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CHOICES

SCHOOL OF BUSINESS

VOLUME 1 ISSUE 4

DECEMBER 2009

From the Dean's Desk....

There's a birthday party quickly approaching. As is our custom, gifts are in order for the "birthday boy." Here's a question – what do you give the honoree who has everything...or does he? Perhaps we can take some cues from Jesus' parents - - Mary responded to the angel, "I am the Lord's servant...May it be to me as you have said" (Luke 1:38), and "When Joseph woke up, he did what the angel of the Lord had commanded him..." (Matt. 1:24). I haven't noticed any angels recently, but I have experienced the miraculous presence of God in the world.

What can I give Jesus this Christmas? The best I can - - "yes Lord."

As you head toward Christmas and the end of 2009, consider giving Jesus the best gift ever - - yourself. May your homes be filled with joy and laughter as we celebrate the birth of our savior.

Feliz Navidad y Prospero Año Nuevo.

Chapel Honoring our Veterans

On Wednesday, November 11, the American people honor their veterans. The School of Business did their part by dedicating Academic Chapel on that day to hear two veterans share about their careers, and about LeTourneau's Veteran's Club. SSgt Carl Ammar is a Crew chief/ A/R specialist with the US Air Force and has served 5 tours in the Middle East. Sp/5 RC Roger Carr was a crew chief in the US Army, and served in Germany in the 60's.

In one of the many potent words that Sgt Ammar had to share, he reminded us of how to make our vets feel appreciated for their efforts. They don't want merits, money, or recognition. They only want gratitude—a simple "thank you" from their fellow Americans.

While always an important day for honoring and celebrating those who have given up their time—and for many their lives—it's impact is heightened by the number of our own students who are already war veterans, and some who are still serving at this moment. Make sure they know that you appreciate 'em!



Impacted by Asia—the Valerie Lewis Story

LETU business student Valerie Lewis has discovered life way beyond campus during her time at LeTourneau. A double major in international business and management information systems, she spent significant time in Asia, where she embraced her love of travel and culture (and learned a thing or two about business).

In fall 2007, she ventured to South Korea to participate in LETU's first student semester program exchange with Handong Global University. She also journeyed to Korea in spring 2008 on a 10-day trip led by Dr. Ken Fairweather that included tours of standout companies such as LG, Phillips, Hyundai, Kia and Samsung.

The next major stamp in her passport? China. Lewis spent another semester, spring 2009, in Asia through the CCCU's BestSemester program. During her stay, she spent time in Chinese culture hubs from Hong Kong and Beijing to Shanghai and the Fujian Province, learned from local lectures and a Chinese history study tour (5,000 years in two weeks!) and completed a three-week internship during her stay.

Lewis's journeys were fueled by her love of travel, and she was especially interested in visiting China since it's the place her grandfather was born (his parents were missionaries) and her uncle spent two Army tours (he always brought her souvenirs). However, the experiences she gained not only in business, but even more extraordinarily in *life*, overshadowed all of her expectations. In fact, Lewis would call it life changing.

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"I really view my life now as 'B.K.' and 'A.K.' – Before Korea and After Korea. It changed how I perceived cultures, how I see people, and how I see myself," Lewis said.

Through her international experiences, Lewis recognized the importance of learning from cultural differences and witnessed the impact of global exchange.

"You could not only hear about international businessmen and women owning their own company in another country, but you could see it in the flesh," Lewis said.

While living at the International House at Handong, she observed how much of a worldwide impact Christian college students are making as she saw Handong students, from local South Koreans to her new friend from the Congo, actively serving God half a world away. It also gave her a heart for reaching out to Handong exchange students that come to LETU.

Lewis encourages all students who can, to study abroad - to escape their on-campus comfort zones and seek to broaden their horizons both academically and culturally.

To learn more about LETU's international opportunities, visit www.letu.edu/Academics/StudyAbroad/



Valerie takes a cue from her Handong classmates and poses for the camera the "right" way.

LEGS Takes on Business Interns

LeTourneau University Empowering Global Solutions (known as LEGS) works, among other things, to develop a prosthetic knee that can be made affordable to amputees in developing nations. A highly biomedical-intensive project, working for LEGS has been relegated to engineering students only in the past. This year, Dr. Roger Gonzales, the engineering professor who heads up the LEGS team, is working with an outside consultant to set up and

implement a long term strategic plan for LEGS. LEGS wanted to bring on three business students to assist with the strategic development.

