Changing Today

IMPROVING TOMORROW

2014 Annual Report

COLLEGE of BUSINESS & TECHNOLOGY
EAST TENNESSEE STATE UNIVERSITY
The College of Business and Technology

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Tod{y} and Tomorrow

A few decades ago, no one could have imagined the world of today. The world of tomorrow will be even more surprising, amazing and full of rapid change. The College of Business and Technology aspires to prepare students to be confident and well prepared as they meet the future.
East Tennessee State University welcomes Dr. Dennis R. Depew as the new dean of the College of Business and Technology.

Depew comes to ETSU as dean emeritus of the College of Technology at Indiana’s Purdue University, where he was also a professor of technology leadership and innovation.

Depew says, “I feel like I have come home. East Tennessee and ETSU are where I grew up.”

Depew and his wife, Donna, are graduates of Elizabethton High School. After high school, he served in the U.S. Marine Corps, including a tour in Vietnam.

The new dean received an undergraduate degree in technology education from ETSU in 1975, as well as a master’s degree in technology in 1984.

Depew began his teaching career as assistant professor at his other alma mater, Indiana’s Purdue University, where he received a Ph.D. in industrial technology in 1987.

In 1990, Depew was named head of the Department of Industrial Technology at Purdue, a position he held from 1990-1998, when he was named assistant dean of the Purdue Graduate School. A year later, he became dean of the College of Applied Sciences at Western Carolina University in Cullowhee, N.C.

In 2002, Depew returned to Purdue, where he served as dean of the College of Technology, and he achieved dean emeritus status in July of 2011.

In addition to awards from ETSU and Purdue for excellence in teaching, Depew was a Fulbright Scholar who spent time at the Dublin Institute of Technology in 2011.

Depew says he wants to be the kind of dean that “when I leave, people will say, ‘It was a good thing he came along and helped the college become a better place.’”

Depew’s wife, the former Donna Polk, was a fellow ETSU student. An active member of the community, she plans to continue the work she started at Purdue, where she has been an advocate for the American Red Cross, the Baptist Student Union and Promoting Educational Opportunities for Women.

The Depews are the parents of three daughters, two in Indiana and one in North Carolina, and they have eight grandchildren.

“Donna and I loved our time in Ireland,” Depew says, “and hope to draw on friendships formed there to investigate opportunities abroad for our ETSU programs.”

When he looks toward the future, Depew says, “I see interdisciplinary collaboration, innovation and partnerships within the community. The problems we face with the environment, energy sources, national and international security and health care cannot be solved by any one group. Those issues require a multi-layered approach with input from all disciplines and fields.”

His plans for growth at the college are varied. He notes, “I am excited about the new engineering program scheduled to begin, pending approval by the Tennessee Higher Education Commission, in the fall of 2015. Another area where we can focus is the field of cyber-security. The possibilities for the college are endless.”

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The Lifetime Achievement in Business Award is presented to individuals whose work has brought distinction to the College of Business and Technology. Although they do not need to be ETSU graduates, recipients must have significant accomplishments in business or technology, exemplary service to the community, and a demonstrated commitment to the College of Business and Technology and East Tennessee State University.

Karen McMurray earned her bachelor’s degree at ETSU in 1980 and began her career at Blackburn, Childers and Steagall, PLC (BCS). In 1992, she became a partner with the firm. After a mission trip with family members to Kenya in 2011, McMurray helped find a lunch program at Southern Cross Academy in a camp for internally displaced persons in Maai Mahiu, Kenya. The program currently feeds lunch to approximately 300 elementary school children. At ETSU, McMurray served on the Accounting Advisory Board and participated in the “Alumni Return to the Classroom” program. Along with her BCS partners, her leadership has been instrumental in establishing the BCS Faculty Fellowship in Accounting and the BCS Accounting Scholarship Endowment.

