldwin Agricultural College.

STUDENTS

◆ The term paper written by Jason Morse for Dr. Nat Natarajan's MBA 6120 Operations Management class placed second in the 2003 APICS student paper competition at the national level. This is the second consecutive year we have had a second place winner at the national level.

◆ The College's chapter of Beta Alpha Psi, the national accounting honor society, achieved Superior Chapter status for the sixth consecutive year. Tech's Chapter of Beta Alpha Psi also hosted the annual Bean Counter Scramble Golf Tournament at the Cookeville Golf Club. The event raised over \$1,000 for Genesis House, a local shelter for battered and abused women. Beta Alpha Psi and the Department of Accounting also hosted the

annual Meet-the-Firms Night. About 30 potential employers talked to over 125 accounting students about career opportunities and internships.

◆ Mayberry Graduate Assistant Brad Leimer served on the 2004 Board of Examiners of the Tennessee Quality Award. He also attended the Quest For Excellence (QEX) Conference in April in Washington, D.C. Senior marketing majors Stephanie Vaughn and Sinclair Henry were named Queen and King for TTU Homecoming



National Intramural Champs

2003. Senior accounting major Jessica Whitehead served as the student representative from the six four-year institutions on the Tennessee Board of Regents. She was also a finalist for the 2004 Derryberry Award.

◆ Accounting major Jana Reece was

a member of the TTU intramural team that placed first in the 2004 Nike Collegiate Intramural Women's Basketball Championship, the first national title earned by a TTU intramural team. Teams from more than 300 schools competed for this championship, with Tech's team traveling to Orlando, Florida to win the title.

FACULTY/STAFF/ALUMNI

◆ Dr. Brian Jones joined the Decision Sciences/Management department this year; Jones completed his Ph.D. in Management

Information Systems (MIS) at the University of Pittsburgh. Dr. Jones was nominated for a best paper award at the 2003 Hawaii International Conference on System Sciences and was selected to serve as a conference co-chair for the 2004 International Conference on Information Systems

in Washington, DC.

◆ Dr. Linda Lerner worked this year with COB Honors student Jennifer Derryberry on a research project as part of her honors program. Jennifer conducted focus groups with TTU students to help Drs. Rod Pineda and Lerner identify the best ways to implement team projects.

C O L L E G E

◆ Dr. Stuart Wells received the Tennessee Higher Education Commission's highest award for community service, the Harold Love Award. Wells serves as Chief Deputy of the Putnam County Sheriff's Reserve Unit and dedicates

◆ Dr. O. Karl Mann was elected to the position of Vice President of the Collegiate Division of the American Marketing Association for 2004-05. G.A. Swanson is serving as the guest editor of the special issue of the *Systems Research and Behavioral*

invited to participate in the Oxford Round Table at the University of Oxford, England. Dr. Barger's paper "Change Management-Walker and Walker" received a Distinguished Research Award at the Allied Academies International Conference. Dr. Larry Maples has been recognized nationally for his research in accounting by being rated one of the most prolific accounting researchers in the nation, rating highest among the seven faculty members listed from Tennessee institutions.

◆ Barbara Glasscock, secretary for the Division of MBA Studies, received the 2003 Tennessee Tech University Outstanding Staff Award. Tammy Martin, Julie Galloway, and Linda Lafever were named TTU Ambassadors of the Month in November, January, and April, respectively.

◆ Drue Huffines, Business Foundation member, received the



Dr. Tom Timmerman

as many as 100 hours a month — for no pay — performing many of the same duties as a regular deputy. Dr. Tom Timmerman received an "Innovations Award" from the Tennessee Board of Regents Distance Education Committee. Dr. Timmerman's research on racial composition in sports was referenced in the New York *Daily News* as well as in numerous other media outlets. Dr. Curt Reimann, the Chairholder of the Mayberry Chair of Excellence, was awarded the Distinguished Service Medal of the American Society for Quality (ASQ).

Science Journal honoring James Grier Miller. Jon Booker received the 2004 TTU Institute for Technology Scholarship Exemplary Course Award for his use of Elluminate Software in his intermediate accounting course. Dr. Christine Miller was re-elected to a second 3-year term as treasurer of the Southwest Academy of Management. Dr. Bonita Barger was



Drue Huffines and Bob Bell

H I G H L I G H T S

University's Service Award for 2003. Additionally, Scott Edwards, CEO of Micro-Metals and a Business Foundation member, accepted for his family and the corporation the TBR Award for Philanthropy.

