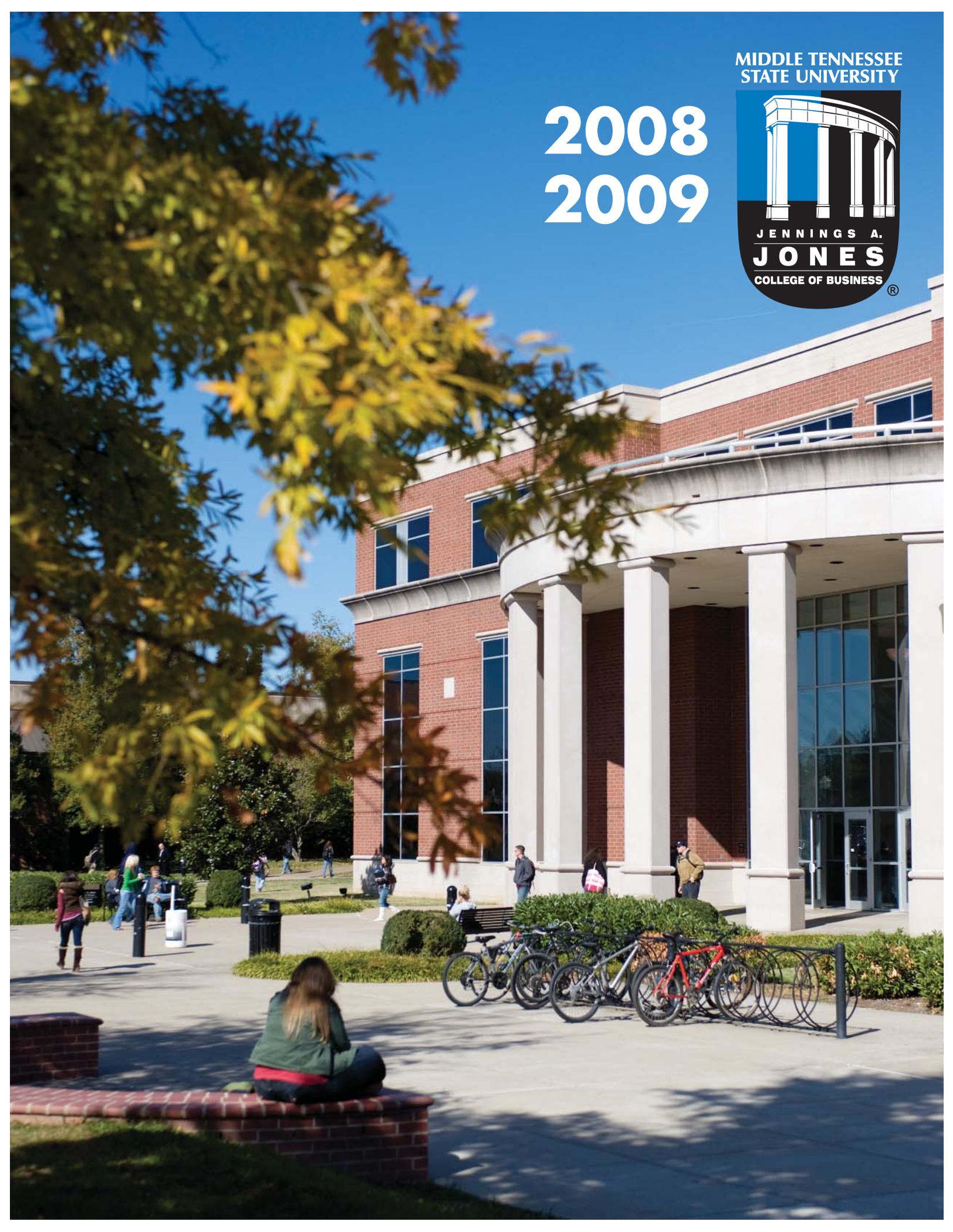
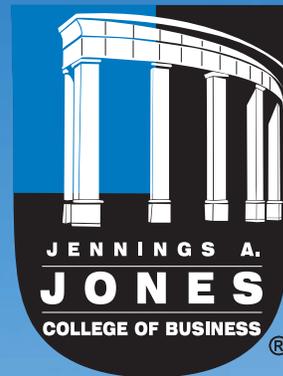


MIDDLE TENNESSEE
STATE UNIVERSITY

2008
2009



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GREETINGS, ALUMNI, FRIENDS, & SUPPORTERS!

The faculty, staff, and students of the Jennings A. Jones College of Business had another fantastic year. These pages highlight some specific examples of how the Jones College has supported and contributed to the University's three goals as stated in the Academic Master Plan: **quality**, **student-centered culture**, and **partnership**. We are proud of our accomplishments but know we cannot rest on our laurels.

Significant state budget cuts will create unprecedented financial strain for MTSU and the Jones College. Long-term crisis is often the catalyst for deep and lasting fundamental change—and change we will! We will learn to do more with less, focus on the essential, and shed lower-priority items. We cannot do everything, but what we choose to do we will do well.

Some things we have done in the past will be modified. We now publish *Tennessee's Business*, *Global Commerce*, and *Midstate Economic Indicators* in electronic format only. Some events such as our Economic Outlook Conference require an admission fee. Academic programs and courses will be reviewed to assure they pay their way in enrollment and tuition.

Our focus is not on what we cannot do but squarely on what we will do. The future will be determined not by what we *let* happen but by what we *make* happen. We have decided to provide new and expanded programs to meet the economic needs of the region, greater access to education via alternative delivery modes, fast-track options for eligible students, and partnerships with business, industry, and government.

In the face of budget issues, the University and the Jones College have determined to position ourselves for the future. Even when the economy improves, we do not expect funding for higher education in Tennessee to be restored anytime soon, so our plans must be economically realistic and frugal. Therefore, we must

- concentrate on our core mission with a laser focus—teaching, research, and service;
- be cost/benefit conscious in everything we do;
- do everything we choose to do as well as we are capable of doing; and
- depend on our alumni, our friends, those who hire our graduates, and those who benefit from our services to support us more than ever.

In the past, we've asked for your support to provide the margin of excellence not provided by state appropriations. Excellence is still our primary goal, and your support is even more critical.

