



Construction Continues on Health Sciences and Business Administration Building

Valdosta State University recognized the beginning of construction on the Health Sciences and Business Administration building with a ceremonial groundbreaking on October 4. The event took place at the Rea and Lillian Steele North Campus, with President William J. McKinney presiding over the ceremony.

“The Health Sciences and Business Administration building will serve as an advanced academic facility to educate Georgia’s future health care professionals,” McKinney said. “It will also provide continuing education for existing practitioners—it really becomes the cornerstone of Valdosta State’s focus on comprehensive health professions programs.”

The vision for the HSBA building began under the leadership of Dr. Ronald M. Zaccari, Valdosta State president from 2002-2008, and it became part of the university’s 2004 and 2007 master plans. In the early stages, Zaccari began discussions with South Georgia Medical Center (SGMC), to develop a plan that would increase academic health care opportunities for the citizens of South Georgia and the state.

The HSBA building, located on the Rea and Lillian Steele North Campus, will house six health sciences programs: Nursing (including the Dental Hygiene Program with Wiregrass Georgia Technical College), Communication Sciences and Disorders, Athletic Training, Exercise Physiology, Social Work, and Health Care Administration. The new facility will allow VSU to expand existing programs and develop new degrees to produce more health care professionals.

Watch as Valdosta State’s New Health Sciences and Business Administration Building rises at the Rea and Lillian Steele North Campus. Webcam and timelapse views of the construction project are now available at <http://www.valdosta.edu/about/webcams/health-sciences-and-business-administration-building-webcam.php>. Now, you can see what we see out of our classroom windows at the Langdale College each day!

The 149,000-square-foot, \$32 million facility is scheduled to be completed by January 2014.

President's Notes

I always knew that the Langdale College of Business Administration was strong because of its people and its leadership. The first few months of my tenure as president confirmed this, and I see it on an almost daily basis. During this first year, I have argued that as VSU looks to the future, it must be an engaged and innovative university. To the alumni, faculty, and friends of the Langdale College of Business Administration, I am so pleased to say that I find engagement and innovation every time I interact with you!

One of my very first events as VSU President was a cocktail party with the Atlanta Chapter of our Alumni Association. Many of you reading this will recall that event, because so many in attendance that night were proud Langdale College alumni. Our alumni spoke of our engaged faculty, and how their classroom experiences transformed their lives, and prepared them for their careers.



They talked about Students in Free Enterprise (SIFE), a lot. I listened and learned a lot. The more I learned about SIFE, the more it became apparent that this organization embodies a commitment to engagement. As Valdosta State prepares its application for Engaged University status from the Carnegie

Foundation in 2015, SIFE will be a model for our service to others through higher education.

What about innovation? The term "innovation" is so oft-used that it borders on the trivial. Yet, in its best sense, an innovative university is one that creates the conditions within which its students and faculty can bring their collective intellect to bear on the seemingly intractable problems of the day. Health care, and its economic consequences, present one such problem.

We are building an innovation space right now. On October 4, VSU broke ground for our new Health Sciences and Business Administration (HSBA) building. This 149,000 square foot structure, scheduled to be completed by January 2014, will serve as a hub for VSU's health science programs as well as the Langdale College of Business Administration's new academic programs in health care administration and management. Located in close proximity to the South Georgia Medical Center on our North Campus, the HSBA embodies VSU's spirit of regional collaboration, and the Langdale College of Business Administration's commitment to regional economic growth.

Thanks to all of you for making the Langdale College of Business Administration such a strong part of our university, our region, our state, and our country. The college's spirit of engaged innovation positions it as a leader as we look to building the engaged and innovative 21st century Valdosta State University.

Langdale College Annual Donor Recognition



Many generations of Langdale College alumni have laid the foundation for the high-quality education students receive at the College of Business. On October 19, 2012, the Langdale College held its annual donor recognition event to thank our Dean's club members as well as our newest giving society, the Pound Hall Society.

The Dean's Club is the initial giving level for Langdale College donors. Giving relationships start here, build a foundation and grow. The Dean's Club recognizes Langdale College donors who contribute between \$500 and \$2,499 annually.

In 2011, Langdale College Business Advisory Board members established the Pound Hall Society in order to recognize the individuals, businesses and organizations who give at a level that allows the Langdale College to definitively withstand the test of time. The Pound Hall Society seemed a fitting name as Pound Hall with its iconic clock tower is the signature feature of the business school campus.

In the establishment of this society, it is the intention of our board to recognize those who give at a \$2,500 level or higher on an annual basis. Any gift made during the calendar year is counted towards this

level. Each member of the Pound Hall Society received a copy of an original watercolor of Pound Hall by Mr. Jim Hornsby, who is a noted artist and professor of graphic design at Valdosta State University. The medallion mounted on the plaque is a record of the number of times that this giving level has been met since the Society was formalized. Going forward, each year that a donor is able to meet this level, another medallion is placed on the plaque.

Thank you to all our Langdale College donors for your continued generosity and commitment to the Langdale College.

