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The Dashboard

Goodfriend School of Business

September, 2021



Copeland to Direct Management Excellence Program



Ashley Copeland enthusiastically joined the Goodfriend School of Business as its newest Management Excellence Director. In her role, she recruits and advises students for the accelerated bachelor's degree completion program and will ultimately teach business communication classes.

Most recently, she served TWU as its Advancement Coordinator in the Office of Advancement and Alumni Affairs. She previously enjoyed the unique opportunity to be a reporter for *The Daily Post-Athenian*, where she specialized in community, education, and pioneered *DPA-TV*, an interview video series. Ms. Copeland's master's degree in Public Relations will be conferred in the spring and she obtained her bachelor's degree in English.

Ms. Copeland is the granddaughter of Dr. Larry Wallace, former TWU Vice President and Founder of the Criminal Justice program. She is the daughter of Ms. Deb Wallace, Director of TWU's Professional

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Hale and Akers Begin New Roles



Julianne Hale will serve as Assistant Professor and Faith Akers will serve as Goodfriend School of Business (GSOB) Coordinator.

No stranger to GSOB students, Ms. Hale recently accepted the position of Assistant Professor and transitioned into that role on August 1. She previously served the Goodfriend School of Business in the role of Management Excellence Director since 2019 and has taught several classes on an adjunct basis. She will teach courses in management, business communications, healthcare administration, and human resources for

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Knopf Completes Financial Internship in Costa Rica

Aylyn Knopf, a Senior from Germany pursuing double emphases in Finance and International Business, recently completed a financial internship in Costa Rica. Aylyn is also pursuing a second major in Spanish.



The student provided a summary of her internship, as follows:

“The past summer break I did a Financial Internship in Costa Rica. I stayed there for 8 weeks (June 13th to August 8th). I am an international Business and Finance major; furthermore, I am majoring in Spanish. Resultingly, this internship went along perfectly with my studies since I was able to gain experience in the Finance field in a different culture as well as practicing Spanish.

I worked in a small office called the Facto Business Center. The main goal of the company is to support other firms with their financials and marketing. Besides me there were many other interns; however, I was the first and only international intern there. Part of my job was to look up client information on the official government website and update the company listing, translate documents from Spanish to English, distribute announcements about campaigns, and meet with clients to assist with their financials.

During my time in Costa Rica, I also traveled a lot. Usually, I had off from work Friday, which gave me a three-day weekend to travel. I was able to go to La Fortuna to see the waterfall, Arenal volcano, the Monteverde Cloud Forest, Santa Teresa beach, and Manuel Antonio National Park. I viewed Volcano Irazu where you could look into the volcano crater, and even made it to the Caribbean coast side to Puerto Viejo. In Puerto Viejo we stayed at Playa Negra which is a black sand beach which was caused by a volcano eruption.”

Photos courtesy of Aylyn Knopf:



Copeland to Direct Management Excellence Program

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Leadership in Criminal Justice Program. In her spare time, Ms. Copeland enjoys actively exploring the great outdoors, traveling, yoga, new cuisines, and theatre.

"Ashley is busy laying the groundwork on recruiting in many different educational and business settings," stated Dr. Martha Maddox, Associate Dean. "We welcome her enthusiasm and passion to help the Management Excellence program excel."



Hale and Akers Begin New Roles

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TWU, as well as serve as a faculty advisor for Phi Beta Lambda (PBL). She received her BS degree from Illinois State University and earned an MBA from the University of Phoenix.



As Director of Management Excellence, Ms. Hale recruited students to the bachelor-degree completion program designed for working adults seeking a degree in management. She served as advisor for all ME students and taught in the program. In addition, Ms. Hale helped manage and train the adjunct professors who taught in the ME program and worked to raise awareness about the program in the surrounding communities. Prior to serving as ME Director, Ms. Hale was a freelance writer for several regional magazines.