We welcome your questions and comments, and we welcome you to visit the campus to see the excitement and enthusiasm for excellence that is the distinguishing characteristic of the Jennings A. Jones College of Business at MTSU. Thank you for your support in 2008–2009. That support has made a difference. We ask you to continue and increase your support in 2009–2010.

Sincerely,



E. James Burton

Dean, Jennings A. Jones College of Business



Exemplar Award

Dean Jim Burton presents the Exemplar Award to MTSU alum Charlie Myatt, president of First Tennessee Bank, at the annual Jones College awards banquet.

The award is given to an MTSU graduate who is a role model to students in professional and personal achievements.





Professorship

Yu (Amy) Xia received the Bridgestone Firestone assistant professorship.

Award

Don Roy, Management and Marketing, received the MTSU Outstanding Teacher award.



Andy Womack presents an idea to the Jones College Professional Advisory Board.

■ Quality: Specific Examples

- Tom Tang—MTSU Career Achievement Award;
- Sandy Benson—Research Award from Allied Academies;
- Don Roy—MTSU Outstanding Teacher Award;
- Melinda Korzaan—Research Presentation Award, Academic Business World Conference;
- Charlie Apigian—McNair Academic Coordinator; and
- 20 TSCPA (Tennessee Society of Certified Public Accountants) student scholarships.

■ Student-Centered: Specific Examples

- Chad Hill—First place, RBI Sales Challenge;
- Haley Sorrells—First place, Pro-Am Sales Competition;
- Amal Black—Pi Sigma Epsilon (PSE) National Speakers Competition Finalist;
- MTSU Jones College Team—PSE National Case Study Award;
- MTSU Jones College Team—Target Foundation Competition \$4,000 Award; and
- Steve Sibley—Kawahito Scholarship study in Bangladesh.

■ Philanthropy Update

- Philanthropy, a critical part of the pursuit of excellence in the Jones College, helped greatly during the past academic year as we sought to further strengthen our programs in the midst of a challenging economic environment.
- A total of \$600,000 during 2008–2009, for a variety of college priorities including student scholarships and faculty support, was contributed by 950 individuals, corporations, and foundations—a record number of donors for a single year.
- Five new endowment accounts benefitting the Jones College were established by donors in the MTSU Foundation.
- The Martin Chair of Insurance and Weatherford Chair of Finance golf tournaments together generated more than \$63,000 for student and program support.
- For more information about making a gift or including the college in your estate plans, please contact John Mitchell, development director for the Jones College, at (615) 494-8990 or jrmitch@mtsu.edu.



Dell Inc. university recruiter Travis Triggs examines the laptop Dell donated to Katie Kemp's Personal Selling class (from left, Caitlin Faccioli, Matt Sullivan, Jessica LaForest, Brent Eubanks, Jake Huff, Chad Whitaker, Emmanuel Doku, Jessica Long, and Carl Clemmons).

■ **Student Travel**

- Study abroad—Greece;
- Students in Free Enterprise—Chicago;
- Pi Sigma Epsilon National Convention—Virginia Beach;
- Financial Management Leadership Conference—New York City;
- RISE IX Global Student Investment Forum—Dayton;
- Financial Management Association Field Trip—CME and Chicago Fed;
- Surplus Lines Insurance Symposium—Birmingham; and
- Gamma Iota Sigma Annual Conference—Richmond.



Corinna Baldwin, Servpro representative, at the Employment Opportunity Exchange.

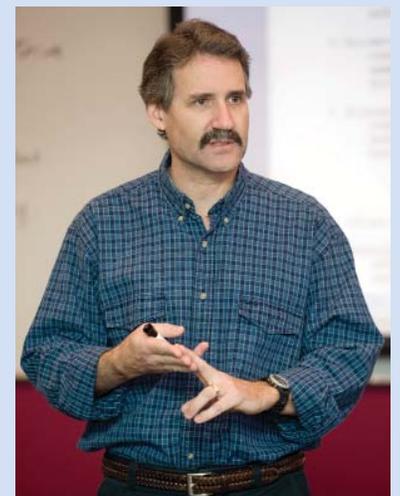


Visiting Lecturer

Walgreen's regional manager Tom Shepard spoke to Cliff Welborn's Management and Marketing class about a Walgreen's distribution center.

Outstanding Faculty

Timothy Graeff, Management and Marketing, received the Jones College Outstanding Faculty Award.





Global Entrepreneurship Week (BCEN, spring)

Speakers included (above) Qiang Wu, Tianjin Newtrans Group, Tianjin Polytechnic University, and Tennessee Chinese Chamber of Commerce; Lee Moss, MidSouth Bank; Ralph Vaughn, Barrett Firearms; Ron Firmin, Master Financial Services and Xrysalis Development Solutions; and Dan Moore, the Southwestern Company.

Below, Mike Berkley, GroWild Inc., speaks during the fall National Entrepreneurship Week.



Sales Champion Award recipient Chad Hill, front center, with team members John Ferraro, left, Ashley Harris, right, and Management and Marketing faculty coach Garry Smith, in back. The team placed fourth at the Russ Berrie Institute for Professional Sales National Sales Challenge at William Paterson University in Wayne, New Jersey,

■ Partnerships: Specific Examples

- Mary Phillips—TSCPA Board;
- G. Robert Smith Jr.—Governmental Accounting Standards Advisory Council;
- Virginia Hemby—National President of Delta Pi Epsilon;
- Tim Graeff—Management Marketing Association National Board;
- Don Roy—Management Marketing Association National Board;
- Accounting Alumni Appreciation Day;
- National Entrepreneurship Week;
- Executive Briefing Breakfast Series (Doug Tatum, chairman emeritus, Tatum LLC; chairman and CEO, the Co-Investment Partnership);
- Students in Free Enterprise (SIFE)—Hobgood School project; and
- Don Roy—Tennessee Titans and Nashville Predators projects.

■ Advising Enhancements

- Advising website: www.mtsu.edu/~busadv;
- Common advising email address for the convenience of off-campus users: busadv@mtsu.edu;
- Jones College of Business Admission Policy, which obligates students to see an advisor before beginning major courses due to the application process (<http://mtsu32.mtsu.edu:11310/Admission%20Policy.htm>);
- Advising newsletters and training provided for faculty;
- Campus-wide advising roundtable meetings to improve communication;
- Parent handbook distributed at CUSTOMS freshman orientation providing general College of Business information and Family Educational Rights and Privacy Act guidelines; and
- Desire to Learn (D2L) tool for online advising.