Charles Byrne entered East Tennessee State University in 1977 on a golf scholarship. While he was an ETSU student, the university’s golf team was ranked as high as 12th in the nation. Byrne moved to the Wake Forest, N.C., area and played golf professionally for two years before landing a sales job in the packaging and design industry. His 20-year career in the field began at South Carolina Box, a division of Pratt Industries, where he became the sales representative for Western North Carolina and East Tennessee, allowing him to move his family to Johnson City. In 2000, Byrne was hired by Triad Packaging Design, and Display in Bristol. For over 13 years, he has held a significant role in Triad’s success through his responsibilities in developing and managing major accounts. In 2012, Byrne was recognized by the university with an Alumni Award of Honor, and he has been a member of the Buccaneer Athletic Scholarship Association for over 27 years. He and his wife are members of the ETSU Distinguished President’s Trust for their lifetime of support for the university through the ETSU Foundation.

Phil Carriger attended the University of Tennessee-Knoxville, graduating in 1971 with a degree in economics, and went on to the Storier Graduate School of Banking at the University of Delaware, graduating in 1975. Johnson City’s former vice mayor and city commissioner, Carriger began a long career in banking in 1971 as an assistant national bank examiner with the Comptroller of the Currency, a bureau within the United States Department of the Treasury. Beginning in 1976, Carriger turned to private banking. He started as a senior loan officer in the Knoxville office of First American Bank (now Regions Bank), and continued as chief and executive officer of Hamilton Bank (now SunTrust Bank). In 1999, he organized and opened Peoples Community Bank, serving as chair and CEO until the bank was acquired by First Community Bank. Currently, Carriger is on the board of directors of the Bank of Tennessee and is an outside consultant for the bank. A friend of East Tennessee State University and Steed College, Carriger served on the ETSU Foundation board of directors, the advisory boards of the College of Business and Technology and the Center for Banking.

The Excellence in Business Award is presented to individuals who have recorded significant accomplishments in business or public service, and demonstrated exemplary service to the community and a commitment to the college and university.

April L. Eads holds an associate degree in electrical technology from Northwest State Community College and a bachelor’s degree in engineering technology from ETSU. In addition, she is a certified economic developer and has taken over 120 hours of economic development courses through the Economic Development Institute.

Neet, Storey launched a successful career in the field of finance. He began at what is now First Tennessee Bank as a lender and manager. During that time, he entered graduate school at Louisiana State University.

Lottie Fields Ryan is a 1982 cum laude graduate of the University of Tennessee-Knoxville, with a bachelor’s degree in business with a marketing emphasis. She served as a management intern with United Telephone and remained with the company, progressively assuming more responsible positions as the company changed from United to Sprint, to Embarq, and now CenturyLink. During her career, Ryan’s has held positions as director of consumer service, director of network services, director of consumer sales and service, and currently, vice president and general manager for Western North Carolina and Tennessee.

Rick Storey attended East Tennessee State University and Steed College. During the Vietnam War, he served as a platoon sergeant with the 1st Cavalry Division. In the spring of 1982, Storey received combat injuries requiring surgeries in Vietnam, Japan and Walker Reed Army Medical Center in Washington, D.C. He was awarded a Purple Heart.

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Alex Carver, also known as Alex Carver, attended East Tennessee State University in 1971 with a degree in economics, and went on to the Storier Graduate School of Banking at the University of Delaware, graduating in 1975. Johnson City’s former vice mayor and city commissioner, Carriger began a long career in banking in 1971 as an assistant national bank examiner with the Comptroller of the Currency, a bureau within the United States Department of the Treasury. Beginning in 1976, Carriger turned to private banking. He started as a senior loan officer in the Knoxville office of First American Bank (now Regions Bank), and continued as chief and executive officer of Hamilton Bank (now SunTrust Bank). In 1999, he organized and opened Peoples Community Bank, serving as chair and CEO until the bank was acquired by First Community Bank. Currently, Carriger is on the board of directors of the Bank of Tennessee and is an outside consultant for the bank. A friend of East Tennessee State University and Steed College, Carriger served on the ETSU Foundation board of directors, the advisory boards of the College of Business and Technology and the Center for Banking.

The Business Horizon Award is presented to graduates of the ETSU College of Business and Technology who are establishing noteworthy careers and display significant accomplishments in business as well as a commitment to the college and the university.

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Jason Fleming is a 2002 cum laude graduate of East Tennessee State University, where he earned a bachelor’s degree in business administration in 2002. He continued at ETSU and received a master of accountancy degree in 2003. In addition to being a CPA, Fleming is accredited in Business Valuation and certified in Financial Forensics and in Global Management Accountancy (CGMA).

