



MBA Students Travel to China

A dozen students enrolled in an international seminar offered through the MBA program in Appalachian State University's Walker College of Business learned about international business firsthand with a trip to China.

The seminar is a requirement for the MBA degree and students enrolled in the program participate in an international travel experience as a component of the course.

Throughout the spring semester, the students explored a range of international business topics through interaction with guest speakers, research, presentations and case analysis. The students continued their case discussion in China, working in teams with graduate students from Nanjing University.

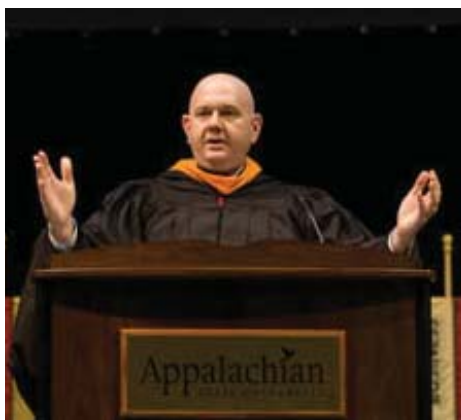
Members of the group had the opportunity to visit the Great Wall, pictured at right, during their stay.

The MBA students are one of two delegations from the Walker College of Business to travel to Asia this year. Students participating in the Holland Fellows exchange program traveled to Fudan University in May of this year. (see page 6)



Google Executive Speaks to Graduates

Lloyd Taylor, Google's director of global operations, addressed graduates of Appalachian State University's Walker College of Business during the May 6 Commencement Ceremony. About 400 students received degrees at the event which was held in the Holmes Convocation Center.



Director of Global Operations Lloyd Taylor addresses graduates on May 6, 2007.

Taylor's team designs, builds, deploys and operates the worldwide computing infrastructure that supports Google's online services. Taylor is responsible for overseeing initial operations at the new data farm in Caldwell County.

"All of us at Google are thrilled to be in business in a region with resources like ASU and Caldwell Community College and Technical Institute. We look forward to a prosperous future together", said Taylor's representative.

Taylor advised students to "listen to [others] without judgment or fear", but to write their own life stories. "Others will try to write your life story for you with the best of intentions. Your parents, your teachers, your bosses, your spouses, even your children will try to write your story for you. Consider their thoughts. Consider their guidance. Consider their opinions. Listen and use them to write your own story."

Peacock Endowed Professorship Completed

Thanks to our generous donors, the Walker College of Business has raised \$333,000 in gifts and pledges for a newly established endowed professorship, the Kenneth E. Peacock Accounting Professorship. The Professorship is now eligible to receive a 50% match from the UNC system (\$167,000) for a total completed professorship of \$500,000. The professorship will be awarded to an outstanding faculty member in the Department of Accounting. Our generous donors were recognized at the Harlan E. Boyles Distinguished CEO Lecture Series in March.

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Scenes from Commencement



142 Runners Participated in 1st Annual Stickboy 5k

Stickboy Bread Company sponsored a 5k Saturday, April 21, that started and finished on the campus of Appalachian State. All proceeds from this race benefitted



Runners began at Raley Hall (pictured above) and finished on the campus of Appalachian after winding through ASU and downtown Boone.

the students, faculty and staff of the Walker College of Business.

The first annual event attracted 142 registered runners to campus, which is a tremendous turnout for an inaugural event.

The fastest runner in the event was Dr. Chuck Dumke, a faculty member in the Health, Leisure and Exercise Sciences Department at Appalachian. He crossed the finish line at 17:02, followed by Rodney Jackson (17:42). Third-place finisher John Quindry was the only other sub-18-minute runner (17:42).

The top female finisher was Rhonda Lee, who finished with a time of 21:31. Katie Booker was just three steps behind at 21:34.

The Stickboy 5k is planned to be an annual event. Call 828.262.2057 with inquiries about next year's race.

New Entrepreneurship Focus

A third of business majors and one out of six non-business majors at Appalachian State University have seriously considered starting their own business at some point in their career, according to a survey conducted by faculty in the Walker College of Business.

Making that goal a reality is part of the mission of the newly established Center for Entrepreneurship at Appalachian.

Located in the Walker College of Business, the center was created to provide opportunities for business and non-business majors to learn about entrepreneurship. The center helps provide real-world entrepreneurship experiences for students, supports research, and helps expand educational opportunities and interactions with successful entrepreneurs in the region and around the world.

