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Appalachian State University
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Teaching business in 'art'

December 24, 2008

The Sunday, Nov. 22, issue of the *Winston-Salem Journal* included a front-section photo of Raley Hall. The photo was taken by Gordon Schenck when the business building opened in 1991. It is [part of an exhibit at Wake Forest University](#).

Schenck, a Greensboro native and Charlotte resident, is an architectural photographer by profession. His job is to photograph buildings from the most compositionally advantageous angles and, literally, in the best light.

The task, simple in concept, is not necessarily simple in practice, and Schenck has clearly mastered it, judging by the 73 color and black-and-white photographs that make up his show "By Assignment and By the Way," which takes a retrospective look at his work over at the past 45 years.

Living



Camera Angles

Gordon Schenck photograph of Walker College of Business at Appalachian State University in Boone. Photo Courtesy of Hanes Art Gallery

LIVING NEWS

Camera Angles

Solo exhibitions at two art venues in Winston-Salem provide an occasion to reflect on the ways in which photographic practice ...

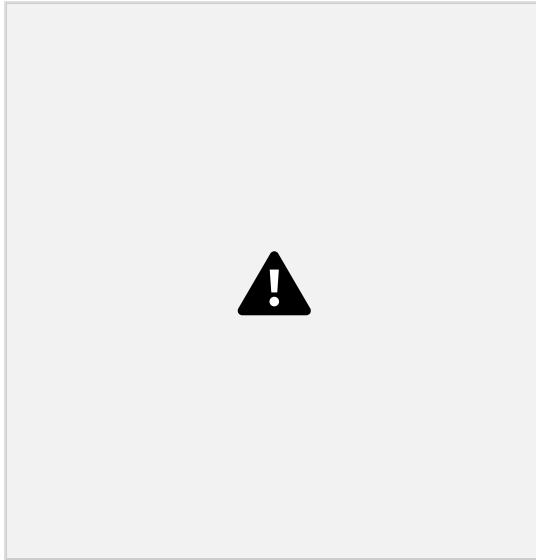
Getting On Track

Coming in June

Bottle Bike rides to national win

December 18, 2008

The spirit of entrepreneurship is not just alive and well at Appalachian State. It's also award winning!



The Bottle Bike, designed and created by a group of ASU

students, has been declared the winner of the first national Juicy Ideas Entrepreneurial/Environmental Contest. The university held a press conference Wednesday [to announce the honor](#).

The students learned of their status as national award-winners from Mary Radomile, Google program manager, who notified them via Web conference held on campus. Joining in the surprise celebration were Appalachian's Chancellor Kenneth E. Peacock, representatives of competition sponsors AdvantageWest and DigitalChalk, and a cheering squad of friends, classmates, faculty and others.

In a letter presented to the winners, Radomile said, "We are thrilled to have you visit us at the 'Googleplex' in Mountain View, Calif., Feb. 18-20, 2009. During your visit, you'll experience a full tour of our facilities, meet with innovators from within the company, and even have a chance to present your video to us. We are very proud to be a part of the Juicy Ideas competition."

Appalachian's [Center for Entrepreneurship](#) worked with AdvantageWest to organize the regional competition.

Additional sponsors were American Green and Jute.

An earlier report from wsls.com discussed some of [the other rewards the team has received](#).

The bicycle made from plastic drinking bottles was the award-winning product of senior Andrew Drake and juniors Ryan Klinger, Spencer Price and Justin Henry. And it's going to help pay for their studies. Among the prizes was \$5,000 in scholarship money and a trip to see the Carolina Panthers dismantle the Tampa Bay Buccaneers last Monday.

The problem with coastal insurance

December 15, 2008

The December issue of insurancenews.net features [a report](#) on North Carolina's "Beach Plan." That's a program by which property owners along the coast who cannot obtain private insurance can get covered by the state. It was one of the many topic covered earlier this year during the insurance symposium held on campus.



The article includes a brief Q&A with [David Marlett](#), chairman of the Department of Finance, Banking and Insurance at Appalachian State and the organizer of the insurance symposium. He is identified as a national expert [on coastal insurance issues](#).

Q: This week's request for a rate increase reflects concern about such an assessment. Are inlanders being asked to subsidize coastal property owners?

A: In fact, this has long been the case. If you're underpricing the product along the coast, you rely on others to pay more to cover the expected shortfall.

We now know the product is underpriced. Based on technological advances in forecasting, we have a much better understanding of the the risk. The Beach Plan now has reasonably accurate estimates of the frequency and severity of hurricane damage.

The Beach Plan's current loss-financing arrangement is designed to collect most of the necessary funds from assessments on the insurance companies. Those insurers would then want to recover these payments through higher rates on policyholders statewide.

The Beach Plan's loss financing has been set up to rely on this subsidy -- and that's what troubles people who are not coastal residents.

Several slideshows from the insurance symposium can be viewed at [the website for the Brantley Risk & Insurance Center](#).

ASU team knows good strategy

December 3, 2008

Several Walker College students - along with college peers around the world - continue to compete in [The Business Strategy Game](#) (BSG). And, for one week recently, that Walker College team was No. 1.

Here's [how the game is played](#).

In BSG, class members are divided into management teams of 1 to 5 persons and assigned to run an athletic footwear company in head-to-head competition against companies run by other class members. Companies compete in a global market arena, selling branded and private-label athletic footwear in four geographic regions—Europe-Africa, North America, Asia-Pacific, and Latin America. Company operations parallel those of actual athletic footwear companies Nike, Adidas-Reebok, and New Balance.

The challenge for each company's management team is to craft and execute a competitive strategy that results in a respected brand image, keeps their company in contention for global market leadership, and produces good financial performance as measured by earnings per share, return on equity investment, stock price appreciation, and credit rating.

The game ensures that "All aspects of The Business Strategy Game closely mirror the competitive functioning of the real-world athletic footwear market." Each week, the top 100 teams are posted on the BSG website. Here are the eight schools which tied at the top of the rankings for the week of Nov. 17-23.

1. F Edge Athletics, Duquesne University
 1. Eclectic Shoes, Montclair State University
 1. Fantastic, Pittsburgh State University
 1. Ds shoes, Appalachian State University
 1. Laced Up, University of Guam
 1. A Company, Oklahoma State University
 1. Halo Company, Northern Alberta Institute of Technology
 1. A Shoe Thing, Wilkes University
- Other schools participating in the BSG are Penn State and Arizona State.
- The Walker College team is overseen by instructor [Tom Will](#).

Summit panel focused on female entrepreneurs

December 1, 2008

The seventh annual Carole Moore-McLeod Entrepreneur Summit attracted dozens of self-made business owners to Walker College. They all spent time speaking with students and telling their stories of success. One panel specifically focused on women entrepreneurs.



The *Mountain Times* has [a report online from the panel](#).

WINOS, or "Women in Need of Sanity," started as a passion for something Jesseph wanted to do all her life. The idea came after a career in the corporate world, and after moving to Boone where her daughters are in college, she had a rough year.

"You have choices at that point where you either decide to do nothing or do something, so I decided to write a cookbook," Jesseph said.

She's now working on her fifth cookbook and expanded into merchandising such items as aprons, coozies and napkins. In determining her business strategy, she decided to focus on the fun and humor.

WINOS now reaches national markets through trade shows and wine and beer stores. "We're starting to get some bigger customers, and they're coming after us," she said.

ASU students win Insurance Jeopardy

November 25, 2008



Students in the Walker College of Business' undergraduate risk management and insurance program recently competed in the third annual "Insurance Jeopardy" competition. They took on students from UNC Charlotte and were victorious.

Insurance Jeopardy spotlights eight students from each school, each assigned to one of two teams of four competing for their school. The game consists of two separate rounds of Jeopardy-style questions covering a broad spectrum of topics on risk management, insurance, surplus lines and international insurance. The teams competed for a trophy, cash prizes and bragging rights.

More than 200 students and faculty members, along with several Appalachian administrators and board members from North Carolina Surplus Lines Association and the [Brantley Risk and Insurance Center](#) gathered at the Broyhill Inn and Conference Center to watch the tournament November 13.

The eight Appalachian students, plus one alternate, prepared for 10 weeks to compete in the event. "They worked very hard," Brantley Center Assistant Director Michelle Boisclair said. "I'm very proud of them for the time and effort they put into preparing for this event; it's rewarding to see how their work paid off."

The annual event is sponsored by the [North Carolina Surplus Lines Association](#) (NCSLA). Wayne Sumner, Education Chair of NCSLA, provided extensive technical support for the event. NCSLA is a regulatory organization that provides support to surplus lines licensees committed to the wholesale distribution system and the surplus lines industry. The association provides networking, regulatory, legislative and educational activities on behalf of its members.

The Brantley Center is housed in the Walker College of Business and aims to increase the level of student involvement with the insurance industry. The center, which recently celebrated its 20th year of operation, provides a vehicle for on-going interaction with the insurance industry through continuing education programs, executive-in-residence appointments, internships and placement of graduates in the industry.

The tentative date for next year's rematch has been set for Thursday, Nov. 12.

Watch ASU team's Juicy Idea

November 24, 2008

PBS recently did a report on the Juicy Idea Competition, and it's [now online](#). Among the contest's western North Carolina finalists was the Appalachian State team of Ryan Klinger, Andrew Drake, Spencer Price and Justin Henry.



They built a working bicycle using plastic bottles.

Appalachian students in the same Product Design major are excited about their recycled bottle bicycle. The wheels, chain and seat came from a friend's old bike. They shaped the handlebar and frame by using a dowel rod as a base, then melting the bottles with a heat gun. According to Ryan Klinger, they used 300 or 400 bottles, but when they removed the wooden towel the rods were strong. "The bicycle is really light weight," explains Ryan. "If we had more time and we had the money to really build this right, it would be very inexpensive. Our idea is to provide these recycled bottle bicycles to college campuses or towns to be used as free bikes---people could ride them whenever they needed to, to go where they want to go, and then just leave the bike for the next person. It would be awesome." Julia Rowland, the assistant director at ASU's Center for Entrepreneurship, served as an advisor for the Juicy Idea team. She said that students today are inspired to more for the community. "They really do want to do good and want to implement change," Julia explains. "And it might be that they just have one concern. And it might be for the environment, it might be for poverty, it might just over all quality of life for people. But I see that and it's a strong drive. They're dedicated to doing something good."

The UNC-TV report [includes a link to the feature itself](#).

UPDATE - The ASU team won first place in the western region. The *High Country Press* [has details](#).

The three students have won \$5,000 in scholarships from AdvantageWest and Inception Micro Angel Fund, paid internships with the Asheville Sustainability Center and other goodies donated by several other companies, said Julia Rowland, assistant director of ASU's Center for Entrepreneurship, which worked with AdvantageWest to organize the competition.

All first, second and third place teams now move forward to the national stage of the competition, in which a new major criterion for judging will apply—how easy it would be for the initial idea to go into production, said Klinger.

Alumnus named CIO of the Year

November 22, 2008

Robert Arnett '79 DS is the Vice President of Technology Services with [Cobb Electric Membership Corporation](#) in Marietta, Ga. He's also the CIO (Chief Information Officer). He recently contacted the alumni office and submitted the



following Class Note:

"(I was) Recently awarded International CIO of the Year in the Utility industry by EnergyBiz magazine and the CS Week Conference Committee. Our department was also awarded CIS Implementation of the Year Award by Electric Power & Light magazine and Sierra Energy Group."

Arnett is also a finalist in the Corporate Category for the [Georgia CIO Leadership Association \(GCLA\) CIO of the Year Award](#). Winners will be announced at the end of the month.

Since joining COBB EMC a few years ago, Arnett has [received his share of accolades](#).

Cobb Energy hired Bob in 2003 to replace a number of legacy systems. His team has successfully replaced the CIS, financials, work management and human resources/payroll systems and completely overhauled the IT infrastructure to AIX and Oracle. The project team consisted of 100+ people, half being consultants and contractors from seven different firms. Bob was recently named the "2007 CIO of the Year" for utilities with less than a million customers by EnergyBiz magazine and the Sierra Energy Group division of Energy Central.

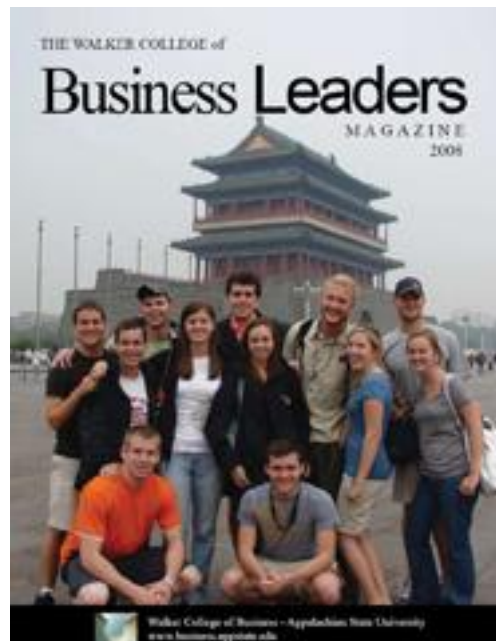
[Here's an EnergyBiz magazine article](#) from last year honoring Arnett's work. It starts off describing the importance of technology specialists to utility companies.

The first issue of Business Leaders

November 21, 2008

The inaugural issue of Walker College of Business Leaders was recently released. The magazine includes dozens of stories from the past year centered on the students, faculty, alumni and friends of the Walker College of Business.

The issue's cover stories, as well as the message from the dean, [are now online](#). You can also [download the entire](#)



[publication](#) [PDF].

The issue's [cover story](#) profiles Russell Warriner '07 FIN. He was a member of the Holland Fellows Program for Business Study, and turned that collegiate experience into a full-time job working in China.

Now serving as the UNC Systems liaison in China, Russell is the "go-to person" for students, faculty members, and researchers within the 16-campus university system wishing to teach or study almost anywhere in China. Warriner reports that most UNC system students, teachers, and administrators who are coming to Fudan at present are trying to set up relationships and working to emulate the highly successful Appalachian-Fudan connection.

Over the last two years, Russell has learned a lot about Chinese culture, but more importantly, in his opinion, he has learned a lot about respecting others. He advises anyone traveling abroad to try to show others respect. One key to being respectful is trying to speak the language. According to Russell, even if you're only visiting for a week, "every word you learn will make your experience 100 times better."

The magazine also profiles, among many people and events, the [Bowden Investment Group](#), the 2008 Spring CEO Lecture Series speaker, and the recent Insuring Coastal Properties conference.

Students travel to explore new cultures

November 21, 2008



Twelve

Appalachian State University students recently traveled to Puerto Rico to connect with students who share a passion for cultural outreach.

The trip, which lasted November 6-10, included an AIESEC National Conference, sight-seeing and networking activities.

The students stayed in the homes of the Puerto Rican students for the duration of the trip.

"My experience at the conference was truly life changing," said Appalachian senior Nathan Phillips. "The students from Puerto Rico were some of the most hospitable people I have ever encountered. Not only did they take the nine of us from ASU into their homes, but they also took it upon themselves to make sure we enjoyed our visit in Puerto Rico to the upmost extent."

[AIESEC](#), a student organization comprised of more than 23,000 members in over 100 countries, promotes cultural understanding while building student leadership skills.

The conference focused on two main goals. First, students hoped to obtain a better understanding of AIESEC International (the mission, goals and structure of the organization) and about ways to become more involved with AIESEC.

Second, participants focused on personal development through sessions such as leadership seminars, team building strategies, cross-cultural communication and time management activities.

During the conference, students from both regions participated in a project simulation; they were placed into random groups and were required to nominate positions, delegate tasks, plan, evaluate and execute a project related to AIESEC's mission.

There were networking socials for the students each night, which offered a look into Puerto Rican music, food and culture while expanding relationships with the Puerto Rican students.

