

# BCEN Perspectives

Department of Business Communication and Entrepreneurship—Middle Tennessee State University—Spring 2010

## Chairperson's Corner

Dr. Stephen Lewis, Professor & Department Chair

### If You Can Do It, It "Ain't" Bragging



Is it ever permissible to brag? To paraphrase Dizzy Dean, a former major league baseball pitcher, "If you can do it, it ain't bragging. Surely those of us who have children have, at one time or another, boasted about their scholastic, artistic, athletic, or other accomplishments. For others it might have been nieces or

nephews. And grandchildren? Well, it certainly goes without saying that we brag about them. Allow me to brag a little about the Department of Business Communication and Entrepreneurship at MTSU.

First, our graduates. Any time you start naming individuals, you run the risk of omitting someone. I will cite only a few people here, but rest assured that these are representative of many others who have graduated our programs. **Biba Kavass** is currently serving as CTE Director for Montgomery County Schools. **Jackie Morgan** and **Amy Pitts** work with the Federal Reserve in Nashville providing personal finance and economics education training for teachers across the state as well as conducting regional/national workshops in those subject areas. **Kiffin McCoy** is a training specialist with Store Opening Solutions in Murfreesboro and is president-elect of the Nashville Chapter of the American Society for Training and Development. **Thao Tran**, a recent MBE graduate, received a Certificate of Excellence for her performance on the Praxis Examination. She scored in the top 15 percent of all PLT 7-12 examinees across the nation.

Graduates of our Office Management program have excelled as well. **Danielle Kiblinger** (daughter of

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our Executive Aide, **Jaye**) is a former Reunion Class Coordinator for Vanderbilt University and currently serves as Administrative Assistant for Florida Farm Bureau Insurance in Altamonte, Florida. **Teresa (Wright) Thomas** is Director of Records at MTSU. **Lelah Hill**, who is featured in our "Spotlight" column, is currently Vice President, Human Resources, at Southeast Financial Credit Union.

Dare I brag on the faculty? BCEN faculty members are an energetic group of individuals who share a professional spirit about which any department chair would be proud. In addition to excellent classroom teaching, faculty members are involved extensively in research and publishing. Pick up a copy of a business education or entrepreneurship journal, and you are likely to see articles by BCEN faculty. And professional service? Faculty serve professional organizations as officers, on boards and committees, and in editorial capacities at state, regional, and national levels. Entrepreneurship faculty provide programs for Global Entrepreneurship Week that are second to none. The weeklong event includes local and national speakers who share entrepreneurial success stories with students, faculty, and the general public.

Whether you are a graduate of one of our programs or just a friend, we would like to hear from you. You're welcome to stop by our department on the fourth floor of the Business and Aerospace Building at any time. If you are a high school teacher, our faculty would welcome an opportunity to speak to your classes about the programs available at MTSU.

Be sure to watch for the next edition of our newsletter when I'll brag on my grandchildren!

# BCEN News & Events

## Global Entrepreneurship Week 2009

The Department of Business Communication and Entrepreneurship kicked off Global Entrepreneurship Week Monday, November 16, 2009. The Entrepreneurship Committee planned ten events for GEW 2009, including speakers, a plant tour, and the screening of the inspirational film, *Ten9Eight*. Middle Tennessee State University was chosen for the early screening of this moving film which featured four inner-city high school students competing to win a business plan competition run by the Network for Teaching Entrepreneurship (NFTE).

About 150 students and guests packed the State Farm Room to hear David Bullock, CEO of White Bullock Group, and Rich Miles, Managing Member of Capstone Business Advisors, LLC, keynote speakers at the finale on Friday, November 20. Mr. Bullock talked about how businesses could successfully use social networking tools, like Facebook, Twitter, and LinkedIn. Mr. Miles shared a fascinating tale of his entrepreneurial journey.

Our finale on Friday marked the end of a successful week of events attended by a combined total of over 500 students and other guests. Wisty Pender, Enterprise Specialist for the State of Tennessee, presented a proclamation from Governor Bredesen encouraging “all citizens to support the goals and ideals of a ‘Global Entrepreneurship Week’ to inspire young people everywhere to embrace innovation, imagination, and creativity and to train the next generation of entrepreneurial leaders.” More information about this event can be found at [http://frank.mtsu.edu/~entre/eweek\\_at\\_mtsu.htm](http://frank.mtsu.edu/~entre/eweek_at_mtsu.htm)

Committee members responsible for GEW 2009: **Dorothy Warren, Rachel Wilson, Marsha Smith, Pat Geho**, Ramona DeSalvo (Department of Recording Industry), and **Kay Blasingame-Boike**, Chair.