"Public officials at local, state, national and international levels increasingly recognize the need for entrepreneurship as an economic development tool," says Bryan Toney, director of the center. "It is particularly important in western North Carolina where many traditional industries have declined in recent years. The future economic development of western North Carolina is critically related to the region's ability to grow from within, rather than rely exclusively on recruitment of relocating and expanding firms."

Jason Berry, a 2002 graduate of the Walker College of Business, knew from age 12 that he wanted to own his own outdoor outfitters business some day. Thanks to courses in entrepreneurship that he took as part of his management and marketing majors, Berry is well on his way. Berry is general manager of Footsloggers in Boone and Blowing Rock and in the second year of a multi-year buyout of the popular store.

"I had known what I wanted to do for a while, so it was in the back of my mind every class I took," Berry said. He started working at Footsloggers his sophomore year, and by his junior year, Berry had approached the store owner about playing a larger role in the business.

"Developing a business plan as part of an entrepreneurship class helped me think practically and logically about the time frame (for buying) and the seasonality in this type of business," Berry said. One of Berry's goals is to open other Footsloggers stores across the region.

Other entrepreneurship activities in the Walker College of Business, and now sponsored by the center, include the annual Carole Moore McLeod Entrepreneur Summit in which business owners from a variety of areas participate in presentations and panel discussions. As part of the summit, students participate in "Pitch Your Idea in 90 Seconds" during which time they present their business ideas to a panel of entrepreneurs. The winning student or student team receives a \$1,000 cash prize.

The center also sponsors workshops and seminars on entrepreneurship that are open to the general public. For more information, visit the Center for Entrepreneurship's web site: www.entrepreneurship.appstate.edu

Young Entrepreneur Symposium (YES!)

The Center for Entrepreneurship coordinated a symposium on March 1 in conjunction with National Entrepreneurship Week USA, which was being observed February 24-March 3. "This event showcased just a few of the many young entrepreneurs who come out of Appalachian each year," said Bryan Toney, director for the Center for Entrepreneurship. "They shared their secrets to success with students and talked about opportunities and challenges that face young entrepreneurs. We hope the result will be to inspire even more of our students to pursue entrepreneurial careers." The event, sponsored by the local owners of Family Only Inc., which owns Back Yard Burgers restaurants in Boone and Hickory and the Marble Slab Creamery in Boone, brought six entrepreneurs to campus to serve on the panel.

CIS Students Take Top Honors

Ten Walker College students traveled to Detroit to compete in the Association of Information Technology Professionals (AITP) National Collegiate Conference March 29–April 1. Approximately 750 people attended the conference from numerous schools across the country.

Jessica Russ (left) was awarded first place in the undergraduate student paper competition and Ashley Holt (right) took second place honors in the same category, earning both students a spot in the finals. AITP faculty advisor Scott Hunsinger is also pictured.



Russ and Holt show off their awards with Advisor Hunsinger.

Ashley and Jessica were each presented a trophy and award certificate on March 31. In addition, Jessica received \$500 and Ashley received \$250 from the AITP National Conference.

Our student chapter was the only chapter in a 5-state region to win or place in a competition.

Jessica's paper examined the factors that influence whether CIS majors join their student AITP chapter. Ashley's paper looked at the factors influencing females to become CIS majors.

The students held a steak dinner and silent auction to raise funds to travel to the competition. Alana Irek, the Student President of the ASU chapter said she is hoping the national competition "will be an annual event for AITP in the future."

Irek was recently honored on the Appalachian campus with a Center for Student Involvement and Leadership (CSIL) Presidential Award.

"Alana has done a great job with AITP", said Hunsinger. "A few short years ago the club was 'near death' with a membership level of 10. Current membership is over 90 students!"

China Daily Journalists Take Classes

Claire Zhang and Jeff Pan, reporters from China Daily News, spent the fall semester taking business and communication classes at ASU. The Walker College of Business hosted the journalists, pictured



here at their going-away reception with Chancellor Ken Peacock. China Daily is the largest English-written newspaper in China. Pan said he valued the free expression and open communication between students and faculty in Appalachian classes.

NC Club Managers Association

Walker College of Business, in partnership with the North Carolina Club Manager's Association of America (NCCMAA), has established a student chapter on campus.

Students from the Hospitality and Tourism Management Program and the Recreation Management Program will be the core members of the chapter; however, membership will be open to all students.