Leadership

If leadership is influence, then our alumni are an influential group indeed.
Kanishka Biddanda was 12 years old when he had a life-changing experience. His father, Dr. Biddanda Ponnappa (then at the University of Tennessee, but later an East Tennessee State University faculty member), took young Kanishka aside and showed him an emerging technology, called “the Internet.” His father called a colleague in another state to send Kanishka a personal email message. The boy was amazed and quickly began explaining the ramifications of this new way to communicate.

Before long, Biddanda was designing websites. He began getting requests for assistance from businesses all over the South, and when he was 16, he established his own company, deOptic. Most of his clients never met him face-to-face and didn’t realize he was a teenager.

After two years of classes at the University of Tennessee-Knoxville, Biddanda was ready for a change. He decided to transfer here, “Biddanda says with a smile.” Biddanda visualizes his future and quickly began exploring the ramifications of this new way to raise funds for Second Harvest.

Currently, Biddanda is interim executive director of AccelNow, one of nine business accelerators established across the state by Tennessee Gov. Bill Haslam. “Each accelerator has a different business clientele,” Biddanda says. “In our region, the community is full of inventors and creators. Once an entrepreneur has a growing business and needs resources to continue to grow, AccelNow can assist an entrepreneur with mentors, training and angel investors wishing to invest in growing enterprises. We also help inventors gain access to 3-D printers to make prototypes of their products and connect them with manufacturing resources.

With AccelNow thriving, it’s time to explore new opportunities to grow,” Biddanda explains. “My next five-year segment will be very unusual for me. I am moving on a personal basis. The job was becoming too comfortable. I need a challenge.” Biddanda says, “I need to be growing.”

When he spoke to his partner, he found that both of them felt the same way about their company. They chose to evolve into a “boutique” agency with 20 select clients. Biddanda was ready to begin a new era. As part of a strategy to help revitalize downtown Kingsport, Biddanda and two business partners redeveloped buildings from the early 1900s and founded two restaurants.

One was a barbecue restaurant with a gourmet twist, Bone Fire Smokehouse. A high point came when the restaurant entered a contest to find the best ribs recipe in the nation. Bone Fire smokehouse was featured on Regis Philbin and Kelly Ripa’s morning television program after beating out hundreds of competitors. The restaurant experienced 30 percent growth overnight.

Biddanda and his partners also renovated a three-story downtown building to create the Kingsport Grocery Company, a restaurant featuring 200 craft beers and no traditional brands. As part of a personal commitment he had developed while at ETSU to give 20 percent of his companies’ time and attention to non-profit groups, Biddanda thought of a unique way to raise funds for Second Harvest food bank.

“BBQ, beer and blues,” he says. “How can you go wrong with that?” The result was Racks by the Tracks, the first craft beer festival in the Tri-Cities.

That first year, we had 450 guests and lost money, but still managed to raise funds and food for Second Harvest. We recently completed our seventh year with 12,000 people in attendance and we’ve raised $40,000 for five local non-profits.”

Probably able to leap tall buildings at a single bound.
Lt. Col. Daniel Bishop has completed his term at East Tennessee State University as professor of military science and commanding officer of the university’s Army ROTC program. He has turned over his position to Lieutenant Colonel Glen Howie and moved to a new assignment at Fort George Meade, in Maryland, after providing guidance and a high level of energy throughout the past few years.

Howie, who stepped into his new position on July 1, is ready to accept the new challenge, “The ETSU ROTC program has a strong culture of winning whatever they attempt,” he says, “and my job is to keep that momentum going.”

He points proudly to the cadets’ many accomplishments during the past year. “The cadets of ETSU’s Army ROTC program and our affiliated program at University of Virginia’s College at Wise have done an outstanding job,” he says. “During the spring semester alone, they competed in half-a-dozen major events. Those included the U.S. Army Small Arms Marksmanship competition, training with the German Army to earn the prestigious German Armed Forces Badge for Military Proficiency, admission to the elite Pershing Rifles Society, the Bataan Memorial March in New Mexico, the Bataan Memorial March in New Zealand, and already loves his new home. “Tennessee is beautiful!” he says. “This is the friendliest place we ever lived—and I don’t miss California traffic!”