## BCEN Community Events

The BCEN Publicity Committee held the second annual Student and Teacher Appreciation Reception (STAR) for FBLA in February during state competitions. Refreshments were provided and goodie bags were distributed to over 150 FBLA students and teachers from area high schools. In addition, Publicity Committee members **Dr. Wayne Rollins** and **Ms. Dorothy Warren** visited local high schools, Riverdale High and LaVergne High, respectively.

## Retirement Reception

A retirement reception was recently held in honor of **Dr. Linda McGrew** in the Sun Trust Room of the Business and Aerospace Building. Several (including her son, Justin) were on hand to show appreciation and wish **Dr. McGrew** a wonderful retirement! See page 7 for more photos of the celebration!



Pictured—**Dr. Linda McGrew** and her son **Justin Sinkovich**

# Faculty Focus



**Dr. Robert B. Blair** is currently serving as the NABTE Research Coordinator and the Business Education Forum, Entrepreneurship Section Editor. He recently presented a session entitled “The Professional Impact of Social Networking” at the NBEA Convention in San Diego, CA. He is also serving in leadership roles in several professional organizations including NBEA, ISBE, SBEA, TBEA, and Tennessee Association of Parliamentarians.



**Dr. Patrick Geho** received the U.S. Small Business Administration and Tennessee Bankers Association Statewide Award for his business development initiatives. He co-authored (with **Dr. Stephen Lewis**) an article in the *Business Education Forum* entitled “Noncompetition Covenants: What Entrepreneurship Students Should Know.” Dr. Geho served as a sponsor and presented at the Tennessee Valley Corridor Council National Technology Conference



**Dr. Stephen D. Lewis** accepted a three-year editorship of the *NABTE Review* in fall 2009 and was appointed editor of the Research section of the *Business Education Forum* for the 2010-2011 academic year. He also co-authored (with **Dr. Patrick Geho**) “Noncompetition Covenants: What Entrepreneurship Students Should Know,” in the *Business Education Forum*.



**Dr. Ronda G. Henderson** recently fulfilled her Certified Online Instructor certification requirements in July 2009. She also successfully completed the requirements to be recognized as a Microsoft Certified Application Specialist in Word 2007 in August 2009. Dr. Henderson presented a paper at the DPE National Conference in San Francisco, CA and presented at the SBEA conference in Huntsville, AL.



**Dr. Sherry J. Roberts** is currently serving as 2010 SBEA President and was awarded the 2009 SBEA Collegiate Teacher of the Year honor. She also received her Certified Online Instructor certification in August 2009. She presented at ABC in Portsmouth, VA, as well as other conferences for NBEA, SBEA, and TBEA. Dr. Roberts has published in the *Wisconsin Business Education Journal*, the *Journal of Business and Training Education*, the *Business Communication Quarterly*, *DPE Computer Ethics Cases* book, and *NBEA Creative Teaching Ideas*.



**Dr. Marsha O. Smith** was a guest speaker on the WMTS radio program, Mom and Pop, Inc., in February 2010. She discussed the Entrepreneurship Program at MTSU and business startup strategies. Dr. Smith continues to serve as chair of the Business Systems Technology Advisory Board at the Tennessee Technology Center at Murfreesboro. She also served on the BCEN Global Entrepreneurship Week Committee, and attended the fall 2009 TBEA Conference in Murfreesboro.



**Dr. Vincent W. Smith** is serving on the DPE National Publications Committee and as treasurer on the TBEA Executive Board. He recently presented “Making the Transition From On-Ground to Online Using Desire2Learn (D2L),” with **Dr. Sherry Roberts** at the 2009 SBEA Conference in Huntsville, AL. and attended the SBEA Leadership Seminar. Dr. Smith also presented “Updating Your Multimedia Skills With PowerPoint 2007” at the 2009 Tennessee Career and Technical Education Conference in Murfreesboro.



**Dr. Raholanda White's** manuscript, “Challenges Encountered by Women and Minorities in Business,” was recently accepted in the *i-manager's Journal on Management*.



# Student Spotlight



Pictured—**Fall 2009 Student Teachers:** (L-R, back row) Stacy Butler, Michael Boles, Ryan Hill, and Dorinda Walker. (L-R, front row) Shelia McCullough, Tim Hurt, Tao Tran, Emily DaLuz, Megan Lawell, and Casey Smith.



