



A PUBLICATION OF THE COLLEGE OF CHARLESTON SCHOOL OF BUSINESS AND ECONOMICS

## ➤ STRATEGY

### Use Economic Uncertainty to Your Advantage By Laquita Blockson, Ph.D., Assistant Professor of Ethics and Entrepreneurship

Though our nation's economy may continue to flounder, entrepreneurs and business owners can use this recessionary period to their best advantage.

Here are some quick tips you can use to stabilize and grow your business:

- † Even during this recessionary period, the demand for ecologically sustainable, technology-driven companies is steady and growing. Consider how your business may directly (or tangentially) develop relationships with such innovative industries as renewable energy, distribution, recycling, engineering, organic agribusiness, and medical devices.
- † Be sure to continuously reflect upon customer/client feedback. Some of your best ideas may come from those who use your products and services. This may be the simplest way to source new business opportunities and to meet the demands of some of your company's important stakeholders.
- † Just as the familiar children's refrain goes, "Make new friends and keep the old; one is silver, and one is gold." Reach out to fellow business owners and professionals you already know, who may face circumstances similar to yours. You may find potential partners who are willing to explore creative ways to collectively build upon each other's endeavors.
- † Tend to your business the same way a gardener prunes a rose bush – appropriate adjustments and trimmings will enable

*see STRATEGY on back page*

## FROM THE BOARD ROOM

### SBE's New Dean Bringing Innovation and Globalization to the Forefront By Holland Williams, MMC

Armed with hits from the '70s on his iPod, Alan T. Shao dons running shoes and hits the pavement for a 4-6 mile run. An avid runner for the past 35 years, Shao, the School of Business and Economic's new dean, uses the time to think and to focus. In fact, much of the thought behind the school's new strategic plan came during these pre-dawn runs. >>>

What drew Shao to the SBE from the University of North Carolina at Charlotte where he was associate dean for Global and Professional Programs is the school's global vision. "Globalization must be integrated into all business activity and the willingness of the faculty and staff to adapt to the changes necessary to realize this global vision was very appealing," he said.

Shao believes The School of Business and Economics is already doing great things. "The Masters of Accountancy program is a prime example, as is the quality of the faculty. They are involved in scholarly work, community activities and engaged with their students. Truly, they are excellent teachers. However, if we want the business school to be exceptional versus great, it will require us to think differently."

As an example, Shao is recommending new ways to deliver the SBE's messages such as using the internet to launch online programming and incorporating

new technology like video conference teaching. He is quick to point out that alternative delivery of the material does not mean a sacrifice in quality, but rather is meeting a need for convenience among today's market. In particular, he would like to see more professional development programming offered where executives could participate from the convenience of their own offices.

*see BOARD ROOM inside*



*Alan Shao, School of Business and Economics' new dean.*



## INVESTMENT

# Schottland Scholars Selected

By Carrie Blair, Ph.D.

**A new program is being launched this fall in the School of Business and Economics. The Schottland Scholars Program will provide an in-depth developmental opportunity for a number of senior-level students. >>>**

Activities scheduled for The Scholars include: multiple roundtable discussions with local business and community leaders; sessions focusing on dinner and business etiquette; job search and interview preparation; and a tour of multiple types of organizations in North Carolina and South Carolina. In addition, The Scholars will complete advanced personality and skill assessments, then use these assessments to form developmental goals. The goals will be addressed throughout the components of the program, as well as during monthly meetings with a mentor from the greater Charleston community.

The program is named in honor of the program benefactors, Peter and Susan Schottland. Peter is President and CEO of American Packaging Corporation ([www.ampkcorp.com](http://www.ampkcorp.com)) and is a member of the Board of Governors of the School of Business and Economics. Mr. Schottland personally reviewed applications and participated in the panel interview of the Scholars. He was joined by George Spaulding (Executive-in-Residence; Member of the SBE Board of Governors; Retired from General Motors), Rhonda Mack (Associate Dean of the SBE), Michael Duncan

*The Inaugural Class of Schottland Scholars. Standing (from L to R): CJ O'Dell, Brett Fader, Peter Graves, David Munson, Matt Pierce, and Ben Gordon. Seated (from L to R): Jamie Shafer, Heather Crouch, Lucy Lesniak, & Maureen Porzio.*

(Director of the Higdon Student Leadership Center), and Carrie Blair (Assistant Professor; Schottland Scholars Director).

Nearly thirty students applied to become a Scholar for the 2009-2010 academic year. Ten Scholars were selected (see picture). As an initial developmental opportunity, all applicants were offered the opportunity to receive feedback following the interview.

