

BUSINESS REPORT

*Keeping our Alumni and
Friends Informed*



Dr. L. Wayne Plumly Named Dean of the Langdale College of Business Administration

by Thressea Boyd—Assistant to the President

Dr. L. Wayne Plumly has been appointed dean of Valdosta State University's Harley Langdale Jr. College of Business Administration (LCOBA). Plumly has taught economic at VSU since 1980, advancing through the ranks to full professor. He served as head of the Department of Marketing and Economics from July 2006 to June 2008, and interim dean of the LCOBA from July 2008 to November 2010.

In addition to his teaching and administrative duties, Plumly is the co-founder and faculty adviser for VSU's Students in Free Enterprise (SIFE). Established in 1994, SIFE members have designed more than 300 educational outreach programs that bring awareness to the free enterprise system. SIFE has won 16 consecutive regional championships and has ranked in the top four teams nationally four out of the past eight years.

"Wayne's prior accomplishments and experience were important factors in his appointment. Through his involvement with SIFE he has brought national and international attention to Valdosta State and helped the Langdale College of Business Adminis-

tration recruit the best and brightest students and faculty," said VSU President Patrick J. Schloss. "The Valdosta business community will continue to benefit from Wayne's leadership, as he helps promote partnerships and opportunities for our students to gain valuable experience outside the classroom."

Plumly has received numerous awards for teaching at the state, regional and national level. In 1998 he received the University System of Georgia Board of Regents Teaching Excellence Award; in 2003 he was honored for excellence in free enterprise education by the Freedom Foundation at Valley Forge; and in 2008 he was inducted into the SIFE Hall of Fame. He was selected by colleagues as the first recipient of VSU's Excellence in Teaching Award in 2004. The Business Student Advisory Council awarded Plumly the Outstanding Teaching Award three times.

"It is an honor to be able to continue to serve the Langdale College and VSU. I am very excited about the future of our fine university and the direction that it has taken," Plumly said. ●



Wayne Plumly, Dean

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SIFE Skills Success Groundbreaking Event



by Thressea Boyd—Assistant to the President

For the past seven years, members of Valdosta State University's Students in Free Enterprise (SIFE) have taught basic computer skills and financial literacy to school-aged children at the Ora Lee West Community Center. The after-school program is packed with neighborhood children eager to learn. The enthusiasm and energy of these children inspired and challenged SIFE members to do even more -- it is from this passion that the SIFE Skills Success Center was developed.

Members of SIFE and its Business Advisory Board rallied community-wide support to build a multipurpose learning facility that will address the social, economic, and educational needs of children and families who live near the community center. Construction on the 1,700-square-foot dynamic learning center is scheduled to be completed in December.

"The SIFE Skills Success Center is a prime example of how this community takes responsibility for the welfare of its citizens," said Dr. Wayne Plumly, SIFE's faculty adviser and dean of the Harley Langdale College of Business Administration. "The children of Ora Lee West are our children and they need the same opportunities to learn the skills necessary to succeed and

lead a meaningful and fruitful life."

Within the center, students will be encouraged to explore music in a sound-proof room, with personalized instruction from VSU music students. For those students who want to further develop their artistic talents, VSU art and art education majors will be available in the art center to help the students discover their artistic talents. The center will also feature specialized areas for science and math, reading, and computer instruction.

"The Skills Success Center is a place where children can come to get one-on-one assistance with their school work," Plumly said. "They will be able to work on their homework then create art work or take piano lessons. They will get off their school bus and be greeted by college students that care for each and every one of them. They will have strong mentors that want them to succeed." The project continues to gain community support and many businesses and individuals have provided financial assistance and professional services. First Federal Savings and Loan, Pinnacle Prime, Southeastern Federal Credit Union, McCall & Associates, Ace Electric, Georgia Power, and the Valdosta Housing Authority have contributed



to the realization of the center. Regional law firm Colman Talley is donating legal services to the project.

"Over the years, SIFE members have realized that as a group they could do so much more to assist these children in reaching their full potential," Plumly said. "Part of a well-rounded education is learning the importance of giving back to the community. The SIFE students will go home each night from the center knowing that they helped a child and they can feel good about themselves. They build self-confidence that they can make a difference in their world."

SIFE is a nonprofit international student organization with more than 1,500 teams in 47 countries. VSU SIFE students work as team to design educational outreach programs that help people develop the skills needed to succeed in the free enterprise system. Last year, VSU's largest campus group -- with more than 200 members -- completed 42 service-learning projects and volunteered more than 10,000 community hours. The organization, which has finished in the top four in the nation four out of the last eight years, is known for its high-impact programs completed with quality and passion. ●

