

The Byrd Business Review

The newsletter of Shenandoah University's Harry F. Byrd, Jr. School of Business

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Success Stories Start Here

The Byrd School of Business helps students define and refine the skills needed to advance in today's global business world. In increasingly globalized economies, international issues play an important role for both business leaders and students. Our programs offer several competitive advantages in preparing students to deal with a global and constantly changing business environment:

- A highly experienced faculty who teach global concepts and ideas;
- A curriculum that goes beyond the fundamentals with the integration of current and relevant global business issues throughout the course work;
- Opportunities for students to travel and learn outside the U.S. to gain firsthand experience with global business challenges and to interact with business leaders on the global stage; and
- Students with diverse backgrounds and cultures who enrich the learning environment.



W. Randy Boxx

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Since the school's mission emphasizes the educating of students with a global perspective, this issue is focused on recently completed and upcoming global initiatives and activities. In addition, we continue to present Byrd School alumni success stories. We trust you will enjoy reading it and, as always, we welcome your comments and suggestions.

GLOBAL CITIZENSHIP PROJECT TRAVELS TO BELIZE



The Global Citizenship Project (GCP) provides students and others members of the SU community with a truly unique opportunity to travel abroad during spring break in a faculty-led experience. Five to six destinations are selected each year along with faculty leaders who have lived in or are otherwise familiar with each particular country. Students compete for opportunities to participate in the program yet are not informed in advance of where they will be going. Shenandoah University pays all travel-related expenses. Selectees

prepare for their travel via a series of workshops focusing on cultural understanding, language lessons and, most importantly, this year's unique theme of "environmental sustainability."

One of the five destinations for the Global Citizenship Project (GCP) was to Belize and was led by Dr. R.T. Good, dean of Global and Community Education and Associate Professor who teaches in the Byrd School. Joining him on the trip was one other professor from the College of Arts and Sciences, three graduate students, and four undergraduate students, including Byrd School of Business undergraduate student Matthew Nickerson. Mr. Nickerson also assisted Dr. Good by providing financial management oversight of the itinerary and made invaluable travel business connections during the program.

The team of 11 studied both environmental and cultural sustainability during their 10 days in Belize which included visits to historical sites (ancient Mayan ruins), adventure activities (zip lines, caving, drumming, hiking, swimming, snorkeling, canoeing, tubing, and more), living with host Mayan families, and visits at the University of Belize, museums, and much more. The time in Belize was packed but purposeful as participants interacted with Belizean citizens every day. Since returning, participants have been busy planning for opportunities to share about their experience, including Creative Scholarship Day at the University.

Shown in the picture above is Byrd School of Business student, Matthew Nickerson (center wearing bandana). Matt seems ready to begin his zip-lining jungle adventure through the canopy to study sustainability in Belize.

GLOBAL CITIZENSHIP PROJECT TRAVELS TO BURMA (MYANMAR)



Associate Professor of Business Law, John Winn (JD, LLM), led a group of eleven students, faculty, and SU staffers to Burma (Myanmar) during March as part of Global Citizenship Project. Among the group of intrepid travelers was senior /BBA student John Axselle and Mrs. Teresa Larrick, Physical Plant employee assigned to Halpin-Harrison Hall. Mrs. Larrick also served as Assistant Group Leader.

After almost two full days of travel time, Professor Winn's group arrived in Rangoon (Yangon) where they visited the Sleeping Buddha, a WWII-era British War Cemetery, and of course the Shwedagon Pagoda. Shwedagon is completely covered in gold leaf and is easily the largest Buddhist temple in the World. The group also travelled to the ancient city of Bagan. The former capital of the First Empire of Burma was established in the 9th Century and boasts over 2500 pagodas, stupas (relic mounds), as well as other ruins covering 16 square miles. The final leg of the experience included the unique "floating city" of Inle Lake in the Shan Highlands of Central Burma. At Inle, travelling exclusively in small boats, the group visited a bustling "Five-Day Market" as well as numerous other small business and agricultural enterprises located either on or (literally) "in" the lake.

Professor Winn noted "we could not have asked for a better global experience or opportunity for personal development." With regard to the theme of sustainability, "Myanmar is a country that makes, mends, conserves, and recycles almost everything." Professor Winn thanks his fellow faculty member, Dr. Richard Addo of the School of Pharmacy, his fellow group members, GCP program administrators, and SU at large for making this once-in-a-lifetime global experience happen.