Howie is ready for the challenges ahead, and already loves his new home. “Tennessee is beautiful!” he says. “This is the friendliest place we ever lived—and I don’t miss California traffic!”

Now, after 20 years of active duty, Howie has had some impressive assignments. For nine of those years, he and his wife, Jonda, lived in Southern California. He earned a master’s degree in organizational leadership at Chapman University in Orange County and served a fellowship with the RAND Corporation.

“RAND conducts research and policy analysis for the military and other government agencies,” Howie says. “Their research is focused on difficult public policy challenges, where they perform analysis and provide recommended solutions to the customer. I loved my time there.”

Howie applied for the position here because, he says, “I want to give back to young cadets. The lessons I’ve learned over more than 20 years in the Army are something I can pass along to the next generation.”

He feels the ROTC program has much to offer, and he is ready for the challenges ahead, and already loves his new home. “Tennessee is beautiful!” he says. “This is the friendliest place we ever lived—and I don’t miss California traffic!”

Dr. William Trainor’s New Zealand adventure.

Dr. William Trainor, professor of Finance at East Tennessee State University, traveled to New Zealand over 20 years ago to interview for a position. He returned to the United States after a week’s visit, but he never forgot the beauty or the slower pace of the country and vowed to return.

In 2013, Trainor found his opportunity after receiving a Fulbright Research Grant. He, his wife, and their 9-year-old daughter packed up for a six-month stay on New Zealand’s South Island, in the city of Dunedin.

In addition to researching New Zealand financial markets, Trainor presented six seminars, some at his home base at the University of Otago, and others at Lincoln University and the University of Canterbury. He also presented a paper at the World Business and Economics Research Conference in New Zealand.

Before he returned home, Trainor fulfilled a long-standing ambition by climbing Mr. Ollivier, supposedly the first mountain the famous Edmund Hillary climbed. Trainor had been stopped by time constraints in his first attempt 20 years ago, but was able to make a winter ascent through deep snow and ice.

Looking back on his experiences, Trainor says, “The Fulbright program is truly more about people than about research. Those of us who are selected are lucky enough to be immersed in a different culture while sharing and learning about areas that interest us. I experienced great researchers, great people, interesting students, fascinating discussions … all that I hoped my time in New Zealand would be.”

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Tammy Hawes
came to East Tennessee State University when she was 17 to study a new field—computer science—suggested by her high school guidance counselor in Mississippi.

While studying at ETSU, she took classes with Don Bailes. “He doesn’t know it,” she says, “but he changed my life. He is brilliant, he really cared for his students and he gave us practical, real-world illustrations. I wanted to do well in his classes to make him happy.”

After graduating in 1983 as one of only two female computer science majors in her class, Hawes began a 25-year successful career, mostly in the health care industry.

Her first office was the kitchen table in her home, and Hawes began a consulting service for business concerns and non-profit agencies. That was the humble beginning of Virsys12, now housed in a suite of offices in Brentwood, just outside Nashville, with a staff of 11 serving clients nationwide. The technology consultancy which specializes in Salesforce, provides clients with strategic guidance and full software implementation services for the health care field, along with industries from manufacturing to finance to non-profits. Virsys12 was incorporated in 2011, was devoted to ramping up in 2012, and by 2013, the company won the NEXT Award as Startup Company of the Year, presented by the Nashville Area Chamber of Commerce and the Nashville Entrepreneur Center, in recognition of the company’s triple-digit growth. Over the past year, Virsys12 has released its first customized applications (apps).

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“Growth at the beginning should be expected,” she says. “Now comes the more difficult part—maintaining steady growth in the years ahead.”

In addition, Virsys12 was nominated this year for the Nashville Business Journal’s “Best in Business Award,” while Hawes was nominated as a 2014 “Woman of Influence.”

Hawes feels she can account for her company’s success. “Question everything,” she says. “We are not order takers. Clients come to us with a general idea, and we make recommendations based on our business, technical and design expertise.”

A current project involves an app specific to the Affordable Care Act. The V12 ACO app provides the needed common platform for multiple health care providers to communicate with each other and with their patients in real time from any device to provide the best of care. One of her years at ETSU, Hawes remembers the students at her alma mater as having a good work ethic. That, she says, is the key to her success and to success in general.

