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# The Dashboard

## Goodfriend School of Business

March 2022



### New Faces Help Tell Our Story

The Goodfriend School of Business (GSOB) is being represented by new faces.

Several GSOB students and an alumna recently participated in a photo shoot for new marketing materials. Coordinated by TWU’s Marketing and Communications Department, the shoot came to life via local photographer, Tommy Botello.

The photoshoot featured a variety of students from the traditional undergraduate, Management Excellence (ME), and Master of Business Administration programs.

The ME program is a bachelor’s degree completion program for working adults. As many ME students are remote, those who participated explained the photoshoot was a fun opportunity to interact with the campus community.

ME student Lavern Delande started the ME program in September and will graduate next May without ever



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### Fast Start for the Bulldog Investment Club



The Bulldog Investment Club jumped out to a quick start by making key decisions and electing a slate of officers at their first meeting of the year on January 25.

Maria Alejandra Nunez gave a brief description of the club's objectives and described the improvements and gains that the club has obtained thanks to all the good research and investments decisions made by the club. According to the last report provided by Simmons Bank, the club has gained over \$8,500, including realized gains.

As of this point, BIC was investing exclusively in companies that were in the

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“The Goodfriend School of Business is excited to have the new heat and air system installed in Elliott Hall on the first floor. This new system has been needed on the first floor as the previous equipment did not operate well. The new system will create a better learning environment for our students. The CARES money provided funding for this project.” – Dr. Martha Maddox, Associate Dean for the Goodfriend School of Business

## New Faces Help Tell Our Story

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having to step foot on campus. While she loves the program's flexibility, she was excited to come to campus to model. "I was honored to be a part of the photo shoot," Delande exclaimed. "This was such a great TWU experience. Go Bulldogs!"



Dexter Robertson, who graduated from the ME program in December 2021, was also thrilled to participate. Now that he's an alum, Robertson explained how thankful he is for the degree completion program. "The ME program allowed me to complete my degree while working full time," Robertson said. "The instructors and staff are truly there to help you achieve your goals."

Robinson's advice to current students was a message of tenacity. "Never Give Up," said Robertson. "I started as a daytime student fresh out of high school in 2010, and with the help of the wonderful faculty and staff I was able to finally see my dream of completing my degree accomplished."



Savannah Scott of Athens, a senior pursuing an emphasis in Accounting



Dr. Koyel Khan is a Sociology professor at TWU by day and an MBA student at night.



Fabio Garcia of Sorocaba, SP, Brazil, a senior pursuing an emphasis in Accounting



Local jeweler and entrepreneur Jessica Klaaren just started the ME program in January and is earning her emphasis in accounting. After working with Botello, Klaaren said her first semester is off to a great start – and is already growing her professionally.

"I am so grateful for the ME program. It is designed to offer flexibility for adults like myself," Klaaren said. "Finishing my degree has been a lifelong dream, and I am learning skills that I can use in my current profession as well as open new doors for me in the event I decide to change career paths."

## Goodfriend School of Business Website Updated

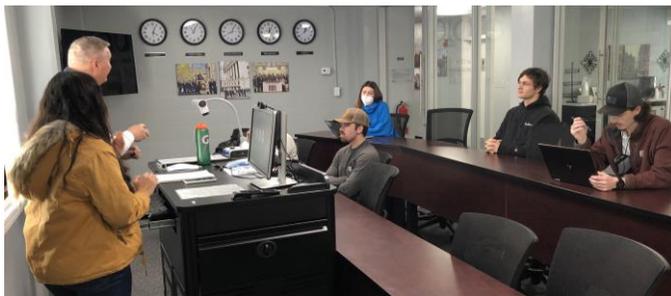
The Goodfriend School of Business (GSOB), in collaboration with TWU's Marketing and Communications Department, is boasting updated program webpages on the university's Academics tab. Visit <https://www.tn wesleyan.edu/> and select Academics then Undergraduate Programs, or point your browser to <https://www.tn wesleyan.edu/academics/programs-a-z.php> and check out our new program descriptions and photos.



For example, the Industrial Management page (above) shows students touring the local Denso Manufacturing facility with Dr. Gilbert and Sherri Ingle of DENSO Human Resources. When selecting the Program Description option, the prospective student will read that the curriculum was designed in collaboration with DENSO, and that the Industrial Management emphasis prepares students to hold management-level positions in the manufacturing industry. Visitors to the GSOB Academics page may also select program information for Accounting, Digital Marketing, Finance, General Management, Healthcare Management, Human Resource Management, International Business, Marketing, and Management Excellence.