Pictured—**Spring 2010 Student Teachers:** (L to R, first row) Marlena Dixon, Sara Foreman, Kathleen Franz, Virginia Maxwell, and Kimberly Danner (standing) Michael Heilman.

Get involved! Join CEO and/or PBL today!

## Collegiate Entrepreneurs' Organization (CEO)

Collegiate Entrepreneurs' Organization (CEO) got off to a great start on October 13, 2009. At that first meeting, a slate of officers was elected, and beginning January 2010 the officers took over the planning and organizing functions for the club. Highlights for upcoming meetings include plans to use Facebook and Twitter for recruitment and information applications, to include a Pitch Night where students practice pitching business ideas, and to promote networking/mentoring opportunities with local entrepreneurs. **Advisers: Rachel Wilson and Kay Blasingame-Boike**

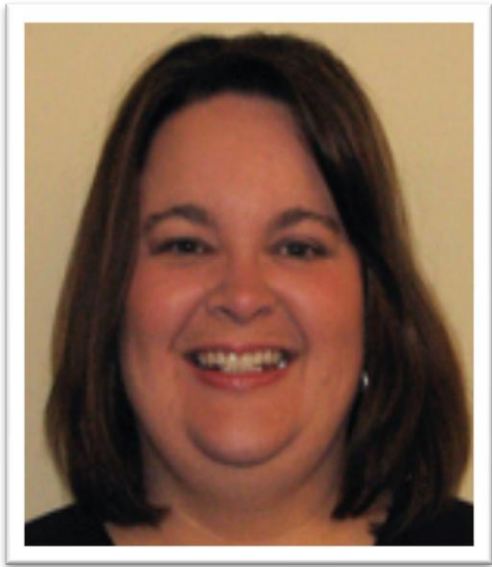
## Phi Beta Lambda (PBL)



Pictured—**PBL Members November 2009:** (L-R,) James White, PBL Treasurer; Jonathan Evans, PBL Parliamentarian; Thanksgiving Food Drive Recipient; Jayna Anand, PBL President; and Melissa Berigan, PBL Secretary.

The Lambda Alpha Tau chapter of Phi Beta Lambda sponsored its annual community service project in November 2009 and will be competing in national PBL competitions in Nashville in July. **Advisers: Ronda Henderson and Virginia Hemby.**

# Alumni Spotlight



Coordinator, Human Resources Coordinator, and Director of Human Resources and Marketing. After the company merged with Tennessee Telco Credit Union in April 2001, it was renamed Southeast Financial Credit Union. After the merger, Leah remained and has held several positions which include Director, Training; Human Resources Manager; Director, Human Resources; Assistant Vice President, Human Resources; and Vice President, Human Resources.

In her current role as Vice President, Human Resources, Leah is responsible for all human resources functions within the company, including employee relations, performance management, compensation, benefits, recruiting and retention, employment policies, and compliance with applicable state and federal employment laws. As

part of a very small department, her role is hands-on, being very involved in day-to-day issues with a staff of 165

employees. Leah states "One of the things I have enjoyed the most about working with Southeast Financial is the

environment.

Our company has experienced a tremendous

amount of growth over the past nine years, which has not only provided me with constant challenges, but has also afforded me ongoing opportunities for professional growth. With all of the changes and growth we have experienced, I am so proud to be a part of a company that has been selected as one of the Nashville Business Journal's Best Places to Work for the past four years!"

Leah Hill graduated from MTSU in May 1994 with a B.B.A. in Office Management.

While pursuing her degree, Leah worked on campus in a Cooperative Education position in the Division of Continuing Studies' Training and Professional Development Center as a Training Assistant. Little did she know at the time that this position was opening up a whole new world to her, the world of human resources and training, and would truly define her career path. Leah states, "The experience that I received while at MTSU provided me with invaluable building blocks, and a strong foundation, upon which I have been able to build a successful career."

Leah continued in the position of Training Assistant after graduation until September 1995. In October 1995, she was hired by Tennessee Workers Credit Union as a Member Services Representative (MSR). While at Tennessee Workers Credit Union, she held positions of MSR, MSR II, Member Services

"The experience that I received while at MTSU provided me with invaluable building blocks, and a strong foundation, upon which I have been able to build a successful career. ."

