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The Dashboard

Goodfriend School of Business

March 2024



E&E Manufacturing Partners with Goodfriend School of Business



E&E Manufacturing of East Tennessee LLC recently partnered with the Goodfriend School of Business (GSOB) of Tennessee Wesleyan University to provide Leadership Training modules to employees.

[Photo above l.-r.]: E&E employees Brent Hayes, Chris Lane, Carrie Sneed, and Michael Queen.

GSOB faculty provide the training to E&E employees, who attend the workshops in Elliott Hall on the campus of TWU. The weekly three-hour sessions occur on Tuesday and began in August 2023. To date, two teams of four selected employees have participated.

E&E is a state-of-the-art manufacturer of high-quality automobile parts that serve multiple vehicle brands and models throughout the world. GSOB faculty and staff toured the Athens manufacturing facility of E&E and met several employees.

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Career Fair Connects GSOB Students with Area Employers



The 16th annual Career Fair of the Goodfriend School of Business (GSOB) was attended by 26 area employers in hopes of recruiting TWU students. The event was organized by Ms. Cynthia Ballard, GSOB Coordinator.

[Photo above]: Hunter Starr and Summer Jones speak with students about employment with Capstar Bank. (Hunter and Summer are both graduates of TWU!)

Held on February 28, the Career Fair was open to all TWU students and held on the first floor of Elliott Hall in a drop-in format from 10:00 a.m. – 1:00 p.m. Students were advised to dress professionally and bring several copies of their resume to share with recruiters.

The event was well-attended, with 126 students participating.

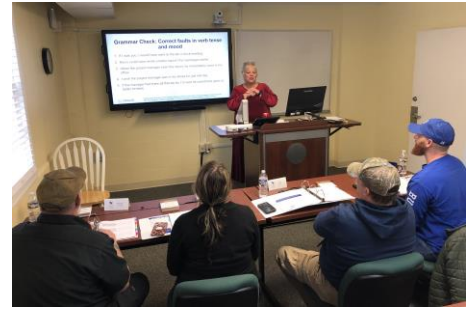
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The Goodfriend School of Business faculty are honored to have the opportunity to provide leadership training for two groups of employees at E&E Manufacturing. The training sessions are from 1:00 to 4:00 for fifteen weeks and classes have been offered in the fall and spring semester. It is a joy to have these employees come to TWU and help them learn how to become better employees and managers. We enjoy working with the E&E employees as they have a passion for their organization and its success. – Dr. Martha Maddox, Associate Dean for the Goodfriend School of Business

E&E Manufacturing Partners with Goodfriend School of Business

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The workshops for E&E employees span 15 weeks during the TWU Fall and Spring semesters. The faculty create the content, lecture materials, illustrations, power point presentations, hand-outs, and self-assessments. Each participant receives a detailed notebook that contains all training materials.



Dr. Martha Maddox providing training to E&E employees on communication skills.

The leadership training topics provided included the following:

- Communication Skills
- Business Writing
- Incident Reports and Performance Appraisals
- Public Speaking
- Interpersonal Communication
- Production Management/Quality and Safety
- Negotiation
- Conflict Resolution
- Decision Making
- Basic Accounting and Excel
- Team Building
- Personality and Leadership
- Organizational Politics and Power
- Organizational Culture
- Motivating Employees



Ms. Cynthia Ballard and Ms. Olivia Tyler recruiting students on the campus of E&E Manufacturing



Dr. Dan Gilbert presenting a workshop on quality

GSOB Graduate Program Offerings

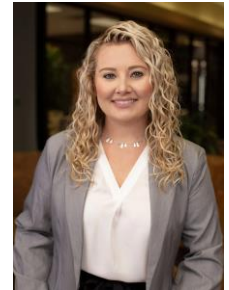
- Master of Business Administration
- Executive Master of Business Administration
- Executive Master of Science in Project Management
- Executive Master of Science in Business Analytics
- Executive Master of Science in Strategic Management

Five concentration options: Marketing, Accounting, Information Technology, Management, and General.

Ashton Burrows CPA Presents to Women Entrepreneurs

Contributed by Mary Maddox, LITE House Program Director

The LITE House hosted Ms. Ashton Burrows, CPA, on January 31 as part of its N.E.S.T. series for women entrepreneurs. Burrows, a TWU graduate, is Tax Supervisor at Miller & McPhail, CPAs, who delivered a comprehensive workshop on Small Business Tax Tips, providing attendees with invaluable insights. The discussion covered essential topics, including optimizing deductions and tax credits, emphasizing meticulous record keeping for streamlined tax preparation, and understanding recent changes in tax legislation.



