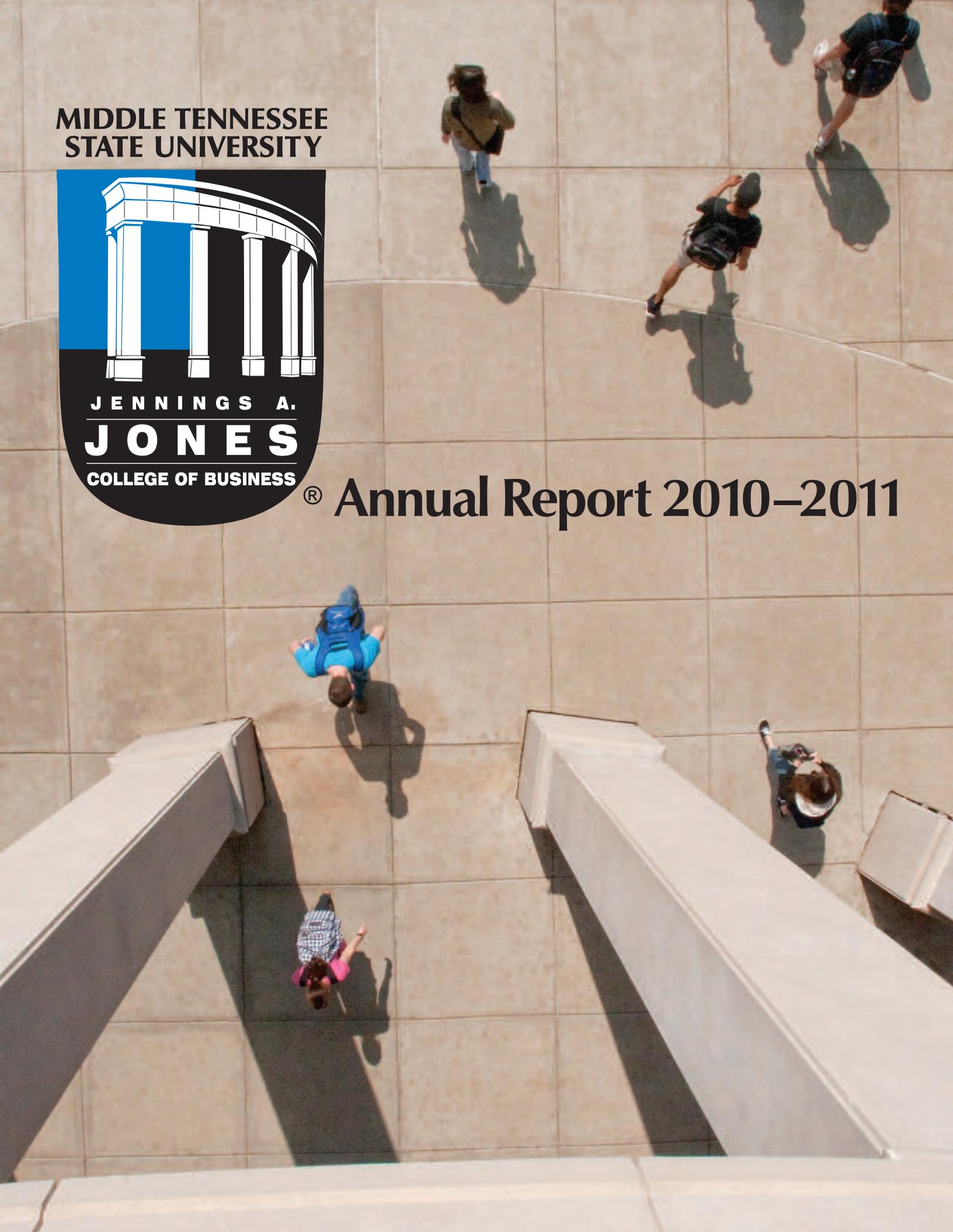
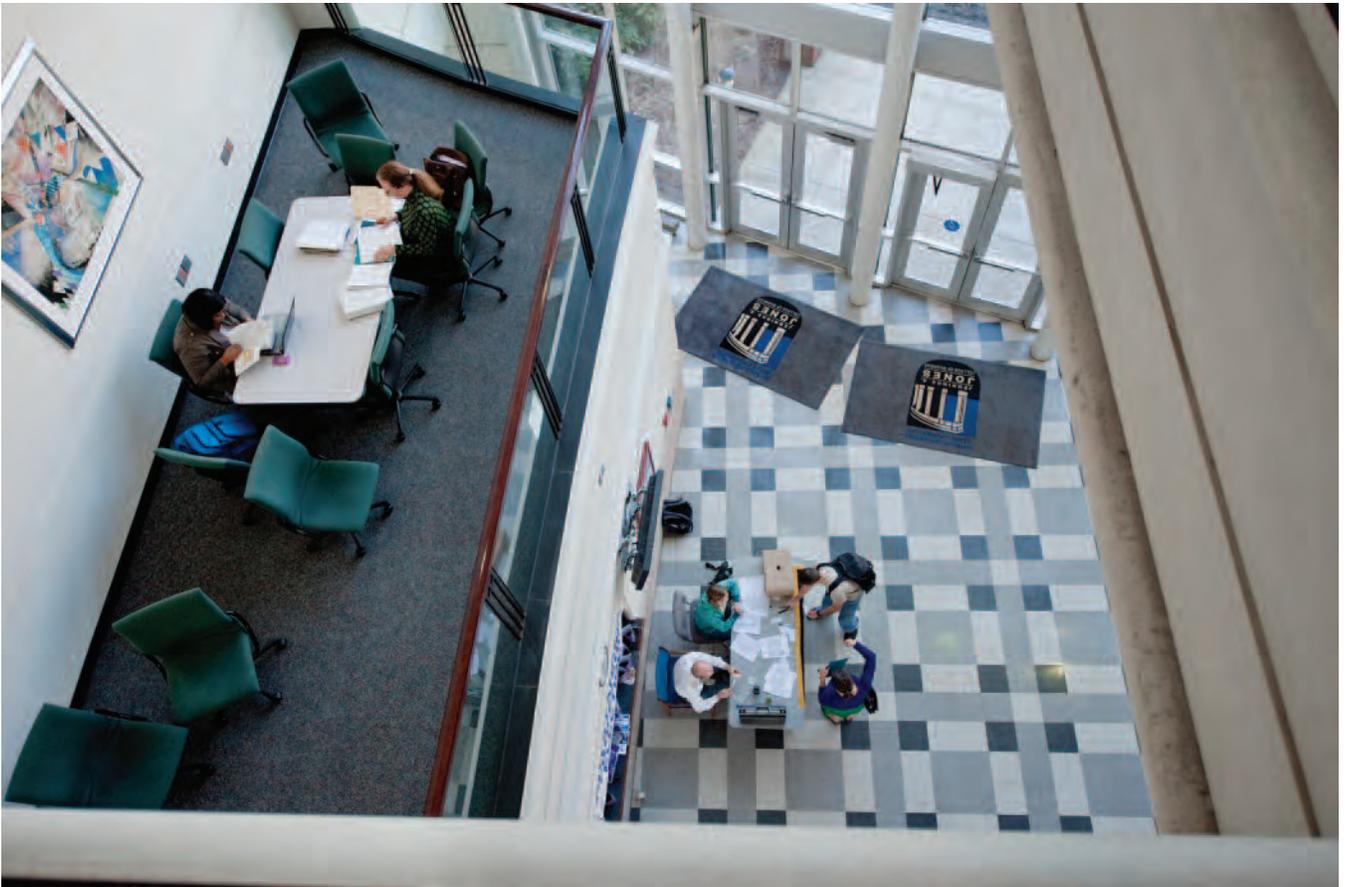
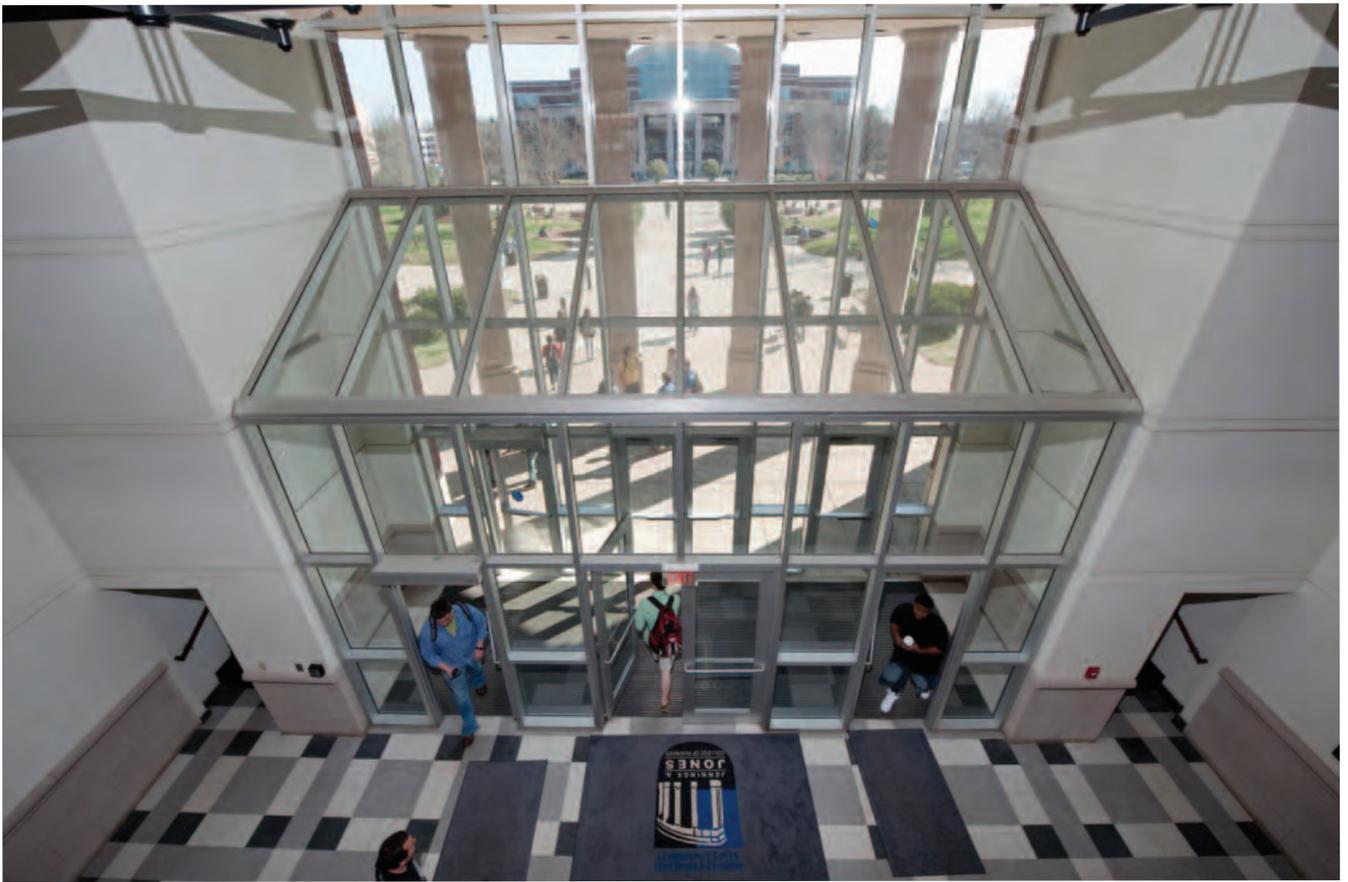


