



# GENERALLY SPEAKING

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## **GBU Student Named Intern of the Year by Firm**

Joe Barone was recently named the 2006 Intern of the Year for the Dallas region by the Mattress Firm. Joe is a senior General Business major who interned in the Dallas market where he plans to work upon graduating. The Mattress Firm intern program consisted of 30 interns total, 5 of those in the Dallas market area. Joe's award resulted from a performance competition among the interns. For Joe, who had never before been involved in sales, "it was a great opportunity to learn and drive myself!" In reflecting on his experience, Joe said, "I was surprised and relieved at the same time. It was a very tough market with lots of great people. It was down to the wire to the very last day."

Joe added that he would enjoy working with any of his fellow interns again and was glad to represent the College of Business. He also offered a special thanks to Dr. Clipson, professor of business communication in the department, for arranging the internship for him. Joe who plans to graduate in May 2007, and is presently an SFA 101 student instructor for new freshman. He has aspirations to pursue his masters degree.



*Dr. Keaton Grubbs, Associate Professor of Business Law, will supervise the European Travel course*

## **International Business Travel Course**

The Nelson Rusche College of Business is sponsoring an International Business Law trip course in Spring 2007. The 3-hour course offered by the department of General Business will consist of weekly on-campus class meetings and an off-site European tour at the end of the spring semester. Among the topics to be covered are international business law, organizations instrumental in trade regulation, dispute resolution, roles and jurisdictions of international and domestic courts, legal professionals and business government officials, and historical and cultural aspects of each city. Dr. Keaton Grubbs, associate professor, will teach the course and supervise the trip. He refers to the course as "Europe A to Z." Travel is set to take place May 14-28 and features stops in Amsterdam, Geneva, Paris, Brussels, and Zermatt!



*Joe Barone, General Business Senior 07, and Dr. Tim Clipson, Professor of Business Communication and Director of Freshman Success program for SFA. Dr. Clipson was instrumental in arranging Joe's internship with the Mattress Firm. Joe and Dr. Clipson are pictured at the New York Stock Exchange during the 2006 Washington to Wall-street trip.*



## Online Courses

The Department of General Business was the first in the Rusche College of Business to begin offering online courses and now offers six courses in Web format, with more planned for launch in the near future. The first class offered online in 2001 was BCM 247 – Business Communication. This class now has at least one online section offered each semester of the academic year. Other courses that have joined the online repertoire are GBU 310—Word Processing, GBU 440 – Records Management, GBU 321 -- Information Technology, GBU 147 – Introduction to Business, and GBU 325 – Business and Society. These online courses provide flexible opportunities for students to continue their education who have life commitments that make it difficult for them to be traditional classroom students. The online courses are very popular and fill early in each registration period.

General Business faculty member Dr. Susan Jennings was among the first group of SFA faculty to graduate from the courses offered by the Office of Instructional Technology for both the “Certified Online Instructor” and “Master Online Instructor” designations. In speaking about the online courses, Dr. Jennings said: “The ability to do the work in a more personalized time frame appeals to many students both on and off campus. Students do learn very quickly, however, that not coming to class does not equate to not having to do work – the online courses are designed to be just as rigorous as their on- campus counterparts.” Other members of the department who have completed at least the first level of online instructor certification are Dr. Marsha Bayless, Ms. Judi Biss, Dr. Ann Wilson, Ms. Carol Wright, and Mr. Henry Dunn.



*Dr. Marsha Bayless, Professor of Business Communication and Technology, recently completed her term as president of the Association for Business Communication*

## **Marsha Bayless Serves as Association for Business Communication President for 2006**

Dr. Marsha L. Bayless, Professor in the Department of General Business, recently completed her term as President of the Association for Business Communication (ABC). The association was established 71 years ago and focuses on communication as it occurs in business. The association is divided into regions which include sections of the United States as well as various areas of the world such as Europe and Africa, Asia and the Pacific, and Central and South America. At the annual conference in San Antonio in October, Dr. Bayless was named a Fellow of the association which is the highest award given by the society.

During Dr. Bayless’ tenure as president she made scholarly presentations and gave officer greetings at all the regional conferences held during the year including those in Irvine, California, in October 2005; Oklahoma City, Oklahoma, in March 2006; Tampa, Florida, in March 2006; Oslo, Norway, in June 2006; and San Antonio, Texas, in October 2006.

The Oslo conference, held at the BI Norwegian School of Management, was Dr. Bayless’s first opportunity to attend a European ABC conference. The building featured state-of-the-art technology and meeting rooms. Participants were given special codes for computer access, so Dr. Bayless was able to email her summer school classes with online perspectives of Norway. Conference speakers included attendees from throughout Europe and the Middle East as well as the United States.