The first student chapter meeting was held April 3 at the Grandfather Golf & Country Club in Linville. Students and faculty enjoyed a tour of the club property, a presentation about career opportunities and network resources through CMAA.

The chapter is being formed to foster professional development and highlight career opportunities in the industry.

Brent Hanlon from Grandfather Golf & Country Club, Eric Davidson and Lee Ann Myers of Blowing Rock Country Club, Steve Plummer of Roaring Gap Club, and Roger Omile of Elk River Club are guiding formation of the student NCCMAA chapter.

"These efforts indicate the growing economic importance of the club industry in the mountains of North Carolina and also across the entire state," said Dr. Mike Evans, acting chapter advisor and a professor in Appalachian's Department of Management.



Student members of the Club Manager's Association of America with advisors at Grandfather Golf & Country Club.

Future Financial Planners Excel

ASU financial planning students competed in the final phase of two national competitions: Ameriprise Invitation in Minneapolis (April 19 and 20) and International Association of Registered Financial Consultants (IARFC) competition in Las Vegas (May 16).

After being selected as one of eight teams to compete in the final phase of the Ameriprise competition, the ASU team (Clayton Quamme, Darren Caputo and Jack Barton) placed third in the knowledge part of the competition.

Appalachian was selected, along with Kansas State and Virginia Tech, for the final phase of the IARFC competition. The teams presented their comprehensive case to approximately 200 practitioners attending the IARFC Conference. After the practitioners' ballots were counted, the Appalachian team was awarded first place.

Both teams were selected from Financial Planning (FIN 4580), a capstone class for the Financial Planning Certificate Program in the Walker College of Business. The Instructor of the Financial Planning class and Director of the Financial Planning Center, Ivan C. Roten, CFPR, mentored the teams in preparing for, and escorted the teams to, the competitions.

CEOs Visit Campus; Share Their Stories with Students and the Community

Suzanne Freeman says her experiences growing up in a spiritual family environment, and being a wife, mother and busy professional helped prepare her for her role as president of Carolinas Medical Center (CMC).

Freeman spoke to students and faculty in March 2007 during the spring program of the Harlan E. Boyles Distinguished CEO Lecture Series about elements that set the stage for successful leadership.

Carolinas Medical Center, located in Charlotte, is the flagship facility of Carolinas Healthcare System and the third largest public health-care system in the country. The center serves patients throughout the Southeast.

As the oldest of five children, Freeman said her career path was forged early in life. She often played nurse as a small child. "But I can assure you I always was in charge," she said.

Freeman began her career as a staff nurse at CMC in 1975 after graduating from UNC Charlotte. Within six months, she was in a leadership position in her department. As she mastered various leadership skills, her responsibilities increased.

Freeman steadily rose through the ranks at CMC, from novice nurse to a chief nurse executive, then vice president. In 2000, she was named president of the health care organization. At the same time, she was able to balance her role as a wife and mother to three children – and learn about her inner strength in the process.

"Although I certainly can not take sole credit for accomplishing this important feat, I will tell you that I learned a lot about what one can accomplish if appropriately focused," Freeman said. "I was balancing my natural temperament with the challenges of motherhood in the evenings and on weekends, and by day the focus on business and relationship challenges commensurate with our ever-changing health care industry kept me challenged."

In addition to having a strong spiritual base, passion, integrity and a sense of purpose, Freeman said following a set of tenets has helped her succeed as a parent and leader.

"You must treasure education and consider it a continuing obligation. You must be firm, resolute and committed in your beliefs and actions," she said. "You must learn from your mistakes and in the future make sure that you make better decisions."

Freeman also said that individuals must value people and surround themselves with those who exude qualities they value. And they should consider various avenues of approach when making a decision. Freeman said having a career that allows her to make a difference in patient health and comfort, inspire colleagues to provide compassionate care in creative and innovative ways, and work to improve the efficiency and delivery of health care continues to excite her.

While those opportunities have helped Freeman define her success, each person must have their own set of goals and measures to define their success, she said.

"My life's success is going to be measured by what I leave behind: children who are going to make the world a better place than they found it; a health care organization that can sustain any whims of time, and the people I have impacted and are now future leaders. And it's going to be a life well-lived with a spiritual and moral compass."



Spring 2007 Lecturer Suzanne Freeman

Bobby Ginn, president of The Ginn Company, was the Fall 2006 lecturer.