**MIDDLE TENNESSEE
STATE UNIVERSITY**



® Annual Report 2010–2011





To Our Jones College Supporters

Psychologist and philosopher William James said, “Act as if what you do makes a difference. It does.” He could not have been more right. I want you to see the difference you have made. As you review this report, please note our students’ accomplishments—competitions won, papers published, honors achieved, and so much more.

Also, look at our faculty’s accomplishments: papers presented and accolades received at well-regarded academic conferences, publication in renowned journals and best-paper awards, teaching honors received, and offices in prestigious international, national, and regional academic organizations.

Students who might have dropped out for financial reasons stayed in school and completed their degrees; competed regionally and nationally, displaying both the skills they honed and MTSU’s merits; studied abroad and gained new perspectives, perhaps never having left the state before; and exhibited their hard work at Scholars Week, receiving prizes that will motivate them further.

Faculty members devoted to high-quality classroom experiences for their students were recognized and rewarded for their accomplishments; presented to colleagues their research results, shedding new light on global business problems, receiving constructive feedback to make their research even more useful; and contributed their time, training, and talents to nonprofits and community organizations.

Your support made most of these things possible. Funds for things beyond the basics are not available from the state. Larger contributions were used for scholarships and travel, including travel abroad to gain a global perspective on business and the world. Smaller contributions added together made these same things possible for even more students.

As dean of the Jennings A. Jones College of Business and on behalf of the faculty and students, I want to say, “Thank you for the difference you made!” Remember William James: “Act as if what you do makes a difference. It does.” We ask you to act by contributing to Jones College. You may provide funding for a scholarship, support an area you are passionate about, or directly support a department: Accounting, Business Communication and Entrepreneurship, Computer Information Systems, Economics and Finance, or Management and Marketing.

Whatever the amount, what you do makes a difference.

Thank you,



E. James Burton, dean, Jennings A. Jones College of Business

www.mtsu.edu/business

Dean Burton recently completed the Director Education and Certification Program at the John E. Anderson Graduate School of Management, University of California, Los Angeles.

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**MIDDLE
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New Faculty

Denise Leggett, assistant professor, Accounting, received her Ph.D. in accounting from the University of Alabama along with the 2009 Beta Gamma Sigma Outstanding Ph.D. Student Award. She received her M.B.A. and B.B.A. with concentrations in accounting from MTSU. Her dissertation examined the effect of earnings management on the relation between earnings and compensation for CEOs that meet or beat the analysts' forecasts. Other research interests include federal taxation and real earnings management. She teaches federal income taxation and is a certified public accountant licensed in Tennessee.



Edward Friz, Management and Marketing, was voted Jones College Outstanding Professor in the annual Gamma Iota Sigma election.

Jones College Highlights

Academic Quality

Wayne Rollins received the 2009–2010 MTSU Outstanding Teacher Award. Sherry J. Roberts was awarded the Bridgestone/Firestone Distinguished Assistant Professorship. Jill Austin and Donald Lester were named Outstanding Faculty Members for 2009–2010. The LBMC Distinguished Professorship, awarded to John Wermert, was added to the Department of Accounting distinguished professorships: Crowe Horwath LLP (Tim Koski), Deloitte & Touche USA LLP (Terry Ward), Dempsey Vantrease & Follis (G. Robert Smith Jr.), and HCA (Jeannie Harrington). Development workshops and forums for faculty covered business minors, learning improvement recommendations, new teaching evaluations, e-learning issues, and the new library system.

Student-Centered Learning

Jones College students received national recognition. Winners in national Association for Information Technology Professionals competition were Justin Hysler, Jennifer Tarrt, Daniel Burt, Bryan Law, Meghan Floyd, and Chan Soundara. MTSU's Pi Sigma Epsilon National Convention received a National Special Merit Award for development of good organization management practices in chapter operations. Jeremy Mills and Shayna Byers placed in the top 25 percent of competitors in the National Collegiate Sales Competition at Kennesaw State University.