DR. MILES DAVIS ON SABBATICAL IN SPAIN



Dr. Miles Davis, Associate Professor of Management, is on sabbatical in Madrid, Spain this semester where he has appointments at two universities. One appointment is at the largest and most prestigious public university in Spain—Universidad Complutense de Madrid (UCM). At UCM, Dr. Davis is working on a number of research projects and is helping faculty in their small business program prepare research papers for publication in English (UCM is a Spanish speaking institution). Dr. Davis is also scheduled to give a lecture on the "Rights of Workers in a Start-Up Business."

As part of his work at UCM, he has had a paper accepted for presentation at the annual International Journal of Manpower Conference held in Valencia during the first week of June. Dr. Davis also has another appointment with St. Louis University Madrid (SLU). At SLU, Dr. Davis is co-teaching the inaugural entrepreneurship class for juniors and seniors. He has received high praise for his lectures and student interaction. In addition, he is working with SLU to establish the entrepreneurship program to have easy transference between students at SLU and SU. Specific discussions have also begun regarding an International Business/Entrepreneurship boot camp that would be taught by Dr. Davis and open to students of SLU and SU exclusively.

DEAN RANDY BOXX: FOCUSED ON INTERNATIONAL EDUCATION



A Board of Trustees Resolution of Appreciation was presented to Dean Randy Boxx at this academic year's International Day Convocation. Dean Boxx was recognized for his long and distinguished career to the advancement of business education and providing particular leadership in global business education. He was cited for his extensive record of leading students and faculty abroad to build international academic and business relationships, for being a leader in long-term service on the board of directors, numerous standing committees, and peer-review teams of AACSB International, and in conducting accreditation training and mentoring around the world.

SUMMER STUDY-ABROAD PROGRAM: STUDENTS RETURN TO OXFORD UNIVERSITY



Students from Shenandoah University will join students from Salem College, Winston-Salem, NC, during July to participate in the "Emerging Global Economic Leadership: The New Era" program on the Magdalen College campus of Oxford University. Faculty-student discussions will center around multinationalism and regionalism, BRICs (Brazil, Russia, India, and China), the European Union and its future, present-day Europe, and European-U.S. business cultures. Field trips will augment classroom discussions. SU students who will

be involved in the program include Maliha Alshehab, Kara Edmonson, Victoria Fawcett-Adams, Rana Hajar, Tyler Keegan, Andrew Mollohan, and Suzanne O'Driscoll. Dean Randy Boxx and Dr. R. T. Good will lead the group during this global learning opportunity.

DOING BUSINESS IN BRAZIL, RUSSIA, INDIA, AND CHINA (BRICs)



For this coming year, the Byrd School is pleased to have two faculty members offering two sections of the Going Global: First Year Seminar class. Dr. Lili Zhu, Assistant Professor of Finance, and Dr Bogdan Daraban, Assistant Professor of Economics, were selected to participate in this important freshman year seminar.

At a time when growth is slowing in the U.S. and Europe, the so-called BRICs (Brazil, Russia, India, and China) are demonstrating a compelling growth opportunity for companies and individuals in today's global economy. According to Dr. Lili Zhu, this course provides an overview of the business environments in the BRICs from corporate, personal, and governmental perspectives by examining the following questions: (1) How would country-specific dynamics/risks affect corporate business activities, performance, and strategies? (2) How can we personally take advantage of the unique growth opportunities available in the emerging market economies from personal finance and career planning perspectives? (3) How would government policies interact with business/investment decisions?

Students will learn about BRICs' economic background, political forces, business culture, legal framework, and financial system through various team projects and interactive activities such as an international business negotiation simulation.

POVERTY AND INEQUALITY AROUND THE WORLD



Dr. Bogdan Daraban who will be offering this course states that in 2005, almost one billion people around the world lived on less than \$1 per day. According to UNICEF, 25,000 children die each day due to extreme poverty. In the United States, one of the richest countries in the world, 37 million people lived in poverty in 2008. This course will provide an introductory economic analysis of world poverty and inequality by addressing questions such as how do we define and measure poverty and inequality, what do we know about the causes of poverty, and particularly the extreme poverty afflicting the approximately 1 billion people living on less than one dollar a day, what are the effects of poverty and inequality on societies, and what can governments and international actors do to address poverty and inequality, what do they *actually* do, and does it work?