Please contact Carrie Blair ([blairc@cofc.edu](mailto:blairc@cofc.edu)) or visit [blogs.cofc.edu/schottlandscholars](http://blogs.cofc.edu/schottlandscholars) for more information.

# OUND THE ATRIUM AROUND THE ATRIUM <



CLOCKWISE FROM TOP LEFT: † Ben Carter and Palmer Carter. Ben founded the Carter Real Estate Center at the SBE. † Post graduation reception at the Beatty Center for the recent business school graduates and their guests. † Jeffrey Lacker, President of the Federal Reserve Bank of Richmond and Alan Shao, Dean School of Business & Economics. † Peter Schottland and Patrick Lunch, a Schottland Business Leadership Award recipient. Peter's father, Stan Schottland, founded the program. † Attendees at one of the BB&T Speakers Series programs. † George G. Spaulding received an an Honorary Doctorate of Humane Letters degree during graduation recognizing his exemplary service and financial support of the College over many years. Following an outstanding career in the automotive industry, Dr. Spaulding further distinguished himself through scholarship, research, journalism, and student mentorship at the SBE. † Jeffrey Lacker, President of the Federal Reserve Bank of Richmond, fields questions from the audience.

"SBE is a community resource," says Shao. "We want to work in tandem with the business community offering interaction, exchange and opportunities for future learning." Currently there are a number of ways for local business members to engage with the college such as participating in the internship program, attending seminars and events open to the community, providing company tours to students, appearing as guest lecturers in the classroom and involving students in company research and projects through a faculty member. "Whenever we can open the windows of the real world, it provides a huge advantage not only to the student through real-world experience, but also to the business world as it broadens the students' understanding of the business climate."

A wide-open window to the real world rests with the SBE's Board of Governors, chaired by Anita Zucker, chairperson and CEO for The InterTech Group, Inc. (Zucker is also a partner in the Carolina Ice Palace, the South Carolina Stingrays, the Sunfire Grill and Bistro and Tristan restaurant on Market Street.) Shao raves that his advisory board is among the best

in the country. "Our board is second to none in terms of corporate experience, intellect and networking opportunities." They provide Shao with guidance in terms of ways to serve students and the Charleston community.

Shao is coming onboard during one the school's greatest economic challenges. However, he is optimistic for the future. "The state's cut in funding represents a challenge for us right now, yet affords the opportunity for self-examination and re-prioritization," he says. "The need for opening new revenue streams puts a greater priority on establishing the school's fast track fifth-year MBA program and on offering executive training."

This entrepreneurial spirit is part of what Shao brings to the SBE along with an impressive academic record and administrative experience. Additionally, Shao brings a college parent's perspective to the school. His daughter, Janine, is a rising junior at UNC Chapel Hill and daughter, Victoria, will be a freshman at USC this fall. Son, Alan II, is a rising eighth grader. Shao's wife of 24 years, Carol, is a substitute school teacher.

SBE is fortunate to have Alan Shao leading the school from great to exceptional.

## FAST FACTS ON ALAN SHAO

- + Ph.D. in Marketing (minor: Statistics) from the University of Alabama in 1989.
- + Lectured extensively throughout East Asia.
- + Marketing research consultant to numerous businesses, including Coca-Cola, Nissan, First Union National (Wachovia) Bank, Hendrick Motor Sports (NASCAR), Carolina Panthers (NFL), Decision One Mortgage, Unifi Technology, Aladdin Knowledge Systems, Fuel Pizza, and Foley & Lardner Law Firm.
- + Served as Executive Research Director at Ashton Brand Group and CEO of Apex Global Group.
- + Black belt in Tae Kwon Do, avid basketball player, daily weight trainer, golfer.
- + Published in over fifty refereed journals and is the author of **Marketing Research: An Aid to Decision-Making** (third edition, 2007).
- + In 2005, the Journal of Advertising named Shao as one of the most prolific individual contributors to international advertising research, based on his total contributions to top marketing journals.
- + One of eight children, four of whom have a Ph.D. degree in business. One sibling is a lawyer, another an actress; one lives in New Zealand and is working on an MBA and yet another is working on completing a Ph.D. in business.

