



CHOICES

SCHOOL OF BUSINESS

UPCOMING EVENTS

VOLUME 2 ISSUE 1

MARCH 2010

Web Registration Opens:

March 22-25

Homecoming:

April 9-11

Senior Celebration:

April 30, 5-7pm

Graduation:

May 8, 9am

From the Dean's Desk...

This time last year I wrote of the unpredictability of East Texas weather. This year it snowed the day after the first day of spring. Not long thereafter the pollen was unleashed, and my car still needs a good washing.

Fortunately, God is predictable, at least in terms of His expectations of us. But what is our response to what we know to be the truth? Do we wait for Easter to be reminded in significant ways? Was the virgin birth not enough? The widow's flour and oil did not run out just as Elijah had said. But it wasn't until the Lord raised her son from the dead through Elijah that she said, "Now I know that you are a man of God and that the word of the Lord from your mouth is the truth." Was an endless supply of flour and oil not enough? Let's not miss all the miracles and blessings around us and respond to the daily truth that Jesus is Lord of all.

Onward my friends.

~Dr. Bob Wharton

Returning From Handong Global University

Jennifer Hamilton returned to LeTourneau for the Spring 2010 semester after spending the previous semester at Handong Global University in South Korea. In her own words, Jennifer reflects on the cultural differences in returning to the US and how her time at Handong has affected her faith:

I am now back in the US. Although it has over a month since the spring semester at LeTourneau started, I am still adjusting to being back on campus. I think that the reverse culture-shock was almost worse than the original shock when arriving in Korea. When I first arrived at the LAX airport, the biggest shock was hearing English spoken everywhere. Other little things surprised me that I didn't even think about before coming back, such as not sharing platters of food and being able to wear shoes in the house. I think I drove my family crazy by comparing everything around me to how it was in Korea.

Studying abroad in South Korea was an awesome experience. I think what I miss most about it is how real God felt while being there. Most Christians there were not Christians because they were expected to be or because their parents were. Some of the students I got to know in the International church were from developing countries, where one could be persecuted for believing something other than that country's beliefs. I spoke with friends that had never heard that gospel before going to the school and eventually decided to accept the Lord. Watching their growing faith and joy as they were baptized was something that I had not experienced before. I think that this part of the semester was the most life-changing.

The Lord has been continuing to challenge me in terms of international opportunities. I am planning on going back to Handong this summer for a 4-week discipleship course followed by a 2-week mission trip to Mongolia.

I would definitely recommend studying overseas to any student. It opens your eyes and gives you more of a global view. Even for students who are not planning to live and work overseas, it would be well worth looking into studying at Handong Global University, or any other of the study abroad opportunities available at LeTourneau.



Handong Students Work With Local Business

Over the course of 2 weeks, seven students from Handong, our sister school in South Korea, had the opportunity to develop an international marketing plan for Priefert Ranch Equipment in Mount Pleasant, TX. They brought their own experiences and education in business to consult with Priefert on how best to proceed in expanding into China.

Read the full article from the Longview News Journal at:

http://www.news-journal.com/news/content/news/stories/2010/01/24/01242010_letu_priefert.html

Recession and Business Education

Recession. We've thrown the word around a lot in the past few years. Our country has dealt with the pain of lost jobs, slimmer wallets, and devastated portfolios. Even among those fortunate enough to have been personally untouched by these hardships, one would be hard-pressed to find someone whose family or close friends have not been affected. Now, as the first quarter of 2010 draws to a close, there is talk of recovery, new small businesses are opening, and commercials depict a "bright future."

Recession is not typically a term with positive connotation. And yet, I daresay that those of us who have had the opportunity to study business during this time period should consider ourselves blessed. It's the old "when life gives you lemons..." philosophy.

Textbooks are wonderful (or so our professors say), and theorems and economic models have their place in school. After so many years of growth and prosperity in the economy and the stock market, however, talk of investment, accounting methods, and economics inevitably tend to reflect expectations for a continually prosperous future. When the economy took a downward turn, classes changed to reflect current events. We began discussing what we are experiencing and why. We learned what can go wrong, how it might have been prevented, and how to recover. We have seen how business should function during both the good and the bad times.

I would say that students are all the more prepared for the "real world" because of this opportunity. Yes, I just referred to our economic crisis as an opportunity. We have been equipped with the knowledge (if we were paying attention) to conduct business in any condition. We know what to look for as warning signs of a downturn, and we know how to guard against risk. This sets us apart in our education from those who have graduated in prior years. If we have taken advantage of this opportunity to learn, we are better prepared for the future. Thank you, Lord, for allowing us to learn from these difficult times!



-Kalyn Stralow

PROFESSORS MAKING AN IMPACT

...Beyond the Classroom

Working with the UN to Develop Honduras

The United Nations Development Program (UNDP) approached Dr Juan Castro, professor of Finance and Economics, about an opportunity to give a seminar on Economics to selected Masters program students in Honduras. The seminar was to be provided in keeping with the United Nations Millennium Development Goals to eradicate world poverty in the world with the purpose of professional development. The UNDP and the University of Honduras selected 40 professionals who will be taking several seminars/courses for a year to teach them how they can participate in the Honduran development.

Castro's seminar demonstrated how to apply economics to the development of the country and how to conduct macroeconomic research using Honduran data. Eleven research groups were created to develop different research papers related to Honduras. Paper topics included the effect of remittances in Honduras, the Basel Accord implication in Honduras, inflation and poverty in Honduras, the recession and coffee production, and Maquilas and income.

Castro described his student team as "very enthusiastic in learning with a wide level of experience." Their professions ranged from work in the Honduran Central Bank, banking insurance (similar to the FDIC in the US), university professors, international non-profit organizations (NGO's), and others in industry.

In addition to his seminars and research compilation, Castro also made a proposal for the Monetary Union for Central America. The attendance was very large, probably some 400 people which filled up entirely the auditorium.

UNDP, University of Honduras, and the students are very appreciative of LeTourneau supporting them with the use of Blackboard.

For more information on the United Nations Millennium Development Goals, visit

www.undp.org



Grant Approval for Accounting Presentation



Dr Beverly Rowe, Associate Professor of Accounting,, presented on March 5, 2010 at the annual meeting of the American Accounting Association Southwest (AAA-SW). The meeting, held during March 2-6 in Dallas, TX, provided an opportunity for speakers and presenters to share their knowledge and experience in the accounting field. The topics up for discussion included Taxation, Auditing, Accounting Research Theory, and Financial Markets, among others.

Dr. Rowe's presentation was entitled *Knowing What You Know: The Intersection of Performance Measurement and Knowledge Management*. In order to speak at the conference, a Title 3 grant of \$700 was approved to help cover the expenses of her trip. Congratulations to Dr. Rowe for having this opportunity and the provision necessary to share her work with the Southwest AAA community.

Interested in learning more about the American Accounting Association?

Visit their website at <http://aaahq.org/>