



# The M & M

Department of the Management, Marketing, and IS Newsletter

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## COBA Student Spotlight – Allison McKeever

In this Issue, we spotlight graduating senior, Allison McKeever. Allison is majoring in Marketing and hoping to pursue a career in digital marketing or supply chain management.

Dr. Stan Solomon nominated Allison for the Student Spotlight because she turned an assignment in his Supply Chain class into an opportunity to inspire her classmates to serve others. In essence, Alison encouraged students to live by the motto of OUR University, "The Measure of a Life is its Service".

We asked Allison a few questions about her experience at SHSU. Her responses are below:

### Q: Describe a memorable experience that you had while attending SHSU:

A: I don't think I could narrow it down to one small memorable moment. It is all about the small things that hold my memories at SHSU. Whether it was eating at Old Main Market at lunch everyday with best friends, pulling two all nighters in a row during finals, helping students with technology for my on campus job, living at the ADPi house with my sisters, writing a 5 paragraph paper on why I deserve a grade bump, going the wrong way on the new one-way roads, attending SHSU athletic events, realizing I'm not as bad at accounting as I expected to be, crying after an exam only to realize I received a B and I was just being ridiculous with myself, or calling my mother everyday this semester to let her know that yes I am still graduating. SHSU isn't one memorable experience, it is a million little moments that shape you into who you are supposed to become.

### Q: What SHSU experience has had the greatest impact on your educational journey?

A: Failing a class. As embarrassing as this is, it really shaped me. I always have



done fairly well in school. I knew that if I put in the time and work, that my grade would reflect just that. I think for each student, they find that some classes they have a natural talent in and others require discipline, and each class is different for each student. I know after the first two days of class how much discipline and effort were required for each class. So, after a semester of putting in countless hours and really trying my hardest, failing a course was devastating for me. The whole summer, after grades were released, I retraced every step to think if I could change one thing, would it have made a difference? It also made me doubt myself as a student. I couldn't help but wonder if I was just not smart anymore. After almost a month of self-pity, I just had to get over it. I declared myself as an intelligent being and that I would never allow myself to feel "less than" again. I took 6 credit-hours that summer and made all A's! Making ALL A's really

McKeever interview, continued next page

McKeever interview, con't.

helped my confidence in my studies. When the fall came, I knew that I would be sitting in that same class again and fighting the same battles. However, this time I had the upper hand. I knew the order of what would happen in the course, I knew what I did not understand, and this time my failure fueled me to be successful. I ended up with a C in the course and honestly I couldn't be more proud! Failing that class taught me how to pick myself up after defeat and be successful, which humbled me more than anything. Discipline and talent are not always enough, sometimes you need to have grit and a little fight in you.

**Q: What advice would you offer to students entering COBA?**

- A: Be your best self at all times. This is the only way you can substantially grow, learn, and evaluate where you are.
- Use your degree for something better than yourself. It is a privilege to pursue higher education. So, give back to those who may not have the same opportunities.

- Say “good morning” to the person beside you. They may have notes on something that you missed or could become a good friend.
- Tell your teachers when you don't understand something. I used to be so nervous to ask questions to my teacher because I was worried I would be labeled as the dumb student that annoys everyone. However, I found if I am lost with the material so is large portion of the class. Your teacher cannot help you or the class if they don't know that you need help.
- There is a reason why students take entry-level courses in all COBA subjects; so that students are exposed to all areas of business. If you find you are passionate about a subject, other than our chosen major, change your major!
- I don't recommend pulling an all nighter but truly there is sometimes not enough hours in the day. Put in the work and get the grade you want. The material might be hard and you will probably be stressed out. However, you know what they say,

- “The night is long and the coffee is cheap”.
- TAKE AN INTERNSHIP!
  - TAKE LEADERSHIP POSITIONS IN ORGANIZATIONS!
  - Make friends along the way. College is much more bearable when you have a support system.
  - Call your parents.
  - If you take early classes sleep with the curtains open the night before an exam- even if your alarm is set. I saw so many students freaked out because they slept through their alarm or didn't charge their phone at night. Keep your curtains open (along with an alarm) so the sun will naturally wake you to avoid panic.
  - Ask your professors why they chose their field. They committed enough time and money to get a PhD so they feel very passionate for what they do. You cannot find that kind of passion in many places.
  - Be kind. Be intelligent. Be brave.
  - Be your own cheerleader and never lose sight of the finish line.

**Kerrion Group Guest Lecture at MGMT Organizational Behavior Classes ▶**

On October 18, 2017, Kerri Ressler, Founder & Chief Encouragement Officer of the Kerrion Group, guest lectured Carliss Miller's MGMT 3320 Organizational Behavior classes for an experiential learning opportunity in team processes and communication. The students thoroughly enjoyed the workshop as they learned more about their Spectrum Communication Styles. Kerri developed this assessment and workshop with psychodynamic theory as the foundation, revealing situational communication styles as well as non-verbal body language reading. The students learned how understanding others' communication styles and reading non-verbals is the secret for leadership success and winning in business.

The Kerrion Group offers services in group activity facilitation, leadership training, and organizational development. For more information visit [www.kerriongroup.com](http://www.kerriongroup.com).



