

BUSINESS REPORT

*Keeping our Alumni and
Friends Informed*



VSU SIFE Ranks Third in the Nation

by Jennifer Tanner—Communications Specialists

Valdosta State University's Students in Free Enterprise (SIFE) placed third at the 2010 SIFE USA National Exposition held May 11-13 in Minneapolis, Minn. During the 24-minute showcase, the presenting team shared highlights and accomplishments from the 42 projects and more than 9,000 service-learning hours completed by SIFE during the past year. VSU competed against teams from more than 600 college campuses including schools like the University of Georgia and University of Florida. The competition includes colleges and universities from all divisions and sizes. This year's 3rd place award marks the fourth "final four" finish in nine years.

SIFE co-founder Dr. Wayne Plumly said this year's event was especially challenging not only because of extremely talented competitors, but also because technical difficulties caused the supporting video to go blank just five minutes into the initial performance.

"The judges were impressed with their resilience and ability to continue on. We made it to the top 20 with no video," said Plumly, who was inducted into

the SIFE Faculty Advisor Hall of Fame in 2008. "The top corporate leaders in the US now know that VSU means quality and performance."

Dressed in striking red VSU coats, the presenting team, which included Yun Jin Jang, Cameron Hoopes, Nikki Mitchell, Andre Carmack, Leslie Frye and Lauren Davis, went on to flawlessly complete two more performances. Plumly said one evaluator described the group as a "well-oiled machine" and both judges and audience members expressed admiration for the quality of the presentation and the effectiveness of the organization's service-learning programs.

"I have never been so proud of one group of students. They are the best we've ever had," said Hilary Gibbs, SIFE advisor and LCOBA development officer. "I stood in the back of the auditorium with tears in my eyes."

Almost 20 other SIFE members joined the team on its trip north. They supported their friends during competition and participated in a career fair, where students can network with executives and business

in this issue:

Deans Corner	2
Letter From the President . . .	3
Faculty Happenings	4
Langdale Today	6
Best of Business	7



continued on page 2

Dean's corner

With the blooming of the crape myrtles, the flight of the bird-sized mosquitoes, the chirping of



Wayne Plumly, Iterm Dean

tree frogs, the fragrance of freshly mowed grass, and the 100 plus heat index, South Georgia summer is in full swing. For many of us, it may be a time of a well-deserved break, a trip to the beach, or a trek to a foreign country. Or for some of us, it may be a time to take a deep breath and reflect on the accomplishments of this past year and contemplate new directions, new challenges, and new opportunities.

Continuous state budget cuts in higher education have forced us to rethink how we deliver the educational product. With record enrollments and dwindling resources, it has become a challenge to maintain our personalized learning environment. Larger class sizes, alternative means of course deliver such as hybrid courses (part online, part in classroom), and fully online offerings have become a part of our strategic plan. Despite these challenges, we have funding to move forward on several key initiatives.

Due to the diligence of President Schloss, key administrators, and friends, the funding (\$2.8 million) for the design of the new Health Sciences/Business

Administration building has been approved. This will assist us in meeting the needs of our students and community for years to come. The strategic initiative to form an honors program at the Langdale College has been funded. This initiative creates 15 new scholarships for students with exceptional GPAs and SAT scores. This gives the Langdale College the ability to compete for the high performing students in Georgia.

Enrollment in our newest programs has gone beyond all expectations. The international business (IB) degree has generated much excitement. Though just starting this past semester, the IB program has over 40 majors. This creates the necessity and opportunity to reach out to new global partners and to further internationalize our curriculum. The Master of Accountancy program has surpassed its first semester enrollment projections. The health care administration certificate will soon have its first graduate. Our valuable relationship with South Georgia Medical Center (SGMC) has been expanded with SGMC executives teaching in this program.

