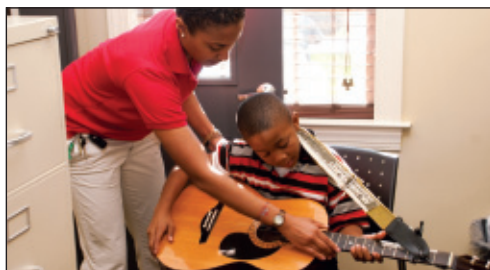


BUSINESS REPORT

*Keeping our Alumni and
Friends Informed*



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New SIFE Skills Success Center

The new VSU's Students in Free Enterprise (SIFE) Skills Success Center officially opened on Monday, Feb. 28, 2011, at Ora Lee West Homes in Valdosta.

The new Skills Success Center is a multipurpose learning facility that addresses the social, economic and educational needs of children and families living in the Ora Lee West housing area. The Center has four specifically designed learning-centers. Students rotate thru each room in a given afternoon. Children that have school homework go to the math, science and reading room for one on one tutoring. Children that have scheduled music lessons head to the music room for a private lesson, something most of these children have never dreamed of having. Other children may go to the art room for a project or work with a SIFE student in the computer lab on internet research skills or basic computer skills.

This project was made possible thru the generous gifts of First Federal Savings and Loan, Pinnacle Prime, Southeastern Federal Credit Union, McCall & Associates, Inc., Ace Electric, Inc., Harley Langdale Jr. Foundation, Georgia Power Foundation, Coleman Talley LLP, Sherwin-Williams, Second Harvest of South Georgia, Sam's Club of Valdosta, Lowes Charitable Education and Foundation, and the Valdosta Housing Authority.

"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 advisor and dean of the Harley Langdale College of Business. "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." ●

Dean's corner

The Langdale College of Business is a dynamic institution of higher learning with a firm commitment to education as a means to better the lives of our students. While we can't change the 100 degree



Dr. Wayne Plumly, Dean

hot-humid South Georgia summer, many other initiatives are underway. In May of this year, the Financial Trading Center (FTC) became a reality. The FTC will provide students a hands-on experience in managing a stock portfolio. A FTC Advisory Board is currently being formed to provide guidance and seed money for the student portfolio management team.

There are many other changes taking place in the college as well. We have made curriculum improvements in both the undergraduate and MBA programs. The undergraduate computer information systems course has been expanded to three semester hours allowing for a more in-depth coverage of Excel and data base management software. We are adding more opportunities for experimental learning such as experimental economics and the student portfolio management team. Two courses in entrepreneurship have been added to the curriculum. With the addition of a new faculty member with Ph.D. in international business, we will be offering a greater number of international business courses. Students will also have a greater variety of choices for global experiences as we expand our global partnerships. Greater student

diversity in the college will occur with recent agreements with a Korean and Vietnamese university.

The MBA curriculum has been augmented with the addition of several new international courses and a business law course. With the reduction in the number of required core courses, the MBA has become more flexible and students will be able to design a program of study suited to their needs and goals. The redesign of the MBA will allow a student to complete the degree program in a single year if desired. MBA students will be encouraged to pursue a global experience as part of their MBA program of study. To this end, we will be developing 4 – 6 week study abroad opportunities for our graduate students.

This coming academic year will present new and challenging opportunities. We are very excited about the addition of six highly qualified faculty members and the fresh perspective they will provide. New avenues for collaboration with VSU's nursing program and South Georgia Regional Medical Center will be explored.

Our ability to make progress despite the recent turbulent economic climate is a testament to the commitment that our faculty and staff have made to provide a high quality business education. Change is inevitable. Our ability to adapt to it remains steadfast. We will need the support of friends and partners more than ever to meet ever-changing needs of our students and region. Please make a special trip to visit your alma mater and experience the new VSU.

Enjoy your summer and thank you for your continued support.

Sincerely,

A handwritten signature in black ink that reads "Wayne Plumly".

Dr. Wayne Plumly, Dean



President's Notes

I want to extend greetings to the alumni, faculty, and friends of the Langdale College of Business Administration. It is great to be back at Valdosta State University and I appreciate the opportunity to serve as Interim President.

I am very proud of the outstanding faculty and staff at the Langdale College—they are tremendously dedicated to the students and have a passion for service, teaching and research.

When you think of service—the Langdale College quickly comes to mind. The faculty, staff and students spend thousands of hours each year providing a wide range of services including workshops, consultation for businesses, and training for young children and adults in Valdosta and South Georgia.

I am always proud to hear of the accomplishments of Valdosta State's Students in Free Enterprise (SIFE).

These young people represent the apex of student groups in their dedication and service. Each year, approximately 150 SIFE members provide programs that educate local children on how to become future entrepreneurs, as well as classes about nutrition, computer skills and other life skills.

Since 1994, the Small Business Development Center has been part of the Langdale College outreach efforts. The SBDC has assisted hundreds of citi-



Dr. Louis H. Levy, Interim President

zens in Valdosta and throughout South Georgia create business plans, learn more about finances, and has helped grow local entrepreneurs.

The Center for Business and Economic Research is another example of how the Langdale College is helping to boost economic growth within this region. They assist governmental agencies, as well as the Valdosta-Lowndes Chamber of Commerce with various statistical analyses for employment and labor markets, real estate comparisons, and other various forecasts to help promote Valdosta and Lowndes County to major businesses.

Langdale College alumni are playing key roles in communities throughout Georgia and the world. With a new international business degree and online master's programs, the Langdale College is attracting some of the best and brightest students to VSU. I am very proud of the Langdale College legacy and its lasting impact on the entire university, Georgia and the nation.

I look forward to meeting many of you at upcoming lectureships, alumni receptions and within the business community.