MTSU Career Achievement Award and Outstanding Teacher Award recipient Tom Tang (Management and Marketing), left, shows Daniel Maluk his research display "A Cross-Level Study of Entity Affluence, Money Attitude, Pay Satisfaction, and Corrupt Intent" during Scholars Week.

■ **Staff Changes and Additions**

- Katy Riddle, Career Placement;
- Gina Poole, executive aide, Economics and Finance;
- Phil Collins, local service provider, Instructional Technology; and
- John Mitchell, development director.



Left to right, alumni Paige Stiefel, Andrew Coleman, Jim Johnson, and Phillip Denny of CNA Insurance talk to senior Stephen Key at the Insurance Career Fair.



National Entrepreneurship Week (BCEN, fall)

Speakers included (above) Lorenzo Spikes, Eclipse Artist Management Group; Robert Frist, HealthStream Inc.; Jenny Piper, Pied Piper Creamery; Kevin Guenther, Design Resource; Mike Berkley, GroWild Inc.; Beth Chase, C3 Consulting; Benjamin and Max Goldberg, Strategic Hospitality Inc.; and Jim Gilmore, Audio Productions, below.





Alumni Appreciation Day

Keynote speaker for the annual Accounting Alumni Appreciation Day was Alicia A. Posta, executive director, Financial Accounting Standards Advisory Council.

Outstanding Senior

Below, Outstanding Accounting Senior Whitney L. Satterfield and department chair Jeff Hamm.



Secretary Melanie Nichols greets Alumni Appreciation Day guest Dan Hancock.

ACCOUNTING

- G. Robert Smith Jr. is a Governmental Accounting Standards Advisory Council member.
- Sandy Benson received a research award from Allied Academies.
- More than 600 students are accounting majors, and over 100 graduated this year.
- The AICPA (American Institute of Certified Public Accountants) has appointed Paula Thomas to the International Qualifications Appraisal Board for three years.
- Mary Phillips was named to the TSCPA (Tennessee Institute of Certified Public Accountants) Board, and 20 students received TSCPA scholarships.
- All four sections of the Becker CPA Review were offered this spring.
- Rebecca Foote won the election sponsored by Gamma Iota Sigma insurance fraternity for Outstanding Professor in the College of Business.
- Former Ernst & Young partner Bill Mooningham is now an adjunct professor.
- The 15th annual Meet the Corporations Day—including employers AmSurg Corporation, Defense Contract Audit Agency, IRS, NHC, Psychiatric Solutions Inc., and Tennessee Department of Audit—resulted in job offers for several students.
- The Beta Alpha Psi Meet the Firms event at Miller Coliseum, with 104 students participating, attracted a record 28 organizations.
- Fifteen teams participated in the Beta Alpha Psi Cup fall golf outing.
- Beta Alpha Psi held 17 professional meetings.
- The Institute of Management Accountants chapter hosted speakers from HCA, AmSurg, Vanderbilt University, and FMS Solutions Inc. and took a Nissan plant tour.
- Curriculum changes include a second principles course with greater emphasis on financial accounting and insights into the profession.
- Sandy Benson's commercial law students competed in the fourth Quiz Bowl Regulatory Quest (emceed by Jimmy Jobe of Jobe, Hastings & Associates, CPAs).



Entrepreneurship Week keynote speakers Robert Frist (fall) and Lee Moss (spring).

BUSINESS COMMUNICATION &

ENTREPRENEURSHIP

- BCEN hosted the fall National Entrepreneurship Week and spring Global Entrepreneurship Week, including a plant tour of Barrett Firearms Manufacturing Inc. and Teen Business Conference sponsored by Girl Scouts of Middle Tennessee and First Tennessee Foundation. (See speaker information and photos, pages 4–5.)
- BCEN hosted and judged DECA (Distributive Education Clubs of America) high school student competitions in various areas of business with BCEN faculty serving as judges.
- BCEN hosted and judged FBLA (Future Business Leaders of America) high school student competitions in various areas of business.
- Robert B. Blair earned business and social etiquette certification from the Etiquette Institute, attained the Registered Parliamentarian designation, received the Tennessee Association of Parliamentarians Alpha Brown Award for Outstanding Individual Achievement, and served as president of the Tennessee Delta Unit of Parliamentarians. He was college/university program director for the National Business Education Association convention in Chicago and served on the NBEA Strategic Planning and Leadership Awards Administrative committees as well as the Southern Business Education Association Past Presidents Council and Strategic Planning, Site Selection, Nominating, and Program committees.
- Dan Moore, president of the Southwestern Company, spoke to Rachel Wilson's class.
- Virginia Hemby served as national president of Delta Pi Epsilon.



Awards

Above, Kimberly Danner, National Business Education Association Award of Merit and Joe E. Sawyer Business Education Award winner, pictured with Raholanda White. Below, Jennifer Fisher, Outstanding Student in Office Management.





Highest GPA

Andrew R. Woodward, left, the CIS student with the highest GPA, pictured with faculty member Rajesh Aggarwal.

Business Aerospace Building

View from the courtyard behind the building.



McNair Scholar Ryan Darrow, left, discusses research with McNair Scholars Academic Coordinator Dr. Charles Apigian, far right, visiting Fulbright Scholar Jan Jires from the Czech Republic, right center, and College of Liberal Arts Dean John McDaniel, in back.