Through our strategic planning process, we are prepared to navigate the changing economic climate and to offer our students new and exciting programs that will prepare them for the future. Our friends and alumni will play a vital role in the success of our efforts. As you sit by the pool or lie on the beach enjoying a quiet moment this summer, imagine what the future will hold and assist us in writing the next chapter of the Langdale College. ●

VSU SIFE Ranks Third in the Nation *continued from page one*

leaders from more than fifty of the country's top companies. Plumly said many received offers for job interviews and internships.

Each year, SIFE students design educational outreach programs that foster success in the free enterprise system. Open to all majors, the nonprofit organization's more than 150 members work with local community groups and schools on projects that educate kids of all ages about entrepreneurship, nutrition, computers and other life skills.

During spring, teams from SIFE groups across the country battle at various levels to prove their efforts had the most impact in improving people's lives. Winners earn prize money, which funds the groups education endeavors. VSU's team captured its 16th

consecutive regional championship— and \$2,500 in prize money— on Tuesday, April 6, at the annual competition in Atlanta.

The VSU SIFE organization is part of an international organization located on more than 600 campuses nationwide and in 49 countries throughout the world. For more information, visit the SIFE website at www.vsusife.org.

View the performance at <http://www.sife.org/usa-competitions/expoVideos.asp>.

Call Gibbs at 229-259-5503 or visit www.vsusife.org for more information. ●

Letter from the President



Patrick J. Schloss, President

Congratulations to the SIFE team, they placed third in this year's national competition. Our continuing goal is for VSU to be a regional university with a national reputation. SIFE is making it happen! Tom Newbern, VSU alumnus and SIFE Advisory Board member, received the "2010 Most Supportive Business Advisory Board Member of Year." We are very fortunate

to benefit from Tom's generosity and wisdom. He is an incredible leader and a great model.

We are reaching the end of a very challenging fiscal year. The impact of the largest budget reduction in the University's history has been felt by everyone. Despite the dire financial circumstances, the Business College is partially responsible for one of the strongest periods of development in the University's history.

We measure our success by the number of lives we touch. This year, VSU added 900 students, and we are projecting a similar increase in the coming fall. This past year's growth was the largest percentage increase in 16 years and the largest head count increase in history. This was not a chance occurrence. Our faculty, staff, and students have been tireless in finding innovative ways to attract the brightest and best.

The Strategic Focus planning process, which began last year, has helped to ignite this growth and provide funds to recruit and retain students who would otherwise attend college elsewhere. The Strategic Focus 2010 funds have allowed us to develop new online degrees and certificate programs, enhance support for services and scholarships, grow our marching and pep bands, add competitive athletic opportunities for women, build more classrooms, and improve extracurricular programs. Many of these initiatives broaden our appeal for the young people of Georgia. Others extend our reach to nontraditional students.

We are on schedule to add more than 100 new tenure track faculty positions within the next three to four years. We are also adding a proportionate number of critical staff in our counseling center, student health care, security offices, student and academic support areas. For the first time, we have added an admissions professional who resides in and focuses on the Atlanta area.

As my dad would say about the Depression era in the Dakotas, the only certainty was that a family would scrape together enough money to buy seed and

plant crops. Planting was the only occasion for hope. The programs funded through our Strategic Focus initiatives are the seeds that will pay great dividends.

We are not manufacturing money. In fact, our state appropriation has been reduced by more than \$18 million in the last two years. The achievements are the result of faculty and staff aligning limited resources with expanding priorities. We are also becoming more efficient.

We are committed to the goal of becoming a regional provider with a national reputation. As mentioned earlier SIFE and the AACSB accredited Business College leads the way in turning this aspiration to a reality. We are proud of the Langdale College focus on student engagement and the close connection between business faculty and the community. We are proud when AACSB and the rest of the country to see what we see.

We are also proud of the role business faculty played in our recent accreditation visit by the Southern Association of Colleges and Schools (SACS). Valdosta State received no recommendations for corrective action. This outcome is nearly unheard of and exemplifies the culture of excellence emanating from the Langdale College of Business.