The college assisted six students with **MTSU's Institute of Leadership Excellence** tuition. The Tennessee Society of Certified Professional Accountants (TSCPA) awarded 15 accounting scholarships. **Scholar's Week** winners receiving monetary prizes for student research were undergraduates Evan Totty, first place, James Matthew Hampton, second, and Michael Harris, third, and graduate students Christian Brown, first, and Yuanyuan Chen and Abhradeep Maiti, tied for second. **Jones College provided funding for student travel** including study abroad for six students to Austria and 15 M.B.A. students to Greece. Students also attended the Institute of Management Accountants Student Leadership Conference, Anaheim, CA; the Surplus Lines Insurance Symposium, Birmingham, AL; the Risk and Insurance Management Society Conference, Vancouver, BC; the Pi Sigma Epsilon National Convention, Orlando, FL; the Association of Technology Professionals National Convention, Orlando, FL; the Students in Free Enterprise (SIFE) Regional Conference, Atlanta, GA; the Financial Management Association Finance Leaders Conference, New York, NY; and the Gamma Iota Sigma (GIS) National Management Conference, Mt. Pleasant, MI.



Pamela King helped to improve Journey Home's community garden with other members of Students in Free Enterprise.



Chelsey Latondress answers mock interview questions in Jean Wilson's senior EXL seminar. Interviewers include Jody Betts, State Farm; Brock Patterson, president, Human Capital Investments; and Melissa James, Regions Bank Branch Manager.

Partnerships

The college continued longtime partnerships and established new ones. Pinnacle Financial provided financial support for the Jones College awards banquet. Susan Turner Taylor, executive director of Leadership Middle Tennessee Inc., received the **Regional Leadership Award** at the Power of 10 Summit on regional planning, cosponsored by the Jennings and Rebecca Jones Chair of Urban and Regional Planning.

The Nashville Sounds and the Nashville Predators donated a portion of proceeds from single-game ticket sales to the Sports Marketing Scholarship. *Business Week* was provided to students in the capstone Business Policy course. MTSU's Students in Free Enterprise chapter partnered with Home Depot on a community garden project. The Department of Accounting cosponsored the 2010 Tennessee Business Tax Seminar with the Tennessee Department of Revenue. The Business and Economic Research Center expanded its website ***Tracking Tennessee's Economic Recovery***, sponsored by the Tennessee Advisory Commission on Intergovernmental Relations.

The Jones College cosponsored the following lectures on campus: Cornelia Orr, National Assessment Governing Board Executive Director, presented "Understanding Tennessee's Educational Assessment Outcomes"; NPR's Nina Totenberg delivered "Establishing Justice: The New Supreme Court" for the American Democracy Project's Constitution Week; and Gary Namie, national workplace bullying expert, presented "Take a Stand: Stop Bullying."

Jones College Advising

The college's advising website features an online advising module at www.mtsu.edu/busadv. A new **Assurance of Learning Improvement (AoLI)** site informs faculty and students of Jones College AoLI activities. Appointment scheduling for students is available online through the Pipeline MT calendar. The office publishes newsletters and provides training for faculty. Staff members participate in campus-wide advising roundtable meetings. The office email address is busadv@mtsu.edu. The policy requiring students to see an advisor before beginning major courses is available at www.mtsu.edu/busadv/policy.shtml.

Staff Change

Chrissy Koepfgen is now a graduation analyst.



New Faculty

Deana Raffo, assistant professor, Management and Marketing, received an Ed.D. in higher education administration and supervision from Tennessee State University, an M.A. in psychology from MTSU, and a B.A. in psychology from Marshall University. After nine years in academic advising, as MTSU leadership development director she led an effort to develop a leadership studies minor, named the Association of Leadership Education 2009 Outstanding Program. She teaches Leadership Theories and Practices and Principles of Management. She has presented over 25 papers and held offices in national professional associations. Her research includes leadership education, leadership and reflection, and emotional intelligence.



Mimi Liu makes a papier-mache lotus flower at the Laos booth at Culture Fest, hosted by Students in Free Enterprise.

Special Thanks

Leading Shareholders Club Donors

- Aaron's Scholarship
- American Cellular Sales Program
- Aramark Finance, Insurance Chairs
- BlueCross BlueShield Chair of Insurance
- Bridgestone Americas Trust Fund Bridgestone Distinguished Professorship
- Thomas Boyd Jones College
- Comfort Inn Downtown CIS
- CNA Chair of Insurance
- Cumberland Chapter Risk and Insurance Management Chair of Insurance
- Deloitte & Touche Accounting Professorship
- Dempsey Vantrease & Follis Accounting Professorship
- Ernst & Young Accounting Scholarship
- First Farmers & Merchants National Bank Chair of Finance, Golf Tournament, T. Randy Stevens Scholarship
- Foundation for Agency Management Excellence Chair of Insurance
- HCA Accounting Professorship
- Internal Data Resources Sales Program
- Jennings and Rebecca Jones Foundation CEE, Free Enterprise, Urban and Regional Planning
- Erna and Kiyoshi Kawahito Yunus Project, Kawahito Scholarship
- LBMC Accounting Professorship
- Bill and Linda Mooringham Accounting Scholarship
- Pinnacle National Bank College Awards Banquet
- SIOR Eastern Tennessee Chapter Real Estate Enrichment
- Special Touch Restoration Chair of Insurance
- State Farm State Farm Professorship, Chair of Insurance
- Stonegate Properties Diversity Training, Executive Education Institute
- Tennessee Commerce Bank Chair of Finance Golf Tournament
- TSCPA Knoxville Accounting
- James Alvin Walker Jr. Accounting
- Pam Wright, The Wright Travel Agency Wright Travel Endowed Chair in Entrepreneurship



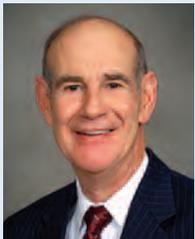
Tennessee Board of Regents chancellor John Morgan, left, and MTSU president Sidney McPhee present MTSU alumna and Nashville businesswoman Pamela Wright the Chancellor's Award for Excellence in Philanthropy for her \$1.25 million commitment in 2007 to establish the endowed chair in entrepreneurship.

Philanthropy

It is a great privilege for me to meet with alumni and friends of Jones College on a daily basis. It is always uplifting to meet with our alumni as they share their personal success stories. It is equally rewarding to identify the passions our alumni may have for helping others and match those with the needs of Jones College: a local business that continues to find ways to support our faculty—one of the largest business faculties in the nation—or an individual I am assisting in the establishment of endowed scholarships that, in perpetuity, will help students achieve their goals. Recently, a newly endowed scholarship provided an opportunity for a student to travel to Bangladesh, work with a Nobel Peace Prize winner, and document how microfinancing is helping impoverished people in the global marketplace.

Any investment made with Jones College is appreciated. Your gift not only enhances one of our many significant programs but also contributes to the growth of our regional economy. I want to thank the 578 donors who provided \$580,205 to support our faculty, students, and programs this past fiscal year. We thank you for your generous support and ask that you continue to make Jones College one of your philanthropic priorities. **Our students, faculty, and programs are thriving because of people like you.**

— John Mitchell, Development Director



Faculty Donor Spotlight

Ken Hollman is a member of both Signal and Walnut Grove donor societies. Also, as Martin Chair of Insurance, he has capitalized on private contributions to establish more than 36 endowed scholarships in the past 29 years with a cumulative value of \$606,100.

"I look forward to visiting you in the near future. We are interested in your thoughts, ideas, and recommendations to help us further serve middle Tennessee and beyond."



jmitche@mtsu.edu, 615-494-8990



Barbara Sampson, Tennessee Department of Revenue, addresses attendees at the Tennessee Business Tax Seminar at DoubleTree Hotel in Murfreesboro.