Burrows underscored the importance of identifying eligible deductions and tax credits, offering practical strategies to minimize tax liabilities. The workshop highlighted best practices for record keeping to ensure compliance with IRS regulations and maintain organized financial records.

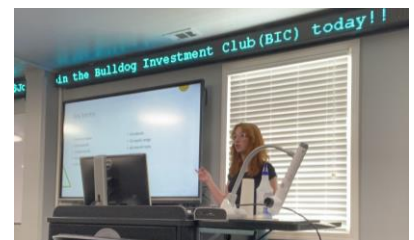
Participants gained a deep understanding of recent updates in tax legislation, enabling them to stay ahead of compliance requirements. The event also focused on effective tax planning strategies tailored to small businesses, addressing operational expenses, and providing insights into tax incentives.

If you could not attend, contact us for a comprehensive recap of these key takeaways. Your business success remains our priority, and we are here to ensure you stay informed, financially resilient, and IRS-compliant. Let us help empower your business with the knowledge gained from the Small Business Tax Tips workshop at The LITE House! N.E.S.T. stands for Networking, Excelling & Serving Together and includes programs designed for women entrepreneurs.

Bulldog Investment Club Monitors Historic Stock Market

Contributed by Jackson Gregg, BIC Vice President

The Bulldog Investment Club (BIC) hosted two virtual guest speakers from the CFA (Chartered Financial Analyst) Institute on January 30: Ben Flox and Michell Bosch. The speakers presented the benefits of CFA Institute membership and its impact on career development opportunities.



In addition to monitoring the historic highs of the global investment industry, BIC members have been meeting bi-weekly to share research and discuss various financial sectors in anticipation of the semi-annual stock pitch scheduled for April 18. During the student stock pitch presentation, advisors from the community will provide insights and feedback that will guide the student-led organization as it makes its end-of-semester stock purchase decisions.

BIC is a student-led investment management club in which students learn sound investment practices. The organization launched in January 2020 following a generous contribution by Ric and BJ Galberaith. BIC meets on the first and third Tuesdays of each month at noon in the Ginny Elliott Financial Services Center (Elliott 305). Faculty sponsors are Mr. Sandy Maddox and Dr. Kennedy Amofa. Ms. Juli Brackett is the club president. Membership in BIC can earn 1 hour of academic credit.



Career Fair Connects GSOB Students with Area Employers

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The following area employers participated in the GSOB Career Fair:

- City of Athens
- 21st Mortgage
- Tennessee Bureau of Investigation
- US Department of Energy, Office of Inspector General
- Capstar Bank
- Simmons Bank
- Cleveland Police Department
- E&E Manufacturing of East Tennessee, LLC
- Midlab, Inc.
- Bowater Credit Union
- Bureau of ATFE (Alcohol, Tobacco, Firearms, and Explosives)
- Highway Transport
- Miller & McPhail CPAs
- Amazon
- People's Bank of East TN
- DHL
- Volunteer Electric Cooperative
- Corebridge Financial
- Tennessee Highway Patrol
- Vanderbilt Mortgage
- Bargain Barn
- Tennessee Comptroller of the Treasury
- Del Conca, USA

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Paul Willson Presents to Goodfriend Business Society

Community Leader and GSOB Executive-in-Residence Paul Willson spoke to the Goodfriend Business Society (GBS) on February 21. Willson discussed organizational culture with the students and faculty in attendance, and left participants with the following principles:

- Learn about the culture of your organization
- Engage your organization's culture to serve customers
- Create a positive work environment
- Trust your employees and delegate work
- Find a mentor to give you career advice

Aubrey Bolinger, GBS President, contributed the following observation:
“Paul Willson was an amazing great speaker who truly helped our members to understand the topic of business culture, which is a topic that is hard to understand without having experience. He helped us all to better understand the topic and gave information and advice that we all can use in our lives.”



← Continued from page 4: **More Career Fair photos**



Editor of The Dashboard: Dr. Dan Gilbert
Contributors: Mary Maddox, Aubrey Bolinger, Jackson Gregg
Associate Dean: Dr. Martha Maddox