Students in this course will gain an understanding of how poverty and inequality manifest themselves locally, nationally, and internationally. They will create and present projects in

which they analyze poverty and inequality in a country of their choice through the lenses of the core questions. In doing their research, students will interview natives of the countries they study or people with some expertise in those countries (i.e., they could interview international students at Shenandoah University or participants in the Global Citizenship Project). Also, as part of the course, they will visit a non-profit organization that provides humanitarian aid to needy individuals and families living in Northern Virginia.

THERESA GOLDING: BYRD SCHOOL SCHOLARSHIP RECIPIENT



The Blue Ridge Chapter of the Virginia Society of Certified Public Accountants and the Virginia Skyline Chapter of the Institute of Management Accountants presented three \$1,000 scholarships to accounting students at a banquet in Bridgewater in February.

A committee selected the winners based on the academic record, evidence of leadership positions, involvement in professional and civic organizations, previous work experience, and future promise. Junior and senior accounting students at Bridgewater College, Eastern Mennonite University, James Madison University, and Shenandoah University were invited to apply. Theresa G. Golding, a junior at Shenandoah University, was one of the three recipients.

Theresa, a married mother of three, graduated Summa Cum laude from Lord Fairfax Community College in May, 2008 with an AAS degree in Accounting. She was a member of Phi Theta Kappa at LFCC, as well as an active participant in the Student Government. She is continuing her education at Shenandoah University in the Byrd School majoring in Business Administration with an emphasis in Accounting. She plans to complete her degree in December, 2010. She was inducted into Alpha Chi in October, 2009.

BYRD SCHOOL SUCCESS STORY: PAUL DELMERICO | MBA 1988



Alumnus Paul Delmerico '88 is the newest member of the Byrd School Advisory Board. Delmerico is the General Manager of SpecialMade Goods & Services, Inc. in Winchester, VA. He earned a bachelor's degree in Industrial Design from the University of Bridgeport in Connecticut and began working in Washington D.C. with the federal government in R&D. While there he created a variety of products for use by the National Archives, the Air Force Academy, and the Old Executive Office Building, among others. Moving to Winchester when he joined Rubbermaid commercial products in 1982, Delmerico worked in R&D designing a variety of new products, managing the design department, and earning more

than 30 patent citations along the way. Seeking a broader career in business and management, he decided to pursue an MBA at the Byrd School. The MBA turned out to be exactly what he was looking for, saying "it gave me a solid foundation to understand how the pieces of business fit together—providing a holistic perspective of the critical elements needed to run a successful company. SU provided me with that education." After graduation, he moved into a role with Rubbermaid's marketing department and became a business leader of a cross-functioning team represented by individuals from manufacturing, R&D, marketing, and finance. He was responsible for the strategic management of a core group of Rubbermaid product categories and the development of innovative new products to grow various business segments. In 2004, he took an opportunity to broaden his experience in a smaller entrepreneurial business and joined SpecialMade Goods & Services, Inc. as the Vice President of Marketing. SpecialMade is a value-added distributor and developer of new product solutions targeting commercial and government markets. He is now a partner and the General Manager. "It's the most challenging job I've ever had, but the most enjoyable." His interest in helping the next generation of students aligns with the mission of the Byrd School. "I've always believed that education is a key to success. My MBA from the Byrd School helped me achieve more of my career goals, so I am excited and honored to be a part of the Advisory Board and to contribute to the operation of the Byrd School." Delmerico joins the Byrd School Advisory Board this April.

BYRD SCHOOL SUCCESS STORY: WILL MURPHY | MBA 2004



Alumnus Will Murphy '04 will speak to a class of undergraduate Byrd School students in April on "What Factors Most Impress Potential Employers" in conjunction with a class taught by Dr. Jim Wong, Professor of Marketing and Management. Murphy is the Training and Learning Coordinator with the public accounting firm, Yount, Hyde & Barbour, PC. Previous to joining YH&B in 2005, he worked with FEMA and Valley Health in various capacities dealing with staff development, technology, and business administration.