Dr. Miller and Kerri Ressler





## Luby's/Fuddrucker's Makes a Bearkat Connection with AITP's MIS Students in a Big Way

Bill Devlin, the Executive Director of IT for Luby's/Fuddrucker's Corporation and a proud Huntsville resident had been looking for a way to connect with SHSU students when he met the AITP student chapter President, Nhi Do, at a Houston Professional chapter networking event. That was the start of a growing sponsorship for Sam Management Information System (MIS) students.

The Association of IT Professionals (AITP) student chapter has always been encouraged to go to networking events by faculty advisors Dr. Janis Warner and Dr. Kamphol Wipawayangkool, so it came as no surprise that such a great connection could be made at such events. The Luby's/Fuddrucker's connection is just one more piece of evidence that shows what can happen when those efforts are made by our students.

Here is what has been happening with Luby's/Fuddrucker's connection so far:

- Bill Devlin presents the "IT of Things and Other Technological Developments in the Restaurant Industry" to the AITP student chapter during Spring 2017
- Bill Devlin presents "Preparing for the Interview" to the AITP student chapter during Fall 2017
- Luby's Information Technology Open House – November 2017
- Bill Devlin announces multiple internships opening up for SHSU students at the corporate headquarters – November 2017

Bill Devlin is enthusiastic about helping SAM students and is available to speak to your classes and can cover topics such as interviewing skills and the intersection of marketing and technology. Please check with Dr. Janis Warner if you are interested in having him as a speaker in your classroom or for a group meeting.

► *Flyer announcing the Open House*



▲ Jayson Adanse, VP of University Outreach - AITP; Dr. Janis Warner, AITP Faculty Advisor; Bill Devlin, Executive Director of IT for Luby's Inc.; Donya Davis, President of AITP Houston Professional Chapter at the Open House



▲ Dr. Janis Warner, AITP Faculty Advisor and AITP student chapter members at the Open House



▲ Dr. Janis Warner and Dr. Kamphol Wipawayangkool with Bill Devlin, AITP student president Nhi Do at an AITP student chapter meeting Fall 2017



Luby's Inc. Information Technology Open House  
Friday November 3<sup>rd</sup>, 2017 10:00 AM to 3:00 PM  
13111 Northwest Freeway, suite 600 (6<sup>th</sup> Floor) Houston, Tx. 77040

- Convergence of Marketing and Information Technology \* Bill Devlin – Executive Director of IT
- Point of Sale, Digital Menu Boards, Kiosk, Mobile App \* Greg Nowak, Joe Rivera – Point of Sale Applications
- Governance and Security \* Ajoy Rao – Director of Compliance, Security and Applications
- Network Infrastructure Technology \* Coleman Cordray, Lance Stewart – Infrastructure
- ERP Systems: Great Plains, Infor \* Joyce Vanlura, Debra True – Business Applications Managers
- Service Desk Support \* Shannon Fetters – Service Desk Manager
- Database Administration \* Peggy Vetrano – MRE Consultant
- CrunchTime! Business Applications \* Kim Tijerina – CrunchTime! Analyst
- Project Management \* Nathan Holzman – Project Manager
- Data Center Management \* David Newall and Bryant Wilkins – Director of Infrastructure

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## ▼ There's a First Time for Everything!

Dr. Pamela Zelbst is the first faculty member to receive the College of Business Administration Faculty Excellence Award twice. She received the award for both 2010 and 2016. This award is acknowledgement of her contributions to teaching, research and service. Dr. Zelbst is a professor and the Director of both the Sower Business Technology Laboratory and the Center for Innovation & Technology.



## Announcing a Supply Chain Management Concentration

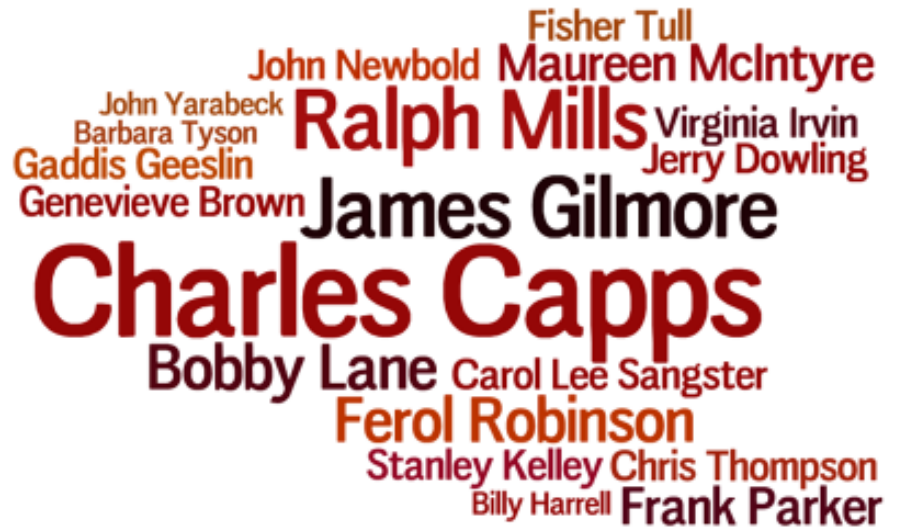
The Management, Marketing & IS Department is excited to announce the creation of a new Supply Chain Management concentration. The new Concentration is designed to provide students with the managerial strategies and tools needed to effectively manage the operations, logistics and supply chain of an organization. The concentration will equip students with the technical know-how of efficient procurement policies, inventory management, demand planning, production and distribution of products and services in a global environment.