Ginn had been a successful builder and land developer for years when he decided to see if there was a better way to do business.

For years, developers had been going about the process all wrong, he said. They would buy land then borrow against the value of the land to finance construction costs. But if the money ran out, they usually had nowhere to turn for additional financing.



Fall 2006 Lecturer Bobby Ginn

"Early in the '90s, I took two years off to write out a business plan," he told those attending the Harlan E. Boyles Distinguished CEO Lecture Series October 4 at Appalachian State University. He said he spent that time talking with friends, bankers and contractors about land development. "It was one of the most interesting things I have ever done," he said.

Since then, Ginn has changed the way his investors look at development projects. "We now start (projects) by asking where do we want to be, what do we want to be, what is our vision, what is our product. The last thing we worry about is where the piece of land is that we are going to build on."

The change in focus has resulted in a quality brand associated with The Ginn Company and their resort and private club communities in Colorado, South Carolina, Florida, the Caribbean, and the company's latest project, Laurelmore, located in Watauga and Wilkes counties.

"Today our capital comes from Wall Street. Our investors are the college endowments at Harvard, Yale, William and Mary, and the blue chip companies that would never, ever have been in the land development business 10 years ago," Ginn said.

"Our company is building icons," Ginn said. As a result, he has developed a loyal following of customers by focusing on quality construction and customer service. "I think we have the most loyal customers of any of the companies like us in the country. They (customers) follow us from community to community."

Developing consumer loyalty is the best marketing plan, Ginn said. "If you want a real marketing plan, get someone who buys from you and wants to buy from you again. They'll tell you what you are doing wrong and what you are doing right. You can only do that if you are really in touch with the customer," he said.

Ginn said he spent hundreds of hours looking for property in North Carolina for the Laurelmore project. The company plans to construct about 1,500 homes and 450 condominiums on the 6,000-acre property. In addition, the resort community will have a golf course, equestrian center, hiking and biking trails, and a lodge that will include a restaurant, fitness center and spa, and movie theatre.

Planners have created buffers to protect the property's streams from erosion and construction, and will incorporate lighting that will minimize light pollution. The development also will have its own central water and wastewater systems.

Chairman and CEO of Lowe's Companies to Serve as Fall 2007 Lecturer

Robert Niblock, chairman and chief executive officer of Lowe's Companies, Inc., will be the Fall 2007 speaker at the Harlan E. Boyles Distinguished CEO Lecture at Appalachian State University.

The event, sponsored by the Walker College of Business, is Tuesday, October 23, at 2 p.m. in Broyhill Music Center's Rosen Concert Hall. A reception will follow at 3:15 p.m. at the Broyhill Inn and Conference Center.

The lecture series is named for the late Harlan E. Boyles, who served for 24 years as N.C. state treasurer. The lecture and reception are open to the public. For more information, call (828) 262-2057.

Niblock joined Lowe's in 1993 as Director of Taxation, following a nine-year career with accounting firm Ernst & Young, and has served as vice president and treasurer, senior vice president, and executive vice president and CFO. Niblock served as president for two years, prior to being named to his current position.

Niblock received a bachelor of business administration degree in accounting from the University of North Carolina at Charlotte and is a certified public accountant.

He currently serves on the Lowe's Board of Directors and the Retail Industry Leaders Association Board of Directors.

Lowe's is a home improvement retailer headquartered in Mooresville, North Carolina, and operates more than 1,400 stores in 49 states. Lowe's has been in operation for more than 60 years and in 2005 ranked 45 on the Fortune 500.



Wachovia Collaboration Emphasizes Importance of Ethical Conduct

Appalachian State University students, faculty and administrators, along with Wachovia representatives and other special guests, came together November 17 to demonstrate Appalachian's dedication to ethical conduct in business.

The Walker College of Business hosted a three-day program with activities surrounding ethics in business.

Mr. Bud Baker, Jr., past chairman of the board of Wachovia Corporation and the 2006 Wachovia Executive-in-Residence at Appalachian State University, was on campus on November 15 and 16 and spoke to classes about the legal and compliance environment they will face upon entering the work force.

"Students must be grounded in the responsibilities and rewards of ethical behavior", Baker said. "I am optimistic - the future is bright."