## SBE ALUMNI NETWORK

- > **Sammy Backman ('75)** has joined the teaching staff at Sea Islands YouthBuild Charter High School as a new vocational instructor teaching construction and communications technology.
- > **Nancy Batchford ('96)** has recently been promoted to a vice president position at the Bank of South Carolina.
- > **Kimberly Brown ('08)** has been accepted into the HEI Hotels and Resorts Management Training Program with a focus on revenue management.
- > **Robert Burch ('00)** is the new Comptroller for the Augusta Chronicle.
- > **Tim and Alexis Carrico ('03)** were married in 2007, and now reside in Washington, D.C. where Tim holds a Senior Software Engineer position at CACI while Alexis attends Georgetown University's MBA program.
- > **Jane Evers ('83)** has been appointed Director of Clinical Services for Outpatient Services at Palmetto Behavioral Health.
- > **Fred Fabian ('82)** was featured in the 2008 Profiles in Business Section of the Charleston Business Journal for his work as chief designer for eLifespaces.
- > **Brandon Hair ('02)** has recently been promoted to the Executive Director of the Countryside Village Retirement Community in Easley, SC.
- > **Brittany Huntley ('08)** has completed her Flight Attendant Training for Delta Airlines and has now been assigned to New York.
- > **Shalee Karrick ('06)** is the new Controller/ Human Resources Director at the King Charles Inn in downtown Charleston.
- > **Marianthe Kolokithas ('08)** is now working for the television court show "Eye for an Eye".
- > **Martin Kratz ('04)** has recently been promoted to Director of Facilities for Sticky Fingers Restaurants.
- > **Michael Patterson ('08)** has recently accepted a position with the proprietary equities trading firm, Lynx Capital located in New York City.
- > **Gary Vetter ('07)** is the new Guest Services Manager with Embassy Suites Historic Charleston.
- > **Amy Wieland ('01)** has recently been promoted to the position of Corporate Showroom Manager with Wholesale Inc.

## > 2009 AWARD RECIPIENTS

### DEPARTMENT OF ACCOUNTING & LEGAL STUDIES

Taylor Hamilton ..... Outstanding Undergraduate Student Award  
 Bethany Martin ..... Outstanding Undergraduate Student Award  
 Thomas Johnson ..... William F. Muckenfuss Award  
 Joshua Lyons ..... William Young Warren Ripley, Jr. Award

### DEPARTMENT OF ECONOMICS & FINANCE

Patricia Grant ..... Fanchon Morrow Condon Memorial Award  
 Patricia Holder ..... Outstanding Finance Student Award  
 Kenneth I. Chandler, II ..... Outstanding Economics Student Award

### DIXON HUGHES STUDENT FINANCE & INVESTMENT CLUB AWARDS

Robert Satzger ..... Managed Portfolio Award - Fall 2008  
 Joshua Walker ..... Managed Portfolio Award - Spring 2009  
 Mitch Besselievre ..... Buy and Hold Award - Fall 2008  
 Cory Figueroa ..... Buy and Hold Award - Spring 2009

### DEPARTMENT OF MANAGEMENT & ENTREPRENEURSHIP

Elena S. Dowin ..... Outstanding Student Award  
 Heather L. Studer ..... Blue Chip Venture Scholarship Award  
 Marcus J. Ford ..... Blue Chip Venture Scholarship Award

### DEPARTMENT OF MARKETING & SUPPLY CHAIN MANAGEMENT

Priscila Comley ..... Outstanding Student Award  
 Priscila Comley ..... Outstanding International Business Student Award

### DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

Christopher Wheeler ..... Outstanding Student Award  
 Katherine Bigley ..... Outstanding Student (Minor) Award  
 Katherine "Liz" Miller ..... HTMT Highest Major GPA  
 Jeremy Wasko ..... Merit Award  
 Katherine St. Hilaire ..... Merit Award  
 Erin Ciccone ..... Merit Award  
 Holly Johnson ..... Merit Award

### SCHOOL OF BUSINESS & ECONOMICS

Dave Marongwe ..... Frank H. Stoll Service Award  
 Benjamin G. Garrick ..... Outstanding Student Achievement Award  
 Katherine Liz Miller ..... Wall Street Journal Student Achievement Award  
 Patrick Lynch ..... Schottland Business Leadership Award Winner  
 Akiesha Worley ..... Schottland Business Leadership Award Winner  
 Sarah Thornton ..... Schottland - Runner - Up  
 Joseph Whiteley ..... Schottland - Runner - Up  
 Emily Fralinger ..... Women at Work Student Achievement Award  
 Kseniya Davis ..... Transfer Student Academic Achievement Award  
 Emilka Mayestika Haas ..... Transfer Student Academic Achievement Award  
 Tatianan Hanna ..... Transfer Student Academic Achievement Award  
 Lada Malienko ..... Transfer Student Academic Achievement Award  
 Anna Spann ..... Transfer Student Academic Achievement Award  
 Christopher Wheeler ..... Transfer Student Academic Achievement Award