AIESEC-US was founded in 1956 as a not-for-profit to promote cultural understanding and international cooperation. Since that time, AIESEC US has expanded tremendously and has approximately 1,500 community members in over 40 cities across the US.

For more information the Appalachian chapter of AIESEC Appalachian, contact AIESEC Appalachian's sponsor, Penny Kuzysyn [by email](#).

The ASU Bottle Bike goes to Frontline

November 13, 2008



The [Creative Juice Collegiate Competition](#) recently concluded with a team of Appalachian State students advancing to the regional final. Their creation - taking plastic bottles and recycling them into an operational bicycle - even captured the attention of PBS. The students, along with staff from Walker College, will be featured on an upcoming episode of Frontline.

The Creative Juice Collegiate Competition challenged students to develop a business model centered on plastic bottle waste. At least 269 groups in western North Carolina responded, including 30 from ASU. Industrial design students Ryan Klinger, Andrew Drake, Spencer Price and Justin Henry formed team Green Machine and submitted this idea.

The "bottle" bicycle was one of three entries that will advance to the regional round. The winner will be announced Thursday, November 20. *High Country Press* [has details on the team](#).

"We had no idea what [the recyclable object we had to use] was going to be [until the competition began]," said Klinger, "but as soon as it was announced, we thought about it and we decided if we were able to make a bike we had a really good chance of winning."

Green Machine built the bike in ten days.

"There was a lot of trial and error," said Klinger. "We were trying to make tubes that were really strong before we could put it into a frame. We had to create a really strong hollow tube."

The group has already won one prize. For being the top team at ASU, it won a free trip to the Collegiate Entrepreneurs' Organization annual convention in Chicago November 6-9. The trip was provided by the Center for Entrepreneurship thanks in part to the generosity of Burton Buffaloe '03 MGT.

The group also attracted the attention of Donna Campbell, producer for PBS [Frontline](#) (UNC-TV). She was on campus earlier this week to speak with students and faculty regarding social entrepreneurship. The interviews are scheduled to be broadcast Tuesday, Nov. 18, at 7:30. A full documentary will air within the next month.

Walker College APPlause

November 7, 2008

Stephen Domer '01 MKT recently accepted a position at The MacKenzie Law Firm located in Winston-Salem as Associate Attorney. He also accepted the position of Vice-President for the MLF Sports agency.

Jennifer Rhyne '04 MKT was recently promoted to Sales Specialist from Engineering Sales Associate at SABIC



Innovative Plastics located in Tampa, Fla.

Brian Dickerson '08 CIS was recently accepted into graduate school at UNCC.

Terri Rosa Fox '05 MKT married Stephen Fox August 23, 2008 in Winston-Salem, NC. They currently reside in Winston-Salem.

Heidi Williams Ragan '02 MGT and Greg Ragan '95 are happy to announce their marriage on September 28, 2008 during an outdoor ceremony at Eseeola Lodge in Linville. They currently reside in Boone, NC and both work at ASU.

Melissa Lofton Miller '94 ACC and James Miller are proud to announce the birth of a baby boy, William Shepherd. He was born on May 27, 2008 in Charlotte, NC, and weighed 7 lb., 7 oz.

You can read more Class Notes - and submit your own with photos - [in the Gold Book](#).

'Record numbers' seen during 2008 Entrepreneur Summit

November 7, 2008



BOONE — It was a cold, rainy Friday October morning in Boone, but you couldn't tell it by the rooms in Raley Hall on the campus of Appalachian State. Classrooms were overfilled and the halls were buzzing with activity as more than 500 students, entrepreneurs and community members participated in the 7th Annual Carole Moore McLeod Entrepreneur Summit.

On October 24, business owners from all over the southeastern United States shared their stories and participated in panel discussions on adventure sports, agricultural industries, entrepreneurship opportunities in alternative energy, non-profits, family businesses, women in entrepreneurship, music industries, hospitality & tourism, the importance of customer service, start-up challenges, exit strategies, green industries, marketing strategies and resources for small businesses and start ups.

Companies represented included Foolsloggers, French Swiss Ski College, Canyons, Boone Take Out Express, Best Cellar, Boone Saloon, Peabody's Wine and Beer Merchants, Turtle Toes Footwear, Beyond Cargo, Templeton Properties, American Emergency Vehicles, Hospitality Mints, A3 Technologies, Lyons Construction, Chetola, Split Rail Records, Global Shippers Association, Blackpaw Entertainment, JHE Production Group, Print Marketing, Waste Consultants, Keystone Products, NeboWeb, We Sell Restaurants, CentDev Properties, Transportation Insight, Sundance Power Systems, First Research, Myers and Chapman, TRS Consulting, Do it to Julia, Dwell Box Building Systems, Rixey's Market and U-Stor-It, Stafford Tisdale Graphic Design, Blue Ridge Energy Works, Shuffle Magazine, Left Turn Music, Greystone Insurance, New South Waste, Farmers Fresh Market, W.I.N.O.'S, Haines Center for Strategic Management, NC Institute of Minority Economic Development, Milner Research Services, Habitat for Humanity Re-Store, Rockett Interactive, Blue Ridge Rural Land Trust, and SCYNEXIS.

Later that day the annual Pitch Your Idea in 90 Seconds contest sponsored by Mission House Creative was held. More than 200 students from all across campus submitted ideas and 20 were selected to make 90 second presentations in front of 37 judges.

First Place with a \$1,000 prize went to Derrick McGinnis with his business idea for "Pops' Bees." Second Place with a \$500 prize went to Rob Qualheim for his business idea for "I'm Home." Third place with a \$250 prize went to Jaron David Strom for his idea "Trade Your Birthday," a non-profit business. A best presentation award with a \$250 prize sponsored by CentDev Properties went to Morgan Mayer for her idea, "Indulge Chocolate Bar Café."

"This was by far our most successful event yet with record numbers of speakers and students participating," said Bryan Toney, director of Appalachian State's Center for Entrepreneurship. "All 24 sessions were well attended and many were standing room only. The growing enthusiasm and support for entrepreneurship in the High Country is great to see. ASU students are increasingly eager to learn more about entrepreneurship in all of its many forms - from starting small businesses and managing fast growing firms to creating international startups and applying entrepreneurial thinking to solve social problems.

"With almost 300 students enrolled in entrepreneurship courses at ASU this fall, up 127% over last year, events like the Carole Moore McLeod Entrepreneur Summit help us provide a 'real world' perspective on entrepreneurship, connecting the entrepreneurs of tomorrow with some of the most successful entrepreneurs throughout our region."

For more information about the Center for Entrepreneurship, go to www.entrepreneurship.appstate.edu or contact Bryan Toney at 828-262-6196.

The Lessons Learned by 3tailer

November 7, 2008



Jon West '06 CIS is one of the co-founders of the successful small business [3tailer](#), a firm based in Charlotte. He started the company in 2005 with fellow Walker graduate Chad Ledford '06 MGT. Its concept won the "Most Likely to Succeed Online" award in the annual "Pitch Your Idea" contest held during the 2006 McLeod Entrepreneur Summit. 3tailer has grown to offering more than 50,000 individual products on 17 websites. It also recently caught the attention of online news site Practical eCommerce. It spoke with West regarding the "Lessons Learned" creating his business. He includes [some great advice to budding young entrepreneurs](#).

On Social Media

"Utilize it as best you can. It seems obvious, but a lot of people miss the point—be social. Make friends and help them out, and they'll return the favor. Our favorite sites are Digg, Reddit, StumbleUpon, Mixx, Propeller and Sphinn. Each of our ecommerce sites has a blog on it, so we see what kind of whacky story you can put on a blog. Digg has really cracked down on commercial sites, so it's better regulated the others. We have a hookah website, so we did a blog post on smoking tricks. Social media for us is more about links than anything. We have a couple different Facebook pages and groups. Each page took only an hour. Once the initial set up is done, it's just there, and it just keeps going."

Two problems with the bailout

October 30, 2008



Economics professor John Whiteside, who blogs at Environmental Economics, [offers his take](#) on the proposed federal bailout legislation.

The second problem is that the bailout reveals that free markets don't really work well, at least in the sense that free markets won't lead to an avoidance of booms and busts. If unregulated free markets don't really work in the one place where they might, finance, then how are they expected to work well to solve environmental problems and allocate health care efficiently? My opinion is that financial, environmental and health care markets can be nudged toward efficiency with a little bit of regulation.

He's soliciting comments. Among them.

-- A fundamental part of capitalism is that risk-takers should be rewarded. Limiting the rewards for risk-takers will doom us to a Soviet lifestyle.

Regulation and oversight should be used to prevent cheating, but not much else. Unfortunately, we have made cheating a way of life. We like complex and murky regulations; they provide more ways to cheat. We have forgotten how to be personally responsible at every level.

-- How is a market for sub-prime loans invented, funded and "guaranteed" by government a free market?

What the bailout reveals is that when government comes up with pigovian schemes to manipulate markets that there can be dire consequences.

Taking command

October 22, 2008



David Heesacker '83 MGT, DS recently assumed command of the [Marine Corps Engineer School](#), located in Camp Lejeune. He joined the military shortly after graduating from Appalachian State, and has [established a distinguished career](#).

He transferred to U.S. Marine Forces, Korea in July 2001 and served as the Assistant Chief of Staff, G-4 until joining the 2nd Marine Division as the Deputy Assistant Chief of Staff, G-4 in July 2002. From November 2002-March 2003, he deployed with the Combined, Joint Task Force Horn of Africa where he was the Director and Deputy Director of Logistics. Upon return, he served as the 2nd Marine Division G-4 Operations Officer until resuming the Deputy G-4 billet in December 2003. He assumed command of Marine Wing Support Squadron-273 on June 4th 2004 in Iraq and gave up command in June 2005 after being selected to attend the Industrial College of the Armed Forces (ICAF) where he graduated in June 2006. He most recently served as the Director of Logistics for Special Operations Command Europe from July 2006-May 2008.

Heesacker is also a Boone native.

Walker College APPlause

October 21, 2008

Antony Farmer '96 MBA is set to become Winston-Salem Fire Department chief in December. His appointment [was announced in October](#). He is currently a district fire chief overseeing seven engine companies and two truck companies in the northwest portion of Winston-Salem. The *Winston-Salem Journal* has [an editorial which outlines](#) the challenges he faces in his new job.

Alan McKenzie '82 MKT, CEO of Asheville Anesthesia Associates, [was elected](#) president of the North Carolina Anesthesia Practice Managers Association. The group provides a forum for education and the exchange of information relevant to Anesthesia Practice Management.

Eric Clonch '97 MKT was recently promoted to vice-president at BB&T in Asheville.

Roger Plott '83 MKT [was profiled](#) as a "Mover and Shaker" in the September 2008 issue of Business Leader magazine. His is Director of Commercial Services, Marketing Executive, with Capital Bank. He oversees both the marketing initiatives and the delivery of treasury management services for one of the state's largest community banks. He serves on the board of directors for the N.C. Council on Economic Education, and since 1997, has been an advisory board member for the Salvation Army of Wake County.

Gregory Lear '84 MKT competed in and finished the Chicago Marathon, October 12, 2008.

Kathy Lawrence '07 MGT and Christopher Walker are happy to announce their marriage on September 6, 2008 at Broyhill Park in Blowing Rock.

Melissa Lofton Miller '94 ACC and James Miller are proud to announce the birth of a baby boy, William Shepherd. He was born on May 27, 2008 in Charlotte, NC, and weighed 7 lb., 7 oz.

Amy Case '99 MKT and her husband Scott are proud to announce the birth of their baby boy, Cameron Scott. He was born on August 11, 2008 in Asheville. He weighed 9 lb., 13 oz. and was 22 1/4 inches long.

You can read more Class Notes - and submit your own with photos - [in the Gold Book](#).

The top Strategic Team in the country

October 15, 2008



Robertson (left), Howard

Congratulations to Walker College students Adam Robertson and Andrew Howard, who ended the semester No. 1 in the international Business Strategy Game (BSG). As we recently noted, the BSG is an online business strategy game which attempts to "closely mirror the competitive functioning of the real-world athletic footwear market." The Walker College team, called Ds shoes, competed against 3,000 teams from 300 universities worldwide.

Report from the CEO Lecture

October 15, 2008

The *Watauga Democrat* [has online a story reporting on remarks](#) from Boyles CEO Lecture Series Speaker Tom Kilgore. The TVA president and CEO spoke last Wednesday on campus.



According to the paper, the theme of his remarks was energy use.

Equating the consumption of energy to calories of food, Kilgore said a person's energy usage could be measured roughly in units to make the benefits of reduction more apparent.

"We want to be smartly frugal," Kilgore said.

"We believe we can change by order of magnitude, the efficiency of the way people use electricity. We have been slightly spoiled with our tradition of cheap energy. We really do have to be more efficient about the way we use energy."

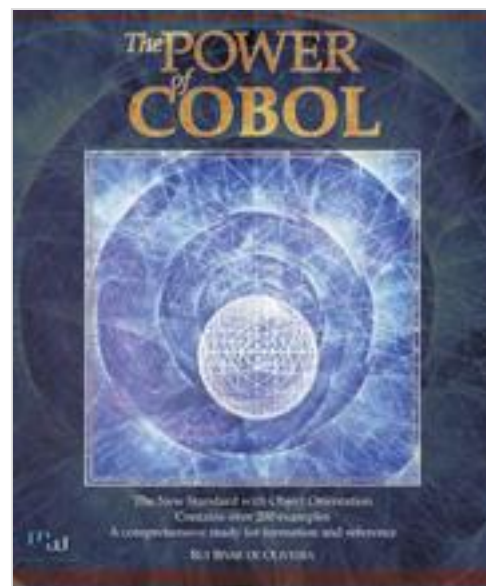
Kilgore also encouraged a transition to increased use of natural gas and electricity as energy sources.

"Natural gas is a good energy source primarily for heats things, water houses, but hard to store propane tanks," Kilgore said.

COBOL: Old but still going strong

October 13, 2008

Back in the mid-90s, most students pursuing a CIS degree within Walker College spent time getting to know some COBOL. The Latin of programming languages, COMmon Business-Oriented Language was eventually stricken from



the curriculum. New and more efficient codes have been created.

Yet still COBOL hangs tough. According to a recent post at the blog Dr. Dobb's Portal, not only is COBOL the "most widely used language in the 21st century," it's also a code in demand. Too bad [it's just no fun](#).

"As a programming tool," Charles Petzold once said, "it has roughly the sex appeal of a wrench." Small wonder Cobol has few ardent enthusiasts. Pretty uncomfortable to be a Cobol programmer today, then, especially since "Cobol programmers are destined to code Cobol for the rest of their lives," as Bertrand Meyer has said, "and thereafter."

Which means, if you're looking for secure long-term employment, coding COBOL is not a bad option. Just look to [that home of red-hot technology. California](#).

If Gov. Arnold Schwarzenegger wants to issue minimum-wage checks to 200,000 state workers in less than a month, he may want to rehire any semi-retired computer programmers he terminated last week.

The massive pay cut would exhaust the state's antiquated payroll system, which is built on a Vietnam-era computer language so outdated that many college students don't even bother to learn it anymore. ...

"COBOL programmers are hard to come by these days," said Fred Forrer, the Sacramento-based CEO of MGT of America, a public-sector consulting firm. "It's certainly not a language that is taught. Oftentimes, you have to rely on retired annuitants to come back and help maintain the system until you're able to find a replacement."

Here's [a 2006 report from ComputerWorld](#) which found not only demand for COBOL programmers then, but an expected increase in demand in years to come.

In the Computerworld survey, 45% of the respondents whose organizations use Cobol said their ability to hire Cobol programmers was either "worse" or "much worse" than their ability to hire programmers for modern languages such as Visual Basic, C++ and Java.