Accounting

The department cosponsored the 2010 **Tennessee Business Tax Seminar** with the Department of Revenue. The first **Fall Accounting CPE Day Seminar** provided eight hours of CPE and raised faculty development funds. The 20th annual **Accounting Alumni Appreciation Day** raised money for student scholarships and featured Aaron Beam, cofounder and first chief financial officer of HealthSouth, speaking on the extensive fraud that took place in that company, his role in it, and the lawsuits that followed, followed by faculty presentations. Angi Easter is a new secretary.

Faculty

Denise Leggett accepted a tenure-track appointment. David Eichelberger, Robert Lancaster, Kevin Long, and Tracy Smith accepted one-year faculty appointments.

Accounting distinguished professorships included LBMC, John Wermert; Crowe Horwath LLP, Tim Koski; Deloitte & Touche USA LLP, Terry Ward; Dempsey Vantrease & Follis, G. Robert Smith Jr.; HCA, Jeannie Harrington.

Mary Phillips received tenure, was promoted to associate professor, reviewed applications and interviewed students for the Fulbright Program, and served as Nashville Chapter director on the TSCPA Board. Paula Thomas worked with the American Institute of Certified Public Accountants mentoring program to help young accountants prepare for leadership positions. Patricia Wall served on the Test Development Committee responsible for guiding the content and policies of the College Board's College-Level Examination Program exams. Interim chair G. Robert Smith Jr. served on the Financial Accounting and Reporting Subcommittee for CPA Exam Content for the AICPA; as academic advisor to the Government Finance Officers Association (GFOA) Committee for Accounting, Auditing, and Financial Reporting; and as a member of the Governmental Accounting Standards Advisory Council.

Students

Michelle Ebel was the second accounting major in two years to win the prestigious **FEI (Financial Executives International) Student Award** for MTSU. Beta Alpha Psi, honorary organization for financial information students and professionals, hosted over 20 professional meetings and an outstanding **Meet the Firms** event with participation by a record number of current and former students. TSCPA awarded scholarships to 15 accounting majors.



John Wermert was named the LBMC Accounting Distinguished Professor.

The first Fall Accounting CPE Day Seminar provided eight hours of CPE and raised faculty development funds.



HCA Distinguished Professor Jeannie Harrington gives a presentation during the first Fall CPE Day Seminar.

Business Communication and Entrepreneurship



Sherry Roberts was named Bridgestone/
Firestone Distinguished Assistant Professor.

Faculty

Sherry Roberts is the 2010–2011 **Bridgestone/Firestone Distinguished Assistant Professor**. She served as past president of Southern Business Education Association (SBEA), secretary of Tennessee Business Education Association (TBEA), co-developer of NBEAConnect.Ning.com for the National Business Education Association (NBEA), and management/marketing editor for Business Education Forum. She authored a secondary education textbook, *Fundamentals of Business Communication*.

Wayne Rollins received the 2009–2010 **MTSU Outstanding Teacher Award**. Ronda Henderson earned Microsoft Office Specialist certification in Excel 2007 and received the 2010 **MTSU Distinguished Educator in Distance Learning Award**. Raholanda White received an award for the best paper for Innovative Instructional Practices at the 2010 Delta Pi Epsilon (DPE) National Conference in Philadelphia.

Robert B. Blair is president-elect of the National Association for Business Teacher Education (NABTE) and chairs the NBEA Administrative Awards Committee. He visited Honduras to explore interdisciplinary research and experiential and service learning opportunities for MTSU students.

Virginia Hemby serves as chair of the DPE National Research Awards and National Executive Board Nominations committees, a board member of the Business Education Digest Foundation Inc., and a reviewer for *Business Communication Quarterly*, the *Journal of Business Teacher Education Research*, and the 2012 *National Business Education Association Yearbook*.

Stephen D. Lewis is completing a two-year term as editor on the NABTE Board. Vincent W. Smith is president-elect of the TBEA. He has served on the DPE National Publications Committee and as a reviewer for DPE and NABTE. Anna M. Burford, retired professor, died this year.



Wayne Rollins received the 2009–2010 MTSU
Outstanding Teacher Award.

Students

The **Lambda Alpha Tau chapter of Phi Beta Lambda (PBL)** partnered with the Future Business Leaders of America (FBLA) of Oakland Middle School to provide Thanksgiving food boxes to more than 15 needy families in the community. Ronda Henderson is faculty advisor. PBL past president Jayna Anand placed ninth in the national Small Business Management Plan competition in June 2010.

Tennessee's Region 4 Future Business Leaders of America held its annual conference at MTSU. BCEN faculty served as judges and proctors for the competitive events in numerous business disciplines and hosted a reception for teachers and more than 300 participating students from local high schools and middle schools. Region 4 consists of Hickman, Lawrence, Lewis, Marshall, Maury, Perry, Rutherford, Wayne, and Williamson counties.

Entrepreneurship Internships

BCEN partners with businesses and the community to give entrepreneurship majors the opportunity to acquire entrepreneurial experience and apply classroom learning to the workplace. Administered by BCEN coordinator Marsha Smith, the program averages 10 internships a semester, and Patrick Geho acquired \$22,500 to fund 10 internships for summer 2011.



Sterling Turner, right, served an internship with
Murfreesboro attorney Rick Mansfield.

Computer Information Systems

Faculty

Melinda Korzaan, tenured and promoted to associate professor, received the Instructional Technologies Development Fellowship. Jeff Clark is executive director of MBAA. Jong-Sung Lee is a reviewer for the Decision Sciences Institute, International Association of Computer Investigative Specialists, and International Academy of Business and Economics.

Judy Holmes mentors Nashville City Club entrepreneurs and business personnel and served on the SAIS advisory board at the MBAA Conference. Nita Brooks is information director for the Association for Computing Machinery Special Interest Group on Management Information Systems and associate editor of *Information Systems Education Journal*.

Carol Clark served on an MBAA International 2010 online education panel and the editorial advisory board for the *Journal of Organizational and End User Computing*. Jong-Sung Lee is on the *Journal of Computer Information Systems* editorial review board. Kenny Jih made plans to travel to Taiwan to promote MTSU to university students. Steven Morris was promoted to professor. C. Nathan Adams retired. Post-retiree faculty member R. Wayne Gober died.

Students

Winners at the **Association of Information Technology Professionals** conference were Justin Hysler, first place, PC troubleshooting; Jennifer Tartt and Daniel Burt, first place, graphic communications; Bryan Law, second place, graphic communications; Meghan Floyd, second place, graduate research paper; and Bryan Law and Chan Soundara, honorable mention, banner. Amy Hennington is faculty sponsor.



Distinguished Paper Award

Charles Apigian, right, and student Johnathan Gilliam received the McGraw-Hill/Irwin Distinguished Paper Award from the Society for the Advancement of Information Systems at the national MBAA conference for "An Analysis of the Factors that Contribute to Intellectual Property Theft." Apigian mentored Gilliam in the McNair Program.



From left, Dennis Ciorciari, Chan Soundara, Daniel Burt, Justin Hysler, Devin Reynolds, Dominik Wachholder, and Bryan Law meet to prepare for national AITP competition.



Bichaka Fayissa led faculty workshops on the library system and e-learning issues.



Vanderbilt University's John Siegfried presents "Better Living through Economics," based on his book of the same title.

In Memoriam

Richard Hannah, a faculty member since 1993, died in April. He had spent two weeks in December visiting Bangladesh's Chittagong University, one of MTSU's international partners, and meeting with former MTSU professor, Grameen Bank founder, and Nobel Peace Prize recipient Muhammad Yunus about MTSU's Yunus program and expanding MTSU internships at the bank.