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## Fast Start for the Bulldog Investment Club



Elections for BIC officers resulted in the following:  
President: Payt Bussey  
Vice President: Maria Alejandra Nunez  
Secretary: Lincoln Bowman

S&P 500 and all companies had been selected for a long-term investment perspective but from now on, the student members will also have some resources available to invest in crypto currency, in companies that are not in the S&P 500, and they will also do some short-term investments.



This year, the club will be meeting the first and third Tuesday of each month at 12pm in the room 305 of Elliot, and the club is open for all students, not only business majors.

## Envite Collaborative Re-Opens for Business



Associate Professor Anne Montgomery's New Venture Planning students have worked hard to re-open the Envite Collaborative student-run venture this semester. The Envite Collaborative is a marketplace for campus and community entrepreneurs to showcase their products and services. All students in the course serve on a functional team such as management, accounting, marketing, and vendor relations as well as work in the store throughout the week. A variety of products can be found in the store including original artwork, vintage clothing, gently used books and games. Handmade products include jewelry, goat milk soap, blankets, and crochet items. You can even satisfy your sweet tooth with baked goods and handmade cocoa bombs.

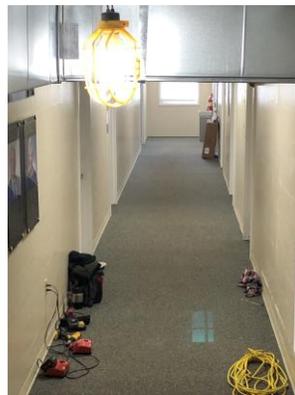
Located on the first floor of Elliott Hall, the Envite Collaborative is open on Mondays-Thursdays from 9:30 am – 2:00 pm.

## New HVAC System Installed on First Floor

Students will enjoy a new Heating, Ventilation, and Air Conditioning System (HVAC) installed throughout the first floor of Elliott Hall, replacing wall units that instructors had to operate individually. Webb Plumbing, Heating and Electrical of Athens completed the Installation for the university.



Ms. Montgomery and Matt Tullock admiring the new HVAC ductwork in the Envite Collaborative room.



## PBL Challenges Future Leaders

The officers and faculty sponsors of PBL presented members at the February 22 meeting with a Speed Networking challenge. The guest speaker for the event was Bonita Montgomery, an engineer with DENSO Manufacturing.



Phi Beta Lambda (PBL) is the student-led organization sponsored by the Goodfriend School of Business. The purpose of PBL is to increase awareness of local business and business leaders and the responsibility they hold in the community.

## 2022 Update on the Pickel Jar



For the second year, selected students in Dr. Stacy Swafford's Marketing Management class are managing "The Pickel Jar" -- the concession stand at our baseball stadium-- as a fundraiser for the Neyland Pickel family. After having been closed for several years, Neyland was present for the ribbon-cutting in March 2021.



This year, the stand opened in January, and students oversee every aspect of the enterprise: budgeting, inventory, staffing, finance, and marketing. Student assignments include Luis Ortiz- Manager; Ale Nuñez - Finance; Caden Minhinnett - Marketing; Tucker Berry - Inventory; Mackenzie Nichols - Staffing; and also Tristan Stouffer; Zach Hogueisson, and Emily Baker.

## No More Masks



TWU President Dr. Harley Knowles, in conjunction with the COVID Taskforce and COVID Faculty Advisory Committee, announced that mask-wearing in many indoor campus facilities will no longer be required effective Saturday, February 26, regardless of vaccination status. Students may still wear masks and faculty have the option to require masks in their classroom.

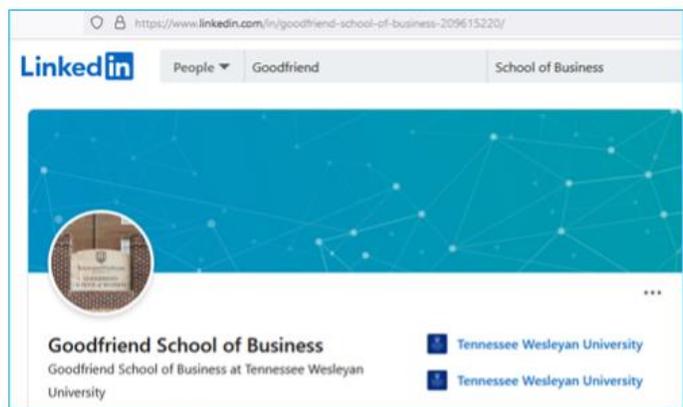
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### Internships and Job Opportunities

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Editor of The Dashboard: Dr. Dan Gilbert

Contributors: Ms. Ashley Copeland, Ms. Anne Montgomery, Dr. Stacy Swafford, and Maria Alejandra Nunez (student).

Associate Dean: Dr. Martha Maddox