Salem College

Department of Business & Economics Alumnae Newsletter

May 2012 Issue 25

Department News

Ethics Bowl

In February 2012, Salem College participated in the inaugural NCICU Ethics Bowl Competition held in Raleigh on the campus of Meredith College. A team of five Salem students competed against 14 other private institutions from North Carolina in 5 rounds of competition over two days on the subject of Business Ethics. The team of business and economics majors was selected based on academic achievements, GPA and recommendations from faculty. They practiced together twice per week from October, 2011 until the competition and invested numerous additional hours in research and study relative to ethical dilemmas in business. The team is to be congratulated on their superb effort and performance. They represented Salem in a professional and admirable manner, learned invaluable debating/negotiation skills and, above all, had fun! Please congratulate this fabulous team of five:

Beth Gianopulos, a Salem College alumni and an attorney with Wake Baptist Health participated as a debate coach and attend the competition with the team.



From left to right -Terry Bennett, Victoria Hall, Jillian Slinger, Beth Gianopulos, Alyson Francisco, Kelsey Cochrane, and Heather McCracken

Summer 2012 Program in International Business - Salem College, St. Peter's College, Oxford University at Magdalen College, July 21 -August 9, 2012

Fourteen students will be attending the Oxford Study Abroad Program in England this summer. The trip consists of 3 weeks of study at Oxford University covering a variety of business disciplines from international finance to manufacturing. While there the group will visit, among others, the International Accounting Standards Board, the Bank of England, Mini Cooper UK, Jaguar UK and Krispy Kreme UK. The trip is sponsored in part by a grant from Wells Fargo providing scholarships for international business study. Students attending are Kelsey Cochrane, Heather McCracken, Thuy Harrison, Abigail Reilly, Angela Mojica, Brittany Deaton, Caitlin Barrett, Lora Comer, Madison Thomas, Marcie Regenthal, Melissa Upton, Melody Willard, Meredith Barnes and Sonya Hurtado. The group will be accompanied by Professor Cummings, Director of the Oxford Program and Professor Francisco, Assistant Director.

As pre-work for their summer study, the 14 students attending the Oxford Study Abroad Program visited the Krispy Kreme production and distribution facility on Ivy Avenue in Winston-Salem. They received a tour of the facility and a business overview from Cindy Bay, Senior Vice President of Krispy Kreme U.S. Operations. Check out this photo! Maybe should be the new school uniform?



Visit to Geomagic 3D, Inc.

On Friday April 27, 11 students traveled to the Research Triangle Park to visit the innovative and entrepreneurial success story of Geomagic 3D, Inc. The trip was part of the business class ENTR310, Entrepreneurship: Innovation and Technology and was sponsored by the **Center for Women in Business.** The day consisted of a talk from Ping Fu, the company's founder and CEO, 2 hours of 3D software and printing demonstrations and lunch in their beautiful corporate headquarters! It was a fascinating trip with tremendous exposure to a successful entrepreneurial venture! Those joining the trip were Christina Johnson, Jordan Laham, Meredith Barnes, Thuy Harrison, Brittany Penland, Caitlin Barrett, Akeila Plater, Irene Vecchio, Lora Comer, Faith Thomas and Hannah Edwards.

Ethics Speaker and Movie

Sherron Watkins, a former Vice President of **Enron** Corp. and the notorious "Whistleblower" in the company's infamous ethical scandal visited campus on April 12 sponsored in part by the **Center for Women in Business.** Events leading up to her visit included a Movie Night with Ice Cream and Pop Corn in the LAR to watch "The Smartest Guys in the Room – A Tale of Corporate Corruption. During the day on April 12, Sherron spoke to students about ethical issues on gender in the workplace and then she spoke in the evening to students and the community on Ethics, Leadership and Courage.

Spring 2012 - Guest Lecturers in the Classroom

ENTR 310, Entrepreneurship: Innovation and Technology:

Nathan Battle, President of Grins, Inc. an entrepreneurial venture in the "healthy" sport beverage market.

David Mack, PhD and Scientist for Wake Forest Institute on Regenerative Medicine working on innovations in the field of biotechnology.

MKTG236, Sport Marketing

Brandon Cathy, Vice President of Marketing for the Dash Baseball Team. Gordon Peterson, Marketing and Advertising Consultant and former marketing executive for Don King Productions.

Center for Women in Business Conference – September 29, 2012

Students and alumni should mark their calendar for Saturday, September 29, 2012 when the Center for Women in Business is sponsoring and producing Women's Conference. Themed "Developing Emerging Professionals," the conference aims to provide the skills necessary for building successful careers in today's changing marketplace. The day's workshops will improve student competitiveness during transition from college to a professional life. Topics will include:

- Networking
- Resume Writing
- Career Transitions (for adult students getting a degree)
- Know Yourself Myers Briggs
- Etiquette Lunch (Seated lunch with Etiquette speaker)
- Networking Fair
- Interview Skills
- Financial Future
- Dressing Professionally
- Social Media/LinkedIn Branding Yourself Do's and Don'ts
- Career Path Assessment
- Balancing Life and Work (Professional Panel)
- Transitions, Negotiations and Confidence

B&E Honors Reception – May 9, 2012

The Department of Business and Economics, sponsored by the **Center for Women in Business**, recognized Honor Seniors in Business and Economics at a reception in the RG House on Wednesday, May 9. Standing seniors with a 3.5 GPA or higher (cumulative or in their major) through Jan Term 2012 are being recognized as are inductees into Sigma Beta Delta, International Honor Society in Business Management and Administration and Omicron Delta Epsilon, Economic Honor Society. Students being recognized include:

Ashley Barracato, Terry Bennett, Justine Buxton, Amanda Carter, Janice Craven, Aurora Gallegos, Sandra Gambrell, Yuliya Garcia, Andrea Goode, Victoria Hall, Justin Henderson, Heather Hooper, Desiree Knight, Katie O'Leary, Lisa Martinez, Mary Maxey, Portia Moffitt, Holly Passmore, Jenni Swartout, Irene Vecchio, Debra Vernon, and Kaitlin Williams.