Innovative Healthcare Administration Programs

The Healthcare Administration Advisory Committee met throughout the Fall Semester 2012 to develop a curriculum for a concentration in Healthcare Administration for the MBA degree. The proposed curriculum was approved by various LCOBA committees in Spring 2013. Now the proposal is in the process of obtaining University approvals, and classes for the program will begin Fall semester 2013. All courses will be offered on line. The program will consist of 33 hours of class work and a three-hour practicum. Students will receive a foundation in general business areas before taking courses with special emphasis on applying business techniques in the healthcare environment.



Health care advisory committee members:

Phyllis Holland, Chair, Department of Management and International Business, Langdale College, VSU

Jeff Sikes, CEO, 1st America Management Group

Dr. Bill Grow, District Health Director, South Health District, Physician

Karen Sodowsky, Department of Communication Arts, VSU

Stephen Shirlock, College of Nursing, VSU

Monica Page, ex officio, Career Strategies Coordinator, Langdale College, VSU

Hilary Gibbs, ex officio, Director of Development, Langdale College, VSU

Johnny Ball, Assistant Administrator, Human Resources, South Georgia Medical Center

Randy Sauls, CEO, South Georgia Medical Center

Atilla Cseh, Head, Department of Marketing and Economics Langdale College, VSU

Arlene Corbett, College of Nursing, VSU

Mel Schnake, ex officio, Director of MBA Program, Langdale College, VSU

L. Wayne Plumly, ex officio, Dean, Langdale College, VSU

Sonny Bowen, Partner, Carr, Riggs, & Ingram, LLC

New Faculty

Candace Witherspoon



Candace Witherspoon is an Assistant Professor of Accounting at the Langdale College of Business. She joined the faculty in August 2012. Dr. Witherspoon earned her BS and MS in accounting from Western Kentucky University and her PhD from the University of Kentucky. Dr. Witherspoon has taught sev-

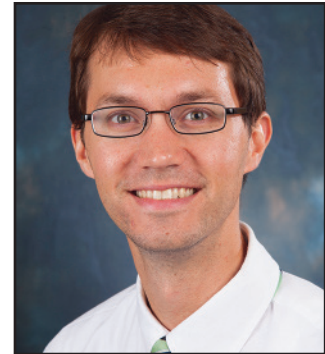
eral courses in accounting but her primary area of teaching is taxation. Her research interests include content analysis and tax client and preparer interactions. Dr. Witherspoon is married, has a son, and enjoys knitting, crocheting, needlepoint, and swimming.

Timothy M. Komarek

Dr. Komarek joined the Marketing and Economics faculty of the Langdale College of Business in August 2012. He has a B.A. (Calvin College, 2006), an MS (Michigan State University, 2010), and a PhD. (Michigan State University, 2012). While finishing his PhD, Dr. Komarek taught at Alma College. At VSU, Dr. Komarek teaches Principles of Microeconomics and Urban and Regional

Economics. His research interests include local labor markets, applied and spatial econometrics and quasi-experimental methods.

In his free time, Dr. Komarek enjoys being outside (hiking and running) and is an avid Chicago and Michigan State sports fan.



Roy W. Copeland



Dr. Roy W. Copeland is an Assistant Professor of Management at the Langdale College of Business where his areas of instruction are employment law and business law. He joined the faculty in August 2012. Prior to joining the faculty of the Langdale College of Business, he was a practicing lawyer. As a lawyer, he received numerous awards and commendations including Top 100 Trial Lawyers in Georgia (2009), Georgia Super Lawyer (2005), the Justice Robert Benham Award (2005) and Who's Who in American Law (1999). He graduated from the University of Southern California Magna Cum Laude and was inducted into the Phi Beta Kappa Honor Society. He received his Juris Doctor degree from the University

of Georgia Law School where he was a Thurgood Marshall Fellow. He completed his post J.D. Degree, the LL.M., from Temple University Law School where he received the Faculty Award for top student.

Copeland has published several articles in bar journals and law reviews on topics such as strategies for depositions, voting rights, and presenting ministers as witnesses in emotional distress cases. His current research is in the area of black owned real property in America and the American jury system and the development of the jury selection process. Copeland is married to Cheryl L. Copeland and they have four children.

Gary Daniel Futrell



Gary Daniel Futrell is an assistant professor of marketing at the Langdale College of Business where he teaches Marketing of Services, Health Care Marketing, and Introduction to Marketing. His research interests focus on services marketing and the service encounter. Gary studied at Middlesex University before completing his undergraduate degree at Radford University. He received his master's degree in Global Marketing Management

from Virginia Commonwealth University and his PhD from Florida State University.

Prior to pursuing his PhD, Gary served over eight years as an officer in the U.S. Army and gained over 15 years of experience in the services and retail industries. When not teaching or researching, he enjoys road cycling, cooking, wine, and music of all genres.

Jie Fowler

Dr. Jie Fowler is an Assistant Professor of Marketing at the Langdale College of Business. She joined the faculty in August 2011. Dr. Fowler completed her Ph.D. and MBA in Marketing at University of Nebraska-Lincoln. Her fields are fashion advertising, macro-marketing and

international marketing. She teaches Marketing Principles, Marketing Research, and Marketing Channels. She is married to Assistant Professor of Marketing, Dr. Aubrey Fowler and has a 2 year old daughter, Olivia (YaYa).