Sincerely,

Dr. Louis H. Levy, Interim President



*Alumni
and Friends*



If you have moved or need to change your alumni profile information you can do so by simply signing into the VSU Village at www.valdostastate.org and updating your profile information. This ensures that you will receive accurate event information and allows us to keep you up to date with what is going on with your VSU family.

VSU's Langdale College of Business:



The Langdale College opened a new state-of-the-art Financial Trading Center (FTC). 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. The FTC will provide hands-on trading experience for our students. It will serve as part of a comprehensive plan for an actual student-managed portfolio. The student team members are required to take two courses, investments and advanced portfo-

lio management, where they will apply investment strategies, risk assessment tools, asset allocation decisions, client-oriented portfolio construction, and financial asset evaluation. Organizational structure and ethics will be stressed and students will develop a true sense of accountability and accomplishment. Returns from the investments will be used for scholarships, annual data fees, and be reinvested. The Langdale College student trading group will be able to compete in the annual national RISE (Redefining Investment Strategy Education) competition in front of top financial industry leaders.

The focal point of the trading center is the interactive four-panel 46" LCD displays. Live data on

Financial Trading Center



indices, stocks, commodities, currencies, metals, and energy may be displayed at a touch of the screen. In addition, graphs showing 5-day, 30-day, 90-day, 1-year, and 5-year prices may be selected. Current financial news highlights are also shown in the lower right quadrant. Each of the new computer stations has double-monitors where current stock prices may be displayed on one monitor and financial spreadsheets on the other.

An 8.2' by 16' full-color LED ticker display is mounted outside the financial trading center. It shows stock prices with logos on a 20-minute delay.

A corporate advisory board is being formed. The FTC Board will meet quarterly or semi-annually and

provide expertise and seed money for the students. One goal is to obtain \$30,000 (12 board members, \$2,500 each). The Board will be able to form lasting relationships with the Langdale College's brightest students.

There is also an opportunity to name the FTC after a corporation or individual(s). The new Financial Trading Center is one of only a few located in the southern region of the United States. It will give Langdale College students a leg-up on the competition for careers in financial arena. Please contact Hilary Gibbs at hggibbs@valdosta.edu or 229-259-5503 if you would like further information. ●

Langdale *lecture series*

Gordon Steadman, '83



Alumnus Gordon Steadman discussed the journey from new graduate to seasoned executive during the Fall 2010 Langdale Lecture series.

As vice president of development and corporate information officer for Elkins Constructors, Inc.,

Steadman oversees business development and marketing while also participating in conceptual project planning, client relations, public relations and strategic planning. His company recently completed the construction of Valdosta State University's new psychology and counseling building.

Steadman joined Elkins in 2000 and implemented a strategic plan to diversify the firm's product types and expand its geographic locations. He is recognized by Engineering News-Record as one of the Top 400 Contractors in the Nation and serves on the board for the Commercial Real Estate Develop-

ment Association. He is also past president of the Associated Builders and Contractors of Florida's First Coast Chapter, and a member of various professional associations as well as the VSU Alumni Board.

His 26-year career in the construction industry started with a bachelor's degree from then Valdosta State College. During his presentation, "From Graduation to Senior Management: An Alumni Perspective," Steadman shared his journey from college grad to company leader in hopes to inspire VSU students and community members on their quests to professional success. ●

Pat Sullivan, '88

Patrick Sullivan, '88, and Chris Williams, founders of ClientTell—the largest privately owned automated appointment reminder and lab reporting service—are not your typical businessmen. Their corporate model is as unconventional as their comfortable, yet eccentric, office in downtown Valdosta. Since December 2008, the company has operated from downtown Valdosta, from where it has grown to become the premiere international patient communication company for the medical industry.

Sullivan, who previously worked in pharmaceutical sales, said he and Williams are committed to maintaining a work environment that feels like home, business relationships that feel like old friendships, and services second to none. With more than 20,000 clients worldwide and a 96 percent performance rating, ClientTell's success is a little bit of luck, a

whole lot of hard work and equal parts respect and drive.

Pat Sullivan shared his story to budding entrepreneurs in early February at the spring installment of the Langdale Lecture Series, which aims to expose the public to business experts. Sullivan said he hoped his speech, "Succeeding as an Entrepreneur," introduced the audience to innovative concepts and ethical approaches. "I am proud to have been asked to be a part of the lecture series. I take it very personally that my alma mater asked me to come back and speak about what I love," said Sullivan, who holds a Bachelor of Business Administration in Marketing. "I am not a genius. I feel fortunate to have been in the right place at the right time and to have built a good foundation. It is time for me to share my journey to hopefully inspire others." ●



Clientell founders Patrick Sullivan (right) and Chris Williams (left).

Upcoming Alumni Events

"Cocktails & Clays" Scholarship Fundraiser

Hosted by The Golden Isles Blazer Club



Join us on *Rainbow Island @ Sea Island* for a Sporting Clays Tournament, a High Cotton Tournament and a Cocktail Party featuring music by *the WharfRatz* on August 5th. Here is the schedule of events:

3:00 pm Registration

3:30 pm Clay Shoot and High Cotton Card Game

5–7:00 pm Cocktails and Hors d'oeuvres

\$100 per Shooter (This includes shells and guns for those who do not have them. Do not bring your own shells, Sea Island requires steel shot. Please make sure your gun/chokes are able to handle steel shot)

\$25 Attend Party Events Only (High Cotton Game and Cocktails but no shooting)

To register for this event or for more information please call the Alumni Office at 229-333-5797



Blazer Football

September 8, 7:30 PM — **Football Home Opener vs. Newberry**

(Will be shown on TV as GSC Game of the Week)

October 15 — **Homecoming 2011 vs. West Alabama**



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