Economics and Finance

Faculty

Albert DePrince Jr. won the 2011 MBA International McGraw-Hill/Irwin Distinguished Paper Award at the Academy of Finance meeting for "The Transmission of Shocks to LIBOR Risk Spreads and Nominal Risk Free Rates," written with MTSU Ph.D. graduate Pam Morris. Adam Rennhoff's paper, "The Consequences of Consideration Payments: Lessons from Radio Payola," won the annual prize for best article by a younger scholar in the *Review of Industrial Organization*.

Gregory Nagel, who served in a one-year faculty appointment, was chosen as one of two corporate-track chairs for the 2012 Eastern Finance Association meeting and will be responsible for selecting corporate finance papers for the conference.

The **Federal Communications Commission** selected Adam Rennhoff to conduct two research studies on media market structure for their quadrennial *Review of Media Ownership Rules*. Albert DePrince Jr. gave his annual presentation to the **Tennessee State Funding Board**. Ghassem Homaifar was appointed to the editorial board of *Public and Municipal Finance*.

Tony Eff and chair Charles Baum were promoted to professor. Sean Salter received tenure and was promoted to associate professor. Retired professor Barbara Haskew was confirmed as a member of the **Tennessee Valley Authority Board of Directors** by the U.S. Senate.

In the **Academy of Economics and Finance**, Albert DePrince Jr. is secretary and associate editor of *Journal of Economics and Finance*, Frank Michello is a director, and Bichaka Fayissa chairs the Research Fellows Committee.

Students

Laron Kirby, an economics Ph.D. student, won the award for the best paper by a doctoral student at the Academy of Economics and Finance conference. Three undergraduate economics majors will be attending Ph.D. programs in economics this fall: Evan Totty, Purdue University; Matt Hampton, Emory University; and John Kennedy, MTSU. Wei Kang received a Ph.D. in economics.



Chair Jill Austin was named a 2009–2010 Jones College Outstanding Faculty Member.



Jackie Gilbert organized a lecture by national workplace bullying expert Gary Namie and launched a blog, Organizing for Efficiency.

Management and Marketing

Faculty

Don Lester and chair Jill Austin were named 2009–2010 Outstanding College of Business Faculty Members. Edward Friz, Management and Marketing, was named Jones College Outstanding Professor in the annual Gamma Iota Sigma election.

Katie Kemp organized the **Employment Opportunities Exchange** attended by 100 students and 26 employers. Timothy Graeff's Office of Consumer Research conducted consumer confidence surveys.

Don Roy was promoted to professor, appointed editor of *Marketing Management Journal*, and reappointed to the Marketing Management Association board of directors. Jinfeng Yue was appointed editor of *American Journal of Operations Research*.

David Foote was promoted to professor. Millicent Nelson was promoted to associate professor and received tenure.

Students

At the Pi Sigma Epsilon National Convention, the MTSU chapter received a National Special Merit Award for development of good organization management practices in chapter operations. Team members were Kirk Ruoff, Stevie Bryan, Rashad Rayner, Monica Manshadi, Laura Scott, Laura Voltz, Kristin Walker, and chapter president Omari Byrd, who was responsible for writing up the application. Laura Buckner is faculty advisor.

Two students competed in the National Collegiate Sales Competition at Kennesaw State University. Jeremy Mills and Shayna Byers placed in the top 25 percent of competitors. Advisors are Katie Kemp and Laura Buckner.

Students in Free Enterprise (SIFE) hosted **Culture Fest 2010** on campus. SIFE members developed a community garden with local nonprofit Journey Home. Faculty advisors are Laura Buckner and Jean Wilson. Wilson received an MTSU Public Service Grant to fund building the greenhouse and to purchase supplies. SIFE also collected goods for Feed America First for distribution throughout the community.



Donald Lester was named a 2009–2010 Jones College Outstanding Faculty Member.

Graduate Programs

Master of Accountancy*

Terry Ward

tward@mtsu.edu
615-898-2341
www.mtsu.edu/accounting/requirements.shtml#graduate

*Approval pending for name change

M.S. in Information Systems

Jeff Clark

jclark@mtsu.edu
615-898-2838
www.mtsu.edu/cis/GradProgram.shtml

Economics Ph.D. and M.A.

Mark Owens

mfowens@mtsu.edu
615-898-5617
www.mtsu.edu/~econfin/masters.html
www.mtsu.edu/~econfin/phd.html

M.B.A.

Troy Festervand

fester@mtsu.edu
615-896-2964
www.mtsu.edu/mgmtmkt/programs.shtml

Master of Business Education

Stephen Lewis

slewis@mtsu.edu
615-898-2902
www.mtsu.edu/bcen/graduate.shtml

Designed to complement a variety of career goals, the **Master of Accountancy** is widely respected in the business community. Graduates are routinely placed in international, regional, and local public accounting firms, manufacturing companies, service companies, and government. This evening program fulfills educational requirements for the Tennessee CPA exam and can be completed part-time or full-time in as little as a year. The curriculum allows students to tailor programs for personal career goals by choosing electives (emphasizing financial, governmental, audit, or tax accounting) or electives in other areas (such as aerospace, health care, and recording industry) to develop industry expertise.

The **M.S. in Information Systems** meets you where you are, with or without an IT background, and helps take you where you want to go. The program includes a strong SQL database emphasis and three timely curriculum options: general IT, IT project management, and IS security and assurance. Many classes feature a 50/50 delivery format—50 percent online, 50 percent face-to-face—offering the scheduling flexibility of online learning and the personal connectivity of in-person advising and guidance. Program graduates are known as highly qualified computer professionals with a well-rounded understanding of the business environment. For an exciting look at what could be your future, see the video at www.mtsu.edu/cis.

The **Ph.D. in Economics** empowers students desiring practical application of knowledge or aspiring to classroom teaching to achieve their goals. The program includes a course in teaching economics and use of Maple, Mathematica, SAS, and other math programming and computing modalities. Students can pursue an emphasis in monetary economics (enhancing financial services job opportunities with instruction in finance) or labor economics (focusing on the applicability of microeconomics to work and hiring decisions, wages and compensation, unemployment, labor-management relations, discrimination, and demographic and health economics). Faculty and students collaborate to facilitate graduation in four years. Workshops provide dissertation mentoring. Job placement is better than at many comparable programs in the southeast. Employers hiring recent graduates include the U.S. Food and Drug Administration and Emory, Purdue, and Auburn universities.

MTSU's **M.B.A.** program, established in 1967, is one of Tennessee's largest. A graduate's need for business knowledge transcends all majors and professions. Areas of emphasis, including management, marketing, finance, economics, and accounting, combine seamlessly with recording industry, aerospace, the humanities, and other disciplines. For example, courses on risk assessment and management are offered for the M.B.A. with a health care administration emphasis. Immersion 2011 is a summer program for nonbusiness undergraduates, offering the opportunity to fulfill business prerequisites with admission based on GMAT score and grade point average. After admission, students can complete M.B.A. requirements in as little as a year. Day, night, weekend, and online courses offer scheduling convenience.

The 33-semester-hour **Master of Business Education** program in the Department of Business Communication and Entrepreneurship is a much-sought-after option for graduate degree candidates who want to teach business courses at the middle school and high school levels or train individuals in a corporate environment. A flexible curriculum allows students to customize programs to fit individual objectives with up to 27 elective hours chosen in consultation with an advisor. Online, hybrid-format, and face-to-face classes help students complete the degree in three summers of full-time study. Evening classes are offered. Graduates serve in middle schools and high schools across the state.



Chairholder Doug Tatum

Wright Travel Chair in Entrepreneurship

Doug Tatum began serving as chairholder in August 2010. He is a founding partner and chair emeritus of Tatum LLC, the largest executive services consulting firm in the U.S., with over 1,000 employees in 30 offices, which he led for over 17 years.