NEW-Career Strategies Center

The Langdale College of Business is proud to announce its new Career Strategies Center. Students on North Campus now have a place to go to prepare for their careers once they graduate. The center offers a variety of services in collaboration with Career Services on main campus including:

- Résumé Writing Assistance
- Cover Letter Writing Assistance
- Mock Interviews
- Internship Placement
- Job Search Assistance
- Career Advising
- Career Fairs

Monica Page is the Career Strategies Coordinator. Monica graduated from LCOBA in 2000 and is excited about returning to her Alma Mater. Monica holds a Bachelor of Business Administration in Marketing. She has extensive sales experience and has worked for 3 top Fortune 500 companies including Wyeth, Pfizer, and Campbell Soup Company. During her sales career with these companies, Monica was the recipient of a number of top sales performance awards. She worked for the Small Business Development



Monica Page

Center at VSU for 2 years teaching classes on Starting a Business, Writing a Business Plan and other areas important to Small Business growth. Monica has served on the VSU Alumni Association Board, serves as a Students in Free Enterprise (SIFE) Advisory board member and has served on committees of many local charitable organizations. She is responsible for the day-to-day operations of the center and works closely with LCOBA students to guide them along their path to career preparation upon graduation.

Internships will be the primary focus for the center since LCOBA believes that these opportunities are very beneficial to both students and employers in the surrounding communities. They help the students experience "real world" work environments and give employers the opportunity to "try out" students who may one day become full-time employees. **The vision of the Career Strategies Center is to expand its services to**

LCOBA Alumni and to build even stronger relationships with employers in the hopes of setting up ongoing internship opportunities for LCOBA students.

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2012 Langdale College Distinguished Alumni Award

The Valdosta State University Alumni Association announced five 2012 Distinguished Alumni of the Year recipients from each College during homecoming activities on Oct. 20, 2012. The 2012 recipients were Kenneth A. Glover, Lucas Johnson, Dr. Judy Wright Lott, John C. Robbins and Donnie Warren.



From Left to right—Greg Voyles (VSU Alumni Association President), Donnie Warren, (Langdale College Distinguished alumni recipient) and Dr. Bill McKinney (VSU President)

The Langdale College of Business Administration selected Donnie Warren as the 2012 Distinguished Alumni of the Year. Donnie Warren has been a long-time supporter and friend to the Langdale College. He received his BBA in accounting from the Langdale College in 1993. Donnie currently serves as a member of the Business Advisory Board for the Langdale College and has served on VSU's Foundation board of trustees in the past. As a Vice President at Langdale Industries, Donnie has played a huge role in securing numerous gifts for many areas of VSU. Donnie, along with his wife, Lisa, and 2 daughters, Whitney and Elizabeth are active participants in their church, the Valdosta community, and VSU. We are proud to have him as a graduate of the Langdale College. Donnie holds high ethical standards in both his business and personal life and is a constant encouragement for others to do the same.

Congratulations to Donnie and the four other 2012 Distinguished Alumni recipients: Dr. Judy Wright Lott (College of Nursing), Lucas Johnson (College of Arts), Kenneth A. Glover (Dewar College of Education), and John C. Robbins (College of Arts and Sciences).

Langdale College's Very Own Entrepreneur/Reality TV Star

Alumna Tiffany Young was featured as the guest speaker in the Langdale Lecture on April 10, 2012. Young's presentation titled "From Lemons to Pink Lemonade," characterizes her whimsical personality and fascination with "all things pink." Tiffany Young also shared her story during VSU's Small Business Development Center's third annual Women In Business Symposium on October 5, 2012. Young stated: "Struggle does something for you. When you are willing to do whatever it takes for your business, that's how you make it."

Owner of Pink Pastry Parlor and star of the reality television show "Party at Tiffany's," Young shared the story of how she went from bussing tables to starting her business, which now has three locations in the Greater Atlanta area.

Young graduated from Valdosta State University and began a blossoming career in pharmaceutical sales. After four years, she was laid off from her six-figure job, forcing her to lose her house and car.

"I could've stopped when I lost my house, but I kept going," said Young. "I bussed tables for a year to earn the money I needed to start my business. I like knowing that this success wasn't given to me. Because of that, I have a greater story."



Alumna Tiffany Young displays her student identification card from her days at VSU.

who see your vision. Anyone in your life has to be invested in you."

Young's mother, Corcetter Johnson, watched from the audience of the Women in Business Symposium in tears as her daughter delivered her keynote address encouraging women to meet opportunity halfway.

Young's presentations to both business students during the Langdale Lecture and business women during the Women in Business Symposium were

empowering and educational.

Young earned a bachelor's degree in marketing from Valdosta State University in 2003, and said she is proud to be a first-generation college graduate.





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To make a donation to the Langdale College or another area at VSU, please tear off the below form and mail it in to the address provided below or visit us online at www.valdosta.edu/give and click **GIVE ONLINE** on the left side.



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