On November 17, Baker was joined by a panel of experts in an open forum concerning ethics. The panelists were Mr. Moubray Beaty, past vice president of finance of Celanese Chemicals; Mr. Lee Biggerstaff, Appalachian MBA student; Mr. Michael Desmond, senior vice president and chief accounting officer of Reynolds American Inc.; Senior U.S. District Judge Graham Mullen; and Allan Singer, attorney and Business Advisory Council member.

Moderator Leigh Dunston, an executive-in-residence at Appalachian with more than 30 years of commercial and individual trial experience, led the panel discussion that touched on recent and potential ethical dilemmas in society and how business leaders and students both have dealt and should deal with them.

The executive-in-residence program is supported by the Wachovia Foundation as part of a five-year grant. "The college is honored to have a strong relationship with Wachovia," said Walker College Dean Randy Edwards. "Their endorsement of the ethics conference allows the opportunity for our executive-in-residence and these business leaders to share their experiences, advice and wise counsel with hundreds of students and future business leaders."

Outstanding Faculty Recognized

Four Walker faculty members were recently named recipients of the College's 2007 Excellence Awards. Ivan Roten (FIN) received the award for teaching; John Whitehead (ECO) was honored for his research contributions; and the award for excellence in service was presented to Ron Marden (ACC). Bryan Toney (MGT) was honored as the outstanding non-tenure track faculty member.

The honorees for the 2006 Excellence Awards were: Steve Millsaps (ECO), Teaching Award; Charlie Chen (CIS), Research Award; Al Harris (CIS), Service Award; and Rod Baker (FIN), non-tenure track Award;

A contribution from Business Advisory Council member G.A. Sywassink, CEO of Standard Holding Corporation in Charlotte, provides a monetary gift to the recipients.

The College's faculty excellence awards are presented annually. Winners receive a monetary prize and a bronze medallion of the university seal.



From left, 2006 award winners Charlie Chen, Rod Baker, Steve Millsaps, and Al Harris.

4th Martha Guy Summer Institute Held

The students of today are the business leaders of tomorrow. This Walker College of Business motto rings true not only for the college-aged students in Raley Hall's classrooms, but also for North Carolina's high school students.

Each summer, 24 rising high school seniors from across the state travel to Boone to participate in the Martha Guy Summer Institute (MGSI) for Future Business Leaders. These students are selected by an application and interview process and are identified as some of North Carolina's brightest students with an interest in exploring the world of business.

Established in 2004 by the Walker College of Business and Miss Martha Guy, former president of Avery County Bank in neighboring Newland, North Carolina, MGSI is now in its fourth year of operation.



Ms. Guy, now semi-retired, remains a consultant to the bank (now First Citizens) and continues to work with numerous local and national foundations and organizations. Her interest in and enthusiasm for the summer institute is partly a result of a similar experience she had on a college campus while still in high school.

Ms. Guy's desire is to introduce each MGSI class to the business world and to help them determine if Appalachian and the Walker College of Business are the best places to further their studies when it is time to choose a college.

While in Boone, the MGSI students interact with business leaders, build executive skills, learn about career opportunities and gain a competitive edge they may utilize to prepare for their educational endeavors.

The class also attends cultural events unique to Western North Carolina and experiences an Appalachian summer. Team-building activities in Boone often include hiking, white water rafting and ropes courses. The institute concludes with a trip to New York City, where students gain valuable experience in one of the world's most important business centers.



For more information on the Martha Guy Summer Institute for Business Leaders, please visit our web site or call 1-877-APP-MGSI (6474).

Holland Fellows Visit China; Exchange Program in its 11th Year

Twelve students from the College were selected to participate in a cross-cultural program with students at Fudan University in Shanghai, China, in May.

The William R. Holland Fellows Program for Business Study in Asia combines classroom sessions on international business practices, the history and economics of China, and Chinese customs and language with a three-week trip to China.

Students participating in this year's Holland Fellows Program were: Aaron Bobo, Amanda Felton, Brian Peede, Chase Warrington, Elisa Jarrin, Jessica Bowling, Kristen Rohrbach, Phillip Rubin, Renea Reed, Scott Farkas, Suzann Riddle and Yogi Amar.

While in China, the students from Appalachian visited joint-venture and government-owned businesses in Beijing and Shanghai, and worked on business case studies with students from Fudan. This year's topic was "The Health Care Industry in China and the United States."