## > 2009 GRADUATION WITH HONORS

### SUMMA CUM LAUDE

#### ACCOUNTING

Taylor A. Hamilton  
 Tatiana Popovich Hanna  
 Bethany N. Martin

#### BUSINESS ADMINISTRATION

Michael Ahrens  
 Katelin H. McGory

### MAGNA CUM LAUDE

#### ACCOUNTING

Joshua S. Lyons  
 Lauren D. Pertile  
 Sarah A. Roth

#### BUSINESS ADMINISTRATION

Sarah A. Danikas  
 Elena S. Dowin  
 Megan C. Hudson  
 Ashley S. Rodgers

#### ECONOMICS

Kenneth I. Chandler II  
 Benjamin G. Garrick  
 Patricia C. Grant

#### INTERNATIONAL BUSINESS

Shivani R. Jani

#### BUSINESS ADMIN & HTMT

Katherine E. Miller

### CUM LAUDE

#### ACCOUNTING

Douglas B. Burrell  
 Dave R. Marongwe  
 Dennis C. McGlory  
 Heather D. Rhinehart  
 Farrell Spigner  
 Akiesha L. Worley

#### BUSINESS ADMINISTRATION

Nicholas C. Broder  
 Robin A. Burch  
 Kevin A. Cale  
 Joseph C. Cary  
 Kyle W. Davis  
 Andrew L. Dinkelacker  
 Amanda L. Harvey  
 Amber N. Howard  
 Allyson M. Janssen  
 Christopher Lietzow  
 Lena K. Mack  
 Kevin A. McKibbin  
 Megan R. Nease  
 Peter Newlin  
 Simon Ogden  
 Steven O. Schiessl  
 Jeremy Wasko

#### ECONOMICS

Eric A. Abel  
 Chelsea P. Andrews  
 Courtney Drew  
 Daniel M. Fenton  
 Patricia D. Holder  
 Patrick Lynch  
 Elisabeth M. Miller

#### INTERNATIONAL BUSINESS

Priscila Comley  
 Matthew J. Gasmovic  
 Justin A. Lauzon  
 Molly J. McQuillan  
 Richard D. Smith

#### BUSINESS ADMINISTRATION & HOSPITALITY AND TOURISM MANAGEMENT

Erin C. Ciccone  
 Christina Korb  
 Rachel McLane  
 Sharon A. Nadav  
 Whitney N. Rogers  
 Katherine R. St. Hilaire  
 Erica C. van Bavel



*Dr. Kent Gourdin at the Graduation Reception. Gourdin was recently named Associate Dean for Undergraduate Programs at the SBE.*

The School of Business and Economics values its ties with the business community and welcomes your involvement on many different levels.

- + The SBE website is undergoing a make-over. Please check back in August for a listing of events at [www.cofc.edu/sobe](http://www.cofc.edu/sobe).
- + To be added to our resource pool of guest speakers, please email [sbegoestspeakersbureau@cofc.edu](mailto:sbegoestspeakersbureau@cofc.edu).
- + To participate in offering a student real-world experience through our internship program, please contact Holland Williams, Director of Career Services at [williamsha2@cofc.edu](mailto:williamsha2@cofc.edu) 843.953.4966.
- + For more information about supporting the SBE through a gift or other financial contribution, please contact: Cathy Mahon, Director of Advancement for the School of Business and Economics 843.953.5432 [mahonc@cofc.edu](mailto:mahonc@cofc.edu)

## > SIFE TEAM EXCELS IN NATIONAL COMPETITION



*The 2008-2009 SIFE Presentation Team (from left to right) are Maureen Porzio, Elise Lasko, Elizabeth Cote, Nathan Aycock, Grayson Bagwell and Ben Silverstein.*

The College of Charleston SIFE (Students In Free Enterprise) placed first runner up in its league at the SIFE USA National Exposition in Philadelphia, PA. The event drew 137 competing teams – with more than 3,000 students presenting their work to over 650 business executives who served as judges.

This past year, the SIFE team organized seven community projects. The 79 team members and 15 advisors dedicated over 2,342 to the outreach projects such as providing technology for three computer labs in Cameroon, Africa, starting a King Street Goes Green program by collecting and recycling bottles from local bars and offering credit workshops to college students on repairing bad credit and the importance of maintaining good credit.

## > STRATEGY (CONTINUED)

you to rebuild your company and, hopefully, grow it stronger. To do so, you can adopt the familiar adage our forefathers upheld during lean economic times: Use it up, wear it out, make it do, or do without.

- + If you are contemplating a scaleback of your business (even a temporary one), be strategic about it. Consider both the short-term and long-term effects of any decision you

make. For example, consider how business adjustments will affect the quality of the product/service you offer, and whether it will negatively affect any positive goodwill you developed with your clients, customers, employees and the general public.

By applying these tips, you can position yourself and your business to survive and thrive while the economy begins to improve.