

# BUSINESS REPORT

*Keeping our Alumni and Friends Informed*



*Two-day orientation where students learn WebCT for course instruction.*

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## VSU’s Web MBA: Convenient, Accredited and Low Cost

VSU’s Web MBA offers professionals the opportunity to earn an AACSB accredited online MBA degree without interruption to their work and personal lives. Students benefit from a Web MBA with the same commitment to quality and service as our on-campus programs. VSU’s Harley Langdale, Jr. College of Business Administration is a member of the Georgia WebMBA<sup>®</sup> consortium which is accredited by The Association to Advance Collegiate Schools of Business (AACSB), the premier accrediting body for business degree programs. Our schools have been recognized by The Princeton Review as “Best MBA Programs,” “Best Southeastern Colleges,” and “Best Value.” We have received other awards such as “CEO’s Top 10 Business Schools” (Chief Executive) and “Top 100 Schools” (Kiplinger’s Personal Finance Magazine). Each year the program appears in U.S. News & World Report Online and Business Week Online listings of accredited Web MBA programs.

- Low program tuition cost: The WebMBA is ranked in the top 20 AACSB-accredited distance-learning MBA programs for tuition rates well below the national average.
- Professional accreditation: The main reason students join us is our AACSB accreditation, which is widely recognized in business as guaranteeing excellent quality and results.
- No course residencies: You will never visit a campus. All work, except for a two-day orientation, is done online.
- Professionally qualified faculty: Our full-time graduate professors are certified as academically qualified by AACSB.
- Team-based learning: Our students rely on faculty-to-student and student-to-student learning to leverage the extensive business expertise of all program stakeholders.
- Applied focus: We are a no-nonsense program focusing on applying knowledge and skills in business.
- MBA Degree: Students enrolled in the Web MBA Program through Valdosta State University receive the same degree as our on-campus MBA students. ●

*Please contact Dr. Mel Schnake, MBA Director at (229) 245-3822, mschnake@valdosta.edu, for more information.*

# Dean's corner



*Jessie Tuggle, Former NFL star and Langdale College alumnus, accepts the Titledown trophy on behalf of Valdosta. When Jessie Tuggle clutched the three-foot tall trophy and turned toward the thousands in the home stands of Bazemore- Hyder Stadium, the place erupted in cheers. Valdosta officially became ESPN's TitleTown USA.*

Welcome to ESPN's "Title Town USA." This title has been recently bestowed on Valdosta and Lowndes County for its proud history of excellence in sports. The Harley Langdale, Jr. College of Business Administration (LCOBA) is honored to be a part of the storied success of our region. Of the over 10,000 business schools in the world, the Langdale College of Business is one of only 555 business schools accredited with the highest academic standards in the world (AACSB). This places us in the top 5 percent of all business schools in the world. This is one more title for Title Town USA. You can take pride in that you have a significant part in this accomplishment. Without your continued support of our College, this title would not be possible.

VSU and the Langdale College of Business are undergoing constant change. We are excited about the opportunity to work with VSU's new president, Dr. Patrick Schloss. Dr. Schloss was president of Northern State University in Aberdeen, South Dakota. He has a Ph.D. in Rehabilitation Psychology and Special Education from the University of Wisconsin. During his tenure at Northern State, U. S. News & World Report ranked the university as second among public undergraduate institutions in the Midwest.

I am honored to have been selected to be interim dean of LCOBA. I am a professor of economics, former head of the marketing and economics department and have been at VSU for 29 years. I have also enjoyed my role as faculty advisor for Students In Free Enterprise (SIFE), a student organization, which has won 14 consecutive regional championships and has finished in the top 10 out of over 950 teams at national competition the past eight years. We wish

former Dean Ralph Allen the best as he builds his new residence in South Carolina.

The anticipation is building as we move towards our new Health Sciences/Business Administration Building. VSU recently received a one million dollar gift from South Georgia Medical Center for the project. We anticipate breaking ground within the next two-to-three years.

As the physical appearance of the Steele North Campus evolves so will its programs. We will continue to expand the educational opportunities for business majors. A health care administration program is being created. It is a collaborative effort between Langdale College, the College of Nursing, and South Georgia Medical Center. New faculty with expertise in health care and health care management are being hired. This program will also provide for many new student internships. Eight recent graduates received the new Certificate in Internal Auditing. The business college will be creating a portfolio management student trading group and constructing a financial trading room. The South Georgia Institute (SGI) under the new leadership of Dr. Cliff Lipscomb has been renamed the Center for Business and Economic research (CBER). It will become a vibrant center for regional economic development and business research.