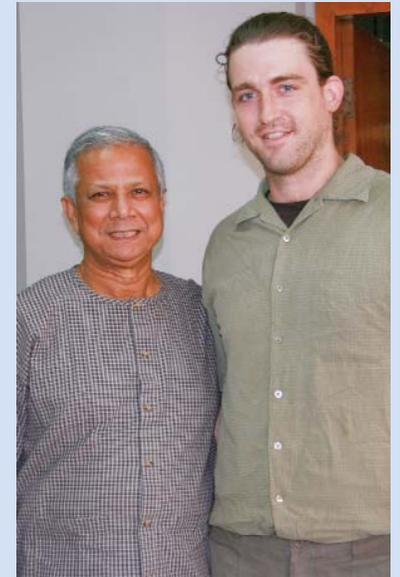
COMPUTER

INFORMATION SYSTEMS

- Charlie Apigian was appointed academic coordinator for the McNair Program at MTSU, which offers first-generation undergraduate students with financial need or from an underrepresented racial/ethnic group the opportunity to prepare for and succeed in graduate school by providing money for research, GRE preparation, mentor-guided research opportunities, and travel money for conferences and graduate school visits.
- Melinda Korzaan received the Research Presentation Award from the Academic Business World Conference.
- The department sponsored and hosted the DevLink conference (www.devlink.net) on campus last August with more than 500 attendees and participants.
- The MTSU chapter of AITP (Association of Information Technology Professionals) hosted the third annual MTSU/AITP InfoSys Contests on March 27. MTSU students competed in four different events. The winners were
 - Database Design: first place, Travis Pelfrey;
 - Web Design: first place, Joe Kirkus;
 - Visual Studio.NET Programming: first place, Matt Reed; and
 - Microsoft Solutions: first place, Justin Gamble.
- Jeff Clark is executive director of MBAA International.
- Barbara Sidwell is the new executive aide, and instructor Patricia Farrar retired.



Left to right, Outstanding Economics Senior Jessica M. King, chair Charles Baum, and Outstanding Economics Senior Joshua M. Hill.



Grameen Bank

Steven Sibley, at right, 2008 graduate in finance, served in the first Kawahito World Poverty Studies internship at Bangladesh's Grameen Bank, established by 2006 Nobel Prize winner Muhammad Yunus, at left, former MTSU economics professor who started microlending in Bangladesh.

Steven's reports from Grameen (as illustrated below) are online at www.mtsu.edu/~berc/grameen.html.

ECONOMICS & FINANCE

- Barbara Haskew was named Outstanding Professor of the Year at the 18th Annual Intercultural and Diversity Affairs Awards Banquet.
- Boyd Evans retired.
- The department's three May Ph.D. graduates in economics secured employment as either assistant professor of economics or economic analyst. This builds on our recent success placing Ph.D. graduates in academic positions.

Job Placement of Ph.D. Graduates in Economics (May 2008–May 2009)			
Student	Graduation	Position	Employer
Seals, Alan ^c	May 2008	Assistant Professor (tenure-track)	Oklahoma City University (Oklahoma City, OK)
Qi, Zhijie	May 2008	Economic Analyst (Nashville, TN)	Tennessee Department of Revenue
Nunley, John ^c	Aug 2008	Assistant Professor (tenure-track)	University of Wisconsin (La Crosse, WI)
Hopper, Jeff	Aug 2008	Assistant Professor (tenure-track)	Transylvania University (Lexington, KY)
Zhou, Yixiu	Dec 2008	Research Professional	Tennessee Education Association
Slonaker, Shea	May 2009 ^a	Assistant Professor ^b (Nashville, TN)	Bethel College of Tennessee
Wilson, Rachel	May 2009 ^c	Assistant Professor (tenure-track)	Urbana University (Urbana, OH)
Minor, Travis ^c	May 2009 ^a	Economic Analyst	Food and Drug Administration (FDA)
Yang, Fang	May 2009 ^a	Research Associate	TACIR ^d (Nashville, TN)

a: Expected date of graduation. b: Bethel College does not use the tenure system. c: MTSU undergraduate major in Economics. d: Tennessee Advisory Commission on Intergovernmental Relations.



MANAGEMENT & MARKETING



Awards

Vertically from top are Outstanding Marketing Senior Jaymes C. Buckner, Outstanding Business Administration Senior Holly M. Bailey with chair Jill Austin, and Outstanding Management Senior, Colby A. Comish with Austin.



- Joe Thomas received the 2009 Case Writers' Association Outstanding Service Award.
- Target selected five of Laura Buckner's students (Gary Cleek, Sidney Vincent, Derrick Ensey, Tana Terry, and Amber Kean) to receive monetary grants based on their participation in the Target Campus Grant Program.
- Don Lester received the 2008 Best Paper Award, *Journal of Applied Management and Entrepreneurship*.
- Chair Jill Austin is EXL (Experiential Learning) program director, and Don Roy is an EXL mentor.
- Chad Hill won the top award, Sales Challenge Champion, and placed third in sales role play and fourth in the In-Basket Exercise at the Russ Berrie Institute for Professional Sales National Sales Challenge at William Paterson University in Wayne, New Jersey.
- **PSE** (Pi Sigma Epsilon) chapter
 - hosted a "Pink Pancake Breakfast" for the Tennessee Breast Cancer Coalition;
 - conducted a birthday party for "Candle Wishes," a charity started by a former MTSU student that gives monthly birthday parties for underprivileged children, donating \$590 worth of refreshments, gifts, and organized games;
 - attended the regional conference in Tuscaloosa, competing in the speakers competition and Pro-Am Sell-a-thon (Haley Sorrells, winner; Lucas Dickerson, finalist);
 - attended the national convention in Virginia Beach (Blake Waring, Quinton Shelton, Andrew Brothers, and Chris Blazer won the Case Study Competition, earning \$750 and a trophy; Amal Black was a finalist in the speakers competition);
 - placed second in BOSS games (Business Orientated Strategy Simulation, allowing teams nationwide to compete), earning \$300 with Trey Suggs as team leader; and
 - attended the national convention, where Haley Sorrells placed in the top 10 in the Pro Am Sell-a-Thon, and Quinton Shelton was chosen for the 2009 Future Leaders Team.
- **SIFE** (Students in Free Enterprise) and **PSE**
 - sponsored a resume-writing workshop and etiquette luncheon;
 - hosted the Employment Opportunities Exchange (career fair); and
 - educated Hobgood Elementary sixth-graders on the fundamentals of running a business by supervising a student enterprise growing and selling plants to finance a field trip).
- Mu Kappa Tau national marketing honor society inducted 12 seniors and seven juniors in fall (those with a 3.25 GPA and in the top 20 percent of the senior class or top 10 percent of the junior class are eligible).
- Jean Wilson is a 2009 Mu Kappa Tau Executive Board member.
- The department mourns the deaths of faculty member Larry Howard and secretary Theresa Callis.

GRADUATE PROGRAMS

Accounting M.S.

