

# BCEN Perspectives

Department of Business Communication and Entrepreneurship—Middle Tennessee State University—Spring 2014

## Chairperson's Corner

Dr. Stephen Lewis, Professor & Department Chair

### Too Many Irons in the Fire!



You've probably heard the expression: "I have too many irons in the fire." Maybe you've used that expression yourself. The late Dan Boyd, a former colleague, co-author, and close friend would say to me, "Lewis, you don't have too many irons in

the fire; your fire is too small. Make a bigger fire." Many of you who read this will remember Dan and his delightful sense of humor.

Recently I began to feel sorry for myself when I surveyed my "to do list" that seemed to have no end, which made me wonder if my fire was big enough. Then I thought about our public school teachers and administrators and the challenges they face: No Child Left Behind, Race to the Top, Common Core Standards, Accreditation, Assessment, ad nauseam. Is it just me, or is education being weighed down with activities that seem to have little to do with classroom learning?

As I write I am researching and writing a chapter for the 2015 NBEA Yearbook. The chapter compares business education today with business education in 1964—a 50-year retrospective, if you will. A major information source for the chapter is the 1964 NBEA Yearbook entitled, *Recent and Projected Developments Affecting Business Education*. It's an interesting and sometimes amusing read.

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Was teaching easier in 1964? Consider this statement by Robert J. Thompson in a chapter, "Recent Developments in Audiovisual Education," from the 1964 Yearbook. "A relatively new technique, 'Overhead Projection,' is rapidly winning recognition as a most flexible method for visual communication." Imagine that! An overhead projector was becoming big-time stuff! No computer! No computer projector! No DVD player! Thompson devoted the latter portion of the chapter to "chalk and the chalkboard." Oh, for the simpler times!

These days there is so much to be learned beyond actual course content. New applications software. New presentation software. New operating systems. New course delivery software. And on and on. "Lifelong learning" was never more crucial than it is today; and, fortunately or unfortunately, perhaps more so for teachers than their protégés. Do you have too many irons in the fire?

Excuse me for a moment while I go stoke my fire.

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# Alumni Spotlight

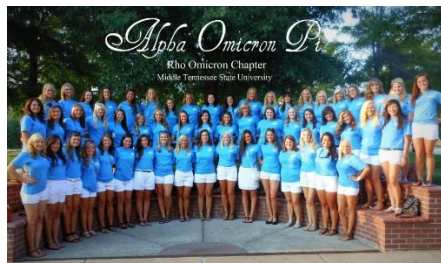
Alicia Barnes received her Bachelor of Business Administration degree in Entrepreneurship from MTSU in May 2013. Currently she is an Affiliate Broker for Crye-Leike Realtors in Cool Springs. She loves getting to meet new people, working with them and making their new home dream a reality. She is in the process of starting a young professional club for Crye-Leike Realtors. As one of the youngest agents in her company, she has not let that intimidate her or keep her from achieving her goals.



back to the community is a key to personal fulfillment.

Alicia is a 2009 graduate of Independence High School in Franklin, Tennessee. While a student there she was Captain of the tennis team and a member of DECA. In her senior year, she competed in DECA under the Single Business Writing Competition and was a participant in the National DECA Competition in California.

Her experience and education while a student in the Entrepreneurship program and her involvement with her professors, helped her learn how to communicate with people and to network. She quickly realized that asking questions would open new doors, and one question could lead to a new discussion or to a new friendship. Her involvement in the entrepreneurship program helped her gain knowledge of all aspects of business and allowed her to feel comfortable writing a business plan, looking at accounting spreadsheets, discussing economic policies, and implementing marketing strategies. Because of this experience, she feels confident to operate her own business.



While at MTSU, Alicia was a member of the Alpha Omicron PI sorority. Involvement in AOII helped mold her into

who she is today by providing opportunities to be outgoing and find her voice. While a member, she held multiple leadership positions including Local Philanthropy Chair, New Member Board delegate, and New Member Educator where she mentored 35 new members through their freshman year at MTSU. Her involvement in community projects with AOII helped her gain the perspective that giving

Alicia offers the following advice for BCEN students going into the business world:

- **Always be thinking**—You need to be thinking about what you are going to do that day, where you want to be in a year, who you want to be in 10 years, where you want a job to take you, what experiences you want to gain from a job, and what you want to learn from someone.
- **Never stop asking questions**—If you think you know it all, you obviously don't. Questions lead to knowledge. Never feel inadequate for asking a question because the answer to that question will be knowledge for the future.
- **Read everything you can**—Reading is one of the greatest ways to gain knowledge. Read anything from a magazine article to court cases and interviews—anything will teach you something.
- **Be over prepared**—When you are over prepared you are confident. Confidence is key to being in the business world. When you are over prepared, you know your stuff, know any answer to any question or you know where to go to get that answer.
- **Never feel intimidated**—This is the biggest one!! Realize with confidence in yourself you can succeed working with and for people.