Thanks to all of the Business faculty and friends that made the "Blazin' Hot Night" dinner and auction a tremendous success. Hundreds of community leaders and businesses gave generously of their time and resources. More than \$100,000 was raised to support our mission to enhance educational excellence.

Senator Tim Golden and Representatives Ellis Black, Jay Shaw, and Amy Carter demonstrate the value of our relationship with the region. They were tireless in seeking funds for the design of a new Health Sciences and Business Administration facility. We could not have better friends and advocates. I am confident in the value that will be returned to their constituents by enhanced facilities provided to our business program.

To paraphrase Winston Churchill, and highlight the perspective of the faculty and staff of the Langdale College of Business, "excellence at all costs; excellence in spite of all obstacles; and excellence however long and hard the road may be." The momentum demonstrated in the Langdale College provides our students with the benefits that accrue from a world class education and insures our community will receive the cultural and intellectual resources second to none in South Georgia.

Sincerely,
Patrick J. Schloss, President

Faculty Happenings

2010 Rea and Lillian Steele Outstanding Teacher Award



Dr. Fred Ware, Professor of Management, was named the 2010 Rea and Lillian Steele Outstanding Teacher for the Langdale College of Business at the Langdale College Honor's Banquet in April, 2010. This award is the highest teaching award given to business faculty. This award was given to Dr. Ware for his outstanding teaching, student mentoring, and enthusiasm for

international management. One student commented that "Dr. Ware's passion and desire to teach is unwavering. Whether teaching on the Langdale College campus or on International soil, Dr. Ware brings "real life" examples and experiences into each and every classroom." Another student said that "when I think of an outstanding, caring and hard working professor, one name stands out above all, Dr. Ware." Having taught at the Langdale College since 1971, many of you may also have fond memories of life in the classroom with Dr. Ware. We know that you will join us in congratulating Dr. Ware for this prestigious award. It was well deserved!

ment, manufacturing, logistics, financial management, and sales management. He holds a Bachelor of Business Administration with emphasis in Management, as well as a Master of Business Administration, both from Valdosta State University. Scott also serves on the Business Advisory Board of Valdosta State University's Chapter of Students in Free Enterprise, and in November, 2009 led a group of SIFE students on an international consulting project to El Remate, Guatemala.

Scott is regionally and nationally recognized for his expertise in QuickBooks® and search marketing and search engine optimization. In 2006, Mr. Manley was awarded the ASBDC Distinguished Service Award by the Association of Small Business Development Centers, and in 2008, he was recognized as the Georgia SBDC Network's

Consultant of the Year. In 2009, he was recognized as the Association of Small Business Development Center's "State Star."

The Center for Business and Economic Research supports regional economic development throughout VSU's 41-county service area, and promotes activities that strengthen the competitive positions of regional business. In addition to conducting applied research on important regional issues, CBER provides a broad range of consulting services, training programs, and public service activities to area organizations. Some examples of these services include economic impact studies, job description & pay classification benchmarking, industry site analysis, cost of living comparisons, cost of community services analysis, real estate analysis, and productivity studies.

Kim Newbern, joined him for the 2010 Langdale College Honor's Banquet where he was inducted as an honorary member of Beta Gamma Sigma.

Newbern Honored Nationally for Contributions to SIFE

by Jennifer Tanner—Communications Specialists

As president of First Federal Savings and Loan in Valdosta, Valdosta State University alumnus Thomas Newbern knows a thing or two about investing. He understands quality time outweighs the value of a dollar and that a little faith and positive encouragement goes a long way with college students. These principles fuel his passion as chairman for the Students in Free Enterprise (SIFE) Business Advisory Board and lead him to dedicate countless hours and never-ending emotional support to the organization's more than 150 members. Recognizing his significant contributions, SIFE USA chose Newbern as the 2010 Most Supportive Business Advisory Board Member of the Year—a national honor bestowed annually upon one board member who has demonstrated outstanding support for his or her team.