A recognized expert on capital markets and entrepreneurial growth businesses, he has been a keynote speaker at the Securities Exchange Commission Forum and testified before Congress on financing issues faced by growing companies and U.S. tax policy. He gives presentations on his book *No Man's Land: What to Do When Your Company Is Too Big to Be Small and Too Small to Be Big* and the microeconomics of middle-market entrepreneurial growth companies. He chairs an educational advisory board funded by the Edward Lowe and NASDAQ foundations.

The chair sponsored a lecture by *Wall Street Journal* editorial board member Stephen Moore. Chairholder Tatum served as a debate judge at the Inc. 500/5000 Conference and as a panelist at the Young Presidents' Organization summit.

Global Entrepreneurship Week speakers, coordinated by **Department of Business Communication and Entrepreneurship** faculty, included Roy Baudoin, owner, Smyrna Bowling Center; Garrett Parris, songwriter and music producer; Victor Wooten, bass virtuoso; Lorenzo Spikes, sports scout; Matthew Blomeley, Murfreesboro city planner; Teresa Harmon, co-owner, JoZoara Coffee Shop; Andy Womack, State Farm agent; Connie Landers, owner, Jaci's Jewels; G. Allen Jackson, pastor, World Outreach Church; Sheilah Griggs, vice president, Point 3 Media, executive director, Ladies Who Launch; Tim Liu, engineer, Urjanet; Angelyn Pass, founder, Gläk Love™; and Deroj Murdock, syndicated columnist.

Activities included a plant tour of Barrett Firearms Manufacturing Inc., hosted by Ronnie Barrett, president, and Ralph Vaughn, business and global brand marketing, as well as a film screening of *Ten9Eight*, directed by Mary Mazzio, Fifty Eggs LLC.



Jaci's Jewels owner Connie Landers, Shelbyville, speaks as part of Global Entrepreneurship Week.



Bass virtuoso Victor Wooten of Bela Fleck and the Flecktones gives a presentation during Global Entrepreneurship Week.



June 2010 Insurance Education Institute for Tennessee High School Counselors

Attendees included, from left, chairholder Ken Hollman; Cindy Dupree, Gallatin; Nuzhat Nadvi, Harrogate; Tonda Stevens, Bristol; Becky Campbell and Tiffany Bale, Clinton; Amy Calbaugh, Donna Breeding, and Dana Meyerson, Murfreesboro; P.K. Kelley, Dresden; Bentley Shofner and Mary Richardson, Murfreesboro; Mary Calhoun, Franklin; Mary Lynn Dickens, Shelbyville; Emily Zietz, MTSU Department of Economics and Finance; Kayce Scott, Clinton; Becky Cheatham, Chapel Hill; Lisa Davies, Kingston Springs; Paytra Young, Jamestown; Kaye Bridges, Clarkrange; Marcia Hurley, Jamestown; and Jason Terrell, Griffith Insurance Education Foundation, Columbus, Ohio.

Martin Chair of Insurance

Gamma Iota Sigma Insurance Fraternity

MTSU's Omega Chapter won four national awards in competition with 55 other chapters. Members took one in-state and two out-of-state trips with funding from Jones College and professional organizations. The chapter's initiation ceremony was at Stones River Country Club.

Edward Friz, Management and Marketing, won the annual GIS-sponsored Jones College Outstanding Professor election. The chapter sponsored its 23rd annual campus-wide televised Quiz Bowl. Insurance program students attended the annual GIS Insurance Career Fair. GIS produced the Insurance Program Resume Book, which included the resumes of more than 90 students.

Ken Hollman is chairholder. Sixty-four insurance students received scholarships for 2010–2011. The 27th annual golf tournament on April 19 at Champions Run Golf Course in Rockvale netted more than \$43,000 for the chair's programs. The **Robert R. Musto Insurance Hall of Fame** inducted Dan Brooks, State Farm, Murfreesboro; Tom McDonald, Tennessee Farmers Insurance, Nashville; and Joseph M. Rackley Jr., Rackley Systems Inc., Pulaski.



Senior Amanda Berry, left, talks with Nicole Brockman, alumna, right, and Jan Odenbaugh, center, from PGAC Auto Insurance during the Insurance Career Fair.



Matt Hampton and Alex Hitthivong discuss Scholars Week student research displays at the annual Economic Outlook Conference.

Weatherford Chair of Finance

The annual **Economic Outlook Conference** featured Thomas E. Skains, board chair, Piedmont Natural Gas, discussing the economics of energy; Donald Ratajczak, Regent's Professor of Economics Emeritus, Georgia State University, delivering his forecast; and David A. Penn, director, MTSU Business and Economic Research Center, presenting a regional outlook.

The 22nd **Weatherford Scramble Golf Tournament** at Old Fort Golf Club for area bankers and customers grossed \$34,450 to support the chair's research and activities, student programs, job placement efforts, and numerous Financial Institution Management (FIM) scholarships.

The chair placed FIM students in part-time and full-time jobs with the web-based careers module at <http://mtweb.mtsu.edu/wfford>.



The Crowe Horwath LLP golf team won the annual golf tournament. From left are Dickie Heathcott, Harry Flippin, student scholarship recipient Ricardo Gutierrez, Rob Parker, and Tim Mullaly. Gutierrez received \$1,000 from First National Bank of Pulaski.



Chairholder William F. Ford

Chairholder William F. Ford

The chair makes 10 to 20 appearances annually on national TV business networks, commenting on monetary and economic policy.

In addition, Ford makes presentations to business and academic groups in middle Tennessee and across the United States, speaking on the outlook for the economy and various industries.

In summer 2010, Ford was a Visiting Research Fellow at the American Institute for Economic Research, which published two articles he coauthored.

The chair hosted lectures by three distinguished banking leaders in his spring Financial Institution Management class:

- Tennessee's banking commissioner, the Honorable Greg Gonzales;
- Tennessee Commerce Bank president Michael Sapp; and
- MidSouth Bank CEO Lee Moss.

The *Wall Street Journal's* editorial page cited Ford, and he received the 2010 Best Paper Award in the Southern Management Association's hospitality management track.

Center for Economic Education

Leadership and Partnerships

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

- Jones College,
- Jennings and Rebecca Jones Foundation,
- First Tennessee National Corporation, and the
- Foundation for Teaching Economics.

Over \$75,000 was contributed to the CEE through grant or matching grant sources during 2010–2011 to promote economic education.

CEE also maintains active partnerships with UT Extension, TVA Credit Union, Belmont University College of Business, Foundation for Investor Education, and Tennessee Council for the Social Studies.

The Tennessee Stock Market Game (SMG) stimulates learning about economics, finance, and the American economic system. Participants in the 10-week simulation invest a hypothetical \$100,000. State coordinator Maria Edlin conducts nine workshops hosted by seven regional newspapers annually. The program is funded through a partnership with First Tennessee Bank and Newspapers in Education's SMG promotion in grades 4–12. The Securities Industry Association Southern/South Central District Grant also provided funding. In 2010–2011, 1,527 teams (7,989 students) and 151 teachers from 139 schools participated.

The **Foundation for Teaching Economics (FTE)** provided a generous grant to cosponsor the **HSBD Institute on the Environment and the Economy**. The January program incorporates a blend of practical learning activities including hands-on classroom activities and simulations. Two hours of graduate credit in economic education were available through Florida Gulf Coast University to the 17 participating teachers. The Jennings and Rebecca Jones Foundation sponsored the closing session luncheons.

FTE provided two grants for CEE to cosponsor the **Right Start Institute** in Knoxville and Brentwood. New high school economics teachers or those who have taught economics or related courses (marketing education, business education, family and consumer sciences, Virtual Enterprise International) for fewer than five years were invited, and 64 participated. The institute helps teachers develop lesson plans for effectively teaching high school economics.