The real estate business is in her blood! Both Alicia and parents are in the real estate business. Her mother, Michele, is in Corporate Relocation for Crye-Leike, and her father, Burton, manages personal rental property. Their example taught her that success comes from hard work and from “working smarter not harder.” They have and will always be great role models for Alicia and her brother.



*Alicia and her parents, Burton and Michele Barnes*

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# Faculty Focus



**Dr. Robert B. Blair** along with (**Dr. Maria L. Edlin**) was recently awarded the Financial Education for College Access and Success Grant of \$922,000 and the Jennings and Rebecca Jones Foundation Grant of \$34,000. He is currently serving as President of the National Association for Business Teacher Education (NABTE), the Southern Business Education Association (SBEA) Director and Parliamentarian on the National Business Education Association (NBEA) Board, and the Chairperson of the NBEA Awards Administrative Committee. Dr. Blair presented “What You Say Can Get You Fired!” at the 2014 NBEA Convention in Los Angeles, CA and is co-authoring (along with **Dr. Martha Balachandran**) a chapter in the 2014 NBEA Yearbook, “Business Teacher Education Certification Program Leadership.”



**Dr. Ronda Henderson** co-authored an article, “The Impact of Technical Knowledge on Online Student Readiness in the *Georgia Business Education Journal*. She presented a paper entitled “The iPad Classroom Experience: Implications for Teaching and Learning” at the 25th International Conference on Teaching and Learning in Ponte Vedra Beach, Florida. Her paper was selected as a finalist for the Best Paper award and will be published in the Selected Papers for the conference. While at the conference, Dr. Henderson was presented with the 2014 Award for Innovative Excellence in Teaching and Learning, and Technology and was recognized as a nominee for the Ernest L. Boyer International Award for Excellence in Teaching, Learning, and Technology.



**Dr. Jerry Kudlats** co-authored an article in the *Journal of Family Business Strategy* entitled “Correspondence Analysis: A Promising Technique to Interpret Qualitative Data in Family Business Research.” Dr. Kudlats served as a reviewer for the *M@n@gement* journal and plans to co-present a paper called “Multi-Family Businesses: An Exploratory Study in Trust and Intergroup Relations” at the Theories of Family (TOFE) Conference in Alberta, Canada in May.



**Dr. Sherry Roberts** served as conference program chair for the 2014 ABC-SE conference “Technology Trends in Teaching and Communication” held in Orlando, Florida. The conference was March 27-29 and had participants not only from the Southern Region of ABC but as far away as Vienna, Austria, and Fairbanks, Alaska.



**Dr. Wayne Rollins** wrote a manuscript for the *Journal of Organizational Culture, Communications, and Conflict* entitled “A Comparison of Processes Used by Business Executives and University Business Communications Teachers to Evaluate Selected Business Documents.” He also conducted a presentation at The Interdisciplinary Symposium on Teaching Capitalism: Classroom Instruction and Research in Troy, Michigan on “Teaching Capitalism Through Effective Personal Finance.” Dr. Rollins also conducted a seminar on “Conducting Effective Meetings” for The International Association of Administrative Professionals.



**Dr. Vincent W. Smith** authored “edTPA: A Model for Assessing Business Teacher Candidates” in the February 2014 issue of the *Business Education Forum*. He currently serves as the MTSU Representative to the Tennessee Board of Regents Online Campus Collaborative Undergraduate and Graduate Curriculum Committee and is an advisory board member for the Tennessee Department of Education, Division of Career and Technical Education, Business and Finance Cluster. Dr. Smith also serves as the TBEA legislative representative.



**Global Entrepreneurship Week was held November 15-22, 2013. See an MTSU feature story on the event as well as Drs. Geho and Wilson by clicking here:**  
<http://mtsunews.com/mtsu-global-entrepreneurship-week-2013/>



## **2014 NBEA Collegiate Educator!**

Dr. Virginia Hemby of the Business Communication and Entrepreneurship Department was recently awarded the National Business Education Association Collegiate Educator of 2014 honor at the 2014 National Business Education Association Convention held in Los Angeles, CA.

**Pictured— (L- R)**

**Dr. Janet M. Treichel, NBEA Executive Director, Dr. Virginia Hemby, and Dr. Robert B. Blair.**

**Congratulations, Dr. Hemby!**



## **2014-2015 NBEA President-elect**



Dr. Robert B. Blair of the Business Communication and Entrepreneurship Department was recently named President-elect of the National Business Education Association (NBEA) for 2014-2015 at the NBEA Convention held in Los Angeles, CA.