Program enrollment increased by 18 percent from fall 2007 to fall 2008. The program has drawn stronger interest from graduates of other universities regionally and nationally. International interest is growing; about 20 percent of students are from other countries, including China, Russia, Saudi Arabia, and Romania. Campus Becker CPA Review courses have enhanced students' likelihood of passing the CPA exam. A recently launched taxation specialization has received considerable interest. Kevin James is the program director.

Computer Information Systems M.S.

The "make it happen" mentality that permeates CIS departmental course offerings is tremendously popular with students and employers. The newly added specializations in IT project management and information security and assurance have been well received in the marketplace. The department offers the M.S. in Accounting and Information Systems, with Information Systems as the primary field, as well as courses for the M.B.A. and a graduate minor in Information Systems. Jeff Clark is the CIS graduate studies coordinator.

Economics Ph.D. and M.A.

Recent Ph.D. graduates have secured employment as assistant professors and economic analysts (with the Food and Drug Administration; the State of Tennessee; Bethel College of Tennessee; Urbana University; Oklahoma City University; Transylvania University in Lexington, Kentucky; and the University of Wisconsin-La Crosse). This placement record is one of the best at MTSU and better than that of many comparable economics Ph.D. programs in the southeast. Greg Givens directs the program.

M.B.A.

MTSU's M.B.A. program remains one of the state's largest. An online M.B.A. program is in development and should be available in the near future. The M.B.A. with a health care administration emphasis is offering several new courses focusing on risk, risk assessment, and risk management. Fourteen M.B.A. students studied abroad in Greece in May 2009. Troy Festervand is the M.B.A. program director.

Master of Business Education

The M.B.E. (Stephen Lewis, director) remains a popular option for postbaccalaureate students seeking secondary teacher certification and veteran business professionals seeking teacher licensure. BCEN will offer online/hybrid courses beginning summer 2009 so students will be able to complete their M.B.E. over three summers of full-time study. M.B.E. students are diverse in race, ethnicity, gender, and age as well as in education and experience. Graduates now serve in junior and senior high schools throughout the state.



Award

Above, Allison J. Pirtle, SunTrust Bank M.B.A. Award recipient, and M.B.A. program director Troy Festervand.

Business Aerospace Building

Below, view from the courtyard behind the building.





Quiz Bowl

Glenda Pipkin, staff counsel to the Hanover Insurance Group, emceed the Gamma Iota Sigma Quiz Bowl.

Robert E. Musto Insurance Hall of Fame

The chair inducted new members:

- Ronald L. Corbin, Nashville, field vice president, southern region, Allstate Insurance Company;
- Chester A. Butler III, Brentwood, founder, the Butler Company;
- Thomas Maclellan, deceased, founder of Provident Insurance Company (now the Unum Group), Chattanooga; and
- Andy Womack, State Farm Insurance agent, Murfreesboro, and former state senator.

Created in 1999 to honor state professionals who have made outstanding, unique contributions to the industry and community, the Hall of Fame has 41 members.

The industry mourns the death of Robert E. Musto.



Quiz Bowl winners, left to right, Rachel Simes, Merranda Holmes, and Gina Logue.

MARTIN

CHAIR OF INSURANCE

The Chair (Kenneth Hollman, chairholder) and insurance program

- had 120 majors and minors at the end of the spring 2009 semester;
- awarded scholarships to 64 students amounting to about \$58,000;
- placed 10 students in internships;
- continued to build its endowment (now at \$1,325,000) and added its 35th endowed scholarship account;
- staged its 25th consecutive annual golf tournament, generating about \$40,000 (net) for scholarships in the program;
- hosted its second annual three-day workshop on the insurance industry in June 2008 for 18 high school guidance counselors from across the state with funding (\$20,000) provided by the Insurance Education Institute of Indianapolis; and
- continued its aggressive efforts to place graduates in high-paying, responsible positions.

Gamma Iota Sigma Insurance Fraternity—74 members strong at year's end

- won four awards at the National Management Conference in Richmond October 14–16, in competition with 50 other local chapters from across the country; and
- sponsored
 - additional student trips to the RIMS (Risk and Insurance Management Society Inc.) Conference in Orlando, the NAPSLO Conference in Birmingham, and Shadowing Day in Memphis, sponsored by the Insurors of Memphis;
 - the 23rd annual Outstanding Professor in the College of Business election (won by Rebecca Foote, Accounting);
 - a Career Fair for insurance majors and minors, attended by 30 companies; and
 - the annual campus-wide, MTSU TV-aired Quiz Bowl (won by the Leaders Circle team).



Jack Weatherford, left, and Kiyoshi Kawahito at the Economic Outlook Conference.

WEATHERFORD

CHAIR OF FINANCE

- The Weatherford Chair of Finance cosponsored the annual Economic Outlook Conference, featuring speakers James Bullard, president and CEO of the Federal Reserve Bank of St. Louis, discussing the U.S. economic crisis; Donald Ratajczak, Regent's Professor of Economics Emeritus, Georgia State University, delivering his annual economic forecast; and David A. Penn, director, Business and Economic Research Center, MTSU, speaking on local economic conditions.
- The chair's 20th annual Weatherford Scramble Golf Tournament at Old Fort Golf Club for area bankers and their customers grossed \$33,450 to support the chair's research, student programs, job placement efforts, scholarships to students concentrating in Financial Institution Management, and other activities.
- The chair led a team of MTSU Economics and Finance faculty members initiating a research project that draws on a number of databases to shed some new light on the question of whether or not non-owner business executives are, over time, capturing a growing share of the earnings of major publicly owned companies they manage. The first phase of work on this project was recently published in *Business Economics* (April 2009).
- William F. Ford, chairholder, makes 15–30 appearances annually on nationwide business news networks such as CNBC/TV and Bloomberg Television, commenting on monetary and economic policy issues.
- Ford also makes presentations to business and academic groups in middle Tennessee and across the U.S. and appears on national and regional business conference programs, speaking on the outlook for the U.S. economy and various industries.
- Ford served as a visiting research fellow at the American Institute for Economic Research (AIER) in summer 2008.
- AIER published Ford's project on "Bird Flu Economics" and distributed it worldwide.



Economic Outlook Conference

Speakers (from top) James Bullard, St. Louis Federal Reserve president and CEO, Weatherford Chairholder Bill Ford, and Georgia State University's Donald Ratajczak.