# Q&A with Dr. Linda McGrew

**After over 30 years of devoted service to MTSU decision to retire?**

Actually, several things prompted me. travel and do a variety of activities that schedule. Retired friends have told me, are correct. I feel good about the decision. Voluntary Buyout are a nice bonus.



**and the BCEN department, what prompted your**

I am blessed in so many ways and want to are simply impossible with a full-time “You’ll know when it is time,” and they And I must admit the extra funds from the

**How has the BCEN department changed during your tenure as a faculty member and/or department chair?**

The department has changed in many ways--curriculum, technology, course delivery, faculty, and processes. More publishing is required now, but faculty members have met this challenge while maintaining an admirable commitment to service activities. And I guess the environment is more relaxed as a whole than when I started in 1979.

**What has been your greatest accomplishment and/or contribution to this department? To this university?**

Guess I will have to let others decide that. The 10 ½ years I served as department chair were some of the most rewarding and some of the most stressful years. I worked many, many hours and understand why many consider it to be the most difficult job on campus. The Entrepreneurship major was launched during that time; student enrollment climbed for several years; and the department became more nationally recognized. All of these were “while” I was chair and not “because” of me, but they were nice to see.

Obviously within 31 years, I have served on a number of significant committees. Probably the greatest contribution to the university has been serving as business core coordinator for the interdisciplinary Master of Science in Professional Science (MSPS). Maybe it is because it is the most recent service, but I have enjoyed the experience of learning about other disciplines and how important business courses are to Biostatistics, Biotechnology, and Health Care Informatics majors.

**What do you look forward to the most regarding retirement?**

This Professor of Education answered a similar question by saying, “She just couldn’t think beyond reclining on her sofa.” I thought that was funny, but I am not one to sit still for long. I think the flexibility of staying up late and not setting an alarm and simply the freedom of doing what I want will be great. I plan to travel some, spend time with old and new friends who have been neglected, and perhaps do some volunteer work.

**What will you miss the most?**

Of course, I will miss many of the people and am quite sure I will miss teaching as well as interacting with students.

**What are your plans after June 30, 2010?**

Travel, visit friends and family, rest, play golf, piano, and dance. I’m thinking of signing up for lessons in EVERYTHING.

**Are there any “words of wisdom” you would like to provide to your students, colleagues, and/or friends regarding career longevity?**

Prepare, work hard, and have integrity. Take the high road, and stop and smell the roses along the way.



# Farewell Dr. Linda McGrew!



**BCEN Professors:** Joe Sawyer (Retired) & Linda McGrew (Soon-to-be Retired)



**Former and Current BCEN Chairpersons:** (L to R) Stephen Lewis (2004-present), Linda McGrew (1994-2004), H. Dalton Drennan (1972-1993).



**Retirement Planning Committee Members with Dr. McGrew:** (L to R) Jaye Kiblinger, Ronda Henderson, Linda McGrew, Wayne Rollins, and Dorothy Warren (committee chair).

**Retirement  
Reception held in  
honor of  
Dr. Linda McGrew  
on April 22, 2010**



**MTSU Department of  
Business Communication  
And Entrepreneurship**

**2009-2010 BCEN Faculty**

Martha E. Balachandran, Ed.D., professor  
Robert B. Blair, Ph.D., professor  
Kay Blasingame-Boike, M.B.A., instructor  
Dwight Bullard, Ed.D., professor  
Patrick Geho, J.D., associate professor  
K. Virginia Hemby, Ph.D., professor  
Ronda G. Henderson, Ph.D., assistant professor  
Stephen D. Lewis, Ph.D., professor  
Linda G. McGrew, Ed.D., professor  
Sherry Roberts, Ph.D., assistant professor  
Wayne Rollins, Ed.D., associate professor  
Marsha O. Smith, Ed.D., professor  
Vincent W. Smith, Ed.D., professor  
Dorothy Warren, M.B.E., instructor  
Raholanda White, Ph.D., professor  
Rachel Wilson, Ph.D., assistant professor

## **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.

**Office Management:** The Office Management major leads to a Bachelor of Business Administration and is designed for students interested in managing the administrative support functions of a business.

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

**Master of Business Education:** The graduate program leads to a Master of Business Education where students can teach business subjects at the junior high and secondary levels, technology centers, and community colleges. They can also train individuals in a corporate environment.

Contact the BCEN Department at 615-898-2902 to learn more about our Online MBE & Office Management Degree Programs!

BCEN Communications Committee: Martha Balachandran, Robert B. Blair, Ronda Henderson (chair), and Wayne Rollins