**Congratulations, Dr. Blair!**



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# Student Spotlight

BCEN TEACHER CANDIDATES—FALL 2013-SPRING 2014

## 2013 Teacher Candidate Placements

**Laura Allison**



**Sharae Jefferson**



LaVergne High School— with Alan McMillian  
Oakland High School—with Sheri Rogers

Croft Middle School—Tamela McCann  
LaVergne Middle School—Byron Freeman

**Deisy Barajas**



**Stefon Porter**



Oakland Middle School—Brad Decker  
Stewarts Creek High School—Dr. Ann Stewart

Eagleville High School—Joey Reed  
Rockvale Middle School—Carol Parker

## Seth Rollins



Siegel Middle School—with Mike Tobitt  
Eagleview High School—with Joey Reed

## Larry Shelton



Whitworth-Buchanan Middle School—with Patrick  
Nelson  
Eagleview High School—with Shaila Travis

## Sheann Cole (not pictured)

Community High School—with Kathy  
Gregory  
Coffee County Central High School—with  
Michelle Henley

I AM *true*  
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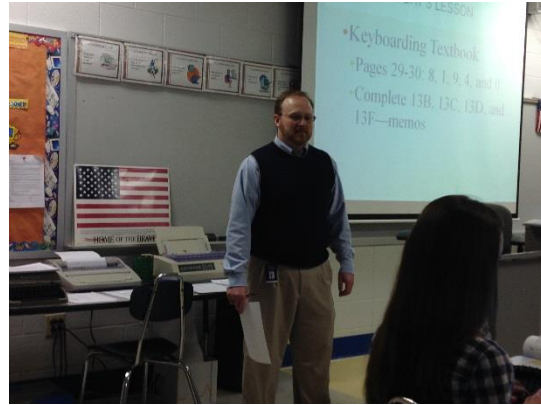
## 2014 Teacher Candidate Placements

### Michael Colvin



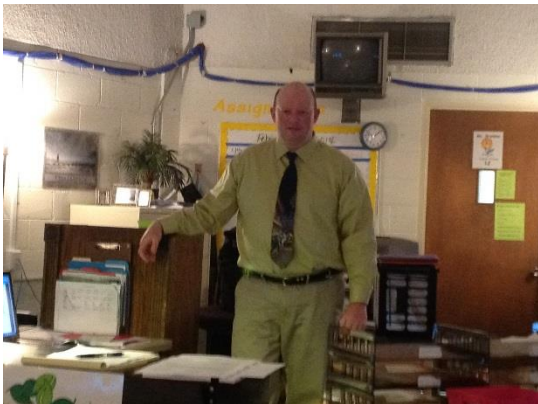
Thurman Francis Art Academy—with Mark Bailey  
Siegel High School—with Phil Young

### Sean Higgins



Siegel Middle School—with Mike Tobitt  
Oakland High School—with Art Yasso

### Doug Philpot



South Middle School—with Rebekah Brandon  
Franklin County High School—with Mary Rabb





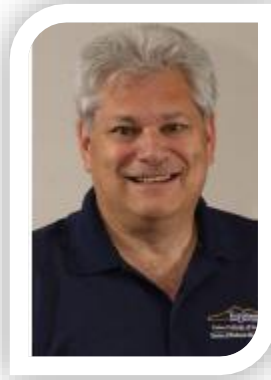
# Professor Profile with Dr. Jerry Kudlats

## **Tell us a little about yourself.**

I was born and raised in Toronto, Ontario, Canada. My wife of 40 years, Pam, and I have two sons, Jamie and David, and a Golden Retriever named Kobi. In September of this year we are expecting our first grandchild! I graduated from York University, Toronto, where I received a Bachelor of Arts in Psychology in 1972. From there, I attended Ivey School of Business, University of Western Ontario, where I received my Master of Business Administration in Management degree in 1974. After spending 17 years running a family business (automotive parts distribution business) in Toronto, owning the business stopped being fun, so I sold it and moved to Atlanta, Georgia, in 1990. There I opened up a Mail Boxes Etc. franchise which I sold 2-1/2 years later. After that, I started a consulting business, primarily consulting for an Israeli company operating in the automotive parts industry. Eventually, I decided to attend Kennesaw State University, in Kennesaw, Georgia, where I received a Doctor of Business Administration in Management in 2012.

## **What have you enjoyed the most about being at MTSU thus far?**

I've enjoyed the interaction with students, being able to understand their wants, needs, and desires regarding their education at MTSU. I also enjoy the faculty interaction in the department as well as the entire business school.