Databases and Publications

- Updated and searchable local economic indicators in new, easy-to-use formats
- *Tennessee Housing Market Brief* (sponsored by the Tennessee Housing Development Agency)
- *Tennessee's Business*
- *Midstate Economic Indicators*
- *Global Commerce*

www.mtsu.edu/~berc



Associate Director

Murat Arik



BERC director David Penn speaking at the Economic Outlook Conference.

BERC

BUSINESS & ECONOMIC RESEARCH CENTER

- **Presentations:** 13 groups including the Tennessee City Management Association (Murfreesboro), Rutherford County Chamber, Tennessee Concrete Association (Murfreesboro), Annual Real Estate Outlook Conference (Franklin), Legislative Forum on Workforce Issues (with UTK Institute for Public Service), Smyrna and Fayetteville Rotary Clubs, Nashville CFA Society, P2010 Regional Partnership, Nashville Real Estate Investors, and the Maury Alliance (Columbia).
- **Conference:** Cosponsored annual Economic Outlook Conference.
- **Media Interviews:** Over 57 including *Daily News Journal*, *Tennessean*, *Chattanooga Times Free Press*, *Manchester Times*, WKRN and WTVF Nashville (Channels 2 and 5), *McMinnville Southern Standard*, *Lebanon Democrat*, Nashville Public Radio, Foreclosure News Report (Realtytrac), and *Murfreesboro Post*.
- **Sponsored Contracts:** Began a health-care cost analysis for the United Southern and Eastern Tribes, completed an industrial cluster analysis (Middle Tennessee Industrial Development Association) and a Maury County strategic analysis and call center workforce supply-and-demand study (Maury Alliance), and will soon begin several new contracts.
- **New Course Offering:** Environmental and Natural Resource Economics (David Penn).

CENTER FOR ECONOMIC EDUCATION

- Robert B. Blair, director, and Maria L. Edlin, assistant director, worked diligently to fulfill the CEE mission to promote economic education across Tennessee, emphasizing Rutherford and surrounding counties.
- Major funding for the CEE's programs is provided by the Jones College, Jennings and Rebecca Jones Foundation, First Tennessee National Corporation, and the Foundation for Teaching Economics. Over \$123,000 was contributed to the CEE through grant or matching grant sources during 2008–2009 to promote economic education.
- The Tennessee Stock Market Game (SMG) stimulates learning about economics, finance, and the American economic system. In a 10-week simulation, participants invest a hypothetical \$100,000. State coordinator Maria Edlin conducts nine SMG workshops hosted by seven regional newspapers annually. The program is funded through a partnership with First Tennessee Bank, which also sponsors an internship program for each of the newspapers supporting Newspapers in Education's promotion of the SMG in grades 4–12. The Securities Industry Association Southern/South Central District Grant provided additional funding. In 2008–2009, a total of 2,908 teams (13,191 students) and 304 teachers from 344 schools across the state participated in the SMG. Tennessee's SMG continues to be ranked eighth in the nation.
- The Foundation for Teaching Economics provided two generous grants for the CEE to cosponsor the Right Start Institute in January and HSBC Institute on the Environment and the Economy in February. The programs incorporated a blend of practical learning activities, including hands-on classroom activities and simulations. Participants could receive two hours of graduate credit in economic education for each program through Florida Gulf Coast University. Forty-one teachers participated in these institutes.
- The CEE partnered with several agencies to provide the required personal financial literacy training necessary for teachers to become qualified to teach personal finance in secondary schools across Tennessee. Training was conducted in Chattanooga, Knoxville, and Nashville. Edlin co-presented additional workshops with the Federal Reserve Bank of Atlanta-Nashville Branch, National Endowment for Financial Education, and UT Extension Service.
- In keeping with MTSU's mission, the CEE maintains active partnerships with the following organizations not previously mentioned: Council on Economic Education, Jump\$tart Coalition, Belmont University College of Business, Foundation for Investor Education, Tennessee Talented and Gifted, TVA Credit Union, Tennessee Department of Commerce and Insurance, and Tennessee Council for the Social Studies.
- Blair and Edlin coauthored "Factors That Influence Teachers to Implement the Stock Market Game Curriculum," published in the *Georgia Business Education Association Journal*.



CEE Leadership

Director Robert B. Blair is also a member of the BCEN faculty.

Assistant Director

Assistant director Maria Edlin also coordinates the Tennessee Stock Market Game.





Economic Outlook

Robert A. McCabe Jr., chair of Pinnacle Financial Partners, won the Jennings A. Jones Champion of Free Enterprise Award.

Executives in Residence

Charlie Daniels received the Joe M. Rodgers Spirit of America Award, and supply-side economist Arthur Laffer spoke during Executives in Residence Day.



Left to right at the Economic Outlook Conference are keynote speaker James Bullard, president and CEO of the Federal Reserve Bank of St. Louis, chairholder Aubrey B. Harwell Jr., and Bill Ford, Weatherford Chair of Finance.

JENNINGS A. JONES CHAIR OF

EXCELLENCE IN FREE ENTERPRISE

The chair (Aubrey B. Harwell Jr., chairholder)

- hosted a Nashville Predators pre-game reception themed “Getting into the Game— Insights into the Sports Business”;
- sponsored a luncheon honoring Ronny Simon, Israel tour guide and guest speaker in the Honors College;
- supported guest speaker Kenneth B. Morris Jr. at a Dr. Martin Luther King Jr. brunch;
- supported with Tennessee Small Business Development Center (TSBDC) four business-plan competition winners;
- supported the Weatherford Chair of Finance Golf Tournament;
- sponsored Regional Executive Breakfast Series speaker Doug Tatum, chairman emeritus, Tatum LLC, and chairman and CEO, the Co-Investment Partnership;
- cohosted the Economic Outlook Conference, featuring speakers Dr. James Bullard, president and CEO, Federal Reserve Bank of St. Louis, and Dr. Donald Ratajczak, Regent’s Professor of Economics Emeritus, Georgia State University;
- sponsored Jennings A. Jones Champion of Free Enterprise Award winner Robert A. McCabe Jr.;
- supported with the MTSU Distinguished Lecture Committee an executive briefing featuring Arthur Laffer presenting “A Supply-Side Economist’s View of the First 75 Days of the Obama Administration”; and
- sponsored Joe M. Rodgers Spirit of America Award winner Charlie Daniels.