Newbern has been involved with SIFE for more than ten years. The 1983 Langdale College of Business Administration graduate said his dedication to the group is a result of the continuous inspiration he receives from working with the students. "I honestly can't even put into words how awesome it is to watch these kids grow while they are out there mentoring school children and disadvantaged citizens in our community on behalf of VSU," he said. "Their selflessness is incredible, and in return they are gaining valuable skills and experience that cannot be learned in the classroom. I'll be here for them for 30 more years

if they will have me."

VSU SIFE co-founder Wayne Plumly said Newbern is an integral part of the team. His monetary, time and emotional contributions are major drivers behind the organization's more than 40 successful service-learning projects each year. "He is our greatest community spokesperson, supporter and advocate," said Plumly, who serves as LCOBA dean and SIFE advisor. "He has participated in every phase of our team's operation—from hands-on volunteering alongside students to hiring our graduates. Words cannot describe the contributions he has made to our program."

"These kids aren't just affecting the community. They are building, for themselves, life skills and experience that every company is looking for," Newbern said. "This is really a hidden treasure in our community and I deeply encourage other businesses and organizations to check out the VSU SIFE website and see how they can become a part of the movement."

Tom was also inducted as an honorary member of Beta Gamma Sigma at the annual Langdale College Honors Banquet in April, 2010. Honorees are selected each spring semester for their outstanding achievement in both business and administration and who possesses the high qualities that Beta Gamma Sigma fosters. Beta Gamma Sigma is the national honor society for collegiate schools of business Accredited by AACSB International. Membership is based upon scholastic achievement and is the highest academic honor that a business student can achieve. Tom significant contributions to Valdosta State University, the banking profession, and the community exemplify what Beta Gamma Sigma is all about. ●



Nikki Mitchell, 2010 VSU SIFE President, presented Tom with Most Supportive Business Advisory Board Member of the Year at the National Exposition in Minneapolis.



Tom's wife, Kim Newbern, joined him for the 2010 Langdale College Honor's Banquet where he was inducted as an honorary member of Beta Gamma Sigma.

Tom was also inducted as an honorary member of Beta Gamma Sigma at the annual Langdale College Honors Banquet in April, 2010. Honorees are selected each spring semester for their outstanding achievement in both business and administration and who possesses the high qualities that Beta Gamma Sigma fosters. Beta Gamma Sigma is the national honor society for collegiate schools of business Accredited by AACSB International. Membership is based upon scholastic achievement and is the highest academic honor that a business student can achieve. Tom significant contributions to Valdosta State University, the banking profession, and the community exemplify what Beta Gamma Sigma is all about. ●

Tom was also inducted as an honorary member of Beta Gamma Sigma at the annual Langdale College Honors Banquet in April, 2010. Honorees are selected each spring semester for their outstanding achievement in both business and administration and who possesses the high qualities that Beta Gamma Sigma fosters. Beta Gamma Sigma is the national honor society for collegiate schools of business Accredited by AACSB International. Membership is based upon scholastic achievement and is the highest academic honor that a business student can achieve. Tom significant contributions to Valdosta State University, the banking profession, and the community exemplify what Beta Gamma Sigma is all about. ●

Tom was also inducted as an honorary member of Beta Gamma Sigma at the annual Langdale College Honors Banquet in April, 2010. Honorees are selected each spring semester for their outstanding achievement in both business and administration and who possesses the high qualities that Beta Gamma Sigma fosters. Beta Gamma Sigma is the national honor society for collegiate schools of business Accredited by AACSB International. Membership is based upon scholastic achievement and is the highest academic honor that a business student can achieve. Tom significant contributions to Valdosta State University, the banking profession, and the community exemplify what Beta Gamma Sigma is all about. ●

Langdale College Today

For many of you it may have been years since you darkened the doors of Pound Hall. We want to give a brief glimpse of what the Langdale College has become and where we are headed.

What degree programs does the Langdale College offer?

Degrees in marketing, management, economics, accounting, finance, international business, masters in business administration, masters in accountancy

The Langdale College also offers certificates in health care administration, human resource management and internal auditing.