“A college education will help you get a first job,” she notes, “but a strong work ethic earns you every job after that. If you want to have a more fulfilling career and to become a valued employee, hard work will get you there.
Executive Briefing at ETSU featured Fox News commentator

Charles Krauthammer

Fox News Channel (FNC) commentator and bestselling author Charles Krauthammer was the featured speaker at an Executive Briefing on Friday, April 11, at the Millennium Centre in Johnson City.

East Tennessee State University’s College of Business and Technology and Eastman Chemical Co. sponsored the event, which was part of the Executive Briefing series. The program provides opportunities for regional business and education leaders to benefit from national figures who share their perspectives on achieving performance excellence.

Krauthammer contributed political commentary and analysis for FNC and makes frequent appearances on “Special Report with Bret Baier,” “The O’Reilly Factor” and “Fox News Sunday.”


Formerly a business results expert, Krauthammer was president of California Computer Corp. and an executive for the Covey Leadership Center. He cofounded VitaSmarts, which offers award-winning training products based on more than 30 years of ongoing research. VitaSmarts has twice been named as one of the fastest growing companies in America by Inc. magazine.

In addition, Krauthammer is a Pulitzer Prize-winning syndicated journalist and a physician, as well as a contributing editor to The Weekly Standard and a panelist on the Public Broadcasting System’s Inside Washington.” He joined The Washington Post in 1984, and continues to write a weekly political column.

Krauthammer began his career in journalism at The New Republic. Prior to that time, he served as a speechwriter to Vice President Walter Mondale in 1980 and as chief resident in psychiatry at Massachusetts General Hospital.

Among Krauthammer’s many awards are the 2013 William F. Buckley Award for Media Excellence, the 1984 National Magazine Award for Essays and Criticism, the 1987 Pulitzer Prize for commentary and the first annual Bradley Prize.

After graduating from McGill University with a bachelor’s degree in political science and economics, Krauthammer became a Commonwealth Scholar at Balliol College in Oxford and earned an M.D. from Harvard Medical School.


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Darrell Cole: Persevere

Take a word of advice from

Darrell Cole is the president and chief executive officer of the United Distribution Group, a distribution services company focused on the gas, oil and mining industries. The organization has over 2,100 manufacturing partners and 170,000 line items. The Bristol, Tennessee-based business has subsidiaries in 81 locations, with 850 employees throughout North America.

In addition, the company was ranked 24th on Modern Distribution Magazine’s 2013 Market Leader List and 22nd on the Industrial Distribution Magazine 2013 Big 50 List.

Darrell Cole

“I was born in Russell County, Virginia,” he says. “My father was a coal miner, who later turned to management and the operation of a small coal concern of his own.”

A staunch supporter of regional schools, Cole first attended Southwest Virginia Community College, followed by earning a degree in accounting and management at Bluefield State College in West Virginia. He was recruited by a bank in Buchanan County, Virginia, right after college.

“I worked at the bank for a year,” he remembers, “when I was hired by United Supply Co. a small start-up with one location. They were expanding and needed young people as employees.”

That small start-up began in 1976, and through steady growth, acquisitions and mergers, Cole says, “We are now the largest provider of products and services to energy-related businesses in North America.”

Along the way, Cole made the decision to enhance his education with a Master of Business Administration degree, and he chose to go to ETSU, because, he says, “the school is a regional university with full accreditation and the program was flexible enough to accommodate students with full-time jobs.”

Cole hesitated to commit to graduate school for a while. “I hadn’t been to school in quite a few years,” he explains, “and I had a growing business and a wife and two children to consider, but the decision to go to ETSU was a good one.

“I would take from one to several classes a semester, some at the main campus and a few at ETSU at Kingsport. After work on school days, I would drive 60 miles to ETSU, eat dinner in my car, attend classes and drive 60 miles back home. I kept up that routine for five years until I earned my M.B.A. in 1993.”

Carl Mallory, who graduated from ETSU in 1983, is director of marketing for the business. He has his own ideas about what accounts for United Distribution’s achievements. He feels that a great deal of the company’s success can be attributed to Cole’s warmth and genuine interest in his staff.