These varied and numerous advancements can only be made possible by your continued support. As we move forward, greater involvement and commitment by our alumni and service region will be needed. Please join us in keeping VSU and Valdosta "Title Town USA." ●

Thank you! —*Dr. L. Wayne Plumly, Interim Dean*

# Beyond the Classroom

## Redefining Investment Strategy Education



*Dr. Bill Buchanan and three VSU students attending RISE forum in 2008. (from left to right) Dr. Buchanan, Katerina Teltevskeya, Katherine Dame and Justin Thomas*

March of 2008 marked the fourth consecutive year the students and faculty from Valdosta State University attended the RISE symposium at the University of Dayton in Ohio. RISE is an acronym for Redefining Investment Strategy Education and the bulk of the

activities over the three day forum are directed toward the students. At the heart of the program is a competitive portfolio presentation by participating schools. Those schools with real dollar investments in fixed income and stock portfolios are evaluated for their objectives, performance and style of the management during the preceding year. This year's participants in the portfolio competition came from 60+ domestic and international universities and included portfolios ranging in value from \$150,000 to \$2,400,000. Besides the portfolio competition the students have the opportunity to network with industry leaders and listen to noted speakers including Nobel Prize winners and Federal Reserve Bank Presidents. The goal for VSU is to join the competition as soon as possible. Students, with help from faculty and advisers, have completed an operations manual and set of bylaws along with pricing hardware and software necessary to make a serious effort at winning the competition. We plan to attend again this year and are so excited about the prospects that we are taking along Dean Plumly. ●

## Audi Plant Tops Field Trip Experiences in Germany



Summer 2008 marked the second Langdale College of Business four-week study-abroad program in Europe with 22 VSU students and three faculty members headquartered in Karlsruhe, Germany. The group spent the first few days in Munich and were treated to an orientation program by the Georgia Department of Economic Development (GDEcD)'s European Trade Office. International courses in their disciplines were taught by Drs. Ware and Kuhlmeier. Dr. Ostapski, Program and Site Director, offered International Busi-

ness and also co-taught a course in German Language and Culture with a Karlsruhe University of Applied Sciences (host institution) instructor. Weekends and the last four days of the trip allowed students to travel throughout Europe on their own or with faculty members.

A highlight of the trip was arranged by Senator Helmut Aurenz, Founder/ CEO of ASB Greenworld, an international garden product business based in Germany with a Valdosta site. As a Member of the Board of Directors of Audi AG, Senator Aurenz authorized a full day visit to an Audi manufacturing facility, including meals, coffee breaks, and a memorable afternoon tour of a vineyard in the region. Students and faculty also visited the highly automated Bosch GmbH (automotive aftermarket) Distribution Center in Karlsruhe. We appreciate the assistance from the German-American Chamber of Commerce in Atlanta. The final field trip took the group to Strasbourg, France where they visited the famous Kronenbourg Brewery.

Plans are being made for the summer of 2009. ●

# Faculty Happenings

## Barnett receives the 2007 Consultant of the Year award



Suzanne Barnett, Area Director of the Valdosta State University Small Business Development Cen-

ter, received the Georgia SBDC "2007 Consultant of the Year" award. This award is based on a consultant's accomplishments during the year, which includes his/her work with the business community, program development, publications, presentations, and professional development.

When presenting the award, State Director Allan Adams spoke of Ms. Barnett's dedication to serving small

business clients in South Georgia. "Suzanne has established the kind of reputation in the Valdosta area that we would like for all of our consultants to have. She is a critical player in local entrepreneurial efforts and activities," said Adams. Suzanne possesses a broad range of skills and expertise that make her a valuable resource to her clients and the ten counties she serves.

Congratulations Mrs. Barnett! ●

## Gupta receives teaching awards



Dr. Sanjay Gupta, Professor of Accounting, received the Rea and Lillian Steele Outstanding Teacher Award for the Langdale College of Business in 2008 for the second



year in a row. This award is the highest teaching award given to business faculty. This award was given to Dr. Sanjay Gupta for his outstanding teaching of a very difficult subject, involvement in pedagogical research, and student mentoring. Some of the typical comments re-

ceived on his student evaluations are "explains material clearly", "encourages class discussions," "makes a difficult subject matter easy to understand," "cares about students

progress," and "is always available to help." Dr. Gupta has been nominated for this award for the past seven of the past eight years and has had the distinction of winning the award four times, in 2000, 2004, 2007, and 2008.