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*Mr. Henry Dunn,  
Lecturer and  
PBL advisor*

## **Phi Beta Lambda Pens & Axes Chapter**

The Pens & Axes student organization sponsored by the Department of General Business has gone national! The organization was formed in the 2004 fall semester as The General Business Society of Pens & Axes. The original faculty members responsible for the organization's formation are Dr. Keaton Grubbs, Dr. Ann Wilson, Ms. Carol Wright, and Mr. Henry Dunn. Mr. Dunn is currently serving as the organization's faculty advisor while Dr. Wilson has been named co-advisor. "From the beginning, the entire General Business Department faculty and staff have been actively involved in lending invaluable support and assistance to the organization's continued growth and success," says Dunn.

In the spring semester of 2005, Pens & Axes developed and began hosting an annual Career Preparation Seminar Series in which industry Human Resource professionals and recent SFA graduates discuss the job search process and experiences in a moderated panel format. One part of the series includes the HR professionals discussing resumes in an open forum and also holding one-on-one sessions with students in which they review the students' actual resumes. The organization regularly co-sponsors guest speakers and programs with other College of Business organizations and is actively involved in various SFA and community service programs.

In the fall, Pens & Axes affiliated with the national Phi Beta Lambda (PBL) student business

organization, which was once a part of the SFA campus as recently as the early 90's. The primary advantage of this national affiliation is that PBL affords students the opportunity to compete individually and/or on teams at the state and national level in a broad range of business topics. Additionally, some incoming students have been involved in the high school affiliate of PBL--Future Business Leaders of America (FBLA). These students often have expressed an interest in continuing their involvement at the collegiate level through PBL. Mr. Dunn also added, "Dr. Susan Jennings, with her extensive experience with FBLA, has been instrumental in assisting in the organization's affiliation with PBL. She also has agreed to guide the students in the competitive events component of the organization." Membership in the organization is open to any student with a major or minor in the College of Business or by petition for consideration.

The PBL chapters' over 20 active members are involved in fund-raising activities to support their travel and participation in the state conference and competitions.



*Pens & Axes Chapter of Phi Beta Lambda  
Fall 2006 Induction Ceremony*

*Bayless...cont. from page 2*

During her tenure as ABC President Dr. Bayless worked with the executive committee, the board of directors, a sponsor, and the research committee to establish a new award for Outstanding Doctoral Dissertation in Business Communication which will be given for the first time in October of 2007 in Washington, D.C. Dr. Bayless also was involved in the selection of a new executive director to replace Dr. Robert Myers of Baruch University in New York City who is stepping down from the job after 12 years. The new executive director who will start her term on February 1, 2007, is Dr. Betty S. Johnson, a former president of the association. The ABC headquarters office will be moved to Dr. Johnson's school, Stephen F. Austin State University!



- Would you drop us a line to let us know where you are working and what you are doing professionally? Current students enjoy knowing the types of jobs they might be holding after graduation. Email, Dr. Debbie DuFrene, department chair, at: [ddufrene@sfasu.edu](mailto:ddufrene@sfasu.edu)
- Are you planning a trip to SFA or the Nacogdoches area? If so, please consider serving as a guest speaker in one or more classes to share your knowledge and experiences with current students.
- Would you like to have a part in the success of the Department of General Business? Gifts of any size help promote student and faculty activities. Visit the following link and specify your gift for the Department of General Business: [www.givetosfa.edu](http://www.givetosfa.edu)
- Do you know of a job or internship opportunity in your company or organization that a SFA Lumberjack might fill? Please notify the department of any job openings, and we will be sure to spread the word for you by informing soon-to-be graduates of your available position. Let's keep it in the family! Axe em Jacks!

## **A General Business Double Success Story**

There is nothing better than an exciting General Business success story, and a double one is even better. Both Tony and Felicia May of Houston graduated from SFA with undergraduate degrees in General Business, in 1982 and 1986 respectively. Tony capitalized on his degree to build an extremely successful insurance business from the ground up, managing Nationwide Insurance Agency in Houston.

Felicia works for a small human resources consulting firm primarily dealing with employee benefits. Speaking of her career development, she commented, "I do think that my General Business degree gave me wonderful exposure in all functional areas of business; and as I developed my career, that exposure and base of knowledge has been invaluable." She also added, "The broad exposure afforded me in my undergraduate degree allowed me to concentrate my graduate studies in human resources. I feel I was able to capitalize on my undergraduate coursework during my graduate school studies. I definitely had an advantage over colleagues with liberal arts or education based backgrounds."

The Mays' preparation in General Business at SFA provided them with a terrific foundation for very different career paths. And Tony and Felicia have a constant reminder of their happy days at SFA—the university was the inspiration for the naming of their oldest son--Austin!

If your company or organization has job opportunities or if you would like to be a guest speaker at SFA for classes in the Department of General Business, please contact Lynn Shivers at (936) 468-3103. Let's support the SFA family.

**Axe Em Jacks!**