“Darrell is on a first-name basis with everyone.” Mallory explains. “He has a personal relationship with most employees from the chairman of the board to the mailroom clerks. You can hear our truck drivers calling out, ‘Hi Darrell!’ as they walk through the building. And he sets high standards and expectations through leading by example.”

That quality of perseverance has played a great role in Cole’s own life.

“I was born in Russell County, Virginia,” he says. “My father was a coal miner, who later turned to management and the operation of a small coal concern of his own.”

Along the way, Cole made the decision to enhance his education with a Master of Business Administration degree, and he chose to go to ETSU, because, he says, “the school is a regional university with full accreditation and the program was flexible enough to accommodate students with full-time jobs.”

Cole was surprised by his classmates at ETSU. “They were such a diverse group,” he says. “I was far from the oldest student. There was a good mix of ages and backgrounds, and they represented many industries.”

In addition to enjoying his education, Cole notes, “I get great satisfaction from the growth and challenge of business, and especially from interaction with employees and customers, who range from those who live in rural areas to those who consider the whole world their home.”

Carl Mallory, who graduated from ETSU in 1983, is director of marketing for the business. He has his own ideas about what accounts for United Distribution’s achievements. He feels that a great deal of the company’s success can be attributed to Cole’s warmth and genuine interest in his staff.

“Darrell is on a first-name basis with everyone,” Mallory explains. “He has a personal relationship with most employees from the chairman of the board to the mailroom clerks. You can hear our truck drivers calling out, ‘Hi Darrell!’ as they walk through the building. And he sets high standards and expectations through leading by example.”

Darrell Cole

Darrell Cole: Persevere

“We cover all aspects of mining,” Cole says, “from safety products to electrical, hydraulics and even roof control products.”

Looking back on his career, Cole recommends that others pursuing business or educational goals keep in mind the concepts of “communication,” “dedication” and “focus.”

“But the key is to persevere, no matter what obstacles come along,” he suggests.

I was hired by United Supply Co., a small start-up with one location. They were expanding and needed young people as employees.”

That small start-up began in 1976, and through steady growth, acquisitions and mergers, Cole says, “We are now the largest provider of products and services to energy-related businesses in North America.”

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Cole hesitated to commit to graduate school for a while. “I hadn’t been to school in quite a few years,” he explains, “and I had a growing business and a wife and two children to consider, but the decision to go to ETSU was a good one.

“I would take from one to several classes a semester, some at the main campus and a few at ETSU at Kingsport. After work on school days, I would drive 60 miles to ETSU, eat dinner in my car, attend classes and drive 60 miles back home. I kept up that routine for five years until I earned my M.B.A. in 1993.”

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when finding employment and navigating the “career search landscape.” The College of Business and Technology can help students make this very important transition through Career Services, a part of the college’s Office of External Programs and Outreach.

The services offered include coaching students on the résumé writing process and other job search tool kit essentials, including familiarity with social media. Strategic résumé writing enhances a student’s ability to gain an introduction to prospective employers and may even garner an interview. Offering experienced guidance while customizing a résumé or preparing for an interview can enhance successful outcomes.

Another way to gain experience and try on a possible job to see if it fits is through internships and cooperative education. Career Services can assist with gaining those real-world opportunities. Last year, Career Services coordinated 85 student internships and co-ops, both domestic and international.

Sydney McKinney, who participated in an engineering technology co-op at Denso Manufacturing, says, “This internship gave me valuable insight into the reality of the work force and what I should expect when I begin my search for a career in the near future.

“There are aspects of employment that cannot be taught, like interpersonal skills, time management and functioning as a member of a team. Those need to be learned through experience. And, I was not aware of “control systems engineering” before my internship. Now I realize that is something I am interested in doing as a career.”

Career Services also sponsors an annual Career Fair, believed to be the largest and most successful in the region. In an average year, 50 employers meet 250 students at the event. In addition, a handful of corporate sponsors step forward each year to provide extra support and show their interest in students. Among the 2014 sponsors were Eastman Chemical Company, Denso Manufacturing, Northwestern Mutual Life Insurance and Financial Services, automotive parts manufacturer Mahle, Pal’s Sudden Service and Flambeau Inc.

Career Services doesn’t wait until students are ready to graduate to begin assisting with selecting career paths. A variety of employers are invited to visit campus each year. Visitors from many fields, especially corporate sponsors, speak in classes about opportunities and real-world expectations.