Companies are dealing with the squeeze between supply and demand in a variety of ways. Some outsource Cobol work, some bring in contract Cobol programmers, and others find clever ways to motivate their cadres of Cobol coders. A number of organizations have found that the best way to keep Cobol programmers happy is to get them to focus on the applications and end users, not the technology.

Hello, VisitNC, may I help you?

October 9, 2008



From the Fall CEO Lecture Series.

Lynn Davis Minges' job is to sell North Carolina. And, in her opinion, she has an easy product to sell.

Minges is the Executive Director of the North Carolina Department of Commerce's, Division of Tourism, Film and Sports Development. She was the luncheon speaker Wednesday prior to the CEO Lecture. Under Minges' leadership, the division has been recognized with numerous national and international awards for marketing excellence. She was recently recognized by Triangle Business Journal with their "Outstanding Women in Business Award."

During her presentation, she spotlighted the state's website, VisitNC.com. The site is a one-stop-spot for potential state visitors. It includes information on all state hotels, bed and breakfasts, attractions, and much more.

She also highlighted the state's official visitor information phone number, 1-800-VISITNC. It receives thousands of calls, all of which are answered in one unlikely location - the state's women's prison.

As described in [a VisitNC NewsLink from 2007](#) [PDF]:

As part of the Division's ongoing training program for Call Center staff, destination marketing organizations are encouraged to make presentations to keep 1-800-VISITNC operators up-to-date on the state's latest attractions and accommodations. Since the Call Center is located within the N.C. Correctional Institute for Women, it's important to adhere to prison guidelines when planning presentations. Most promotional items that typically accompany such presentations are prohibited at the prison, so "souvenirs" are not permitted. Food items are allowed when approved in advance. A laptop with projector and screen are available for use during presentations at the Call Center.

Minges added that when many of these women have served their sentences, they are able to find employment in the state's tourism department.

More thoughts on the current financial crisis

September 30, 2008



As chief economist for the N.C. Bankers

Association, Dr. Harry Davis gets quoted often. And no more so than this week. [From The Business Journal of the Greater Triad Area:](#)

Davis said he believes the economy is in recession and that growth nationally will be "anemic" for the next two years. North Carolina has fared better than the economy as a whole, he said, but is no longer adding jobs fast enough to keep up with the growing labor pool, driving up unemployment.

"Our state economy will struggle along with the national economy into 2010," Davis said. "The slowdown is already having a negative impact on state revenues which will only get worse."

Davis was also recently [asked for his perspective on banking](#) given the collapse of Wachovia.

Clem Medley, CEO of First Federal Bank in Dunn, said people see smaller banks as safer because many customers are on a first-name basis.

"In the smaller communities, the people know the banks and the banks know the people," he said.

While smaller banks may be picking up new customers, the picture isn't all roses.

The slumping economy could limit small banks' growth.

"It's going to be difficult to tell which one of these waves is the biggest," said Harry Davis, who teaches finance at Appalachian State University.

The unemployment rate in North Carolina has risen the past eight months, and Davis said the last quarter of this year will probably be the first time consumer spending has declined for a quarter here since 1991.

Davis [is scheduled to speak](#) on the economic crisis later this month in Hickory. He will be part of panel discussion overseen by the Catawba County Chamber of Commerce Wednesday, Oct. 15, at the Hickory Metro Convention Center.

Davis recently spoke at the [Wachovia Ethics Conference](#) here on campus. Many of his comments concerned the current economy and recessions.

FRIDAY MORNING UPDATE: Dr. Davis is quoted extensively [in this Hickory Daily Record report](#).

Davis thinks the U.S. jobless rate will rise above 7 percent during coming months, and that North Carolina's rate will hit 7.5 percent or higher.

The economist said the government's rescue plan should prevent a deep recession, but it will not stop a prolonged one.

Davis said personal debt levels are higher and household wealth has suffered more than in previous recessions. High energy prices act as a tax on the economy, and will remain high for the foreseeable future, he said.

"Consumers have already clearly started cutting back, and I expect that will continue," Davis said. He does not expect the housing market to show much improvement before the second half of 2009.

Answering questions on the bailout

September 26, 2008



The Winston-Salem Journal [has an article today](#) posing answers to reader questions on the nation's financial crisis. Among those answering questions is Walker College economics professor [Todd Cherry](#).

Among the questions.

How will the government pay it back?

Q. How does the government plan to pay the money back? — Submitted by Rod Joyce.

A. There is talk of the taxpayers gaining an equity stake in the corporations they bailout via purchasing the distressed assets. This could ensure some of the value is retained by the taxpayer as opposed to transferring it to the corporations. This could lower the cost of the bailout to the taxpayer, but the initial funding will be borrowed like other deficit spending and will need to be repaid in a similar fashion.— Todd Cherry.

It is also interesting to note that already there is being seen the impact the current crisis is having on finance. Large banks have stopped lending money. For example, from [WRAL.com](#):

Officials in Wake and Durham counties say the nation's financial crisis is making it hard to borrow for schools and other projects.

The News & Observer of Raleigh reported Thursday that Wake County has delayed plans to sell \$454 million in bonds in the past two weeks.

Durham County's effort to borrow failed because no lenders bid on the offering.

Both counties have AAA credit ratings, the highest possible, which indicates they are among the safest to lend money.

The New York Times [has more](#):

"Loans are basically frozen due to the credit crisis," said Vicki Sanger, who is now leaning on personal credit cards bearing double-digit interest rates to finance the building of roads and sidewalks for her residential real estate development in Fruita, Colo. "The banks just are not lending." ...

Without a mechanism to shed the bad loans on their books, financial institutions may continue to hoard their dollars and starve the economy of capital. Americans would be deprived of financing to buy houses, send children to college and start businesses. That would slow economic activity further, souring more loans, and making banks tighter still. In short, a downward spiral.

"Are You Ready to Open the Door?"

September 26, 2008

[AIESEC](#) is a new student club within the Walker College of Business, and it's busy working with the [Center for Entrepreneurship](#) to organize an upcoming conference entitled, "Globalization is Knocking, Are you Ready to Open the Door?" The event is scheduled for Friday, Oct. 10, from 1-3:30 p.m. at the Broyhill Inn.

[You can RSVP here.](#)

The conference is "open to anyone interested in learning about global opportunities in a rapidly changing world."

According to the [ASU News Bureau](#):

Topics discussed will include international marketing and advertising, importing and exporting in North Carolina, foreign investment in the U.S. housing market, corporate responsibility in a global context, international environmental sustainability and social entrepreneurship.

AIESEC (pronounced "I-sick") has a video on YouTube explaining "who we are, what we do."

Who likes what about the Blue Ridge Mountains

September 24, 2008

Leaf season is just around the corner, just one of many annual tourist-heavy occasions fast approaching here in the mountains of North Carolina. Three professors with Walker College recently had published a study of those tourists, centered on who comes to the Blue Ridge area, how long they stay, and what do they like to do.



Entitled "Sustainable Tourism: The Case of the Blue Ridge National Heritage Area," the paper is co-written by Drs. [James E. Stoddard](#), [Michael R. Evans](#) and [Dinesh S. Davé](#). It is published by [Cornell Hospitality Quarterly](#), and you can [read it free online here](#). [PDF]

According to the study, 4,399 tourist surveys were collected from 44 different tourism locations throughout the [Blue Ridge National Heritage Area](#). Respondents were broken down demographically. Among the findings, men and women visit for different reasons.

In one regard, the research results were not surprising for those who study sustainable tourism. As has been the case with other studies, we found that women preferred crafts, men preferred outdoor activities, younger people were more likely to choose outdoor activities, and those with high incomes preferred gardens and trails.

The study also found that "compared to other travelers to North Carolina, visitors to the BRNHA skewed toward being a bit older, having higher household incomes, and having attained high education levels." Yet, when compared to studies of other tourist destination areas as a whole, BRNHA "had fewer day-trippers and more overnight visitors." Specifically, 23 percent of BRNHA visitors were on a day trip. About 77 percent were overnights, with the majority spending more than two nights visiting the area.

Dr. Davis on the banking situation

September 23, 2008

More from Dr. Harry Davis' speech last Friday.

The problem with financial institutions is not a banking problem. It's Wall Street's problem. It's investment banking firms. It's not so much commercial banks. There are exceptions, but there are not many.

Fannie and Freddie, their combined liabilities are \$5 trillion. The U.S. economy - the total output of goods and services of our economy - is \$14 trillion. Their liabilities are five. They're one-third the size of the U.S. economy, just their liabilities. That's gonna cost us probably \$200 billion to take care of Fannie and Freddie. ...

Banks did not create the housing issue. Banks can't make sub-prime loans. Mortgage brokers and Countrywide, builders - they're the ones who created the housing issue. ... Wall Street took all these sub-prime loans, turned them into securities, and sold them all over the world. They sold them to the Japanese, the Chinese, and all over the world, and of course they love us now because those securities, their value has dropped significantly. That's created a real problem for us around the world.

Dr. Davis speaks on state of the economy

September 22, 2008

[Dr. Harry Davis](#), finance professor within Walker College of Business and professor with the NC Banking Association, spoke Friday during the Wachovia Ethics Conference at the Broyhill Inn. He gave a summary of current economic trends and the history of recessions.

In 25 years the economy has pretty much expanded. If you're a college student ... you have never seen a recession. You don't even know what one is except to read about it. You're not old enough to have lived in one.

So for most people in the United States, if you go to a lending officer and that person is 40 years old, they don't know what a recession is either, in the sense of actually having lived through it. So no wonder we spent so much money. For the last 25 years it's been a gravy train in this country with the economy growing at very high rates and for a very long time.

Our Distinguished Graduate Faculty Member

September 9, 2008

Betty Coffey, a professor in the Walker College of Business, receives this year's Distinguished Graduate Faculty Award during [Convocation ceremonies September 4](#).



Walker College APPlause

September 8, 2008

Kelly Melton '94 FIN has been [promoted](#) to assistant vice president and office manager with the Lenoir office of Bank of Granite. Last year, she received the prestigious Dottie Darsie Award, given in recognition of an individual who contributes significant time and energy to education. Among many volunteer commitments, she participates in Communities in Schools and the Caldwell Council on Adolescent Health.

Randy Brockway '01 MKT received a MBA from Wake Forest University on August 15, 2008.



Emily Baker '95 MKT recently accepted a position with the non-profit, [Operation Homefront](#), located in the DC-metro area as Director, Operation Homefront Village. Prior to a return to the east coast, Emily was employed at USO San Diego as Director of Marketing and Development. Operation Homefront Village is a newly-opened, rent-free transitional housing community for our nation's wounded warriors and their families.

Paul Brenan '01 ACC and Teresa Brenan are proud to announce the birth of a baby girl, Maddison Page. She was born on June 23, 2008 in Raleigh and weighed 7 lb., 2 oz.

Jennifer Dicks Cantrell '94 MGT and Doug Cantrell are proud to announce the birth of twins Madelyn Rose and Jaxon William Cantrell. They were born on July 14, 2008 in Nashville, Tenn.

Elizabeth (Tomberlin) Hall '92 FIN and Kevin Hall are proud to announce the birth of a baby boy, Nathan Riley. He was born on February 27, 2008 in Hickory at Frye Regional Medical Center, and weighed 8 lb., 15 oz.

Amy (Vaughn) Creighton '98 MGT and Matt Creighton are proud to announce the birth of a baby boy, Taran Matthew. He was born on April 22, 2008 in Overland Park, Kan.

James Hammack '94 ACC and Molly Hammack are proud to announce the birth of a baby girl, Lyla Hammack. She was born on April 16, 2008 and weighed 8 lb., 5 oz.

Christopher Lowder '98 ACC and Christine Howard are happy to announce their marriage on June 28, 2008 in Aberdeen, NC. They currently reside in Aberdeen, N.C.

You can read more Class Notes - and submit your own with photos - [in the Gold Book](#).

AITP ASU chapter receives award

September 5, 2008

The Association of Information Technology Professionals (AITP) [student chapter at Appalachian State](#) recently received the Student Chapter Outstanding Performance Award for the 2007-2008 academic year.

Only eight of the more than 250 AITP student chapters across the nation were honored with this award. To be eligible, an AITP student chapter must excel in five areas: Membership, Education, Public Relations, Meetings, and Association Participation.

ASU's AITP chapter has grown to over 100 active students. Thirteen of these students have joined AITP at the national level and competed at the 2008 National Collegiate Conference (NCC) in Memphis, including Matt Saunders, who won Second Place in the Undergraduate Papers competition. At the 2007 NCC, Jessica Russ and Ashley Holt Pope won First and Second Place respectively in the competition.

Carolyn Walters, President of AITP Region 18, a five-state region encompassing North Carolina, Virginia, West Virginia, Ohio, and Pennsylvania, stated, "I am very proud of the achievements of Appalachian State's AITP student chapter. The club continues to grow and thrive under the leadership of their student officers and Faculty Advisor, Dr. Hunsinger."

The chapter plans several trips this upcoming academic year, including a visit to Cisco Systems in November, the Consumer Electronics Show in Las Vegas in January 2009, and the AITP National Collegiate Conference in Oklahoma City in April 2009.

Faculty Research: What's in your password?

August 29, 2008

We live in the Age of the Password.



Webpages. Credit cards. Online accounts. Voicemail. It seems every convenience of modern life requires you to commit to memory a series of letters, numbers and/or symbols in order to continue. For obvious reasons, passwords are especially pervasive in work environments. If you use a computer at work, odds are you have a password.

As password necessity becomes more prevalent, so does the security risks which they are meant to avoid. Such is the conclusion of a research by Walker College CIS professors Drs. [Joseph A. Cazier](#) and [Dawn Medlin](#), and undergraduate student Daniel Foulk. The three are co-authors of a paper in the latest issue of [International Journal of Information Security and Privacy](#) entitled, "[Analyzing the Vulnerability of U.S. Hospitals to Social Engineering Attacks: How Many of Your Employees Would Share Their Password?](#)" (*subscription required*)

In this study we simulate a social engineering attack in five different hospitals of varying sizes with the goal of obtaining employees passwords. 73% of respondents shared their password. This raises serious concerns about the state of employee security awareness in our healthcare system.

One aspect of the study was asking hospital employees how they chose their passwords. Eighty-nine percent were allowed to create their own, while the rest were assigned a password. The former based their passwords overwhelmingly on family.

Half of the respondents created passwords consisting of family names, including their own name or nickname, the name of a child, or significant other. It is obvious that a very small percentage of employees are using most of the best practices recommended by governmental, educational, and private organizations.

The next largest category was that of "other," with 45% of the respondents indicating that their passwords included a number. The choice to integrate a number is important, but just as important is the placement of that number and whether or not the number relates to meaningful and informative information such as a phone number or birth date. Fifteen percent of the respondents self-reported the inclusion of "fan-based" words, which could include names of athletes, singers, movie stars, fictional characters or sports teams. "Place" was the next highest category, with 14%, using another identifiable piece of information such as the city where the employee works or lives. The smallest of all of the self-identified password categories was "fantasy," followed closely by the categories of school and faith. Five percent of the employees selected the "cryptic" category, suggesting that most of the employees are security-conscious, since that category includes passwords that are unintelligible or include a random string of letters, numbers, and symbols.

Researchers noted that "Sixty-three percent of those who included family as a part of their passwords were willing to share it. Even more surprisingly, those individuals who included numbers in their passwords were willing to share their passwords at a rate of 50%; this seems counter intuitive, as one would assume that employees who have created stronger passwords by including numbers would be less likely to share their passwords."

This same issue of International Journal of Information Security and Privacy includes a second study with Cazier as a co-author - "[The Influence of Media Trust and Internet Trust on Privacy-Risking Uses of E-Health](#)."

Preparing to be an Ironman

August 13, 2008



Dale Tweedy '89 is [a great friend](#) of Walker College. He's also a big triathlete.