He specializes in firm-wide training and continuing education, performance improvement, educational development, and strategic development. He gained much from his Byrd School MBA experience saying, "The flexibility to continue my education was

one of the main reasons I chose SU. I was working full-time and the way the program was structured fit perfectly with my schedule. Since my undergraduate degree was in health assessment and promotion, I was looking for an MBA degree to give me a broad base of business and technology knowledge to help advance my career. Once in the program, it was the group work and case-study methodology that were the strengths. The projects and case-study approach were a better fit for me as an adult learner. I was juggling work, home, and school, and it was tough. We were put into group situations and one of the best lessons I learned was an understanding that you need to see things from other's perspectives and how to work with all different areas of an organization to achieve goals. The Byrd School helped prepare me for what I do now."

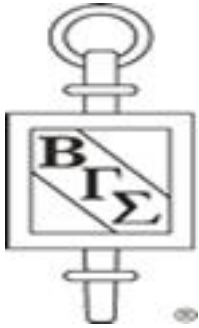
BYRD SCHOOL SUCCESS STORY: WENDY MAY | BBA 2002, MBA 2004



Alumnus Wendy (Legge) May '02, '04 is the Marketing Coordinator for the Winchester-Frederick County Economic Development Commission. As the Marketing Coordinator, Wendy is responsible for all public relations, print and online communications, events, promotions, and special initiatives that involve the recruitment of new business and the expansion of existing business in Winchester-Frederick County. Says May of her SU experience; "I enjoyed my educational career at the Byrd School immensely. Looking back I have to say the best experience was a directed study project overseen by Dr. Giles Jackson, Associate Professor of Marketing. Our four-member student team conducted market research for Fisher Diagnostics, now known as Thermo Fisher Scientific, and

presented our findings to their executive leadership team. It was a real world learning experience that gave me the tools and the confidence to succeed." A former student-athlete in the Byrd School, she participated in five sports at SU during her career. May was honored in 2006 by being named to the Women's Basketball All-Time Team during the 30 Year Anniversary celebration. She was a member of the Hornet's Dixie Conference Championship team in 2000.

BETA GAMMA SIGMA: PREMIER CHAPTER AWARD GOES TO THE BYRD SCHOOL



Beta Gamma Sigma is the international honor society serving business programs accredited by AACSB International – The Association to Advance Collegiate Schools of Business. Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB International.

By receiving the Premier Chapter award, our chapter is being recognized for our high level of success in recruiting top business students into the Society. Each year, our collegiate Beta Gamma Sigma chapter extends invitations to the top 10 percent of business juniors and seniors, and the upper 20 percent of business graduate students.

A Chapter granted Premier status will have had at least 85 percent of their invitations accepted by their top undergraduate and graduate level students. Acceptance rates are determined from the 2008-09 school year, from which collegiate chapters were required to submit information before being considered a Premier Chapter. According to information submitted by the Shenandoah University chapter, 100 percent of its invited students chose to join Beta Gamma Sigma in 2008-2009.

With Premier Chapter status, the Shenandoah University BGS collegiate chapter will now be eligible to award a \$1,000 Beta Gamma Sigma scholarship in the 2010-11 academic year. The chapter is also pre-qualified for consideration as an Outstanding Chapter, the highest honor attainable by a collegiate chapter. The Shenandoah University Beta Gamma Sigma chapter received a certificate recognizing its Premier accomplishments. Dean Randy Boxx is

President of the Chapter, and Dr. Charles Pineno serves as advisor/secretary/treasurer.

FOLLOW THE BYRD SCHOOL ON FACEBOOK



Join the Byrd School on facebook, the social networking site! The Byrd School launched its fan page in September, 2009 as a portion of the marketing and awareness for the 25th Anniversary of the naming of the Byrd School of Business event held on November 5, 2009. Now it is being used by students, faculty and alumni alike to keep connected with the school. Become a fan today at www.facebook.com/ByrdSchool

JOIN THE BYRD SCHOOL ON LINKEDIN!



Keep connected to your MBA classmates and the Byrd School by joining our LinkedIn group today! "We recognize the need to stay connected with our alumni after graduation and see the advantages of social media as a conduit for connection," says Dr. Mesut Yavuz, Director of the MBA program. "We started the facebook page in the fall and recently launched the LinkedIn group this semester, it's a great way for graduates to network and to continue to strengthen relationships with the program." Alumni with a current LinkedIn account should search for the group: [Byrd School of Business MBA Alumni | Shenandoah University](#)