Dr. Gupta also received the 2008 Georgia WebMBA Outstanding Faculty of the Year. This will be Dr. Gupta's second year in a row to be receiving this distinguished honor having received this same award in 2007.

Congratulations Dr. Gupta! ●

## Caster receives the 2008 VSU Faculty Excellence in Advising award



The 2008 VSU Faculty Excellence in Advising award was presented to Dr. Bruce Caster, Professor of Accounting, at the 2008 Fall Convocation. Dr. Caster joined VSU in

1985. He has always believed that advising is more than just telling students what classes they should take. He has created advising aids so students can clearly see prerequisites and how to sequence their classes. In addition, Dr. Caster has opened his home to international students who are studying at VSU. Mentoring these international students adds another dimension to his advising. One student stated that

"Dr. Caster has been instrumental in shaping my life in general, and I am convinced that a majority of students who have had a chance to know him from a balanced perspective would say the same too. I believe that he is not only an academic advisor, but a "camouflaged father" to students who genuinely seek his advice and those he extends his advice to."

Congratulations Dr. Caster! ●

## *Guess is presented with the 2008 VSU Staff Excellence in Service award*



The 2008 VSU staff award for Excellence in Service was presented to Ms. Diane Guess at the 2008 Fall Convocation. As the assistant director for the Langdale College student advising center, Ms. Guess

holds the highest regards for service standards at VSU and captures the true essence of excellence.

A former student states, “Ms. Guess is no doubt the most inspiring, capable, motivational, dedicated and caring individual I ever encountered during my four years at VSU. From day one she was a guide and a mentor to almost all the students at the Harley Langdale College of Business Administration. She consistently strives to serve with the utmost diligence and care

in everything she does.”

Ms. Guess’ duties have increased over the years and include assisting Students In Free Enterprise (SIFE), where she has been named the Sam Walton Fellow SIFE co-advisor for four years. She serves as an advisor to the “I Choose” project that partners VSU female students with at risk teenage girls to serve as mentors and tutors.

Congratulations Ms. Guess! ●

## Langdale College welcomes our New Faculty Members

Dr Brandon C. Koford joined Langdale College as an Assistant Professor of Economics in fall 2008. Dr Koford received his MS degree in 2005 and his PhD degree in 2008 from the University of Kentucky. At VSU, Dr Koford teaches Principles of Economics, Public Economics, and Sports Economics courses. His research focuses on accurate estimation of preferences and monetary values for goods not typically traded in the market, such as higher education. ●



Dr. Aubrey R. Fowler III joined Langdale College of Business Administration in the Fall of 2008. Dr. Fowler received his MBA with an emphasis on Marketing at the University of South-

ern Mississippi in 2004 and then moved on to the University of Nebraska-Lincoln where he completed his doctorate in the summer of 2008. His dissertation

research focuses on how the single-person household navigates the dining and grocery shopping experience when recipes, grocery products, and grocery stores themselves are designed for multi-person households. Additionally, Dr. Fowler is interested in the role intimacy plays in the marketplace, particularly as it pertains to the intimacy between individuals as well as the individual’s sense of intimacy with products such as music, collectibles, and other assorted items. He is currently teaching classes in consumer behavior and marketing principles at Valdosta State University and is looking forward to making a home for him and his wife in Valdosta. ●

# Where are they now? Langdale College's most asked about faculty members!

## Former Professor of Finance, Dr. David Scott retired in August 2007

David Scott retired from Valdosta State in August 2007 following a 32-year career teaching finance for the College of Business Administration. David was born in Rushville, Indiana, and moved to Valdosta from Lakeland, Florida in 1975. "We have always enjoyed traveling and are now able to take trips during the spring and fall," he said. He and his wife, Kay, recently returned from a 3½-month driving trip around the United States. They have authored three books on the subject of America's national parks and are currently at work on a revision of a Complete Guide to the National Park Lodges. David continues to be interested in finance and has nearly finished a manuscript for The American Heritage Dictionary of Business Terms, which is scheduled for publication by Houghton Mifflin in 2009. "I am pleased that three of my former students in the College of Business will be making contributions to the book," he said. ●



David and Kay Scott

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## Professor of Management, Dr. Fred Ware