South Georgia Community Bank Symposium

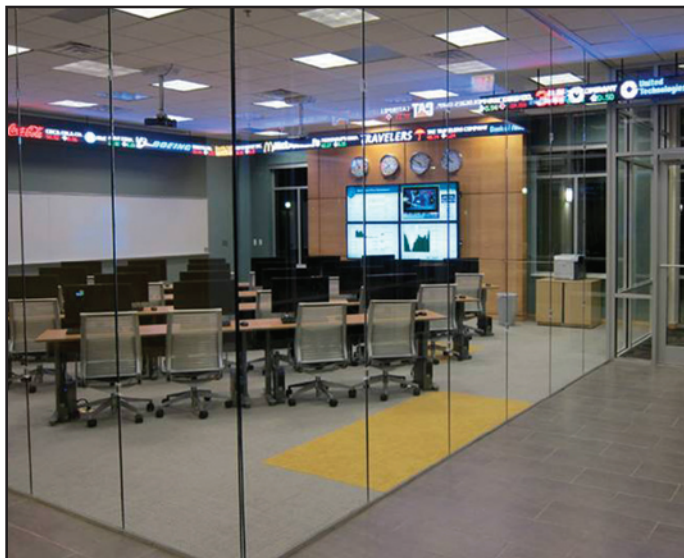
Langdale College partnered with the Georgia Bankers Association to hold the first ever South Georgia Community Bank Symposium on September 23rd. Over 90 regional bankers from Waycross to Albany were in attendance. The passage of the Dodd Financial Reform Bill was the major topic of discussion. The agenda also included an economic outlook, overview of regional bank performance, regulatory guidelines and compliance, and accounting issues.

The event featured leading speakers such as the President of the GBA, FDIC, OCC, GA Dept of Banking and Finance, and other financial specialists who focused on the many challenging issues facing the banking industry today. This was the largest banking symposium in the state. Langdale College is already working towards making this an annual event! ●



Financial Trading Room

The Langdale College will be creating a new state of the art Financial Trading Room (FTR). Due to sound fiscal management over the past several years, VSU was able to create funding pools to advance research and educational opportunities for students and faculty alike. The Langdale College has received \$46,000 for the necessary equipment and technology, \$31,000 for new computers and double monitors for each station, and \$19,000 for room renovation from the academic equipment and classroom setting pools. The FTR will provide hands-on trading experience for our students. It will serve as part of a comprehensive plan for an actual student-managed portfolio. Organizational structure and ethics will be stressed and students will develop a true sense of ac-



Pictured here is the Arkansas-Tech University Financial Trading Room. The VSU Financial Trading Room will be designed similar to this.

countability and accomplishment. Returns from the investments may be used for scholarships, to pay for annual data fees and reinvested. The Langdale College student trading group will now be able to compete in the annual national RISE (Redefining Investment Strategy Education) competition in front of top financial industry leaders. In addition, a corporate advisory board will be formed and provide expertise and seed money for the students. There is

also an opportunity to name the FTR after a corporation or individual(s). Please contact Hilary Gibbs at hhgibbs@valdosta.edu if you would like further information. The financial trading room is scheduled to open in spring semester 2010. ●

Outstanding Student Organization Mu Zeta is a Superior Chapter

Langdale College of Business Mu Zeta (Beta Alpha Psi) chapter was recognized by the national body as a "superior chapter" for the 2009-2010 chapter year at the recent national meeting held in San Jose, Ca. This is one of the highest achievements within the Beta Alpha Psi organization. To receive this honor, chapter members completed a minimum number of professional and service hours as

well as participated in regional and national activities.

Also at the national meeting, Tracey McGregor and Nicholas Brogdon competed in Project Run With It (PRWI), an opportunity to engage in a real-world consulting project to a nonprofit organization. Nicholas team won first place in their PRWI competition. Chapter members were also recognized as International BAP Scholars

for their participation in regional and national best practices presentations and national activities (PRWI). The awardees are Christopher Topham, Karlie Martin, Casey Harrell, Brandon Eichler, Melanie Terwoord, Stephen Rice, Christopher Heape, Eufemia Ketz, Sahil Grover, and Shataqua Williams. ●



Dr. Ray Elson (far right), associate professor of accounting, and VSU Business Advisory Board members are pictured at the national meeting in San Jose, CA.

Langdale College Goes Global

by Jennifer Tanner—Communications Specialists

Drs. Fred Ware (*Management*) and David Kuhlmeier (*Marketing*) led and taught the fourth consecutive LCOBA Study Abroad program headquartered in Germany during July, 2010. Plans are underway to return with a group once again in July, 2011. Headquartered at the Karlsruhe University of Applied Sciences. The valuable opportunity features field trips to manufacturing firms as well as weekend sightseeing excursions by Eurail pass. Dr. Andy Ostapski (*International Business*) is Program Director. A study abroad experience is included in Langdale College's new international business major. ●



Professors and students alike take advantage of learning opportunities at manufacturing firms..



The V-State Experience is an opportunity for us to connect prospective students and their parents to Alumni in areas throughout the state. It also gives us a chance to showcase what is happening on campus. The events are attended by the President, members of the faculty, coaches, and Alumni Board members. The 2011 events will be hosted by local leaders who are Alumni or friends of VSU.

- January 19—Albany
- January 27—Homerville
- February 1—Thomasville
- February 8—Atlanta (South)
- Feb. 24—Savannah
- March 3—Macon
- March 31—Brunswick

For more information on exact time and location of the event, contact the VSU alumni office at 229-333-5797 or visit www.valdostastate.org.





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