## **What has been your biggest challenge at MTSU thus far?**

One of the biggest challenges has been adjusting to the differences of how academia operates as compared to how the “business world” operates.

## **How has owning a successful business impacted your classroom teaching at MTSU?**

Because I have owned successful businesses, I am able to relate to the students from a practitioner's perspective. In some cases, the textbook is wrong, and I tell the students this is how it actually is in the business world. Giving the students real-world examples seem to pique their interest, and I try to set up situations that put them into the decision-maker's chair so that they can see, first-hand, how an entrepreneur needs to think and act.

## **What is the most significant contribution you believe you will bring to our department?**

Through my network of entrepreneurs, I will be able to bring in some guest speakers who will benefit our students by giving them some additional expertise in a specific area. For example, last semester I had a colleague of mine (a venture capitalist) speak to my classes about venture capital and angel investors. Another contribution will be the addition of a family business course that will benefit the department.

*Dr. Jerry Kudlats joined the BCEN Department during the fall of 2013. He recently earned his DBA in Entrepreneurship from Kennesaw State University.*

# Raiders' Closet

Wow! After only being open for just a year, Raiders' Closet has made a big impact! Did you see us on News Channel 5 last spring? Our "Dress for Success" Fashion Show was highlighted on the 6:00 p.m. news! Here's a link to watch that clip in case you missed it. [News Channel 5-Raider's Closet](#) We also had articles in *The Tennessean* and the *Daily News Journal*. Thank you for the publicity!

Raiders' Closet continues to serve the MTSU student body by providing at no cost, professional attire for interviews or other business needs. Due to the overwhelming success of the program, we are moving to a larger space. Raiders' Closet will soon be located in the Keathley University Center in Room 327. We will have lots of room to display all the clothing items and accessories as well as a fitting room. Thank you to all who have donated and promoted Raiders' Closet.

We will gladly accept your professional clothing donations or monetary contributions. Donations accepted include professional clothing for both men and women, accessories such as ties, scarves, briefcases, shoes and belts,



Dr. Virginia Hemby-Grubb is shown here emceeing the Raiders' Closet Dress for Success spring fashion show.



BCEN students served as models for the Raiders' Closet Dress for Success spring fashion show. Students are shown modeling what IS and IS NOT professional attire.

you wish to donate must be dry cleaned and on hangers except for men's dress shirts which should be dry cleaned and folded for storage on shelves.



Members of the AstraZeneca Leadership and Selling Team pose with their donations to the MTSU Raiders' Closet at the Hampton Inn and Suites in Murfreesboro.

You may bring your donations to the BCEN Department in the Jones College of Business (BAS N429) any time between 8:00 a. m. and 4:00 p.m., Monday through Friday.

and cash donations. Any item of clothing that

**Department of  
Business Communication  
&  
Entrepreneurship**

**2013-2014 Faculty**

**Martha E. Balachandran**, Ed.D., Professor  
**Robert B. Blair**, Ph.D., Professor  
**Kay Blasingame-Boike**, M.B.A., Lecturer  
**Patrick Geho**, J.D., Associate Professor  
**K. Virginia Hemby**, Ph.D., Professor  
**Ronda Henderson**, Ph.D., Associate Professor  
**Jerry Kudlats**, D.B.A. Assistant Professor  
**Stephen D. Lewis**, Ph.D., Professor and  
Department Chair  
**Sherry J. Roberts**, Ph.D., Associate Professor  
**Wayne Rollins**, Ed.D., Professor  
**Vincent W. Smith**, Ed.D., Professor  
**Dorothy Warren**, M.B.E., Instructor  
**Raholanda White**, Ph.D., Professor  
**Rachel Wilson**, Ph.D., Associate Professor



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**Click & Learn about our  
BCEN Degree Programs**

**Business Education:** The Business Education major leads to a Bachelor of Science. Students who complete this degree are licensed to teach business and business technology subjects in Grades 7-12.

**Business Education Non-Teaching or Business Education Training and Development:** These two options lead to a Bachelor of Science degree with a minor in Business Administration.

**Entrepreneurship:** The Entrepreneurship major, which leads to a Bachelor of Business Administration degree, is designed for students interested in starting and running their own business.

**BCEN Minors:** Business Communication, Entrepreneurship, Marketing Education, Office Management

**Master of Business Education (available online):** The graduate program leads to a Master of Business Education. Graduates, with appropriate licensure courses, may teach business subjects at the junior high and secondary levels, technology centers, and community colleges. They can also train individuals in a corporate environment.

**BCEN Communications Committee:** Martha Balachandran, Ronda Henderson, and Dorothy Warren (chair).