Omicron Delta Epsilon-ODE

ODE is the Economics Honor Society and one of the largest honor societies in the world. In April, 4 new members were inducted into the Salem College Chapter of ODE They are - Justine Buxton, Andrea Goode, Victoria Hall and Danli Wu. Victoria Hall, rising senior in Economics, was elected as 2012-2013 president.

Sigma Beta Delta -SBD

At the Honors Convocation on May 9^{th} , the following students were sworn into SBD - the International Honor Society in Business, Management, and Administration. To be eligible, students must major in business administration, economics, accounting, or international business and must possess a minimum of a 3.7 GPA in their major. The following students who met these criteria and were sworn in are:

Terry Bennett Stephanie D. Knight

January Term - 2013

The Business & Economics Department is pleased to announce our Jan term 2013 program, "The Economics and Marketing of National Culture: An Examination of Italy's Fashion Industry." Drs. Eve Rapp (Marketing) and Megan Silbert (Economics) will lead the Milan-based program. Students will have the opportunity to study at the prestigious Bocconi University in Milan and travel to Turin (site of the 2006 Summer Olympics) and Venice. Learning will take place in the classroom, on-location through guest speakers at various stages of the fashion industry's vertical integration chain, including a guest speaker from Luxottica, the Italian luxury eye wear company, and a Brand Management consultant. Stay in touch with Salem College's Jan-term 2013 in Milan program: http://salemcollegeitaly2013.tumblr.com/

Senior Dinner – May 6

The annual Department Senior Dinner was once again held at Paul's fine dining on Robinhood Rd. in Winston-Salem. The graduating seniors were again feted with food and fun. Those students attending were Terry Bennett, Billie Jo Boyd, Lauren Fairley, Aurora Gallegos, Ashley Gray, Victoria Hall,

Lindsey Howard, Zach Jones, Laurie LaBarr, Mary Maxey, Katherine O'Leary, Jenni Swartout, Summer Whitener, and Lauren Wisen. Department staff attending were Alyson Francisco, Eve Rapp, Megan Silbert, Ron Cardwell, and Richard Johe.au

It was a special celebration for Dr. Richard Johe's Birthday! And, a surprise visit from his daughter from San Jose, CA!



New Concentrations within the Department

Effective this fall semester, International Trade has been added to the current 7 concentrations (Economics, Accounting, Finance, Marketing, Sport Management, Business Entrepreneurship, and HealthCare Management) within the Business Administration major. There are currently 6 minors within the Department – Business Administration, Economics, Accounting, Marketing, Sport Management, and Business Entrepreneurship.

Randolph Community College (RCC)

Had its first 2 graduates who will receive Salem Degrees - Justin Henderson and Portia Moffitt

The RCC Program has been expanded to include in addition to the Business Administration concentration the Accounting Concentration.

Prizes in Accounting

The 2012 President's Prize as awarded to Yuliya Garcia.

Micah Eberle (ACCT Certificate 2012) is the first Salem student to awarded the Certificate in Accounting.

Victoria Hall (ACCT/ECON) was awarded a 2012 NCACPA Scholarship by the Triad Chapter NCACPA.

Department Alumnae News

Anjana Bhattarai - BS-Accounting-2009

Just to give you a little update, After graduation 2009, I came back to Nepal and started working for Transparency International Nepal (a global civil society organization, that fights against corruption). In 2010, i got selected an an Exchange Fellow of FK South-South Exchange Program, which is funded by FK Norway (Norway Peace Corps), for a year. I spent one month in Bangkok along with 30 participants from 10 Asian Countries and then i worked in Transparency International Sri Lanka, for 10 months, as an Exchange Fellow (Research Associate). Currently I am working as Program Officer, at the same Organization (Transparency International Nepal). I am applying to Masters Program in International Sustainable Development, next fall 2012

Jennifer LeBeau - Business Administration - 2009

I am on track to finish my Masters of Health Care Administration this coming August through Pfeiffer University. It has proven to be a good experience thus far. This past August I was asked to change positions to be the Executive assistant to our CEO, Grace Terrell. I am learning a lot in this position; we are growing as a company in hopes to be the leaders in health care transformation for this area.

I noticed the new Health Care concentration is being added to the Business Administration major. I think that is a wonderful idea! All my best to everyone, I truly miss Salem and I realize more and more that each day there offered me the insight and knowledge to grow as a female, business leader!

Jennifer LeBeau

Executive Assistant, Administration

Cornerstone Health Care/Your Medical Home

1701 Westchester Dr. Suite 850

High Point, NC 27262

Junko Gilbert – 2010 – BSBA (Accounting)

Has been issued her NC CPA License.

The Business & Economics Alumnae Newsletter – How to Access!

As of May 2012, there were 350 subscribers to the Newsletter.

This and subsequent December/May Newsletters will be linked to the **Center for Women in Business** website. - www.salem.edu/academics/undergrad/business/c4wib. This should prove to be a wonderful convenience.

If there is any news that you wish to share with your classmates, please send it to me at richard.johe@-salem.edu.

From all the Faculty in your Department, have a wonderful Summer.