And so begins the relationship between LEGS and the School of Business. Students were selected to interview for one of three spots in a year-long LEGS internship. Two senior undergrads, Accounting major Nick Acosta and Finance major Kalyn Stralow, got the positions, along with LETU graduate student Brandon Asberry.

The three interns got the opportunity to be present and involved in one of the key initial strategic development meetings for the project. They have been assigned various projects to be completed throughout the year that will assist LEGS in fundraising, research, communication with

patients, establishment of future partnerships, etc.

According to Dr. Gonzales, continued interdepartmental student involvement is going to be a key LEGS objective. Involving students not only provides them with a unique learning opportunity, but it is something that sets LEGS apart from every other prosthetic developer out there.



At the October Strategic Development meeting at LETU's Dallas campus

Right to left: Mr. and Mrs. Dick Lewis, strategic leaders and board members: Kalyn Stralow, Nick Acosta, Brandon Asberry, and Dr. Gonzales, developer of LEGS.



Business Faculty Present at IACBE

The International Assembly for Collegiate Business Education (IACBE) is an organization that exists for the purpose of developing education in business, with a focus on providing premier business program accreditation. At their annual South Central Regional Conference, several professors representing the LeTourneau School of Business had the opportunity to present. Those in attendance represented more than twelve universities within the region. Held in Dallas, the IACBE conference took place on the 16th and 17th of November.

The president of the IACBE South Central Region for the past four years is our own Dr. Ken Fairweather, professor and director of the LETU marketing program. Dr. Fairweather coordinated the entire conference, which has grown consistently in size over the past four years, quadrupling its attendance number since his initial year in service.

Professors presenting from the undergraduate program included Dr. Beverly Rowe and Dr. Scott Ray. Dr. Rowe, a CPA and accounting professor, presented on the impact of the FASB financial statement. Dr. Ray presented in conjunction with a former MBA student on the merits of the Business Strategy Game as a teaching tool. These professors, together with graduate school alumni and MBA professors, were able to share their presentations over the course of the two days, followed by a discussion of best practices in which all were invited to participate.

Overall, the conference was a success. Dr. Fairweather is already looking forward to next year's conference, hoping to incorporate involvement and presentations from undergraduate business students.



**Dr. Ken Fairweather,
President of IACBE
South Central**

CONGRATS to our FALL BUSINESS GRADS!!

Roberto Alexander / International Business

Plans post-grad: Beginning the international job market search

New Location: Dallas/Ft Worth, TX

Favorite Business Course: No favorite, but really appreciated Dr Castro's advising



Kendyl Arey / Accounting

Plans post-grad: Taking a CPA prep course, and eventually the CPA exam!

New Location: Near Minneapolis, MN

Favorite Business Course: Any of the accounting classes...except tax

Brooke Kincade / Business Administration

Plans post-grad: Starting work and beginning her MBA

New Location: Sugar Land, TX

Favorite Business Courses: E-commerce & Marketing and Organizational Behavior



Ryan Merrick / Business Administration

Plans post-grad: Looking for a job!

New Location: Chicago, Il

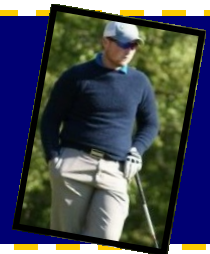
Favorite Business Course: Principles of Management

Ben Luckert / Accounting

Plans post-grad: Working for accounting firm Rylander, Clay & Opitz

New Location: Fort Worth, TX

Favorite Business Course: Business Law and Sports Psychology



Zac Majors / Finance

Plans post-grad: Getting married in May

New Location: The Woodlands, TX

Favorite Business Course: Investments

Luke Roberts / Design Technology

Plans post-grad: Working for NASA, Lockheed Martin, or VME Process

New Location: Enjoys East Texas but will relocate to wherever he works

Favorite Business Course: International Business in Honduras



Collin Spain / Industrial Management

Plans post-grad: Farming alongside his dad

New Location: Back home in Olton, TX

Favorite Business Course: Philosophy

Peter Zarichniak / Design Technology

Plans post-grad: Work at a local job until I find something fulltime and in my field.

New Location: Back home in Chester Springs, PA

Favorite Business Course: Senior Design - Powered Parachute Team