Every time Dr. Fred Ware thinks about retiring, he says that another "interesting opportunity comes along just in the nick of time." He taught six times since 1997 with the University System of Georgia's statewide Study Abroad programs and just returned from teaching International Management in Germany with Langdale College's own new VSU overseas summer program. He continues to teach full time and besides his enthusiasm for International Management, has primary responsibility for teaching Small Business Management/Entrepreneurship. He was awarded the VSU 2007 Award for Excellence in Service. Dr. Ware and his wife, Rose arrived in Valdosta in 1971; they have three grown children and two young grandsons. Rose is an Administrative Coordinator in Langdale College's Small Business Development Center (SBDC), regularly conducting "How to Start a Small Business" introductory classes for the public. The Wares enjoy travel as seen in this recent photograph taken in France when they had the "interesting opportunity" to ride on the Orient Express! ●



Fred and Rose Ware

## Former Dean and current Professor of Finance, Dr. Kenneth Stanley



*Dr. Stanley with granddaughter, Mattie*

With a big smile and twinkle in his eye, Dr. Kenneth Stanley refers to himself as “semi-retired.” In actuality he is a Professor of Finance in the Langdale College of Business Administration where he teaches financial management and financial statement analysis. After stepping down as dean of the Langdale College of Business Administration in June 2005, Professor Stanley teaches, writes and has several consulting clients in the Valdosta area. What he has more time for, though, is his three grandchildren (PaPa Ken or Grandpa!), VSU athletic events (Go Blazers!) and travelling (“A bad day at the beach is better than a good day at work!”). “I don’t miss the meetings associated with administration,” says Stanley “and I particularly like the more flexible schedule of being a professor.” ●

## Former Dean Ralph Allen retired in July 2008



*Ralph and Libby Allen*

Ralph and Libby Allen retired from Valdosta State University and Valdosta High School and relocated to Lake Keowee in the foothills of northwest South Carolina. This last summer, they started building a home on the lake, entertained lots of family and friends who have visited since their move to the lake, and began to make friends in their new community. This fall Libby is teaching English at Walhalla High School, and Ralph is managing the building process while teaching part-time at Clemson University. Ralph and Libby have three children, Brittany, Jessica and Brent, and one grandchild, Ella whom they get to see more often since their retirement. ●

## **Upcoming Homecoming Events You Won't Want to Miss!** **October 17- 18 Homecoming weekend**

### **Friday, October 17th**

**8:30 a.m. Golf Tournament** (shotgun start), Kinderlou Forest, Call Alumni office at 229-333-5797 to register. Online registration is not available for this event. Cost is \$100 per person or \$400 per team.

**Drop in between 5-7pm SIFE Alumni Gathering**—Two Friends Café in the Summit Pointe shopping center. Please RSVP to Hilary Gibbs at 229-259-5503 or [hhgibbs@valdosta.edu](mailto:hhgibbs@valdosta.edu).

**6:00 p.m. Homecoming Parade** beginning at Woodrow Wilson down Patterson Street

**7:00 p.m. Lawn Concert** featuring “Sister Hazel” with “Ocean Street”. There will also be kids activities such as bounce houses.

### **Saturday, October 18th**

**8:00 a.m. Coffee** to welcome new Alumni Board members in the Executive Dining room

**9:00 a.m.–11:00 a.m. Alumni Association Annual Meeting and Breakfast** honoring 2008 Distinguished Alumnus and Graduate of the Last Decade (GOLD award) - Magnolia Room. Cost is \$15. Register Online at [www.valdostastate.org](http://www.valdostastate.org).

**11:00 a.m.–1:00 p.m. VSU Tailgate Party** in the Bookstore parking lot - NO cost, but reservations are required. Register Online at [www.valdostastate.org](http://www.valdostastate.org).

**1:00 p.m. VSU vs. Harding Kick-Off**, Adult General Admission tickets are \$6, Kids & Seniors are \$4. Register Online at [www.valdostastate.org](http://www.valdostastate.org).



Harley Langdale, Jr. College of Business Administration  
Valdosta State University  
1500 N. Patterson St.  
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# Alumni *engagement*

As a member of the Langdale College family, you are the connection between Langdale College's past and our vision for the future.

**Alumni can stay connected by:**

- *Joining our online alumni community, the VSU Village, at [www.valdostastate.org](http://www.valdostastate.org)*
- *Hiring students for internship or career opportunities*
- *Referring a prospective student*
- *Attending alumni gatherings*
- *Giving to Langdale College through annual contributions, estate or planned giving*

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/adv/giving](http://www.valdosta.edu/adv/giving).



## OUR VISION, YOUR POTENTIAL

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### Langdale College of Business

#### Development Office

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Phone 229.259.5503 • Fax 229.259.5504

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