

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

What a winter this has been at Shenandoah University! At our home here in Winchester, the snowfall has measured 74 inches and we still have several weeks of the winter season left. As many of you have probably heard, SU was officially closed for seven days recently due to a series of snow storms that came through. Even though students were not able to come to campus, the learning process did not cease. Our faculty, through the use of technology, was able to communicate, make assignments, and carry on with their instruction. That pleases me very much.

In this issue of the Byrd Business Review, you will read about upcoming events, work recently completed, and alumni success stories. Please keep in touch with us by telephone, e-mail, or come by for a personal visit. We would enjoy spending time in conversation with you.



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SPRING BUSINESS SYMPOSIUM | STRATEGIES FOR GROWTH: A DIFFERENT WAY FORWARD



A DIFFERENT WAY FORWARD

We invite you to join us for the signature event of the spring semester on March 11, 2010. Now in its 2nd year, Shenandoah University's Harry F. Byrd, Jr. School of Business Symposium is a forum designed to inspire and educate attendees of all ages, professions, and industries regarding business trends, challenges, and best practices. Taking place in Halpin-Harrison Hall, which houses the Harry F. Byrd, Jr. School of Business, the Symposium has become a signature event for Shenandoah University. Three general sessions in the morning provide participants with the following information—Networking: Building Your Business, Large or Small; Preparing for Success; and Marketing 102: Positioning for Success. The afternoon sessions are interactive and include the following panel discussions:

- Technology
- Financing
- Organizational Strategy
- Government Contracting
- Business Management
- Business Resources

A full description of the event and the sessions can be found online by [clicking here](#) to visit the website. Online registration is available until March 8, 2010. If you have any questions regarding the Business Symposium, please contact Suzanne Conrad at shpconrad@aol.com.

FOLLOW DR. MILES DAVIS IN SPAIN



Be sure to follow Byrd School professor Dr. Miles Davis' adventures in Spain! Dr. Davis, associate professor of management and director of the Institute for Entrepreneurship is on sabbatical in Madrid, Spain this semester. Follow his blog at www.drdspain.wordpress.com.

SUCCESS STORIES START IN THE BYRD SCHOOL

ALUMNI PROFILES | BECKY MERRIMAN (MBA 2001)



Alumna **Becky Merriner '01** was sworn in as the chair of the board of directors for the Top of Virginia Regional Chamber at the annual Membership Meeting and Regional Greater Goods Awards dinner on January 29, 2010. Merriner earned her MBA in the Byrd School in 2001 as a part-time evening student and when asked about what was most positive about her Byrd School experience, two very important aspects immediately surfaced: First, the open environment and exchange of ideas from classmates and, secondly, a global approach to business and education that she had not been exposed to previously. "I loved the international flavor of the MBA program," said Merriner. "It really opened up my world." The diverse classroom experience with so many students from all around the globe made for a unique experience. For me, it was a tremendous added benefit. At the time, I was working for a German-Japanese company and it helped me to understand the cultural issues at play in the workplace. Combine that with the heavy group work involved in the MBA program, it made for a very demanding but rewarding experience."

Merriner is very involved in the local community. She is the current president of the Winchester Chapter of the Society for Human Resource Management, a member of the Winchester-Frederick County Tourism Board, and is an adjunct professor with both Lord Fairfax Community College and Averett University. She is currently the Manager of Training and Development with American Woodmark Corporation.

ALUMNI PROFILES | RIDGE WHITE, JR. (BBA 1980, MBA 1984)



As one of the earliest BBA graduates, alumnus Ridge White, Jr. '80 '84 has watched the Harry F. Byrd, Jr. School of Business grow over the years and takes great pride in the strides made over the past decade. "It was a lot different back when I was in school here," says White, "I took night courses to complete my studies while working full time. There were only about 10 or 12 students at the time, all of us working and going to class at night. It's great to see how much the school has changed over the years." But one thing strikes him as never changing with the Byrd School, and that is the individual attention and quality of instruction from the faculty. "A majority of our professors had real world knowledge and were able to relate well with the students. At the graduate school level it was fostered through the faculty's use of case study's to teach. "The case study approach they used in the MBA program helped me greatly. I was able to apply the lessons learned in this manner throughout my career. There were many instances that I was able to talk with clients about how the bank could help them in new ways; the case studies helped me expand my approach." White worked for F&M Bank for 28 years before retiring as Vice President of the bank's credit card

operations. He and his wife Glenne, live in Winchester and have 4 children and 6 grandchildren. One daughter, Mary White '98, graduated from SU in 1998 with a Bachelor's Degree in Music Education.