Ironman big.

In October, the former Army paratrooper faces the world's most prestigious endurance test: the Ironman triathlon in Kona, Hawaii. Tweedy, 45, has been selected to compete in the race, which includes a 2.4-mile swim in the Pacific

Ocean, a 112-mile bike ride over black lava fields and a 26.2-mile run on the same path. What makes the Ironman so tough are conditions that often include 90-degree heat and 60-mph wind gusts.

Tweedy applied for the Ironman in 2007 after he'd been doing triathlons for about seven years. In races alone, he's biked the equivalent of riding from Charlotte to Denver, Colo., running from Charlotte to Daytona Beach, Fla., and swimming from Charlotte to Mooresville and back. That's not counting his training, which would be far more.

Still, he wasn't picked for the Ironman on his first try. Selections for the 200 amateur racers are based on a lottery system, so luck is essential.

When Tweedy was chosen this year, the successful businessman immediately turned to the serious business of preparing himself for the grueling test.

You can read the rest of the story [at the Charlotte Observer website](#).

Walker College APPlause

August 11, 2008

Laura Williams '02' ITOM recently accepted a position at The VUE Charlotte located in Charlotte as Luxury Condo Sales Associate. Laura recently was employed at BlueSky Partners as Sales Associate. She also married Darren Ciotoli May 3, 2008.

Haley Beam Stutzman '97 MGT and Dan Stutzman '98 ITOM are proud to announce the birth of a baby boy, Nicholaus Lee Stutzman. He was born on May 1, 2008 in Charlotte and weighed 7 lb., 5 oz.

Sheila Brown Stone '98 MKT and Jay Stone '94 FIN are proud to announce the birth of a baby boy, Connor Daniel Stone. He was born on February 22, 2008 in Raleigh, NC, and weighed 10 lb., 2.2 oz.. Big Brother John Riley and Big Sister Morgan are so proud!

Carmen Kluttz Barrier 03 'ITOM has been promoted to vice president at BB&T. She is an executive programs special projects manager in BB&T's Human Systems division.

You can read more Class Notes - and submit your own with photos - [in the Gold Book](#).

ASU in NC Magazine

August 5, 2008

The August 2008 issue of NC Magazine includes a community focus on Watauga County. The special package of stories includes photos centered on Appalachian State.



You can download the entire magazine free [from its website](#). [PDF]

Among the articles is one describing Walker College's Center for Entrepreneurship. Here's an excerpt.

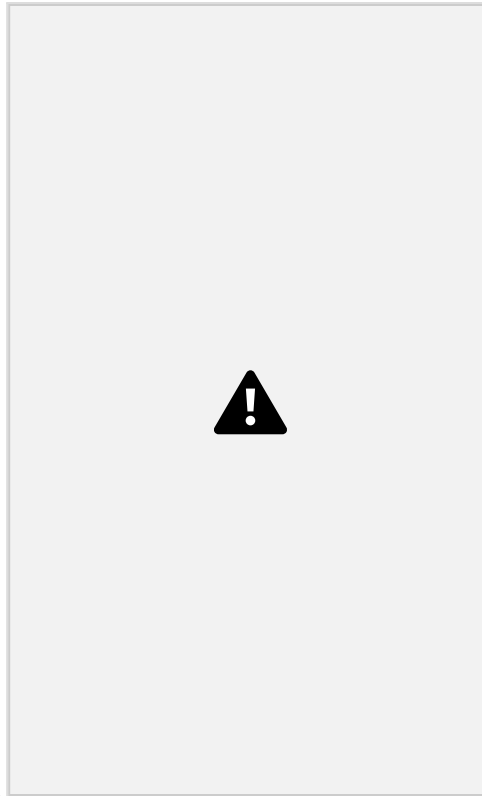
The center orchestrates much more than just directing students to Web sites and filling out reams of paperwork. It conducts several workshops and events where successful entrepreneurs share their experiences. Those events have connected more than 350 entrepreneurs together with students. Furthermore, the center holds an annual contest, Pitch Your Idea in 90 Seconds, pushing students to use their creativity and provide a model for future experiences. "There are some tangible concepts and practices like how to develop a business plan, but there's also a lot of exchange of ideas and creativity, probably more so than in a lot of business classes," Toney said. "We encourage students to come to the courses with their own business ideas and to use their interests as the genesis for projects."

A college idea makes plenty of fashion cents

August 4, 2008

One person's junk is another one's treasure. Or, in the case of Jamie Powell '05 MGT, one person's castoff clothes is another's high fashion.

Powell is the the young entrepreneur behind [Revamp](#), an online company which takes old clothes and makes them



new again. And desirable.

She's [profiled today](#) by the *Raleigh News & Observer*. She developed her business plan while a student at Appalachian State.

From her makeshift studio in a home in Durham, Powell is growing her business of turning vintage rejects -- the stained, torn or simply too hideous -- into modern, wearable fashion that she sells under the label Revamp.

"It's not runway fashion, but fashion people would wear every day," says Powell, 25.

She does much more.

The problem became the waste. When a shipment arrives, she never knows whether she's going to get a T-shirt with holes and stains that will never sell or a chic Jackie O sheath with loads of resale possibilities.

Instead of throwing away the bad, she got creative. She started with T-shirts, taking sleeves from one shirt, sewing them to the front of another with a cool screen-printed logo, while adding a back from yet another. Often Powell would cut off the collar, giving the shirt a dainty scoop neck instead of a ringer collar.

"You end up getting something no one else has," she says.

Training for the Triabetes

August 1, 2008

John Moore '08 MBA is in training for the [Wisconsin Ironman](#). Sounds tough, but it's nothing compared to his work with [Triabetes](#). It's not your average program.

According to Moore, Triabetes "has recruited 12 Type 1 diabetics from across the country (two others currently residing in Boone) to compete in the 2.4 mile swim, 112 mile bike, and 26.2 mile run."

To date, roughly 70 Type 1 athletes have ever accomplished this. The past year of training has been filmed and the race will be filmed as well by an Emmy Award winning documentary company. We have high hopes of broadcasting

the documentary on the Learning Channel or Discovery Channel. We are working with doctors and academics throughout the country, including Appalachian State's Dr. Charles Dumke, to research, educate, and advocate. Moore was diagnosed with diabetes four years ago, according to a trailer he appeared in to promote the program.

Walker College APPlause

July 28, 2008

Robert Barthle '95 DS and Courtney Barthle are proud to announce the birth of a baby girl, Camden Juliet. She was born on November 2, 2007 in Inova Fair Oaks Hospital, Fairfax, Va. Photos, videos, and updates are available on [her web site](#).

Robin Conn Blackmon '95 DS was recently promoted to Coordinator, Clinical Systems from System Analyst II at University of South Alabama located in Mobile, Ala.

Leslie Farris Bullins '02 ACC recently accepted a position at Wachovia Capital Partners located in Charlotte as VP - Tax Manager. Leslie recently was employed at Bank of America.

Jennifer Banks Watson '98 MGT and Chris Watson '99 are proud to announce the birth of (2 boys). Banks was born in 2003 and Holden was born in 2007.

You can read more Class Notes - and submit your own with photos - [in the alumni office's Gold Book](#).

Faculty Research: What IT employees need vs. what students want

July 24, 2008

Walker College CIS professors [B. Dawn Medlin](#), [Scott Schneberger](#) and [D. Scott Hunsinger](#) recently completed a research paper evaluating the information technology job market versus student expectations of the skills needed in the IT marketplace.

Their report, "Perceived Technical Information Technology Skill Demands Versus Advertised Skill Demands: An Empirical Study," was recently [published](#) by the [Journal of Information Technology Management](#).

You can read [the full report here](#). [PDF] (*subscription required*)

One interesting aspect of the report centers on what the authors call the the "IT glamour" factor. It's the perception by students that some aspects of IT education are less thrilling or useful than others; specifically, the importance of database management versus user-friendly graphical user interfaces.

Think of it as vegetables versus dessert - one is bland but a staple of any healthy diet, while the other appears more enticing but isn't as much a mainstay.

Even though over one-third of the jobs advertised in our study required knowledge of databases, students perceived other skills to be more important. Qualitatively, we found that most of the students despised using databases, which may be influencing their perceptions about the need to possess database skills. For instance, one student stated, "[Databases] are useless..." while another student said, "Get rid of [database management program] now, it's doing nothing but hurting us. Real businesses don't use it..." Since many students learn the basics of a DBMS in an introductory database class, this may be biasing their perceptions about the need to understand databases for employment.

On the other hand, students believe that the ability to design user-friendly graphical user interfaces is the 2nd most important skill set of the six we considered. However, only 68 of the 21,517 jobs we analyzed (0.32%) were looking for this particular skill set. Students indicated that they would like our department to teach more classes to learn how to design user-friendly graphical user interfaces. ...

Databases have been used by businesses for almost forty years and, while the technology behind them continues to evolve, they are a mature technology with a relatively slow rate of change. Graphical user interface technology, on the other hand, is in many ways the opposite; it is a relatively new IT field especially in the area of rapidly growing Internet and web technologies. Could it be that database skills are perceived to be less "glamorous" while user interfaces are? That user interfaces

The authors concede that "the IT field rapidly changes and that some of the skill sets determined to be important at the time of our study will likely be replaced by other skill sets in the future. The purpose of our study is not to emphasize the particular skill sets we examined in our research, but instead, to point out the gaps between student perceptions and employer actual needs."

The report suggests solutions to the disconnect, including alliances between the IT marketplace and educational institutions.

The Kiddie Tax is all grown up

July 24, 2008

Tax policy has never been child's play, unless that play is profitable.



Since 1986, children under 14 have had their own niche in the U.S. tax code, and twice in the past four years that age limit has been adjusted. The latest changes, taking effect in 2008, are detailed by Walker College accounting professor [Dr. William B. Pollard](#) in an article entitled "Expansion of the Kiddie Tax," published in this month's issue of [Strategic Finance](#).

According to Pollard, The Small Business and Work Opportunity Tax Act of 2007 extended the tax beyond 18-year-olds, but "also to children age 18 who have earned income equal to or less than one-half their support and to children ages 19 through 23 who are full-time students and have earned income equal to or less than one-half their support."

There are two options once it has been determined that the kiddie tax is due. The first option is for a parent to file Form 8814, "Parent's Election to Report Child's Interest and Dividends." The IRS cautions parents at the beginning of Form 8814 that the federal income tax on the child's income may be less if they instead choose to file a separate tax return for the child and not file Form 8814. The second option, as suggested by the IRS, is to file a separate return for

the child and attach Form 8615. (Formerly titled "Tax for Children Under Age 18 With Investment Income of More Than \$1,700," this will need to change in 2008 to reflect the new age range and allowance.)

You can read [the full article here as a PDF](#).

Blogging his time in China

July 11, 2008



David Humphrey was one of the students who participated in this summer's [Holland Fellows](#) trip to China. He and three other students are still there working with internships.

David is [blogging about some of his activities there](#). For example, here's his brief account of [visiting Tiananmen Square](#).

At the beginning of our day we stopped to take this picture. It was funny because immediately behind our photographer was a contingent of army men about 16 deep.

We saw them coming from across the way via an underground tunnel a few minutes before. Slowly but surely they were making their way across and we could hear their footsteps; but it just happened that we finally got ready with the right pose and boom, there they were.

The whole squad had stopped right behind our picture-taker; and they waited patiently while she finished. I wouldn't have expected that in America; let alone anywhere else.

That same Day, he was [in the Forbidden City](#).

It was rainy and there were a lot of people. We split up into groups and explored side courtyards. In 2007 the Forbidden City Starbucks closed its doors under government pressure that it was not Chinese enough for the location and posed a certain threat to the Chinese cultural; clearly there's no remaining irony.

And, of course, [he's been to the Great Wall](#).

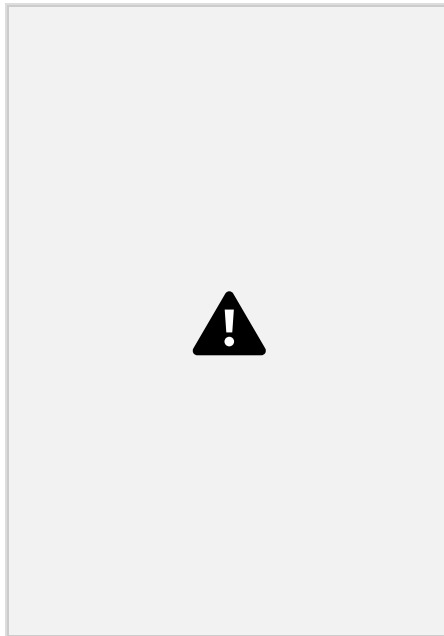
Faculty Research: The impact of nepotism in NASCAR

July 10, 2008



Dale Earnhardt. Dale Earnhardt Junior. Richard Petty. Kyle Petty. Jeff Burton. Ward Burton.

All three pairs of blood relatives - and [many others](#) - have enjoyed success in NASCAR. Is nepotism at work, or just good genes? Peter A. Groothuis may have the answer.



Groothuis, an [economics professor](#) within the Walker College of Business at Appalachian, and his wife, Jana, have a research report in the [June 2008 issue](#) of the Journal of Sports Economics. Entitled "Nepotism or Family Tradition: A Study of NASCAR Drivers," the couple tackle one of racing's riddles - are drivers literally born into the business.

The complete report is subscription only, but [here's the abstract](#).

Using a panel data of NASCAR drivers from the last 30 years, the authors test to see which model best explains career following in racing. Their results suggest that nepotism is not present in the career length. Sons do not have longer careers than nonfamily-connected drivers, given the same level of performance. The authors do find that fathers end their careers earlier than performance indicates. Their results also show if nepotism exists, it occurs only with second brothers who follow their first brothers into racing.

ASU News has [more details](#).

Career following isn't just a sports phenomenon. It occurs among actors, politicians, lawyers, physicians and other professions where a son or daughter chooses to follow in a parent's career footsteps, Peter Groothuis explained. Just like in those professions, sons of NASCAR drivers benefit from growing up in the industry, being at the track with their family, and fan loyalty to the family name.

"We did find that fathers end their careers earlier if they have a son follow them in racing," Peter Groothuis said. "But it's only really the best racers who tend to have sons who join NASCAR. We think that occurs because the sons are able to extend the brand of the family name."

Next up for the Groothuis couple - studying the impact a drivers' famous family has on how much television exposure they get during a race.

Recession debate continues

July 3, 2008



[Harry Davis](#), economist for the North Carolina Bankers

Association and is professor of banking at Appalachian State, has a new column posted at WRAL.com. With regard to the national economy, he says a slight majority of economists think the country has yet to hit a recession.

[He is not among them.](#)

To this point in time, the most important indicator that we are in a recession is data from the employment front. The economy has lost 324,000 jobs over the past 5 months for a monthly average of nearly 65,000 lost jobs. The average monthly losses in the two previous recessions were 110,000 in 2001 and 150,000 in 1991. Therefore, the data point to a mild recession.

There are several reasons for a mild rather than deep recession. First, the Federal Reserve acted very quickly and decisively to lower interest rates and increase liquidity. Second, U.S. exports are growing at double digits due in part to the lower value of the dollar. Third, Congress and the President moved quickly on the \$168 billion economic stimulus package which is already impacting the economy.

Davis further notes that "North Carolina continues to outperform most states" and "the state economy continues to grow."

Davis will be joining Walker College Dean Randy Edwards for a COB Night in the Triangle Wednesday, August 20 at Embassy Suites in Cary. You can find [more information and RSVP online here](#).

COB alumna highlighted in NC Magazine ad

July 3, 2008

The back page Appalachian State ad in the July 2008 issue of NC Magazine features Walker College alumna Helen Hollifield '87 ACC with fellow graduates Avery Hall '93 and Brad Wilson '75.