“Student Executive Briefing” with executives from regional organizations presenting helpful topics to students. After the guest has spoken, a few students are selected to have lunch with the visitor and meet informally face-to-face. This past year, the speakers included Thom Crosby, president and chief executive officer of Pal’s Sudden Service, and Eastman Chemical Company’s Vice President of Human Resources, Edna Kinner.

Matt Pencarinha, a May graduate of ETSU and now an owner-in-training with Pal’s Sudden Service, was able to have lunch with Thom Crosby after a “Student Executive Briefing.” He says, “ETSU offered me a life-altering moment in the fall of 2013. Because of that opportunity, I will, at the age of 23, own and operate a multi-million dollar business. This is something that doesn’t come often to veteran professionals, much less to students. Thank you ETSU, the College of Business and Technology and this program for altering my life forever and for the better.”

Other special events include programs like the “Student Executive Briefing” with executives from regional organizations presenting helpful topics to students. After the guest has spoken, a few students are selected to have lunch with the visitor and meet informally face-to-face. This past year, the speakers included Thom Crosby, president and chief executive officer of Pal’s Sudden Service, and Eastman Chemical Company’s Vice President of Human Resources, Edna Kinner.

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Students need an “edge”
ETSU inaugurates new master of science in digital marketing program.

East Tennessee State University’s College of Business and Technology will begin a new master of science in digital marketing program in the fall semester.

The degree will focus on the field of marketing in the digital environment. Coursework will be current, relevant and completely online. The program coordinator, Dr. Kelly Price-Rhea, says, “With the growing, ever-changing, fast-paced online atmosphere, marketing has significantly changed and will continue to do so. To meet these needs, the degree will encompass cutting-edge, innovative curriculum and learning environment aimed toward producing dynamic, knowledgeable graduates who are prepared for the future of digital marketing.

“The program is not only innovative,” Price-Rhea notes, “but also challenging and purposeful. Graduates of the program will have the skills employers are looking for to fill digital marketing jobs.”

She adds, “We are looking for dynamic, energetic, creative students who are able to think critically. And, because of the online delivery of the program, professionals and students can advance their education while still working and managing everyday life.”

Among the course topics will be social media, search marketing, Web analytics, online metrics, digital marketing strategy, online consumer behavior and digital marketing research.

Admission to the program requires a 3.0 undergraduate grade point average on a 4.0 scale and a Graduate Record Exam or Graduate Management Admission Test score of 450, or the Graduate Record Exam equivalent score.

DENSO North America Foundation gives $72,500 for ETSU lab renovation.

DENSO North America Foundation has awarded $72,500 to East Tennessee State University’s Department of Engineering Technology, Surveying and Digital Media to update motor training centers.

“DENSO is committed to creating opportunities for students to work hands-on with advanced equipment and technology as vehicles and manufacturing become more complex,” said Mike Brackett, DENSO North America Foundation board member and senior vice president of Corporate Services at DENSO Manufacturing Tennessee. “These hands-on opportunities allow students to put their classroom know-how to the test and really challenge themselves. This is key in helping prepare our future engineers and manufacturing professionals.”

A registered 501(c)3 corporate foundation, the DENSO North America Foundation is dedicated to helping students advance their education in engineering, technology and other related programs. Founded in 2001, the Foundation provides grants to colleges and universities throughout North America, helping communities prosper through the development of a skilled and knowledgeable workforce. The Foundation also provides disaster relief grants through the American Red Cross to aid persons and communities in which DENSO Corporation operates.

Innovation is using the latest technology, fresh ideas and infinite possibilities to create something new or transform something already in existence. ETSU students gain the tools needed for successful innovation.
We are thrilled to have one of our own graduates leading the College of Business and Technology. Mr. Matthew D. Franklin recently graduated with his Bachelor of Science in Business Administration and has joined the University of Tennessee, Chattanooga as the Executive Director of Alumni Relations. He is responsible for leading a dedicated team of professionals who support the College of Business and Technology in its efforts to engage alumni, faculty, and students.

Thank you for investing today so that we may continue to make a difference in the lives of our students and alumni. Together, we are building a brighter future for all."