Presenting a check to Appalachian State University during a 2006 football game halftime are, from left, Jeff Needham, Winfield and Judy Beroth, Jennifer and Vic Beroth, and Steve Stiller of Beroth Oil/Four Brothers Food Stores. With them are Appalachian's Peter Vandenberg, third from right, and Walker College of Business Dean Randy Edwards, second from right. (Appalachian photograph by University Photographer Mike Rominger)

Golf Tournament Proceeds Support Business Program at Appalachian

Winfield Beroth doesn't play golf, and neither do his three brothers. However, for the past 14 years, they have hosted the Appalachian State Scholarship Golf Classic at Tanglewood Park in Clemmons. In 2006, proceeds from the tournament totaled \$40,000.

Since its inception, the tournament has raised hundreds of thousands of dollars to support student and faculty travel to conferences, student scholarships, faculty research and a professorship that provides a salary stipend and funds to enhance a faculty member's teaching.

It's not surprising that the Beroths don't play golf. "It takes too much time," Winfield Beroth says. Beroth and his brothers – Vernice Jr., George and Thornton – are busy operating Beroth Oil/Four Brothers Food Stores. The chain of 30 stores located across the Piedmont was started by their father, Vernice Beroth, Sr.

The Beroths started the tournament after seeing the success other organizations had in raising money for nonprofit organizations.

"It's an excellent way to raise money for the Walker College of Business," he said. "We enjoy doing it and it has become an outlet for us to get out into the community, and to do something for someone else."

Beroth does take time each year to attend the tournament. He drives a cart throughout the course to thank those who participate.

"The support of Winfield Beroth, his family and his business associates is invaluable in terms of the difference it makes in the lives of our students and the work of our faculty members," said Walker College of Business Dean Randy Edwards.

"The ability to offer scholarships to students, provide travel stipends that allow them to attend professional conferences and the ability to support research and professional development activities of our faculty acknowledges their talent and hard work," Edwards said.

"Students don't always have the money they need to do some of the things they should in college," Beroth said. "Those who stand out should be helped to reach their ambitions in life."



Register to Participate in the 2007 Scholarship Golf Tournament

The fifteenth annual Appalachian State Scholarship Golf Classic, sponsored by 4 Brothers Food Stores and Beroth Oil Company Inc., is scheduled for Wednesday, September 12, 2007. It will be held at Tanglewood in Clemmons, North Carolina, again this year. Registration is now open for corporate sponsors and individual participants. Tournament format is a Foursome Captain's Choice with a shotgun start at 8:00 a.m. The entry fees include green and cart fees, complimentary beverages, a goody bag and lunch. There are nine holes on each course. To register visit our web site, or for more information, contact Beroth Oil at (336) 757-7612 or steve@berthoil.com.

5 GOOD REASONS to CHOOSE APPALACHIAN for YOUR MBA:

5 Students entering the MBA program with their bachelors degree in business may earn their MBA in one year.

4 Select, world-class professors teach small classes. Looking for personal attention from faculty? At Appalachian, there are fewer than 25 students in each class.

3 Travel. You will participate in a two-week trip to Asia. We believe that international study experience is the key to your future.

2 We are competitive academically and financially. We know that a good value, low-cost education is important to you.

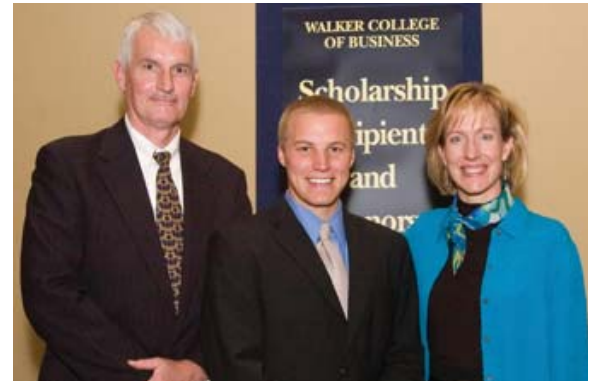
1 The Walker College of Business is recognized by the Princeton Review in the 2007 edition of "282 Best Business Schools". Take a closer look at Appalachian.

MBA.APPSTATE.EDU

Scholarships

The Walker College continued a tradition last fall of bringing together student scholarship recipients and scholarship donors. On November 9, 2006, approximately 170 students, donors and guests gathered for an evening reception at the Broyhill Inn. For the 2006-07 academic year, 166 students were awarded \$201,750 in scholarships.

Senior business major Clayton Quamme is photographed with Mr. and Mrs. Vogle, donors to the Jackson Paul Vogel Memorial Scholarship.