Walker students organize new bluegrass festival

July 3, 2008



Two Walker College students, Jimmy Hunt and Nick Barringer, are the driving forces behind the upcoming [Music on the Mountain](#), a music festival scheduled for August 23 at the old High Country Fairgrounds outside Boone.

The twosome - Hunt, a marketing and management major, and Barringer, a finance and banking major - are using the event to raise awareness about renewable energy as well as build their new company, Black Paw Entertainment.

Their efforts were sparked thanks to the [Center for Entrepreneurship](#) in Walker College.

Today's *Winston-Salem Journal* [has details](#).

The center was established in 2006 and is designed to support student entrepreneurs, but it also offers programs and help for members of the faculty and staff and community members.

The center has helped start 10 student businesses.

The center connected Hunt and Barringer with student Jay Kramer, a 21-year-old from Charlotte, who had already started High Country Booking.

Kramer is promoting the local bands and regional talent for the festival. ...

Hunt will get some class credits for the work, and he is staying in Boone this summer to nail down details for the festival.

"I can't afford to leave -- there's so much work to do," he said. "It seems like something new pops up every minute."

Here's [a video news report on the festival](#).

Opening his eyes

July 3, 2008



Will Windley is one of several Walker College students to participate in this year's [Holland Fellows](#) program. The group recently returned from their trip to Fudan University in Shanghai, and Windley [spoke about it](#) with the *Gaston Gazette*.

Windley said he was especially impressed by the young Chinese at the university. He found them not only hospitable, but also very intelligent and eager to learn. They are completely sold on capitalism as the way forward for their nation, he said. Their enthusiasm surprised him.

"They are full of life," he said. They were not at all the cold, gray Communists he expected.

Still, his Chinese counterparts are subject to much more governmental control than Americans, he said.

During his three-week stay, Windley said he was able to visit a number of businesses, and he said the experience changed his own perspective. Despite having much less than Americans have, he said, the Chinese are happy.

"It really opens your eyes to what we have and makes you grateful," Windley said.

Study reports ASU's economic impact

July 2, 2008



A [report by the new Center for Economic Research and Policy Analysis](#) within Walker College says Appalachian State University had a "\$506 million total economic impact on the region in the 2006-07 fiscal year."

That includes not just students, staff and faculty but visitors to campus, such as camps and sporting events.

Economics professors Todd L. Cherry, Michael McKee and Stephen W. Millsaps compiled the report. They created an economic model specifically for a five-county region comprised of Watauga, Ashe, Avery, Caldwell and Wilkes counties.

"The report formalizes what we should already know - that the university is a significant entity within this region's economy," Cherry said.

University expenditures, including salaries and wages, operation and maintenance costs, capital spending, and spending that supports special programs and events totaled \$258 million. Students spent almost \$97 million for off-campus housing; food, entertainment and recreation; and transportation. Visitors attending campus athletic and cultural events spent almost \$7.8 million.

"There is no way to capture every dollar that is spent, but we did try to include major expenditures in categories such as real estate, wholesale and retail trade; construction and repair; recreation; and transportation, communication and utilities," Cherry said. "We wanted to determine how much regional economic activity is due to the university's presence."

The direct economic impact of that spending, plus the indirect and induced impact as dollars re-circulate among local business and households in terms of salaries, goods and services, yields the \$506 million total impact.

A website for CERPA is currently under development. When it goes online the full report is expected to be on the site.

Raley Hall site of solar power project

July 2, 2008



Raley Hall recently became home to a four kilowatt photovoltaic (PV) system, one of many campus projects made possible by the Renewable Energy Initiative (REI) student fee.

The REI is a \$5 per semester student fee that started in 2005 to support renewable energy initiatives on campus. The PV project at Raley Hall will cost about \$55,000.

The ASU News Bureau [has more details](#).

"This is one of the most interesting displays of photovoltaic technology we've worked on," said Shawn Fitzpatrick, renewable energy engineer for Southern Energy Management, which has offices in Raleigh and Charlotte.

"Compared to typical solar PV systems, the array at Raley Hall is somewhat of an engineering novelty due to its unusual triangular shaped modules, which were integrated into the design to create a symbolic representation of the mountains. In addition, all of our installers who worked on this job are ASU graduates, so that made this project even more meaningful for us."

According to the release, the PV project is expected to generate about "5,250 kilowatt hours of electricity each year - about enough energy to power an energy-efficient home."

Agenda announced for insurance symposium

June 30, 2008



The [Richard S. Brantley Risk & Insurance Center](#) within Walker College recently announced the complete agenda for July's insurance symposium entitled "Insuring Coastal Properties." It is scheduled for July 20-21 at the Broyhill Inn and Conference Center on campus.

Several speakers and panel discussions are scheduled [during the event](#). Among them:

Steve Weisbart, Chief Economist, Insurance Information Institute

Panel Session, Katrina's Legacy: Why are the Carolinas Paying for Katrina?

- Eleanor Kitzman, Goldman Sachs, former Director of Insurance, South Carolina moderator

- Smitty Harrison, Executive Director of SC Wind and Hail Underwriting Assoc.

- George deMenocal, Aon Re - Rich Attanasio, AM Best Rating Agency

- Michael Young, Senior Director of Mitigation and Regulatory Affairs Risk Management Solutions, Inc.

Lunch and Keynote speaker

- George Dale, Adams & Reese, former Insurance Commissioner of Mississippi speaking on the "Katrina Experience"

Panel Session, "Regulatory and Market Proposals for the Future," featuring

- Dave Wood, Freeman Professor of Insurance, moderator

- Jim Long, Commissioner of Insurance North Carolina

- Kevin McCarty, Commissioner of Florida - Scott Richardson, Director of Insurance South Carolina

- John Miletti, Travelers

Mitigation: The Key to Any Long-Range Solutions.

- Leslie Chapman-Henderson, President and CEO, Federal Alliance for Safe Homes (FLASH)

You can find the complete schedule - and RSVP online - [here](#).

Alumnus named Entrepreneur Of The Year

June 26, 2008

Congratulations to Robert C. Hatley '72 ECON, president and chief executive officer of Paragon Commercial Bank.

He was recently named the 2008 Carolinas Ernst & Young Entrepreneur Of The Year for Financial Services.

He [accepted the award](#) on behalf of Paragon's employees at a banquet held the evening of June 12, 2008 at The Westin Charlotte Hotel.

"I am honored to receive this prestigious award, which is a testament to the hard work and dedication of our employees," said Hatley. "We will continue to provide creative and flexible services to our corporate and individual high net worth clients and are pleased that Ernst & Young has recognized our successful efforts."

The Ernst & Young Entrepreneur Of The Year awards program celebrates its 22nd anniversary this year. The program has expanded to recognize business leaders in over 135 cities in 50 countries throughout the world.

Running a radio empire

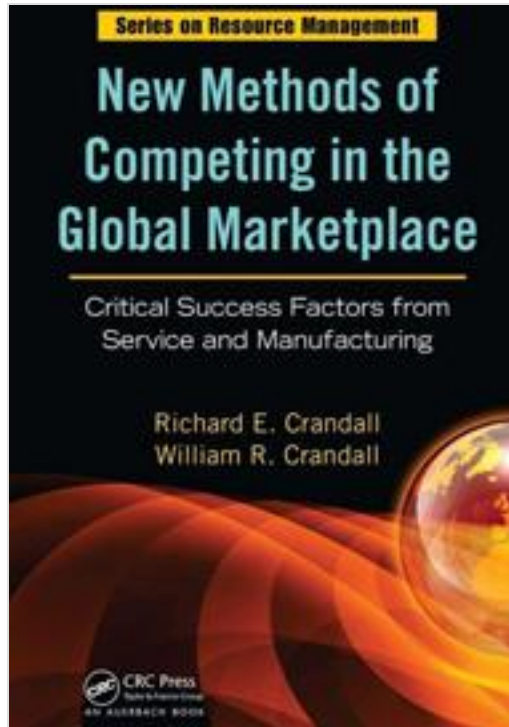
June 16, 2008



Florida Trend has [online a profile](#) of George Beasley '58 MGT, who owns 44 radio stations and has a broadcast company which now ranks as the 17th-largest radio group in the nation. *After a stint in the Army, Beasley earned two degrees from Appalachian State University and landed a job as an assistant high school principal in Danville, Va. But as Beasley's young family grew quickly, the 29-year-old educator worried about how he'd be able to put five children through college on his \$12,000 salary. To supplement his income, Beasley coached sports and sold encyclopedias door to door. In 1961, he decided a career change was in order. Growing up, Beasley had spent time hanging around radio stations owned by a cousin and his uncle, Robert Epperson. With Epperson's help and a \$12,000 letter of credit from other family members, Beasley successfully applied for a permit from the Federal Communications Commission to build a 500-watt, daytime-only AM station in the 2,300-population town of Benson, N.C. In November 1961, his new station, WPYB-AM 1580, went on the air.* The new broadcast complex on campus [has been named](#) in Beasley's honor. He also supports [a scholarship](#) within Walker College.

Q&A regarding father and son book

June 9, 2008



Recently Walker College professor [Dr. Richard E. Crandall](#) and his son, [UNC Pembroke business professor](#) Dr. William "Rick" Crandall, published a new book entitled, "New Methods of Competing in the Global Marketplace: Critical Success Factors from Service and Manufacturing."

The *Winston-Salem Journal* has a Q&A today with Richard Crandall. A sample -

Q. Given the rising cost of labor and raw materials in China and other Asian countries, do you anticipate any significant swing back of U.S. marketers to U.S. production sites? Or has that ship sailed for too long, except for niche manufacturers?

A. I don't see a reversal of the move to outsource labor-intensive operations to foreign countries. Seeking lower-cost areas in which to make products is not a new trend. The reason it is so apparent today is that former communist countries, such as China, are now becoming more market-driven economies and are actively seeking business, as opposed to being a closed economy.

The real question is determining the total cost of ownership of the product, because there are costs of quality, lead times, customer acceptance and the like, that are not so easily determined. I think there will be a more deliberate pace to the outsourcing movement as companies begin to more carefully assess the cost/benefit relationship.

Defining the operation of DMOs

June 5, 2008

J. Dana Clark, an associate professor in Walker College's Hospitality and Tourism Management Program, has an guest op-ed in today's *Winston-Salem Journal*. He outlines the mission and operation of a destination marketing organization (DMO) such as Visit Winston-Salem, which has been the center of some [news headlines](#) recently.

[Clark writes](#) -

Visit Winston-Salem works, essentially, in economic development through the marketing and sales of convention- and tourism-related activities. A quick perusal of the current Visit Winston-Salem marketing plan and Web site indicates logical target markets. To effectively market and sell to these market segments, it must develop support material,

design Web sites, service existing accounts, attend tradeshow, provide site inspections and work with increasingly inexperienced planners who are making decisions "closer in." Advertising may get an event planner to call; but from that point on, he or she expects to work with a knowledgeable staff person.

Once a plan is written, a staff must be hired to carry out that plan. There are those who are implying that the organization is overstaffed or "top heavy." It might be helpful to compare the Winston-Salem staff with the staffs of your major competitors. The Raleigh Convention and Visitors Bureau (CVB) has a staff of 22. Charlotte has 46. Asheville has 19; while Greensboro has 19. Currently, Visit Winston-Salem has a full-time staff of 15. Given the mission and the competition, the Winston-Salem organization appears to be competitively staffed.

Walker College alumnus behind Speedstreet

May 30, 2008



NinerOnline, the UNC Charlotte campus newspaper, has [an article online](#) recounting the history of Charlotte's annual [Speedstreet](#) celebration. For the past 14 years the event "has become a staple in Charlotte's culture in an attempt to encourage race fans to attend the Coca-Cola 600 at Lowe's Motor Speedway over visiting and attending another race track instead."

Speedstreet is overseen by [JHE Production Group](#), which was founded by John "Jay" Howard '84 MGT.

Howard began working in the NASCAR and entertainment industry in 1981 while he was a freshman at Appalachian State University. Howard was hired by Humpy Wheeler, President and Manager of Lowe's Motor Speedway, to be his assistant every year for the Coca Cola 600. Wheeler was so impressed with Howard's work ethic that he began empowering him with more and more responsibility. In 1987, Howard began JHE Production Group and had Wheeler as his first client. Howard began producing pre-race shows, festivals for the NBA final four, and their most well-known festival now, Speedstreet.

Here's [a 2004 article](#) which further describes Howard's work.

In addition to crunching finances, Howard has also developed mathematically based scenarios to coordinate events. He created a matrix to compute accurate fly-bys over events. He determined that a 1 minute, 10 second version of the national anthem has 150 beats, and created a system to gauge the speed of the jet with the time available before the singer ends with "home of the brave." By interpolating the two sets of data, the production team can instruct a pilot to speed up or slow down to produce that dramatic rush as the song hits its final crescendo. For those pilots who

hit dead-on, he presents a "Time Over Target, Home of the Brave" commemorative coin, which has become a token of accomplishment for these fliers.

He says "I had to create a way for my crew to coordinate these events in my absence. The fly-by matrix is a cheat sheet that makes it easy to direct the production on target." When asked how he manages to handle all of the details involved in these productions, he replies simply, "I have found that if you can reduce a problem to a mathematical equation, you can always find a solution."

Presenting the COB Faculty Awards for 2008

May 27, 2008



Jan Woods, left, Todd Cherry, Claudia Kelley and David Dickinson have been honored by the Walker College of Business at Appalachian State University. (photo by university photographer Marie Freeman)

Four Appalachian State University faculty members in the Walker College of Business have received the college's 2008 Award for Excellence.

Dr. Claudia Kelley received the Award for Excellence in Teaching; Dr. David Dickinson was honored for his research contributions; and the award for excellence in service was presented to Dr. Todd Cherry. Jan Woods was honored as the outstanding non-tenure track faculty member.

The awards are presented annually. Honorees receive a monetary prize and a bronze medallion of the university seal. The awards are made possible by a contribution from G.A. Sywassink, CEO of Standard Holding Company of Charlotte.

Kelley is a professor in the Department of Accounting. She teaches courses in income taxation of corporations and individual taxation, as well as accounting regulation and partnerships.

She is a certified public accountant and a member of the American Institute of Certified Public Accountants. In addition, she serves as chairperson of the audit committee for AF Financial Group. Kelley holds an M.S. degree from the University of Illinois and received a master of taxation degree (MTx) and Ph.D. from the University of Alabama.

Kelley was an assistant professor at the University of Akron and a senior tax associate for Coopers & Lybrand before joining the faculty at Appalachian.

Dickinson received the college's Award for Excellence in Research. He is an associate professor in the Department of Economics.

Dickinson's main areas of research are experimental economics, bargaining and dispute resolution and labor economics. His work has been cited in prominent economics journals, such as the Journal of Socio-Economics, and the Experimental Economics.

Dickinson also serves as a reviewer for many well-known journals, including Southern Economic Journal and the Journal of Economic Behavior and Organization.

Dickinson is a member of Appalachian's Research Development group and is charged with facilitating and encouraging faculty external funding activities.

Dickinson received a master of arts degree in economics and a Ph.D. in economics from the University of Arizona. He joined the faculty at Appalachian in 2004 after teaching at the Utah State University and Colgate University.

Cherry, an associate professor in the Department of Economics, was recognized for his service to the college.

Cherry has served on several Walker College of Business committees, including the Strategic Planning Committee and numerous search committees. He coordinates the Center for Economic Research and Policy Analysis and the Experimental Economics Laboratory.

Cherry has also been exceptionally active in the university community. Among other roles, he has served as a member of Appalachian's Institute for Sustainability Taskforce and helped organize the Energy, Environment and Economics summit co-hosted in 2007 by Appalachian and the Institute for Emerging Issues (IEI) based at N.C. State University.