✦ The Division of Basic Business co-sponsored the first annual 2003 TTU Advisors Roundtable in cooperation with Admissions and Minority Affairs. Held in June 2003, this event provided professional development for faculty and administrative advisors and other personnel who work with students on campus. Basic Business also hosted an event in the college for Cookeville High School students with business interests. Their 3-hour visit to our college included mini-lectures by several faculty and a lunch sponsored by First National Bank of the Cumberland.

FINANCIAL STATUS

✦ A new differential maintenance fee of \$20 per credit hour for upper-division business courses was implemented this year. These monies provided support for faculty grants, travel, operating expenses, facilities improvements, and program support.

PRIVATE GIVING


✦ The College of Business will award over \$117,000 to undergraduate and graduate students for the 2004-2005 academic year. The Office of MBA Studies will provide an additional

\$20,000 in scholarships to graduate students. The College received approximately \$200,000 from a planned gift from alumna Avo Anderson to establish a new scholarship endowment.

✦ This year we received funding and pledges to renovate four rooms in Johnson Hall. With the completion of the Tommy Lynn Suite, this brings the total current renovation effort to six rooms. This endeavor is part of the College's drive to completely renovate Johnson Hall over the next five years. Additionally, more graduating seniors joined the Century Club with a pledge of \$100 to fund classroom chair replacements. We now have over 100 Century Club members contributing to this effort.

FACILITIES

✦ Johnson Hall was converted to an entire wireless facility during the year. Additional technological improvements included: 36 faculty and staff printers, 39 faculty and staff desktop computers, 8 faculty notebook computers and a wireless mobile lab with notebooks. Five classrooms were converted to multimedia facilities and two labs were also made into multimedia units. Software upgrades for labs were also accomplished.

✦ Six new computers and multimedia software were purchased to support on-line course offerings for the Distance MBA program; also added were multimedia software upgrades for 10 computers. 



Johnson Hall 220

Since its establishment in 1975, the college's development office has awarded more than 1.5 million dollars' worth of scholarships to over 1,500 students, has provided computing equipment and travel funds for professors, and funded numerous activities for the college.



Tubby Smith

The 12th Annual Fundraiser this year had University of Kentucky head basketball coach Tubby Smith as the featured speaker. The event raised over \$30,000 for the college from local businesses and individuals. Receiving the 2003 Foundation awards were:


The Louis Johnson Outstanding Alumnus Award was presented to *J. Lowell Smith*. In 1962, Mr. Smith received his degree in business management. He owns Cookeville's John Deere dealership and has been active in various community organizations, including the Jaycees, Putnam County Library Board, and Cookeville City Council. Lowell served as our Trustees president for 2003-2004. His wife, Brenda, is a



Dean Robert Niebuhr (left) and J. Lowell Smith

Tech business graduate, and they have a son, Jim, and daughter, Shannon Hunter, both of whom are also TTU graduates.

The Outstanding Business Leadership Award was presented to *Ron and Melinda Swann*, who own Collins Manufacturing Co. The business designs, manufactures, markets, and distributes equipment to beauty and barbershops throughout the United States. The Swanns both have undergraduate degrees from Tech, and Ron also earned an MBA from the college. Members of the First United Methodist Church, the couple has three sons, Ben and Robert, who both also work at Collins, and Jeff, who teaches history at Cookeville High School.

The officers of the Board of Trustees for the 2003-2004 year were: J. Lowell Smith – Cookeville, President; Dick Murphy – Nashville, Vice President; and Grady Williams – Chattanooga, Secretary. 



Ron Swann

FACULTY AND STAFF AWARDS



Seated (left to right): Lelia Gibson, Dr. Virginia Moore, and Gwen Paul. Standing (left to right): Dean Robert Niebuhr, Dr. G.A. Swanson, Dr. Bonita Barger, Dr. Tom Timmerman, Business Foundation President J. Lowell Smith, and TTU President Bob Bell.

At the 29th Annual COBA Scholarships and Awards Banquet, six faculty and staff members were recognized for their outstanding performance.

Dr. Bonita Barger – Excellence in Overall Performance Award. Only in her fourth year, Dr. Barger’s accomplishments in teaching, research, and service reflect many more years’ work. Her involvement in the MBA program and distance-based instruction makes her a leader throughout the university.