From left, TSBDC director Patrick Geho, student business plan competition judge Eric L. Meriwether (SunTrust Bank), winner Leigh Wilkins, and business specialist Bud Klika.

TENNESSEE SMALL BUSINESS

DEVELOPMENT CENTER

TSBDC (www.tsbdc.org), with 17 service centers in the state

- provided 14,422 hours of counseling to 4,052 clients;
- generated \$1.88 in tax revenues for every \$1 spent on operations (benefit-to-cost ratio is greater than 188 percent);
- counseled client business owners, over 38 percent of whom are minority, 46.2 percent female, and 12 percent veterans;
- served 473 veterans in 2008 and counseled 43 members on active duty or in the Guard or Reserves;
- helped clients create 1,055 new jobs and save 805 existing jobs, generate \$7.5 million in tax revenues (\$4.3 million state and \$3.2 million federal), generate \$44.9 million in incremental sales, and retain \$55 million in existing sales;
- helped clients obtain more than \$27.6 million in financing; and
- offered 722 training sessions with a total of 10,921 attendees, on topics including how to start a small business, how to write a business plan, how to bid on government contracts, how to increase marketing and sales efforts, planning for business succession, how to understand taxes, supervisory management training, and other management topics.

SBDC clients nationwide

- saved \$8.81 billion in existing sales and 93,449 existing jobs;
- obtained \$3.4 billion in financing; and
- generated \$7.17 billion in incremental sales, 73,377 new jobs, and tax revenue more than 2.86 times operational costs (\$340.6 million state and \$219.8 million federal tax).



Director

TSBDC State Executive Director Patrick Geho is also associate professor, Business Communication and Entrepreneurship.

Business Plan Competition

Student winner Cortney D. Wilkerson and judge Ronnie Martin of MidSouth Bank.



NEW FACULTY



**Charles F. Beauchamp, Assistant Professor
Economics and Finance**

Beauchamp received a Ph.D. in finance, the 2005 College of Business and Industry Doctoral Student Teaching Award, and an M.S. in finance from Mississippi State University as well as a B.S. in finance from the University of Louisiana at Lafayette. At MTSU he teaches undergraduate and graduate corporate finance and has developed a class on computer applications in finance. His research interests include private equity and venture capital, corporate finance, and real estate topics. He has presented articles at numerous academic conferences and published articles in the *Journal of Real Estate Literature* and *Journal of Real Estate Practice and Education*. He worked in the wholesale grocery industry before beginning his graduate education and has recently consulted in the oil and gas industry.



**L. Michelle Bobbitt, Assistant Professor
Management and Marketing**

Bobbitt received a Ph.D. in business administration with concentrations in marketing and logistics from the University of Tennessee and an M.B.A. and B.B.A. in management from MTSU. She was an assistant professor at Bradley University in Peoria, Illinois, teaching marketing and logistics courses. Her research interests include supply chain relationships, logistics performance, marketing education, and strategic issues in both marketing and logistics. She has published in such journals as the *Journal of Business Logistics*, the *International Journal of Logistics Management*, and the *Journal of Marketing Education*. She teaches undergraduate courses in marketing including Principles of Marketing and Marketing Management and the graduate-level Marketing Systems course.



**Nita G. Brooks, Assistant Professor
Computer Information Systems**

Brooks received a Ph.D. in business administration with a concentration in information systems from the University of Arkansas and an M.B.A. and B.B.A. with concentrations in finance from the University of Arkansas at Little Rock. Her dissertation research focused on the identification of workers with the information systems profession. Research interests include IS workforce, security and privacy, IS quality, and IS education. She has published in *Communications of the ACM* (Association for Computing Machinery), *Journal of Computer Information Systems*, *IS Education Journal*, and *American Journal of Business*. She teaches undergraduate and graduate business data communications, information systems security management, and information systems management and applications courses.

**Diane R. Edmondson, Assistant Professor
Management and Marketing**

Edmondson received a Ph.D. in marketing and an M.B.A. and B.S. in general business administration from the University of South Florida, where she was nominated for the 2007 College of Business Doctoral Student Best Research Award. At MTSU, she is teaching Personal Selling and Principles of Marketing. Her dissertation research focused on the impact of emotional exhaustion on service sabotage. Other research interests include boundary spanners, perceived organizational and supervisory support, and cause-related marketing. She has presented papers at the American Marketing Association, Society for Marketing Advances, and Academy of Marketing Science conferences and published in the *Journal of Business Research* and *Journal of Marketing Theory and Practice*.



**Daniel L. Morrell, Assistant Professor
Management and Marketing**

Morrell received a Ph.D. in business administration from the University of South Carolina, where he received the 2007 Graduate School Centennial Fellowship. He received a B.B. in economics and an M.B.A. from Western Illinois University. Prior to returning to school full-time in 2003, he managed a photographic retail store and owned a computer retail store. He teaches Principles of Management and is currently developing an online Human Resource Management class. His research topics include counterproductive workplace behavior, employee motivation, and employee-supervisor relationships. He has presented papers at the Southern Management Association and the Academy of Management conferences.



**M. Wayne Rollins, Associate Professor
Business Communication and Entrepreneurship**

Rollins received his Ed.D. in higher education administration and supervision from the University of Georgia and both the M.B.E. and B.S. in business education from MTSU. After teaching 12 years in the BCEN (then BMOM) department, he was the Cooperative Education director at MTSU for 20 years and taught as an adjunct. He returned as a full-time faculty member in fall 2008. He currently teaches Business Communication and has received MTSU's Outstanding Teacher Award and MTSU's Distinguished Alumnus Award. He has published in *Tennessee Teacher*, *Tennessee Business and Economic Review*, *Co-op/Experience/Co-op Journal*, and the *Georgia Business Education Association Journal*.



**Min "Kevin" Zhao, Assistant Professor
Economics and Finance**

Zhao received a Ph.D. in finance from the University of Tennessee, an M.B.A. from the University of South Carolina, and a B.A. from Peking University. His primary research interests include short sales, investments, risk management, and corporate governance. He presented his paper "Information-Driven Short Selling and Uptick Rules" at the Southern Finance Association (SFA) 2008 Annual Conference. He teaches Investments and Portfolio Theory and Management at MTSU. He has professional experience related to investment banking and wealth management. He is a Chartered Financial Analyst (CFA) and a certified Financial Risk Manager (FRM).