Alumni Involvement

Alumni involvement is critical to the success of the Walker College of Business and to the quality of the programs we offer our students. Listed below are several ways in which our business graduates can become more involved with their alma mater:

Present to a Club or Class: Many of our alumni enjoy returning to the Walker College to share their knowledge with our students. This can be in a classroom setting or as a guest speaker at a professional club event. In addition, our students enjoy having the opportunity to talk one-on-one with someone from the business world.

Lewis L. Mack Alumni Day: This event, in its eighth year, brings business graduates back to the classroom to share their experiences with our students. Typically, about 50 alumni return to present in classes each spring semester.

Carole Moore McLeod Entrepreneur Summit: This event, named for the Walker College alum, brings entrepreneurs from the Southeast to campus each year. Held each fall, students have an opportunity to learn about all aspects of entrepreneurship and to participate in and receive feedback in the student business idea contest.

Giving Opportunities

Financial Support: Private resources fund scholarships and other programs and learning opportunities. Whether it is helping a student pay for tuition, participate in a study abroad program or subsidizing student and faculty travel to conferences, financial support is always needed. To donate to the Walker College of Business, please mail your check (made payable to the ASU Foundation) to the Walker College of Business, ASU PO Box 32037, Boone, NC 28608, Attention: Development Director.

Join the Dean's Club: The Dean's Club is an annual giving society designed to benefit business students and faculty while enhancing the college's academic programs. Membership is open to Walker alumni and friends and begins with a minimum annual contribution of \$1,000. Contributions provide support for critical needs in the college such as student scholarships, travel funds for faculty and students to attend course-related conferences and to visit corporations, seed money for new programs, and resources to bring guest lecturers to the classroom. Pledges are accepted, and your gift may also be satisfied with a corporate matching donation.



Support William R. Holland Fellows Program for Business Study in Asia: Initiated in 1995, the Holland Fellows exchange gives 12 Walker students each year the opportunity to travel to China, where they collaborate with Chinese business students at Fudan University. Your support ensures that this rich tradition will continue for future Walker students.

Endowed Scholarship Opportunities: Walker students often benefit from scholarships funded by alumni and friends of Appalachian, but the need for additional support is great. Less than 10% of the 2,300 students enrolled in the college receive scholarship funding. This support has a great impact on the students who receive these scholarships. Please consider supporting an existing scholarship or creating a new scholarship in someone's honor or memory to support future Walker students.

Make a pledge online or contact the Walker College Development Director at 828.262.2057 for information about these or other opportunities.



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2006 - 2007 WALKER COLLEGE OF BUSINESS ANNUAL REPORT

Walker College of Business Upcoming Events

September 12 The fifteenth annual **Beroth Scholarship Golf Tournament** will be held at Tanglewood in Clemmons, NC. Registration is now open at business.appstate.edu.

September 13 The **Senior Career Symposium** is an opportunity for students to meet potential employers. Representatives from more than 50 companies across North Carolina will be on campus to recruit.

September 15 **Fall Family Day and Open House** activities include general information sessions, campus tours and residence hall open houses.

October 6 A list of **Homecoming** events can be found at homecoming.appstate.edu. Include in your planning a trip to the duckpond field, where COB alumni will gather prior to kick-off against Gardner-Webb.

October 6 **Holland Fellows Reunion** in Raley Hall. For information, contact Dawn Sheppard at 828.262.2058.

October 19 **Carole McLeod Entrepreneur Summit** brings entrepreneurs to Boone for panel discussions, presentations and the *Pitch Your Business Idea in 90 Seconds* student contest. Registration is now online.

October 22 **Business Advisory Council Meeting** is a forum, held twice a year, for selected business leaders to assist in the planning, evaluation and strengthening of Walker College programs.

October 23 The **Harlan E. Boyles Distinguished CEO Lecture** will feature Robert Niblock, Chairman and CEO of Lowe's Companies. The event will be held at 2:00p.m. on Appalachian's campus and is open to the public.

October 25 The **Scholarship Reception** allows student recipients to meet their scholarship donors.

November 10 **College of Business Gameday** will give Walker College alumni and friends the opportunity to gather at the Quinn Center Patio before the Mountaineers take on Western Carolina.

February 11 **Lewis L. Mack Alumni Day** brings alumni to Raley Hall to speak to classes about their experiences during and after their time at Appalachian. Registration is now open at business.appstate.edu.