Ms. Hale lives in Cleveland with her husband and two daughters, Tatum and Harper. Her oldest child, Truman, began his freshman year at Belmont Abbey College in Belmont, North Carolina, this August. She enjoys birdwatching, reading, cooking, traveling, and live music (Americana and bluegrass/folk). She never misses an episode of *Ted Lasso* and has been known to belt out showtunes when no one is watching.

"Julianne was the Management Excellence Director for the past two years and did an outstanding job in this position," Dr. Maddox stated. "We are pleased to have Julianne share her expertise in Healthcare Management and Human Resource Management."

Ms. Akers will handle the executive assistant responsibilities within the GSOB, which includes coordinating events, updating yearly class schedules, ordering textbooks, reviewing budgets, making purchases, and similar responsibilities. She will assist Dr. Dan Gilbert with the MBA program and Mrs. Anne Montgomery with the LITE House. She is also teaching two classes this semester as an adjunct faculty member.

Prior to joining the GSOB at TWU, she worked as the Import Operations Lead at a freight forwarding company based in Seattle. She managed the traffic desk monitoring deliveries for strategic customers and assisted with customs entry related holds. Many of her responsibilities included ensuring compliance with U.S. Customs and other government agencies. Most of her corporate background is in logistics and customer service streamlining processes.



She and Jacob have been married for nine years and they have two children. Joseph is four, and Benjamin is 11 weeks old. She is originally from Athens, but lived in Norfolk, Virginia for several years while her husband served in the U.S. Navy. She and her family love to serve in their church, The Greenhouse, and love doing anything outdoors. According to Faith, "I love to read, hike, play board games, and watch *The Office*."

"We are so fortunate to have Faith Akers join us as the Goodfriend School of Business Coordinator," Dr. Maddox stated. "Faith was a former TWU accounting student and has returned to TWU with an MBA and a family! Faith completes administrative tasks, assist faculty, teaches classes, and is the MBA Coordinator. She is a busy person but is doing an outstanding job in her new role on campus. We are thrilled to have her join us."

Joint Kick Off for Business Investment Club and Phi Beta Lambda



The Business Investment Club (BIC) and Phi Beta Lambda (PBL) gathered for a joint kick-off meeting on August 31. Nathan Brown, President of BIC, and Tanner Mason, President of PBL, welcomed students to the joint session and shared information about each organization.

BIC is a student led investment management club in which students learn wise investment practices. The students manage about \$75,000 from TWU donors. Mr. Jordan Curtis, CTFA, Vice President, Trust Officer, with Simmons Wealth Management attended the kick-off and met with students. BIC officers are Nathan Brown, President; Payt Bussey, Vice President; and Maria Nunez, Secretary. Faculty sponsors are Mr. Sandy Maddox, Dr. Sheron Lawson, Dr. Rufus Beatty, and Ms. Dana Hammontree. Beginning on Tuesday September 14 at 11:00, BIC will meet the second and fourth Tuesday each month at 11:00.



PBL prepares students for future careers in business and increases awareness of local business and business leaders and the responsibility they hold in the community. PBL officers are Tanner Mason, President; Aleah White, Treasurer & Vice President; Ale Núñez- Parliamentarian; and Brianna McKinney, Secretary. Faculty sponsors are Ms. Dana Hammontree, Ms. Julianne Hale, Ms. Wendy Pierce. Beginning on Tuesday, September 21, PBL will meet on the third Tuesday of each month at 11:00.



Social Distancing, Masks Required for Fall 2021



On Monday, August 16, Goodfriend School of Business students returned to the TWU campus and Elliott Hall while the university continued to manage the COVID-19 pandemic. Social distancing guidelines again reduced class sizes so that students could attend safely, and a strict facemask policy was in force for everyone inside buildings, regardless of vaccination status. TWU President Dr. Harley Knowles and other university officials continue to stress the importance of receiving the vaccination in order to keep the campus community safe.

Dr. Martha Maddox, Associate Dean for the Goodfriend School of Business, was pleased to see the return of students. “We are excited to see students back on campus this fall,” she said. “There is much excitement in the air and students and faculty are thrilled to be back together. Students are very cooperative with the COVID guidelines. We hope for a successful 2021-2022 academic year.”