Dr. Tom Timmerman – Curtis Kinslow Award for Excellence in Teaching. Dr. Timmerman has routinely received excellent course evaluations while managing a combination of undergraduate and MBA courses; all while producing excellent research. Dr. Timmerman has very high standards, and is very effective in motivating his students to accomplish course goals and succeed.


Dr. G.A. Swanson – J.E. Owen Award for Excellence in Research.

Dr. Swanson’s most significant research accomplishments have been in the area of general systems theory. Currently, he is the guest editor of the special issue of *Systems Research and Behavioral Science* honoring James Grier Miller, one of the most influential researchers in general systems science. During the last year, Dr. Swanson had three articles accepted for publication; five presentations published in meeting proceedings; and wrote two chapters in books that were published.

Lelia Gibson – Excellence in Service Award. As Director of External Relations, Lelia is involved in numerous college, university, and community activities. She serves on several university committees including the Financial Aid, Window on the World, University of Promise, and Service Learning. She has been very active in Habitat for Humanity, helping to co-found the Campus Chapter and coordinating its annual “Shack-a-thon” to raise

awareness on campus of the plight of the homeless.

Gwen Paul – Outstanding Staff Award. Ms. Paul, Secretary in the Accounting and Business Law Department, is always willing and able to answer questions with a smile on her face. In addition to serving as the link between our accounting students and the faculty, she also helps coordinate accounting’s “Meet the Firms” event, with over 30 companies coming to campus.

Dr. Virginia Moore – Lifetime Achievement Award. Dr. Moore, Associate Dean, began teaching business law on an adjunct basis in 1968. In 1978, she was hired as a full-time faculty member. During her tenure as Assistant/Associate Dean she has played a vital role in creating and growing three of our major programs – BusinessMedia Center, the Rural Development Conference, and Leadership Upper Cumberland. (To read more about Dr. Moore, please see pages 6-7). 

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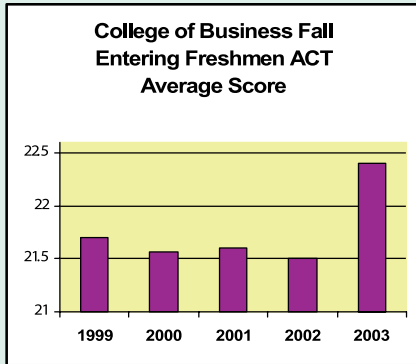
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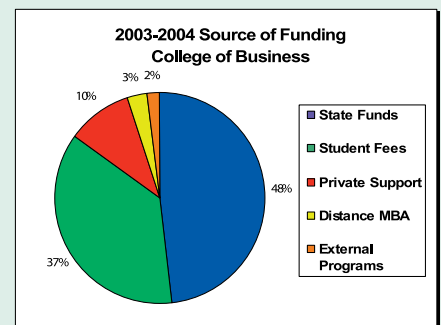
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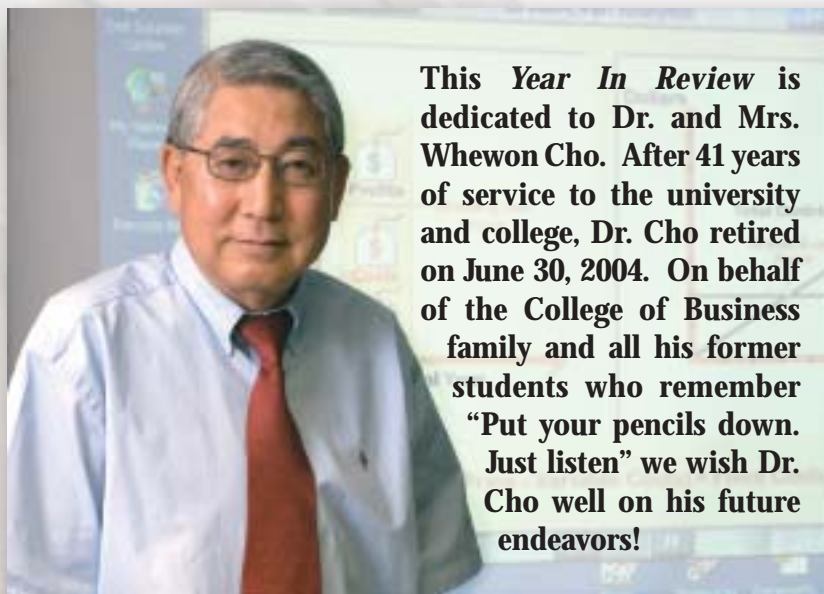
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