ALUMNI PROFILES | TIFFANY FITZGERALD (MBA 2008)



On November 5, 2009 the Harry F. Byrd, Jr. School of Business celebrated the 25th Anniversary of the Byrd School namesake on the campus of Shenandoah University. Alumna Tiffany Fitzgerald '08 spoke on behalf of Byrd School alumni at the private luncheon for special guests honoring Senator Byrd in the Brandt Student Center. A recent MBA graduate, Fitzgerald was promoted to Quality Control Systems Analyst with Polo Ralph Lauren at their U.S. distribution site located in Greensboro N.C. in August 2009. As a full-time student in the MBA program, Fitzgerald took advantage of everything the school offered including small classes, individual attention, and the Global Experiential Learning trip to China. She became interested in Supply Chain Management and was urged by Professor Dr. Bing Li to pursue an internship opportunity with the Polo Ralph Lauren Childrenswear Distribution Center in Martinsburg, WV. "Dr. Li recognized my strengths and opened doors for me to explore a whole new career field. I was also able to incorporate my internship experience and apply them to case studies across the MBA curriculum. It was about integrating real world experience with my classes in a learning laboratory." Her internship gave Fitzgerald the opportunity to take an operations position immediately after graduation with Polo. "I was very fortunate to have that experience, to learn on the job, and put my studies into action."

ALUMNI PROFILES | CHRIS BEAVERS (BBA 1998)



The Byrd School's mission is "to educate its students to become successful, principled leaders with a global perspective." Alumnus **Chris Beavers '98** is a prime example of a Byrd School graduate who incorporated a global perspective in his studies. "As an international business major, I felt it was vitally important that I secure experience in a professional environment as well as in a foreign culture as part of my education." He researched and secured an Internship with Ziff Davis UK in London for a summer as well as a semester abroad at the Phillips University in Marburg, Germany. "What I learned about the world, the experiences and the fun I had are absolutely irreplaceable. My time abroad helped me grow both professionally and personally. Working in London was my first taste of living abroad and life in the professional world. It was a big leap, but one I wouldn't trade for the world. Days working in the marketing department for two magazines and supporting the company's sales teams, followed by hours of walking around London, attending soccer games, and "taking in the culture" all made my summer in London one of my best ever." He also spent a

semester in Germany as part of a study abroad program and can't stress enough how important it was to his education.

"All of these great experiences are what enhanced my education and positioned me for adapting to any cultural and business situation. I've worked for international financial institutions where I spoke with colleagues around the globe on a daily basis. I'm currently with a German firm. Whether I'm speaking German on the phone or in person while at the head office, my colleagues are always pleasantly surprised that an American can speak their language."

"My experience abroad makes it easier to relate to my international colleagues and develop stronger professional relationships. My time in London and Marburg helped shape me as a person and prepare me for the ever-changing business world. Looking back, I couldn't be happier with my decisions to 'go international'". Beavers lives in Chicago, IL and is the Director of Sales and Project Management with the German based company, Koelnmesse GmbH.

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 to keep connected with the school. Become a fan today at www.facebook.com/ByrdSchool

RECENT BYRD SCHOOL NEWS AND INFORMATION



It has been a busy semester in the Byrd School. To get caught up on all the Byrd School news from winter break and the fall semester, archived issues of the Byrd Business Review can be found online. Issue highlights include:

- MBA Alumni Survey, GEL Trip to India – [January 2010 Issue](#)
- The 25th Anniversary Celebration – [November 2009 Issue](#)
- BB&T Free Market Scholars Program – [September 2009 Issue](#)

View all archived issues of the Byrd Business Review [here](#).

JUNIOR BUSINESS MAJOR GREG VAN SICKLER TAPPED AS THE PRE-SEASON DIVISION III PLAYER OF THE YEAR



Junior business administration major Greg Van Sickler has been tapped as the pre-season Division III Player of the Year in selections announced Tuesday by Baseball America. Van Sickler, who earned NABC All-America status last season after leading Shenandoah to a 38-10 record and a South Region championship, was selected as a "Player to Watch," the pre-season Player of the Year and as the top NCAA Division III draftable prospect by *Baseball America*.

Read the full release from the Shenandoah

University Department of Intercollegiate Athletics [here](#).