Cherry received his Ph.D. in economics from University of Wyoming, a master of economics degree from UNC Greensboro and a B.S.B.A. in economics from Appalachian. He joined the faculty at Appalachian in 2001.

Cherry holds the college's Harlan E. Boyles Partners in Excellence Professorship, serves as a research fellow for the Appalachian Energy Center, and is a faculty fellow for the Institute of Emerging Issues.

Woods has been an instructor in the Department of Accounting since 2001.

Before joining the Appalachian faculty, Woods was an instructor at Caldwell Community College and the owner of High Country Accounting.

Woods received her bachelor's and master's degrees from Appalachian. She is a certified public accountant.

Trying something new in China

May 26, 2008

The latest class of Holland Fellows left for China earlier this month. The students will spend close to three weeks traveling the country through [a partnership](#) between Appalachian State and Fudan University.

Some of the students have posted [a video](#) to YouTube chronicling what has to be a pretty memorable experience - eating Chinese Scorpions. On a stick.

.

[Here's another](#) -

In somewhat related news, representatives from Appalachian State's Belk Library are also in China [signing an exchange agreement](#) with Fudan. You can see some photos [here](#). (Scroll down)

Walker College class notes

May 26, 2008

Graham Bunn '03 MGT is [one of the contestants](#) on this season's "The Bachelorette" on ABC. He was one of 10 men among 25 to receive a rose at the close of the season premiere. He says he owns a bar business in New York City.

While at Appalachian State he was a point guard with the men's basketball team. The show airs Monday nights.

Quince Cody '78 ECO [has joined](#) Regions Bank as vice president and city executive for the Summerville area.

Previously, he was president and CEO of the Greater Summerville Chamber of Commerce.

Dan R. Eudy '74 ECO [has joined](#) RenaissanceRe Holdings Ltd as senior vice president of the Glencoe Group. He most recently served as Chief Executive Officer of Industrial Risk Insurers, which he joined in 1996 as Chief Underwriting Officer before being promoted to Chief Operating Officer in 2000 and CEO in 2001.

Graham Holcombe '98 FIN [has been hired](#) as city executive with Woodlands Bank in Savannah, Ga. He will oversee commercial lending activities in the Beaufort market.

Vania (Francis) Wilmer '97 Info Tech recently accepted a position at Medco Health Solutions located in New Jersey as Technical Consultant/Business Analyst. Vania recently was employed at Delta Dental of Virginia as Business Systems Analyst.

Katherine Brown '07 MKT recently accepted a position at RJ Reynolds Tobacco Co located in Winston Salem, NC as Trade Event Planner. Katherine recently was employed at Charlotte Arrangements as Program Manager/Tours and Transportation Manager.

Coming full circle

May 26, 2008



The *Charlotte Observer* recently [profiled](#) John Crawford, who started a scholarship fund for youths from public housing neighborhoods. Since the fund started in the mid-80s, "about 130 of the recipients graduated from college and are working in a variety of careers."

Among them is Ohmar Land '01 MGT.

"Because I was given a chance, I have been able to break many of the barriers young people face growing up in public housing," Land says. "I am eternally grateful to Mr. Crawford for being a visionary and believing in all of the CHASF recipients."

Land, who went on to earn an MBA from Pfeiffer University, has come full circle. He is now executive director of the Charlotte Housing Authority Scholarship Fund. He says the award gives hope to many young people from public housing.

"Students know there is someone that cares about them and their future," he says. "Barriers are overcome, and their lights seem to shine brighter because of the scholarship fund."

A passion for entrepreneurship

May 21, 2008

The blog [Entrepreneur The Arts](#) recently had a guest post featuring Walker College student Kelly Penick. Described as "a remarkable young lady," Penick is a rising sophomore and the president of the [Association of Student Entrepreneurs](#) at Appalachian State.

She says she discovered her "entrepreneurial passion" through her interactions [with the hospitality industry](#). Having grown up in a family business, I see myself as a leader and individual who knows what I want out of my career, as well as someone who has been blessed with a vision and drive to make these dreams a reality. My desire is to have the means and ability to not only provide the finest of cuisine, spa treatments, and atmosphere to my clients, but also give to be able to give back to the betterment of the human race.

Over the years I have had family members who have been victims of Alzheimer's disease and for those who are familiar with Alzheimer's scope of influence, the family as well as the victims experience distressing emotional and physical burdens. As this disease makes itself more prevalent in today's society, I seek to be at the forefront in support of the latest research and development, to potentially combat and restrict the disease's prevalence in society and hopefully provide consolation for families and individuals who have fallen victim to this degrading disease. The Alzheimer's Association has several fundraising events that take place annually, such as the Rita Hayworth Galas, in honor of the beautiful screen legend who suffered from Alzheimer's in her later life. I would love to see my own luxury resort as a facility where such galas could be hosted, and know that I have a hand in helping to aid those who must deal with this most distressing illness.

She adds that, "in between semesters at Appalachian State University," she will be working on obtaining her certification as a licensed Esthetician in North Carolina. Then she will begin work on a three-year plan to become a "business owner while obtaining my college degree."

There's [a history of that happening](#) within Walker College.

COB alumnus to speak at spring commencement

May 17, 2008



Spring commencement for the Walker College of Business is scheduled for Sunday, May 11, at 4 p.m. at the Holmes Convocation Center. The featured speaker is Austin Adams '65 BS MGT, '66 MBA, former executive vice president and corporate CIO of JP Morgan Chase.

Here is [the full schedule](#) of Appalachian State University's spring commencements.

Austin Adams is a 35-year banking veteran. The Boone native spent most of his career overseeing technology and operations during dramatic consolidation in the industry. At JPMorgan Chase, Adams was responsible for technology and operations, managing almost 28,000 employees and a multi-billion dollar budget. Prior to joining JPMorgan Chase, he was executive vice president and CIO of Bank One.

Prior to joining Bank One in 2001, he was CIO at First Union Corporation, now Wachovia Corporation. Adams became the head of technology and operations at First Union in 1985, following the merger with Northwestern Financial Corporation, which he joined in 1973.

Walker students build house for Habitat

May 12, 2008

Walker College of Business Professor Dave Wood accompanied students to Knightdale, N.C. Saturday, April 26, where they helped build a Habitat for Humanity house. The house is sponsored by the Young Agents Committee of the Independent Insurance Agents of North Carolina. The Young Agents raised the money to build the house and are participating in its construction. A faculty member and two students from UNCC joined the Appalachian State risk management and insurance majors to work on the house.



International Insurance Markets course offered

May 12, 2008



Dr. Dave Wood with Walker College students in England.

This past semester, Walker College of Business Professor Dave Wood designed and taught a new course, FIN 3531 - International Insurance Markets. The course exposes students to international business concepts with particular emphasis on the insurance industry.

The over-riding design of the course follows the insurance transaction from Main Street USA through the standard markets, surplus lines markets and reinsurance markets. The course also involves study of legal, political, regulatory, and cultural environments.

Students became familiar with the British legal system and history, gained insight on regulatory and legal issues faced by brokers and insurers at the international level, became familiar with currency exchange and learned about business etiquette in the United Kingdom.

In addition to classroom lectures by Dr. Wood, several guest lecturers made presentations to the class. Class projects included company and industry analysis and papers on international topics.

The course included a trip to London over spring break, which was funded by the North Carolina Surplus Lines Association.

While in London, the students learned about the international insurance industry through visits and meetings with a variety of firms. The group was visited Lloyd's of London, Bank of America's global risk division, large international brokers, reinsurance brokers and multinational insurance companies.

The highlight of the trip offered students the opportunity to sit in the underwriting boxes with Lloyds of London underwriters. Students saw millions of dollars of insurance business transacted through face-to-face negotiations between underwriters and brokers.

Students interested in taking the course apply via essay and are chosen by a selection committee. For more information contact Dr. Dave Wood, wood@appstate.edu.

Students attend RIMS conference

May 12, 2008



Pictured - Dr. Karen Epermanis, middle, with ABSIP winners Nick Matus (left) and Chase Warrington

Eight Appalachian students recently attended the Risk and Insurance Management Society (RIMS) national conference in San Diego, Calif.

The RIMS Annual Conference & Exhibition is the largest gathering of risk managers and insurance professionals in the world. Nearly ten thousand participants, including more than 400 exhibitors, attend the conference annually.

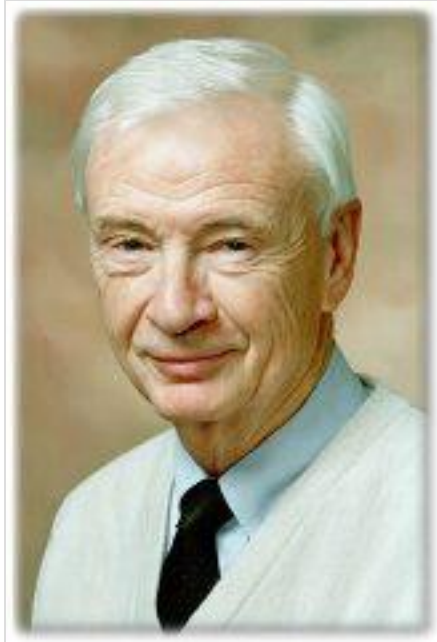
This year, approximately 120 students from the U.S. and Canada had the opportunity to participate in the conference and network with risk and insurance professionals. Students attended workshops, viewed exhibits and had ample networking opportunities to learn more about the industry.

Two students, Dana Chase Warrington and Nick Matus, received national prominence by being selected as Anita Benedetti Student Involvement Program (ABSIP) participants and therefore received special funding for the trip. The Charlotte Chapter of RIMS supplied supplemental funding for the other students.

Walker College of Business Professor Karen Epermanis escorted the students to the conference.

Professor honored by regional chapter of APICS

May 12, 2008



Computer Information Systems Professor [Richard Crandall](#) has been selected as the Member of the Year for the Foothills Chapter of APICS, the [Association for Operations Management](#). The chapter recognized Crandall for his consistency in service to both APICS in general and to the foothills chapter specifically, citing his monthly contributions to the APICS magazine.

As a special honor, the annual award is being named after Crandall; each subsequent winner will hold the title "Crandall Member of the Year."

Crandall is a registered professional engineer, a senior member of the Institute of Industrial Engineers, a certified public accountant and a member of the American Institute of Certified Public Accountants.

APICS is a professional organization with over 40,000 members worldwide, including both practitioners and academics.

Dr. Crandall holds all of the three certifications APICS is known for offering: Certified in Production and Inventory Management (CFIM); Certified in Integrated Resource Management (CIRM); and Certified in Supply Chain Management (CSCM). The foothills chapter of APICS is based in Hickory and is one of 255 chapters of APICS. Foothills members represent approximately 40 different companies, including Commscope, Bernhardt Furniture, Sealed Air Corporation, Continental Teves, Century Furniture and Getrag Gear.

For more information on APICS, visit its [website](#) or the website for its [foothills chapter](#).

Bowden Investment Group beats the market

May 12, 2008



The [Bowden](#)

[Investment Group](#) finished the year with outstanding returns on the Bowden Investment Fund, a student managed investment fund in the Walker College of Business.

Year-to-date, the Bowden Investment Fund has out-performed the S&P 500 Index 1.3% to -3.3%. For the academic year (September through April) the returns on the fund were negative 1.06%, 3.7% better than the negative 4.76% return on the S&P 500 Index.

The students in the Bowden Investment Group have complete responsibility for managing the portfolio. They faced a challenging market climate for the academic year but managed to beat the market while remaining fully invested in equities. In November 2007, students in the Bowden Investment Group traveled to New York to visit Wall Street and meet with investment professionals. The cost of the trip was heavily subsidized by past earnings on the Bowden Investment Fund.

The students capped off their successful year by competing in an internal security analysis competition. On Thursday, April 24, teams of students were assigned a company to analyze, develop an investment recommendation for the company stock and prepare a presentation to support their recommendation.

The following Saturday, less than 48 hours after receiving their stock assignment, the students presented their findings to a panel of investment professionals who served as judges for the competition.

The competition gave the students an opportunity to work in a simulated business environment where they were required to work under significant time constraints and defend their work before experts in the field.

The winning team members; Robert Sjolander, Paul Pessina and Austin Pantaleo, delivered a buy rating on Intuitive Surgical, Inc. (ISRG), concluding that, even though the P/E ratio on the stock was very high, the unique product and competitive advantage of the company make the stock an attractive investment.

The Bowden Investment Fund was established in January 2000 and has since served the dual purpose of providing students a hands-on investment experience and providing funds to support future student activities.

The fund and student group is named for former Appalachian Professor Elbert V. Bowden to recognize his outstanding work and his many contributions to Appalachian students. For more information about the Bowden Investment Group go to its [website](#) or contact [Dr. Delbert Goff](#).

Students participate in global AIESEC conference

May 12, 2008



From left, Max Zulauf, Sarah Green, and Leah Farias representing the United States colors at the Iberoamerican Leadership Congress' Global Village.

More than 300 university students representing more than 35 countries gathered in Barcelona, Spain, March 25-31 to participate in the Iberoamerican Leadership Congress. Only four students from the United States were in attendance, and three of them were from Appalachian State University.

The Leadership Congress was targeted toward the Iberoamerican region, which includes Latin American countries, the United States and Spain, and was hosted by AIESEC, an international platform for young people to discover and develop their potential so as to have a positive impact on society.

Students Leah Farias, Sarah Green and Max Zulauf are members of the Appalachian chapter of AIESEC.

Sarah Green was one of the principal founders of the Appalachian chapter of AIESEC and is serving as co-president this semester while she is studying abroad in Alicante, Spain. "I am proud that Appalachian was well-represented at the Congress; it was an amazing learning experience and a great way to expand our global networks," says Green. "I now have lasting friendships with people from all over the world."

Green will serve as the Executive Director of the Appalachian AIESEC chapter upon her return to the states this fall. She also found the conference helpful in this capacity, since it provided an opportunity to find and match Appalachian chapter members with internships in represented countries, which is a service that AIESEC provides to its student members.

The conference was two-part. The first two days of the conference focused on corporate social responsibility and consisted of seminars, group sessions and discussions with participating companies and partners including Endesa, DHL, BBVA, EBBF, Iberia, Foretica, Ashoka and Artemisia.

The last 5 days of the conference were devoted to leadership development seminars in which all participants were able to reflect, analyze, plan and strengthen their local communities in their home countries.

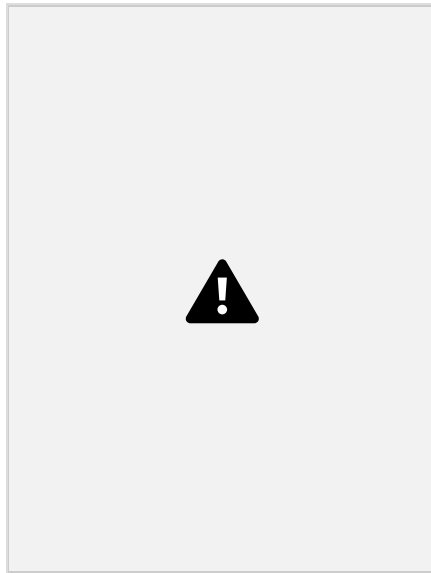
The conference was a unique occasion for the students to develop leadership competencies, network, experience diversity and align with the AIESEC's global strategy.

The three Appalachian students paid their own way into the conference. This included accommodations, meals, registration fees and flights. To avoid these high costs in the future, Green hopes to be able to partner with local and national organizations in order to send more students to conferences like this one.

AIESEC-US was founded in 1956 as a not-for-profit to promote cultural understanding and international cooperation. Since that time, AIESEC US has expanded tremendously and has approximately 1500 community members in more than 40 cities across the US. The acronym AIESEC previously expanded to a French phrase that loosely translated to International Association of Students in Economics and Commerce, but the acronym is no longer expanded.