The Supply Chain Management concentration will enhance employment opportunities for our students in the future. According to the American Production and Inventory Control Society (APICS, 2017) the anticipated employment growth for this discipline is approximately 31%. According to ONETOnline.org, the starting salaries in the supply chain related areas is an average of \$50,000.

## Dr. Charles Capps and Dr. John Newbold Cited for High Impact to Alumni in Recent Survey

Dr. Charles Capps (Management) and Dr. John Newbold (Marketing) were recently cited for having "a special impact on their experience as a student" in a comprehensive survey of SHSU alumni. Capps and Newbold were two of only four current SHSU faculty cited by the survey. The survey was sent to over 50,000 alumni in the Spring of 2017.

Q11 - Name one person who had a special impact on your experience as a student.



## ◀ Alumnus Pays-it-Forward to Management Majors

Colt Metz, a 2016 graduate with a management degree, has always had a desire to give back to SHSU. Colt's entrepreneurial spirit and commitment has led to the success of his company, CMI of Texas Insurance Group, LLC. Because of an experience Colt had as a student in receiving a scholarship that came just when he needed it most, he has a desire to pay-it-forward to current and future students. At the direction of Colt, CMI of Texas Insurance Group, LLC is donating three \$1000 scholarships for management majors with a desire to become servant leaders.



## APICS Student Scholars Attend Annual Conference in San Antonio

Three college of business students, Josh Lewis (Accounting), Faviola Romero (Economics), and Mohammed Alsharif (MIS), were selected as APICS Student Scholars and attended the APICS International Conference in San Antonio. APICS is the premier organization for supply chain and operations management professionals. Sam Houston has had an active student chapter for the past five years and the students participate in case competitions throughout the US. With the annual conference being held in San Antonio, the student chapter was able to send three officers to participate in the festivities. During the three-day conference, Mohammed (President), Faviola (VP), and Josh (Director of recruitment) met with student leaders from universities around the world. The officers exchanged ideas on how to run chapter meetings, recruit members, and prepare for case competitions.



Looking forward, the student chapter is preparing this year's case competition. First round submissions were videotaped and submitted to APICS in late October. If selected for the next round, several

Sam Houston students could travel to Mexico City for a face-to-face competition in February. Dr. Will Ellegood, Dr. Kevin Sweeney, and Dr. Jason Riley are faculty advisors for the student chapter.

## ANOTHER Volleyball Challenge

The MBA Student Association challenged the COBA faculty to another Volleyball game on November 11, 2017. The Faculty Volleyball Challenge took place at Alden Bridge Park, in The Woodlands.

The MBA students are determined to garner a WIN against the faculty ... at some point! However, the WIN did NOT happen this year! The FACULTY were victorious in beating the MBA students ... again!

GO COBA Faculty!!!





## Faculty Spotlight

**Dr. Christopher Cassidy** just concluded a year as the VP-Programs for the North American Case Research Association with our conference held in Chicago, 19-21 Oct. 2017. As program chair, he organized the conference for approximately 200 authors, 152 attendees, 111 case submissions, 40 start-up case submissions, and 84 case presentations.

**Dr. Carla D. Jones** served as the Chair for the Careers/Social Issues/Diversity Issues/Ethics Track for for the Southern Management Association (SMA). Her term culminated with the Annual SMA Conference in St. Petersburg, Florida (Oct. 2017).

**Dr. Joe Kavanaugh** organized a splendid presentation on Critical Incident Cases and presented it at the North American Case Research Association conference in Chicago (Oct. 2017).

**Dr. Aneika Simmons** was invited by the National Association of Black

Accountants to present on Achieving Goals. The event was held in the Smith-Hutson building in the Dow Center on September 19th. The presentation focused on understanding authentic purpose and success. In fact, the content included the notion that, “success is the ongoing achievement of becoming the person you were designed to be and accomplishing the goals you were designed to pursue”. A number of SHSU faculty, members of NABA, as well students who were interested in the topic were in attendance.

**Dr. Aneika Simmons** was invited to teach a session for the SHSU Management Academy. On November 6th, Dr. Simmons taught a session entitled, “Decision-Making for the Public Servant” to university employees. The session focused on the reality



that managers make decisions every day in complex environments that are constantly in flux. Success or failure is often dependent on the outcome of these decisions. This session focused on providing decision making best practices for management teams and individuals.

## Faculty, also, JUST Want to Have FUN!



▲ COBA Tailgating



▲ COBA Faculty Tailgating



▲ Peek-a-Boo



▲ The Eclipse Dab



◀ Let the SUN shine

▲ What? Don't look directly into the SUN?!