Where are your fellow Langdale College alumni living now?
8,885 living alumni- 80 live outside the United States



What is our mission?

The Langdale College's purpose is to prepare graduates for career opportunities and challenges, to apply and expand knowledge, and to promote regional economic progress. The Langdale College provides a personalized learning environment where students can acquire knowledge, skills, and ethical and global awareness needed for successful managerial and professional careers, supports application and expansion of knowledge through research, and builds relationships with stakeholders to promote economic development in our region.



The Valdosta State University Alumni Voice magazine is compiling a list of the BEST alumni-owned businesses. Entrepreneurs, friends and/or patrons may write, e-mail or call us about an alumni-owned business and what it does best! Maybe your restaurant serves up the best burger, your architectural firm provides the best customer service, or your establishment is the most environmentally friendly outfit in the region? Selected businesses will be published in a future Voice publication. Please include the following information in submissions:

- Alumni name and graduation year
- Name and location of business
- Brief description and history of business
- What sets the business apart from others of its kind?

E-mail submissions to Publication Editor, Kate H. Elliott, at kaheine@valdosta.edu or mail them to:

Communications Unit c/o Voice Editor Kate H. Elliott
Valdosta State University / 1500 N. Patterson St. / Valdosta, Ga. 31698

Save the Date Homecoming 2010—October 1-3

Friday, October 1

Golf Tournament—Stone Creek Golf Club, Valdosta, GA
8:00 a.m. Check-In
9:00 a.m. Shotgun Start

Parade—Patterson Street (Woodrow Wilson to Brookwood)
6:00 p.m.

Lawn Concert—VSU Front Lawn (West Hall)
7:00 p.m.—Performers TBA

SIFE Alumni Reception—VSU's Bailey Science Center lobby
Drop in between 6:30-8:30 p.m.—Please contact Hilary Gibbs at 229-259-5503 or hhgibbs@valdosta.edu for additional information or questions.

Saturday, October 2

Tailgate Party—Tentatively scheduled for Drexel Park
12 noon - 2 p.m.

Football Game—VSU vs. Ouachita Baptist
3:00 p.m.





Harley Langdale, Jr. College of Business Administration
 Valdosta State University
 1500 N. Patterson St.
 Valdosta, GA 31698-0065

Non-Profit Org.
 U.S. Postage
PAID
 Permit No. 24
 Valdosta, GA

Change Service Requested

Alumni *engagement*

If you have moved or need to change your alumni profile information you can do so by simply signing into the VSU Village at www.valdostastate.org and updating your profile information. This will ensure that you receive accurate event information and allows us to keep you up to date with what is going on with your VSU family.

To make a donation to the Langdale College or another area at VSU, please tear off the below form and mail it in to the address provided below or visit us online at www.valdosta.edu/give and click GIVE ONLINE on the left side.



OUR VISION, YOUR POTENTIAL

Cultivating Partnerships, Investing in VSU

Langdale College of Business

Development Office

Address 1500 N. Patterson St. • Valdosta, GA 31698-0065
Phone 229.259.5503 • **Fax** 229.259.5504

LEAVE A LEGACY™ Please remember the VSU Foundation in your estate plans.

I/We Pledge: \$ _____

I/We enclose our gift of : \$ _____

Checks payable to VSU Foundation, Inc.

Balance to be paid:

Monthly Quarterly

Semi-annually Annually

Installments of: \$ _____

Beginning: _____

Gift matched by: _____

 SIGNATURE

Date: _____

Please designate my gift to Langdale College

The VSU Excellence Fund (*unrestricted*)

Other _____

NAME(S) _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

(_____) _____
 HOME PHONE _____ E-MAIL _____

VISA MasterCard American Express

ACCOUNT NO. _____ EXP. DATE _____ SECURITY CODE _____

SIGNATURE (REQUIRED FOR CREDIT CARD TRANSACTION) _____ DATE ____/____/____