Walker alumnus starring in ABC show

May 12, 2008



Graham Bunn '03 MGT received another rose on [this week's episode](#) of "The Bachelorette." He'll appear again on next week's episode, which airs [at 8 p.m. on ABC](#).

Bunn played basketball at Appalachian State, and later played professionally in Europe. [According to his website:](#) *While injuries brought an end to his basketball career, they also led him back to the United States where an exciting chapter began. Soon thereafter, Graham realized a strong passion for helping others. He has worked with a variety of charitable organizations, from local to international, that serve less fortunate children. Graham is also currently involved in the development of The Brightside Fund, a nonprofit vision that will aid disadvantaged youth in America. Graham resides in New York City where he devotes the majority of his free time to developing a clothing line that enables charities to benefit children in need. 46 was formed in early 2007 and is looking to make a strong impact in 2008. 46 is not a charity, but rather a brand that enables children's charities.*

While a student at Appalachian, Bunn was a finalist in the "Pitch Your Idea Contest," which is held each year as part of Entrepreneur Summit. This year's contest [is scheduled for October 24](#). It is organized by the [Center for Entrepreneurship](#) within Walker College.

Medlin named CIS department chairperson

May 8, 2008



Dawn Medlin, who joined the faculty at Appalachian State in 1988, [has been named](#) chairperson of the [Department of Computer Information Systems](#). She had served as interim chair of the department since July 2007.

"Dawn Medlin has done an excellent job as interim chair in the Department of Computer Information Systems," said Dr. Randy Edwards, dean of the Walker College of Business. "I am confident that she will continue to do an excellent job as chair in that department."

An associate professor in the department, Medlin has an Ed.D. from Virginia Tech and a master's and bachelor's degree from Appalachian.

She has worked at Appalachian since 1988, first as a lecturer in the Walker College of Business, then as director of multimedia services, assistant professor and associate professor in the Department of Computer and Information Systems.

Medlin's teaching, research, and consulting activities have primarily been in the areas of security, health care information systems, Web page development and design, and the interaction between computers and people.

She has published her research in journals such as the Journal of Computer Information Systems, International Journal of Information Security and Privacy, Journal of Information Technology Research and Journal of Information Privacy and Security, as well as other national and international publications.

Medlin has served on the college's undergraduate curriculum committee, assessment committee and honors advisory committee.

Class Notes

May 8, 2008

J. K. Reaves '93 FIN, a Certified Financial Planner, Accredited Estate Planner of Kernersville, has qualified for the exclusive "Top of the Table" of the Million Dollar Round Table-the Premier Association of Financial Professionals. Reaves is a 12-year MDRT member, a four-time Court of the Table and a two-time Top of the Table qualifier. Eric Clonch '97 MKT was recently recognized as the 4th quarter 2007 Sterling Performer for Financial Center Leaders in BB&T's Western Region. This is his fifth consecutive year of quarterly or annual Sterling Performance recognition. Steven Vincent '07 CIS recently accepted the position of Vice President at The Computer Guys, LLC located in North Augusta, SC. He has also recently earned his Microsoft Certified Systems Engineer certification. Anne (Turnmyre) Moser '01 MGT was recently selected with 15 others from the U.S. to attend the Toyota Material Handling Dealership Leadership Forum, led by the CEO and President of Toyota Material Handling USA. The agenda will focus on the History of Toyota and the Principles of Executive Management and Leadership. Brett Berrier '97 FIN, financial advisor with the Osborn-Berrier Group at Smith Barney, has received the honor of being selected to Smith Barney's Presidents Council. The council recognizes the top Financial Advisors in the firm for their dedication, service and commitment to their clients. Dan R. Eudy '74 ECO has joined Bermuda-based RenaissanceRe Holdings Ltd. as Senior Vice President of the Glencoe Group, which conducts the organization's Individual Risk business. Eudy most recently served as CEO of Industrial Risk Insurers, which he joined in 1996 as Chief Underwriting Officer before being promoted to Chief Operating Officer in 2000 and CEO in 2001.

COB alumnus wins alumni award

May 1, 2008



Bobby Martin '92 ECO, co-founder of First Research, [was honored](#) on campus last week with the Appalachian Alumni Association's Young Alumni Award. The award was presented April 25 during a banquet at the Broyhill Inn and Conference Center on campus.

Since its founding, First Research has evolved from a staff of five people in 1999 to a company of more than 40 today. It is headquartered in Raleigh with satellite offices in Charlotte and Wilmington.

The company has attracted more than 75,000 users, including ADP (Automatic Data Processing Inc.), Bank of America, Merrill Lynch, Microsoft, Sprint and Wachovia.

Martin also has led strategic business development efforts at the company, resulting in relationships with Microsoft, Reuters, Sage Software, Salesforce.com and others.

In March, First Research was acquired by Dun & Bradstreet and now is part of Hoover's, a Dun & Bradstreet company. Martin maintains his position as president at First Research and is actively involved in the stand-alone product as well as the integrated product with Hoover's.

Martin and his wife, Gloria, have two children: Jayne Beth and Sanders.

AITP wins second place at national competition

April 23, 2008



Dr.

Scott Hunsinger (left) and Matthew Saunders display second place trophy

For the second consecutive year, Appalachian State's Association of Information Technology Professionals' ([AITP](#)) student chapter won or placed at the AITP National Collegiate Conference. It was held last weekend in Memphis. Approximately 700 people attended the conference, including 13 ASU students and their faculty advisor, [Dr. Scott Hunsinger](#).

Matthew Saunders, a senior Computer Information Systems major, won second place in the Undergraduate Papers competition. A record number of students entered the competition, and the judges said that the quality of the papers were the best they have seen since the conference began 13 years ago.

Last year, ASU AITP students Jessica Russ and Ashley Holt won both first and second place, respectively, in the papers competition at the national conference.

"It's great to see our students competing for national championships at ASU in both athletics and academics," said Hunsinger.

Two other ASU AITP students, John Keels and Paul Visentin, earned the Associate Computing Professional (ACP) certification at the conference. Only 17 students from a total of 74 schools earned this certification.

The club looks forward to attending next year's conference in Oklahoma City.

Center director wins Plemmons Medallion

April 23, 2008



Bryan Toney, director of the [Center for Entrepreneurship](#), is one of six individuals who will be honored this fall with the W.H. Plemmons Leadership Medallion. The award [recognizes](#) "recipients' contributions to the betterment of students' lives outside the classroom."

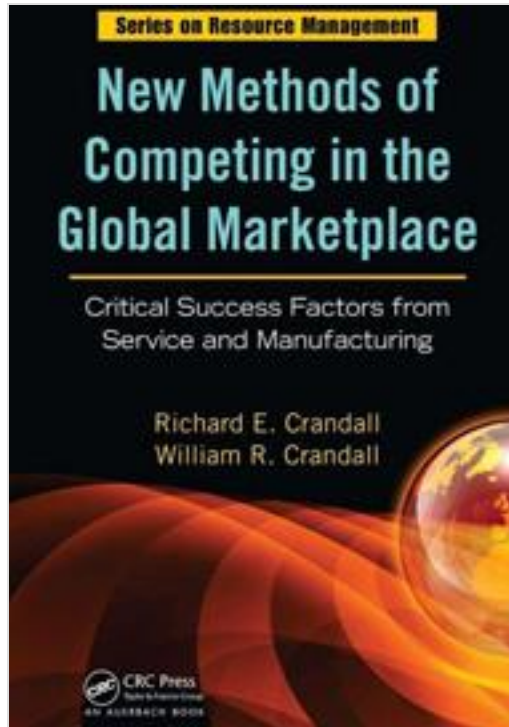
Toney has been an instructor in the Walker College of Business for 10 years. He has provided significant assistance to many students who want to start a business when they graduate. He also has led a number of study abroad trips, which has broadened students' experiences relating to other cultures and enhanced their knowledge of international business.

"Bryan seems to be an endless source of ideas on developing new projects and programs that will benefit students and motivate them to take their learning further," a nominator wrote.

The medallions will be presented during Convocation Sept. 4.

Changing from manufacturing to service

April 23, 2008



Walker College professor [Dr. Richard E. Crandall](#) and his son, [UNC Pembroke business professor](#) Dr. William "Rick" Crandall, have co-written a new book, "New Methods of Competing in the Global Marketplace: Critical Success Factors from Service and Manufacturing." The book focuses on business trends in the service and manufacturing sectors, with an emphasis on "the need for organizations to change." The ASU News Bureau [has more details](#).

The result of this changing business environment is an interesting phenomenon. Manufacturing companies are looking more like service companies and service companies are utilizing more tools from manufacturing. To prove his point, Crandall cites the example of IBM. "Originally, IBM was a manufacturing company. Today, they look more like a service company," he said.

The book is available [at amazon.com](#).

Emphasizing the similarities between the two components, the book vividly describes this vanishing boundary and shows how the techniques used in one field can be adapted for effective use in the other. It describes how management and manufacturing programs can be personalized to fit individual needs and can be successfully implemented through technology innovations, infrastructure realignments, and cultural adjustments.

The authors describe the steps necessary to build an integrated supply chain. They present a novel business input-transformation-output (ITO) model that depicts the basic elements of service operations management and explains how managers use a variety of paths to aid them in the decision making and management of their companies. As a manager, you will find a wealth of practical insight that applies to your business. Stressing the need for knowledge management, this book shows that change is necessary for the future success of all types of organizations.

Walker College maintains accreditation

April 22, 2008



Appalachian State University's Walker College of Business has maintained its accreditation of its undergraduate and graduate business programs with the Association to Advance Collegiate Schools of Business (AACSB). The Walker College of Business has held AACSB accreditation since 1976. All AACSB accredited schools must conduct a peer review every five years in order to maintain their accreditation. "Accreditation by AACSB International is only granted to high-quality business programs in the United States and around the world," said Walker College of Education Dean Randy Edwards. "This is a great accomplishment for the Walker College of Business and certainly reflects the high quality of the Walker College faculty, staff, and students." The reaffirmation of accreditation process included a rigorous internal review and evaluation, during which the college developed and implemented a plan to meet the 21 AACSB standards requiring a high quality teaching environment, a commitment to continuous improvement, and curricula responsive to the needs of business. Business programs must satisfy the expectations of a wide range of quality standards relating to strategic management of resources, interactions of faculty and students in the educational process, and achievement of learning goals in degree programs. These standards are mission-linked. During the re-accreditation process, the Walker College of Business was visited and evaluated by business school deans with detailed knowledge of management education, applying accreditation standards that are widely accepted in the educational community. AACSB International is an association of more than 1,100 educational institutions, businesses and other organizations in 70 countries that are dedicated to the advancement of business education worldwide. AACSB International is the longest serving and largest global accrediting body for business schools that offer undergraduate, master's, and doctoral degrees in business and accounting. The association also is the business education community's professional development organization, conducting a wide array of conference and seminar programs at various locations around the world. For more information, visit www.aacsb.edu.

Honoring a former COB professor

April 21, 2008



During the recent Harlen E. Boyles CEO Lecture, the Walker College of Business announced the inauguration of a new professorship. The Duane D. Daggett Endowed Professorship was established thanks to a gift from M. Lee Barnes, Jr. '90, a former student of the one-time COB management professor (1986-2000).

Along with the professorship, Room 4018 in Raley Hall has been named the Duane D. Daggett classroom. A plaque with Dr. Daggett's likeness will hang in the room.

[More details here.](#)

During his time at Appalachian, Dr. Daggett was well known for his dynamic personality inside and outside of the classroom. Often leading full study abroad trips to England, Scotland, Norway, Denmark and Italy, Dr. Daggett was constantly involved in student development. He was a faculty sponsor for Delta Chi Fraternity and received the Outstanding Professor Award from the Student Government Association in 1990, 1991 and 1994 through 1997. Prior to joining the College, Dr. Daggett was Chairman and Chief Executive Officer of Service Systems Corporation, previously an R.J. Reynolds Industry, and served on the Board of Directors for Southwestern Investment Company, Peter Eckrich & Sons, Security Savings and Loan, Martha White Foods and Tindle Mills. Dr. Daggett received his Juris Doctorate from the University of Iowa and a bachelor's degree from the University of Northern Iowa.

WNC economic activities sees some growth

April 16, 2008

Economic activity in Western North Carolina grew for the first two months of 2008, the first time back-to-back growth has occurred since 2007, according to data in the Western North Carolina Economic Index.

The Asheville Citizen-Times has [details](#).

"The latest numbers provide some hope that the region may not tip into a recession; however, we are still on the tipping point, said Todd Cherry, a co-author of the index.

"On the down side, revised figures from federal sources indicate the regional economy finished last year even weaker than previously reported, but, on the upside, the start of 2008 is better than expected," said Cherry, who is a professor in the Department of Economics at Appalachian.

According to the index, seasonally adjusted employment for Western North Carolina remained essentially unchanged in February, decreasing 0.04 percent.

Zimmerman CEO Lecture speech now online

April 9, 2008



We have added Joan Zimmerman's entire [CEO Lecture Series](#) speech to the Walker College website. You can [read it here](#). It is one of the more than 40 CEO speeches we have [archived online](#).

Anyone who's been in business for more than 10 years knows It is VERY easy to get into a rut - and, it is absolutely true...the only difference between a rut and a grave is just a few feet.

How do we stay out of the rut? We hire people of diverse ages and backgrounds. We listen to them. We read CONSTANTLY. We are trend watchers. All our folks are challenged to be involved in different organizations, and bring information back from those groups. We try everyday to think outside the proverbial box. I'm sure you've all seen that puzzle where there are nine dots - and your challenge is to join those dots without lifting your pen from the paper, and without going over the same line twice? How long did it take you to figure out that the ONLY way to solve the puzzle is to take your pencil and some of the lines way outside the box?

Alumni brothers see business grow

April 7, 2008



Transportation management company owners are Sammy Riddle '91, front, with wife Caroline '92, and Scott Riddle '93 with wife Alicia '92.

The [Center for Entrepreneurship](#) has updated its online list of alumni [success stories](#). Among them is M33 Integrated, a company owned by brothers Scott '93 and Sammy '91 Riddle. Both graduated with marketing degrees from Appalachian.

You can find details on their company [here](#).

The majority of their clients are based in the Southeast, yet they help transport goods across North America. M33 Integrated has evolved over the years. It started as a trucking company, then moved into the brokering business. The focus changed to transportation technology and logistics management in 2002.

"It was a great move," Scott said of the change. In 2002, the company had only one contractual account. It now has 22 contract clients, managing more than 40 shipping locations and more than \$30 million a year in freight. By 2015, the Riddles hope the company will have contracts with 100 clients and be a recognizable, leading transportation and logistics provider based in the Southeast.

Reports from the CEO Lecture Series

April 4, 2008



Joan H. Zimmerman, president and chief executive officer of Southern

Shows Inc., was the featured speaker Tuesday for this semester's [Harlan Boyles CEO Lecture Series](#). She spoke on her personal history and the growth of Southern Shows, which "produces 21 consumer shows in 12 cities, including the Southern Spring and Garden Show, Southern Farm Show and Southern Christmas Show. The shows are attended by more than 600,000 visitors annually."

The ASU News Bureau has [a report here](#).

"When we first started our business, people said to us, 'Are you crazy?' People had never heard of a consumer show. They did not exist in this part of the country," Zimmerman said.

She said she and probably others who embark on creating a business are a little crazy. "I would think that every business owner in this room today probably would agree that entrepreneurs all have to be a little bit crazy or we wouldn't be doing what we are doing. Isn't it amazing that we crazy people create 80 percent of the jobs that are created in the United States today," she said.

Zimmerman, who grew up in London during World War II, credits advice from her mother and her early life experiences as the foundation for her business success.

The Mountain Times also [reports on her speech](#).

She said an important factor of being a successful businessperson is not being complacent.