A two-day **Personal Finance Teacher Employment Requirement** workshop series was conducted in partnership with Tennessee Jump\$tart Coalition members including the Federal Reserve Bank of Atlanta–Nashville Branch in July at the close of the Tennessee Career and Technical Education Conference. A total of 92 teachers participated. CEE provided financial and academic support for the Tennessee Jump\$tart 2010 Annual Conference in Gatlinburg.

Board membership status was granted to CEE by the Tennessee Jump\$tart Coalition. Assistant director Edlin represents CEE at quarterly meetings, chairs the Train the Trainer, Research, and Social Media subcommittees, and is a member of the Financial Literacy Month subcommittee.

CEE received new Council for Economic Education grants for 2012 for a two-day Best Practices—Advanced Level Economics Workshop, in which CEE will provide teachers a copy of the AP Economics and Capstone publications and five workshops to demonstrate and distribute 120 copies of the Virtual Economics CD, containing 1,200 economics lessons.

Blair and Edlin team-taught graduate course **BCEN 6650 Workshop: Innovations and Problems in Economic Education** in June 2010 and June 2011. The focus was to assist economics, business education, marketing education, and family and consumer science teachers to become highly qualified by meeting the mandates of the No Child Left Behind Act. Special emphasis was placed on a thorough review of basic economic concepts covered on the Economics Praxis exam. Teaching materials, methods/strategies, and professional organizations were included. A majority of those students seeking economics certification have achieved their highly qualified status to teach high school economics.



Director David A. Penn addresses the Economic Outlook Conference.

Presentations

- Forward Sumner
- University of Tennessee's Community Growth Academy
- TACIR
- Wilson County Chamber of Commerce
- Nashville's Downtown Rotary Club
- Independence Trust Company of Franklin
- *Nashville Business Journal* forecasting panel
- Evening at the Fed, Federal Reserve Bank of Atlanta–Nashville Branch
- Rutherford County Comprehensive Plan Task Force
- Tennessee Gas Association annual meeting
- Tennessee State Employees Association, Davidson County
- Economic Outlook Conference

Business and Economic Research Center

New Projects

The BEREC's economic analysis of the proposed **Port at Cates Landing** on the Mississippi River for the Northwest Tennessee Port Authority was instrumental in securing construction funding from the U.S. Department of Transportation. BEREC staff members estimated the impact of green jobs in the state for the Tennessee Department of Labor. The BEREC conducted a wage-and-benefits survey on local wage rates by occupation for the South Central Tennessee Development District and industrial development boards of Coffee, Franklin, and Lincoln counties.

Continuing Projects

The BEREC's contract with the Tennessee Housing Development Agency to publish **Tennessee Housing Market**, a quarterly housing market analysis for the state, was renewed for a fourth year. The BEREC expanded **Tracking Tennessee's Economic Recovery**, the only website offering comprehensive current economic indicators for Tennessee, 10 metropolitan areas, and 95 counties, now funded for a second year by TACIR (Tennessee Advisory Commission on Intergovernmental Relations). The BEREC produced online publications **Tennessee's Business** and **Global Commerce**. Staff members participated in more than 70 media interviews and gave 16 presentations on local economic conditions. The BEREC's website is www.mtsu.edu/berc.

Other News

Director David A. Penn developed a course, **State and Local Economies**, that examines the theory and practice of local economic development. Student researcher Wei Kang received a Ph.D. in economics. Retired longtime BEREC secretary Virginia Poole died in 2010.

Spring Business Plan Winners



Erica Turner, right, with TSBDC business specialist Bud Klika.



Erica Nicole Chennault, left, with TSBDC business specialist Leroy Cunningham.

Fall Business Plan Winners



Steven Estes, left, and judge Ronnie Martin, vice president, Mid-South Bank, Murfreesboro.



Charles Barnett, left, with TSBDC service center director Gene Osekowsky.

Tennessee Small Business Development Center

Director

Patrick Geho, BCEN associate professor and TSBDC state executive director, received a \$2 million Small Business Administration grant for business development activities.

Projects

TSBDC, in partnership with the Tennessee Center for Performance Excellence, sponsored the **2011 Excellence in Tennessee Conference** in Franklin. TNCPE offers in-depth organizational assessments and feedback coupled with high-level training in improvement methods based on the Baldrige Criteria for Performance Excellence. Regions Bank and TSBDC staged a Nashville business flood recovery seminar at Tennessee State University's Avon Williams Campus downtown. TSBDC helped launch a business health assessment tool with the Knoxville Chamber of Commerce and the University of Tennessee.

Locations

TSBDC service centers are in Chattanooga, Clarksville, Cleveland, Columbia, Cookeville, Dyersburg, Gallatin, Jackson, Johnson City, Kingsport, Knoxville, Martin, Memphis, Murfreesboro, Nashville, and Oak Ridge.

Clients

TSBDC assisted 16,437 businesses with counseling and training, counseled 4,447 clients during more than 16,086 hours of counseling, and trained 14,453 people in 1,011 training sessions on small-business-related subjects including how to start a small business, write a business plan, bid on government contracts, increase marketing and sales efforts, plan for business succession, and understand taxes as well as supervisory management.

TSBDC clients generated \$16.2 million in incremental sales and retained \$43.8 million in existing sales, created 391 new jobs, and saved 607 existing jobs. With TSBDC assistance, clients obtained over \$4,856,603 in financing, \$10,943,398 less than the previous year due to tightening credit markets. The benefits-to-cost ratio for all counseling clients was 2.2 to 1, and the benefits-to-cost ratio for all long-term counseling clients was 3.85 to 1.

Minority business owners represented more than 35 percent of TSBDC counseling clients. Female business owners represented 44 percent of TSBDC counseling clients. TSBDC served 555 veterans. Veteran business owners represent 12.5 percent of TSBDC clients. TSBDC also counseled 72 members on active duty or in the Guard or Reserves.

Counseling

TSBDC counsels **new businesses** on ownership structure, business plans, banking needs, market research, and sales and marketing. TSBDC counsels **existing businesses** on growth capital, cash flow issues, employee issues, customer service, and growth issues. The TSBDC website is tsbdc.org.



The audience is attentive at the annual Economic Outlook Conference at Embassy Suites in Murfreesboro.

Jennings A. Jones Chair of Excellence in Free Enterprise

Aubrey Harwell is chairholder. The chair supported the Weatherford Chair of Finance Golf Tournament, which grossed \$34,450 for the chair’s research, activities, and scholarships. The chair cohosted the annual Jones College Economic Outlook Conference and awarded the Jennings A. Jones **Champion of Free Enterprise Award** to Stephen B. Smith.

The chair sponsored a Leadership Middle Tennessee session breakfast, served as a business sponsor for the Rutherford County Chamber of Commerce conference “Creating the Balance: Leadership Strategies for Women,” and cosponsored Nina Totenberg’s lecture “Establishing Justice: The New Supreme Court” as part of the American Democracy Project’s Constitution Week. The chair also hosted a luncheon for delegates from Ningbo University.

Jennings and Rebecca Jones Chair of Excellence in Urban and Regional Planning

The chair cosponsored a campus lecture by NPR’s Nina Totenberg and cohosted a visit by Cornelia Orr, executive director of the National Assessment Governing Board. The chair cosponsored Cumberland Region Tomorrow’s Power of 10 Regional Summit. In addition, the chair was a Rutherford County Chamber of Commerce Government Affairs Investor.



Champion of Free Enterprise

Chairholder Aubrey Harwell, at left above, and dean Jim Burton present the Champion of Free Enterprise Award to MTSU alumnus Stephen B. Smith, chairman of the board of Haury & Smith Contractors Inc., one of Nashville’s oldest development and home building companies.