AWARDS

Jones College

- **Jones College Alumni Scholarship**, Jill R. Elfstrom, Joe D. Kirkus, Justin R. Martin
- **Jones College Dean's Scholarship**, Todd M. Smith, Amanda R. Vannatta
- **Jones College Exemplar Award**, Charles H. Myatt
- **Murfreesboro Credit Bureau Scholarship**, Grant R. Caldwell
- **SunTrust Bank MBA Award**, Alison J. Pirtle

Accounting

- **Accounting Alumni Appreciation Day**
 - **Outstanding Junior**, Kaitlin A. Voss
 - **Outstanding Senior**, Whitney L. Satterfield
 - **Service Award**, Keri L. Brunstad
 - **M.S. Scholarship**, Ryan M. Barr, Matthew D. DePonceau, Charity L. Douglas, Jonathan S. Mullins
- **Carr, Riggs & Ingram LLC Undergraduate Scholarship**, Heather B. Witty, Tien D. Nguyen
- **Crowe Horwarth LLC Outstanding Accounting Student**, Chris H. Floyd
- **E. W. (Wink) Midgett Accounting Scholarship**, Shanda L. Myers, Charity L. Douglas, Amanda R. Vannatta
- **W. Wallace Robertson Accounting Scholarship**, Wesley W. Bynum, Brittaney C. Hammond

Business Communication and Entrepreneurship

- **Elaine Stepp Parchment Award**, Courtney R. Ferrell
- **Nancy J. Fann Business Education Scholarship**, Melissa A. Berigan
- **Outstanding Student in Office Management**, Jennifer M. Fisher
- **Entrepreneurship Award**, Kimberly L. Berry
- **Ivey Chance Memorial Scholarship**, Mary E. Allen
- **Grady R. Haynes Scholarship**, Mary E. Allen
- **National Business Education Association Award of Merit**, Kimberly A. Danner
- **Joe E. Sawyer Business Education Award for Outstanding Student in Business Education**, Kimberly A. Danner

Computer Information Systems

- **Andrew Louis Douglas Scholarship**, Tiffany N. Ceasar
- **Julia Coleman Douglas Scholarship**, Katie E. Schmiede
- **Bhagwatsarup Aggarwal Memorial**, Thomas R. Ross
- **Kailash Wati Aggarwal Memorial**, Lucas C. Jones
- **Highest GPA**, Andrew R. Woodward
- **Outstanding Junior**, Dustin W. Syler
- **Outstanding Senior**, Philip T. Welch

Economics and Finance

- **Professor Emeritus Scholarship**, Megan B. Richardson
- **Financial Executives Institute Scholarship**, Walter L. George
- **Outstanding Economics Senior**, Joshua M. Hill
- **Outstanding Finance Senior**, Jessica M. King
- **Wall Street Journal**, Walter L. George



Senior Josh Smart studies on the Business and Aerospace second-floor balcony.

Management and Marketing

- **Archer-Johnstone Scholarship,**
Jill R. Elfstrom, David A. Gambill,
Megan N. Mahoney
- **J. D. and Marge Vance Scholarship,**
Megan L. Blair, Lauren M. Fairbanks,
Hannah K. Terry
- **Sports Marketing Scholarship,**
Tyler H. Haynes
- **Michael H. Peters Production/
Operations,** Ashlea E. Davis
- **Restorative Health Services,**
Julie A. McKelvey
- **James C. Douthit Scholarship,**
James I. McColm
- **Institute for Supply Management,**
Courtney L. Howell
- **Marketing Sales Scholarships**
 - **ADP,** Rachel A. Sloan
 - **American Cellular,**
Seth J. Tidwell
- **Outstanding Business Administration
Junior,** Jeremy B. Zurawski
- **Outstanding Management Junior
Fowler I. Todd Scholarship,**
Ashlea E. Davis
- **Outstanding Marketing Junior
Bernard Goldstein Scholarship,**
Haley E. Sorrells
- **Outstanding Business Administration
Senior,** Holly M. Bailey
- **Outstanding Management Senior,**
Colby A. Comish
- **Outstanding Marketing Senior,**
Jaymes C. Buckner

Weatherford Chair of Finance

- **Bank of America,** Karli D. Matthews
- **First National Bank of Pulaski,**
Ross H. Beavers
- **Jack O. Weatherford,** Jason Gerald
- **Q. M. Smith,** Edwine L. Lavri
- **Pinnacle Financial Partners,**
William R. Champa

Beta Gamma Sigma Inductees

- Mary E. Allen
- Brittany C. Barnes
- Douglas G. Bassett
- Ross H. Beavers
- Michele L. Bouton
- Susan L. Breeden
- Brandi M. Brown
- Matthew G. Cashia
- Tiffany N. Ceasar
- Shah S. Chowdhury
- Daniel A. Clanton
- Daniel B. Conley
- Brett J. Conrey
- Joseph J. Coop
- Michael A. Cooper
- Corinne C. Covalt
- Kathryn F. Crossley
- Lashondra P. Daniels
- Shah Danyal
- Amanda O. Derosia
- Dean M. Diehl
- Jill R. Elfstrom
- Shemaca N. Garrett
- Benjamin J. Heitz
- Joshua M. Hill
- Mukarram S. Hodieva
- Gregory R. Hutchins
- Kelly M. Jones
- Consuelo L. Jorge
- Wei Kang
- Joe D. Kirkus
- Latroya V. Mitchell
- Jennifer M. Moore
- Jacqueline K. Morgan
- Sierra E. Nolen
- David M. Officer
- Brandi M. Parton
- Biren N. Patel
- Harshil S. Patel
- Michael T. Pelfrey
- Lydia E. Powell
- David N. Saunders
- Katie E. Schmiede
- Kerwin O. Sharp
- Joshua A. Smart
- Elliott J. Spray
- Andrew R. Stepanchuk
- Ashlee E. Taylor
- Robert G. Trail
- Matt E. Wallace
- Alexandra N. Weiland
- Philip T. Welch
- Amanda L. Wilkins
- Andrew R. Woodward
- Brenda L. Yeatts
- Jeremy B. Zurawski
- Gabriel E. Zurita