"Anyone who's been in business more than 10 years knows that it's very easy to get into a rut, especially when you are doing well," she said. "The difference between a rut and a grave is just a few years.

Southern Shows works to keep from being in a rut by hiring diverse employees, "and, a novel idea, we actually listen to them." The company encourages its employees to become involved in their communities and to gather information from those experiences.

Zimmerman gave those in attendance some advice on choosing what area to go into. "Stop trying to fit yourself into whatever jobs you think are going to be hot four years from now," she said.

She told them to find what they like and what they are good at, "that is where your future is."

Campus symposium focuses on 'Insuring Coastal Properties'

April 3, 2008



The [Richard S. Brantley Risk & Insurance Center](#) within Walker College has scheduled an insurance symposium entitled "Insuring Coastal Properties." It is scheduled for July 20-21 at the Broyhill Inn and Conference Center on campus.

Among the participants are NC Commissioner Jim Long, former Mississippi Insurance Commissioner and senior government advisor George Dale, Florida Commissioner Kevin McCarty, and Goldman Sachs Reinsurance Group Eleanor Kitzman. You can find a full list of participants [here](#).

The symposium is designed for insurance agents, insurance regulators, legislators and others who work in the insurance industry, as well as students and faculty who are interested in the topic, according to [this release](#):

The symposium registration is \$50 and includes breakfast and lunch; however, the fee will be waived for students, state employees, elected officials and members of the media. Continuing education credits will be available for those with a current insurance license.

Online registration is available [here](#). For additional information, call David C. Marlett at (828) 262-2849.

"The state's coastal areas have been fortunate to avoid the destruction of hurricanes like those that have hit Florida, Mississippi and Louisiana during past years," said David Marlett, chair of the Department of Finance, Insurance and Banking at Appalachian. "But with our coastal exposure growing so much year to year, it's just a matter of time. We want to provide a forum where we can discuss and learn from people from other states."

Focus on Asheville Savings CEO

April 2, 2008

The *Asheville Citizen-Times* today conducts [a Q&A](#) with Suzanne DeFerie '79 ACC, who is the president and CEO of Asheville Savings Bank.

How you ended up in Asheville: "After spending 12 years with the accounting firm Deloitte & Touche, I moved to Asheville in 1991 from Greensboro to accept the position of chief financial officer at Asheville Savings Bank. During my years with Deloitte, I had lived in several large cities, including a two-year stint in the firm's national office in New York City. Having grown up nearby in Lenoir, I was eager to return to the mountains, and Asheville was just the right size."

'We are in a recession'

April 1, 2008



[Harry Davis](#), professor of banking at Appalachian and chief economist for the North Carolina Bankers Association, has a new column posted at WRAL.com on his interpretation of the nation's economy.

He says [the country is in a recession](#).

To this point in time, the most important indicator that we are in a recession is data from the employment front. The economy lost 22,000 and 63,000 jobs in January and February, respectively. The January lost was the first drop in jobs in 52 months. In the two previous recessions job losses reached the level of about 250,000 a month. We can expect larger losses for the next several months.

The last two recessions in 1991 and 2001 were short and shallow. Each lasted for only eight months and GDP declined 1.3% and .4%, respectively. The post WWII average decline in GDP is 1.9 percent.

Photos from India

March 28, 2008



Walker College professor [Dr. Al Harris](#) recently escorted 12 Appalachian State business students on a study abroad trip to India. The group was there through Spring Break, and posed for photos at the the Taj Mahal and the Mysore Palace.

Companies visited during the trip included IBM, Oracle, Infosys, and Perot Systems. It was a great cultural experience for all of the students. Students who went included: Jessica J. Bowling, James A. Colee, Jonathon L. Crisco, Clark W. Dyson, Elisa Lynn Jarrin, John P. Keels, Margaret C. Millen, Justin M. Owens, Cameron P. Pence, Shonna Saunders, Elyse M. Stone, and Brittany K. Thacker.



Alumnus honored as regional top planner

March 19, 2008

Justin Whiteside '03 ITOM* has been named the 2007 Outstanding Planning Director of the Year by the Cape Fear Council of Governments. Whiteside is the planning director for Ocean Isle Beach, a position he has enjoyed the past two years.

[From the The Brunswick Beacon:](#)

Ocean Isle Beach had been a vacation spot for Whiteside for many years. His grandparents own property in the area. Upon graduating from Appalachian State University in 2003, he applied for employment with the town.

"I love my job," Whiteside said. "There's definitely a lot of responsibilities, but I get to interact with a lot of different people from a lot of different areas."

Whiteside said he felt honored to be chosen for the award, as the Cape Fear Council of Governments chose Whiteside out of planning directors from New Hanover, Pender and Columbus counties.

** Now CIS*

Walker College APPlause

March 19, 2008

Russell Yelton '96 MGT was recently elected to Vice President of the North Carolina Business Incubation Association. He was also recently promoted to Executive Director, Entrepreneurial Ventures at Asheville-Buncombe Technical Community College located in Asheville.

Brice Ackerman '94 DS, '98 MBA recently accepted a position at BB&T located in Raleigh as Payments Product Development Manager. Brice recently was employed at Bank of America as Bill Payment Product Manager.

Diana Vuksic-Harris '01 FIN has been accepted as a member into the National Association of Insurance Women (International). NAIW sponsors the CPIW designation (Certified Professional Insurance Woman) and she is working toward achieving this designation.

Patrick Brooks '96 FIN was selected by the Consumer's Resource Council for 2008 as one of "America's Best Financial Planners" for inclusion in their annual publication. Brooks owns Brooks Wealth Management in Savannah, Ga.

Daniel Wilkins '86 ACC recently accepted a position at NC Office of Technology Services located in Forest City as Operation and System Analyst.

Walker College graduates are encouraged to submit Class Notes to [the Gold Book](#), the official online community of the Appalachian Alumni Association.

Accountant to the NASCAR stars

March 14, 2008



The *Salisbury Post* has [a profile online](#) of Alan Burke '83 ACC, a certified public accountant with a small office within Lowe's Motor Speedway. That's so he can stay close to some of his clients, who "have probably won a combined total of at least 80 major races" on the NASCAR circuit.

It all started with a referral to Joe Nemechek.

Burke later learned that the referral had come from insurance agent Jeff Whittington, who knew that Burke had an office at the speedway.

Burke says Whittington had told Nemechek that Burke "knew everything about racing."

Which was far from the truth.

But Burke recognized opportunity when it tapped on his door.

After talking to Nemechek, he locked the doors to his office and drove to a bookstore.

"I bought whatever I could find on racing," he says.

Nemechek was named Rookie of the Year in 1990 and won the Busch Series Championship in 1992.

Happy with Burke's service, Nemechek began referring him to others in the industry.

"It snowballed from there," says Burke, who realized that specializing in NASCAR could be a great way to build his business.

Burke's website [can be found here](#).

Researching the reporting of RFIDs

March 13, 2008



Drs. [Charlie Chen](#) and [Richard E. Crandall](#), professors within Walker College's Computer Information Systems [department](#), have an article published in the latest International Journal of Electronic Marketing and Retailing 2008. Their paper is entitled, "Removing RFID adoption obstacles: a socio-technical perspective."

[It can be found here](#). (paid subscription required to read)

RFID is an acronym for radio-frequency identification, [which is](#) "an automatic identification method, relying on storing and remotely retrieving data using devices called RFID tags or transponders." The technology is growing in use by credit card companies, retailers and governments.

Chen and Crandall's article seeks to bring:

a balanced perspective to a subject that is experiencing reporting at the extremes. Using a base of established research theories, including the innovation research stream by Everett Rogers and other theories such as Interorganisational Relationships (IOR) and resource dependency theory, the authors explore a multi-faceted decision domain by showing that the obstacles to RFID adoption encompass technological, managerial and societal issues. The adoption of a major new innovation is a complex process; the eventual success of RFID requires a blend of technological and behavioural changes.

Here are a few recent headlines concerning the latest developments in the use of RFIDs:

[STORY 1](#): A Washington state representative has drafted legislation that would make it a felony to steal information from RFID cards, or radio frequency identification microchips. If passed, Washington could become the first state in the country to legislate the useful and controversial technology.

[STORY 2](#): Florida's Orlando Regional Healthcare, a 1,780-bed network of healthcare facilities, is currently running a trial deployment of Motion Computing's Motion C5 tablet PCs. Recently certified as a Cisco Compatible Client Device,

the C5 not only allows medical professionals to access patient records at the point of care, but also uses RFID and bar code reading functionality to help nurses minimize medical errors.

[STORY 3](#): The Dutch government has issued a warning about the security of access keys that are based on the widely used Mifare Classic RFID chip. NXP developed the Mifare Classic RFID (radio frequency identification) chip, which is used in 2 million Dutch building access passes, said ter Horst.

[STORY 4](#): RFID-chips -commonly used for wireless payments, access key cards, and even to open car doors - have been shown relatively easy to hack. That's the news coming from the University of Virginia after a grad student there, and two other researchers, cracked the code used to encrypt RFID chips.

Walker College Class Notes

March 11, 2008

Doris Brown '73 MGT [has been named](#) the new executive director of Arts United for Davidson County. She retired from EnergyUnited in 2005 as vice president of external relations. A year later she went to work at SignWorks of Lexington. Brown also served on the High Point Ballet Board of Directors from 1987-2004, and for six years during that time she was the president. In 2004 she was the coordinator of the Southeastern Regional Ballet Association Festival in High Point, which she will do again this year in April and May.

Thad Vincent '71 MA ECO has [joined](#) the Milligan Law Firm in Charleston, S.C., as counsel, practicing in personal injury. He has more than 30 years of experience and previously was a partner in Vincent & Bostic and principal of the Vincent Law Firm.

Jennifer Lee Barnett '00 MKT [married](#) Christopher Davis November 24, 2007 at the First Baptist Church in Raleigh. She is employed with the Carolina Inn in Chapel Hill as the social catering manager and is a certified wedding consultant.

Scheduled speakers for the EET

February 22, 2008



The Asheville Citizen-Times has details on next week's Extreme Entrepreneurship Tour here at Appalachian. The event, organized by the [Center for Entrepreneurship](#), offers "free food, giveaways, cash prizes and a great way to learn how to make money and change the world by doing what you love."

The article includes [a list of scheduled speakers](#).

2006 graduates Jon West and Chad Ledford, co-founders of 3tailer, a niche eCommerce company with multiple retail Web sites operating out of Charlotte.

Chad Michael, a 2003 graduate and owner of Boone-based ArborCare, and Jason Berry, a 2002 graduate from Footsloggers Outdoor Clothing and Gear.

Alex K. Tchekmeian, president and founder of AKT Enterprises, comprised of 16 companies, ranging from merchandising and Web development utilities, to the development of live music venues and bars.

Nick Nanton, known as "The Celebrity Lawyer," and named "Best of the Bar" and "One of Orlando's Top 10 Young and Powerful."

Sheena Lindahl, co-founder of Extreme Entrepreneurship Education and co-author of "The Student Success Manifesto" and "All or Nothing, Now or Never." She was recently named by Business Week along with her partner Michael Simmons as one of the country's top 25 entrepreneurs under 25.

Arel Moodie, from Brooklyn, N.Y., one of America's top young speakers who has been featured on Fox News and in USA Today. In college he started his own successful Internet company, www.placefinder.com, a Web site that helps college students find off-campus housing, roommates and sublets.

A Pause or a Recession?

February 22, 2008



Harry Davis, chief economist for the North Carolina Bankers Association and [a professor of banking](#) within Appalachian State's Walker College of Business, offered his analysis of the national economy in [a column posted at WRAL.com](#).

During the 1980s and 1990s expansions, economic growth slowed in the middle of each decade as the economy paused. Economic growth then took off, and each expansion lasted for several more years. Is the present situation a pause or the beginning of a recession?

The data are mixed.

Among the data.

Consumer confidence is down and is reflected in the slower rate of consumer spending, which makes up over 60% of GDP.

Slower spending and the credit issues for parts of the financial sector have slowed profit growth to less than 5%.

The price of a barrel of oil remains above \$90.

Some data are positive.

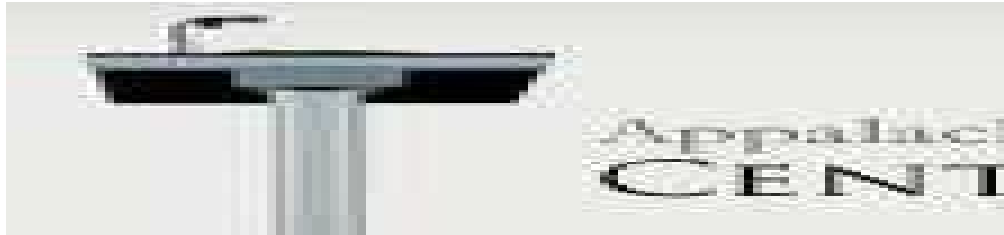
The rates of GDP growth for the second and third quarters of last year were quite strong at 3.9% and 4.9%, respectively.

The unemployment rate remains under the average for the past 20 years.

Other economies around the world are experiencing robust growth, including Canada, China, India, Australia and Brazil.

Channeling the entrepreneurial spirit

February 1, 2008



The Appalachian has [an article online](#) focused on the [Center for Entrepreneurship](#), which is housed here within the Walker College of Business.

In the center, there are different ways to get involved including participating in programs, the Carole Moore McLeod Entrepreneurship Summit, dropping by the office and the entrepreneurship club at Appalachian.

Last year, about 40 business owner speakers and over 300 students participated in the entrepreneurship summit, Toney said.

The Association of Student Entrepreneurs (A.S.E.) is the entrepreneurship club on campus. It is open to everyone interested in starting his or her own business; you do not have to be a business major.

"We get students with very diverse backgrounds," said Julia A. Rowland, assistant director of the center.

"Entrepreneurs have sought us out for students who participate in our programs."

"There is a very high level of interest by non-business students and this will better prepare students for an entrepreneurial world," Toney said.

The article notes that other schools in North Carolina have or are developing similar programs.

The Center for Entrepreneurship is sponsoring this month's Extreme Entrepreneurship Tour. It brings some of the country's top young entrepreneurs to Valborg Theatre February 29.

MBA students prepare to travel to China

January 22, 2008



For the second year, Appalachian MBA students will spend ten days traveling through China to learn first-hand about international business.

The trip is an academic component of MBA 5020, International Seminar. The seminar is a requirement for the MBA degree at Appalachian State. Dr. Betty Coffey teaches the class and leads the student trip.

This spring, both the full-time students on campus and part-time students in the Hickory program will be participating. In preparation for the trip, students are currently exploring international business topics with research, presentations and case analysis. Their work will continue at Nanjing University where they will collaborate for several days with graduate students and make their presentations.

The group will leave on March 7, arriving in Beijing on March 8. The students will visit the Great Wall, the Forbidden City, and Tiananmen Square.

They will also travel to Suzhou, Shanghai and Hong Kong visiting business and cultural sites before their return home on March 18.

Last April, the first students to take the International Seminar traveled to China.

"It was a very successful trip and the students found it to be an extraordinary experience," said MBA Program Director and Walker College of Business Assistant Dean of Instructional Programs Dr. Philip Witmer.

"Last year's business visits included China Daily, Wachovia, KPMG, a hot water heater manufacturer and an MP3 manufacturer, among others. The cultural sites included the Great Wall, the Forbidden City, Tiananmen Square, Sun Yat-sen's mausoleum, the Shanghai Museum and a junk ride on the Honk Kong harbor."

Appalachian's MBA Program is currently accepting applications for its 2008 cohort. The program, housed in the Walker College of Business, may be completed in one year with the appropriate satisfied prerequisites.

For more information about Appalachian MBA, contact the program office at (828) 262-2922 or visit www.mba.appstate.edu.