Leadership Award

Susan Turner Taylor, executive director of Leadership Middle Tennessee Inc., received the Regional Leadership Award at the Power of 10 Summit, cosponsored by the Jennings and Rebecca Jones Chair in Urban and Regional Planning. At left is Bridget Jones, executive director of Cumberland Region Tomorrow, and at right is Nashville Mayor Karl Dean.

Jones College Scholarships

Dean's Scholarship,

Szu Yu Brown, Emily R. Haynes, Lindsay R. Horner; Samer D. Khoury, William B. Lanier, Anoulom Phimpivong

Exemplar Award,

Thomas R. Boyd

Murfreesboro Credit Bureau Scholarship,

Jesse R. Scott

SunTrust Bank MBA Award,

Matthew R. Ortiz

T. Randy Stevens Scholarship,

Justin R. Martin, John R. Meese

Aarons Inc. Scholarship,

Sydney E. Lang

Charles R. Pruett Scholarship,

Jonathan D. Swafford

Joe B. Jackson Scholarship,

Jamie L. Vance

Awards

Accounting

Alumni Appreciation Day

- **Outstanding Junior,**
Kristen Pierce
 - **Outstanding Senior,**
Michelle L. Ebel
 - **Service Award,**
Kfir Alexandroni
 - **M.S. Scholarship,** Joseph J. Coop,
Brittaney C. Hammond, Jana N. Lowe, Amanda R. Vannatta
 - **Merit Scholarship,**
Silvia L. Guaz-Nelson, Jing Yu
- Crowe Horwath LLP Outstanding Accounting Student,**
Christopher H. Carter
- E. W. (Wink) Midgett Scholarship,**
Perry T. Kimbrel
- W. Wallace Robertson Scholarship,**
Shane C. Gibson,
Samer D. Khoury
- Mooningham Scholarship,**
Daschia D. Rand

Business Communication and Entrepreneurship

Elaine Stepp Parchment Award,

Rebekah J. Victory

Grady R. Haynes Scholarship,

Anbria M. Crawford

Ivey Chance Memorial Scholarship,

Elizabeth T. Silva

NBEA Award of Merit,

Summer L. Crouch

Joe E. Sawyer Award for

Outstanding Student in Business Education, Summer L. Crouch

Nancy J. Fann Business Education Scholarship,

Crystal L. Loftis

Outstanding Student in Office Management,

Yvonne M. Holmes

Economics and Finance

Billy W. Balch Scholarship,

Bailey N. Piercefield

Corcoran Scholarship,

Enitan Aladejana

Professor Emeritus Scholarship,

Blake R. Lovvorn

Faculty Scholarship,

Daniel C. DeGross

Robert L. Martin Scholarship,

Danielle N. Stiscak

Computer Information Systems

Highest GPA,

David K. Vaught
Outstanding Junior, Daniel S. Wong
Outstanding Senior, Martin T. Porreca

Management and Marketing

J. D. and Marge Vance Scholarship,

Jami L. Creel, Allyson B. Donnell,
Jessica C. Loy, Stefan E. Stansbury

Archer-Johnstone Scholarship,

Christiana D. Hoffman,
Lance W. Malesh

Sports Marketing Scholarship,

Peter L. Maher

Michael H. Peters Management Scholarship,

Sarah K. Burdette
Restorative Health Services Marketing Scholarship,

Justin T. Benefield

James C. Douthit Scholarship,

Nicholas Appleby

Outstanding Student in Leadership Studies,

Jennifer L. Bewley

American Cellular Sales Scholarship,

Justin T. Benefield,
Ashton M. Dunn

Internal Data Resources Sales Scholarship,

Tyler O. Finch

Outstanding Business Administration Junior,

Cassie M. Martin

Fowler I. Todd Scholarship,

Justin D. Redding

Bernard Goldstein Scholarship,

Zachary T. Jones

Outstanding Business Administration Senior,

Jordan A. Baker

Outstanding Management Senior,

Timothy A. Huber

Outstanding Marketing Senior,

Jeremy T. Mills

Weatherford Chair of Finance

Bank of America Scholarship,

Brett M. Nanney

Jack O. Weatherford Scholarship,

Neil W. Clement, Halie D. Vannoy

First National Bank of Pulaski Scholarship,

Ricardo Gutierrez

Q. M. Smith Scholarship,

Wei Shao

Pinnacle Financial Partners Scholarship,

Collin D. Carpenter



Insurance Hall of Fame

At left, 2010 inductees into the Robert E. Musto Tennessee Insurance Hall of Fame were, left to right,

- Tom McDonald of Franklin, Tennessee Farmers Insurance Company;
- Joseph M. Rackley of Pulaski, Rackley Systems Inc.; and
- Dan Brooks of Rutledge, State Farm.

Beta Gamma Sigma Inductees

- Enitan Aladejana
- Turki I. Alsayari
- Abdulaziz A. Alsayari
- Jason K. Anderson
- Chandler A. Arrighi
- Terry E. Baney
- Cameron A. Bell
- Christy L. Bell
- Michael Bolton
- Herron T. Bond
- Christian C. Brown
- Szu Yu Brown
- Andrew B. Bunch
- Nichole M. Burgess
- Collin D. Carpenter
- Caitlin J. Carroll
- William R. Champa
- Yuanyuan Chen
- Candy E. Crim
- William C. Cunningham
- Christine J. Dahl
- Nathan L. Driskill
- Michelle L. Ebel
- Kyle J. Engels
- Susan A. Estrada
- Timothy P. Fallon
- Gabriel L. Fancher
- Tyler O. Finch
- Robert E. Girtz
- Laura B. Gormsen
- Nicole M. Graham
- James T. Havron
- Brandon C. Henthorn
- Michael C. House
- Hong Jiang
- Andrew J. Johnson
- Zachary T. Jones
- Matthew D. Kacar
- Lorie E. La Fave
- Sydney E. Lang
- Jason R. Lawrie
- Blake R. Lovvorn
- Abhradeep Maiti
- Lance W. Malesh
- Shelby R. McCulloch
- Sean G. McDonald
- Scott H. Mieras
- Jeremy T. Mills
- Karla S. Munoz
- Paul E. Northey
- Roger O. Osborne
- Aurora C. Palca
- Jason M. Pappas
- Cayte S. Peach
- Jeffrey B. Raymond
- Jonathan C. Reynolds
- Duresha S. Rice
- James S. Richardson
- Giuseppe L. Rionero
- Timothy C. Robinson
- Philip W. Routon
- James A. Saunders
- Daniel C. Schmidt
- Chitra Srivastava
- John K. Strain
- Luke N. Suttmiller
- Keith P. Tennant
- Rachel S. Thompson
- Tyler J. Tipton
- Anca Traian
- Abigail M. Weaver
- James A. White
- Daniel S. Wong
- Lifang Zhang



Jones College Exemplar Award

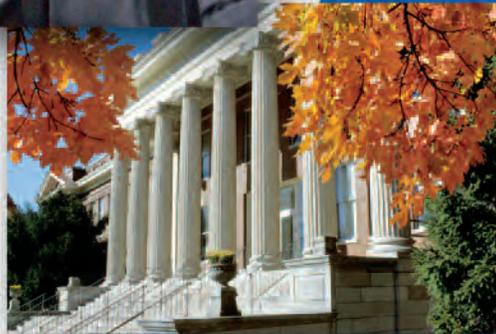
Dean Jim Burton presents the 2010 Exemplar Award to Thomas Boyd, senior vice president, Bank of America. His career spans 37 years of client management and other management roles in government/institutional banking, treasury management, private banking, commercial banking, marketing and strategic planning, divisional finance, and loan administration. The award is presented to MTSU alumni whose business, professional, and personal achievements make them role models for our students.



Raholanda White, left, and dean Jim Burton, right, present the Grady R. Haynes Scholarship to Anbria Crawford.



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