Students and faculty members in the John Massey School of Business mean business when it comes to caring for their community. Faculty members not only share their business skills in the classroom but also with the community through volunteering. Whether working with Rotary, Kiwanis, local churches, or other organizations, faculty members donate many, many hours of their expertise in helping organizations in Durant and throughout the Texoma region.

As an undergraduate student, Dr. Kitty Campbell considered becoming a veterinarian but instead, became a business professor. However, she volunteers time with Chances Miniature Horse Rescue. In addition to helping strays of all kinds, she and her husband Glen have nine miniature horses, two donkeys, three pot-bellied pigs, five barn cats, and six dogs, in addition to their herd of cattle and regular-sized horses.

M.B.A Program Coordinator Robert Howard spends time working with Families Feeding Families in Durant, where he serves as a member of the executive board and in his Social Media for Business class, students are assisting several nonprofits with developing websites Families Feeding Families and the Boys Club/Girls Club of Durant. Likewise, Dr. Theresa Hrnir is an active member of Rotary and volunteers time delivering Meals on Wheels to seniors in Durant. But JMSB faculty members go further by developing class projects to assist non-profit organizations in the community and encouraging students to develop the practice of volunteering. While college students might typically volunteer at a soup kitchen or cleaning up a neighborhood park, JMSB students can also apply their acquired business skills in accounting, finance, management, or marketing.

Over the years, students in Dr. Debra Haley’s classes have assisted more than 50 area businesses and nonprofits including the Sheltered Opportunities Workshop, a marketing plan for the GEAR-UP grant at Southeastern, and a Choctaw Nation Education book series project resulting in a scholarship from the Nation. Dr. Haley’s students currently are working to assist the Southeastern Hub for Arts Resources in Education (SHARE), a non-profit organization dedicated to providing all public school students in our area with arts opportunities and experiences they may not have otherwise. The organization started in fall 2010, but has experienced slow growth in fund-raising and project development. Dr. Walker stated “SHARE is an exciting idea for our community and the board is invested in providing resources to schools and individuals who are in need of instruction, materials, ideas, and programs for experiences in the arts. Our desire is to inform the community about our vision and hear back from schools and citizens concerning needs in the arts. In addition, we are seeking interested individuals and organizations who share this vision and would like to partner with us through funding and other types of support.”

Continued on Page 2
of support”—Dr. Jeri Walker, Donna Massey Professor of Music Education

Both undergraduate and graduate students in Dr. Martin Bressler’s entrepreneurship and small business management classes’ volunteer assistance to the Oklahoma Small Business Development Center through economic development research projects and small business assistance. Graduate student Ngone Lo recently completed a community profile research project which will be used to help attract businesses to the Durant area, while graduate student Shelby Tucker researched the storage facility industry. Undergraduate student Katie Buckner is researching outsourcing jewelry production and Sheila Weber is researching Agribusiness.

This time of year, the busiest professor in the John Massey School of Business could be Professor Debi Combs, because tax season means that she will be supervising her team of accounting students in the VITA program. Volunteers in Tax Assistance provide free tax service for taxpayers with incomes less than 50 thousand dollars per year. The revenue return to the community from refund money is in the millions of dollars per year that then cycle back into our local economy. In total, Professor Combs and her students typically volunteer more than 1300 hours each year to the community through the VITA program.

Nine accounting majors share the honor of being part of the largest group of accounting majors—ever—to complete an internship in an academic semester or year. Local CPAs supervise five of these majors including Joseph Barr, Smith Carney and Company, Ardmore, OK; Ryan Fondren, McClanahan & Holmes, Bonham, TX; Nancy Earlene Walker, Collier, Fox & Associates, Durant/Madill, OK; Jami Woodruff, Chambers, Jackson & Fox, Ardmore, OK; and April Zimmerman, Vann Dixon, Durant, OK.

Student Lance Elliott interns with The Choctaw Nation, Durant, OK, while Adrian Johnson and Vy Nguyen are completing internships with First United Bank, Durant, OK and Basanta Khanal is completing property audits and review work within the Finance Department of Southeastern Oklahoma State University. Students and faculty appreciate all these partnerships in providing outstanding opportunities for accounting majors and hope to continue these experiences for future students.

If he has a sense of adventure and a little bit of wanderlust, what kind of a career can a guy from Duncan, Oklahoma have with an accounting degree from Southeastern Oklahoma State University? Kenny Jones went to work for an international company and traveled around the south-central U.S. before moving to Angola in Africa to manage accounting for Halliburton Energy Services. Ken was that capable, dedicated accounting student who supplemented his degree with computer information systems before graduating July 1999. He first worked for Halliburton in his hometown Duncan, Oklahoma but within a few years, he was moving up in Halliburton. Along the way he worked as a financial accountant, senior auditor, lead accountant and accounting supervisor. In 2010, he moved to Luanda, Angola as accounting supervisor and now is accounting manager. He covers the international spectrum including foreign income taxes, legal entity structures, and international business.

Not only does Kenny write that working for Halliburton in Angola has been a very good experience for him, but also it has been a wonderful experience for his family. He writes that the knowledge of the world outside the United States, the exposure to diversity in education and the friendships formed will last a lifetime for him and his family.
**DR. LAWRENCE SILVER NAMED JOHN MASSEY CHAIR**

Lawrence Silver, DBA, CPCU, CLU has been appointed the John Massey Endowed Chair in Marketing effective August 1, 2012. Dr. Silver earned his B.A. from Tulane University and his M.A. (Industrial/Organizational Psychology), MBA, and DBA all from Louisiana Tech University. He taught at Louisiana Tech, Troy University, and Mississippi College before coming to Southeastern. Prior to working in academia, Dr. Silver served as an officer in the United States Navy, owned and operated an independent insurance agency, and served as an outside director for a community bank. He also holds the Chartered Property Casualty Underwriter and Chartered Life Underwriter designations. Dr. Silver has co-authored three books, authored or co-authored over twenty scholarly articles and made numerous presentations to both academic and practitioner audiences. Currently, he serves as director of Southeastern Oklahoma State University’s MBA program and as chair of the John Massey School of Business Assurance of Learning Committee.

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**DR. VON BERGEN RECEIVES CONFERENCE BEST PAPER AWARD**

Dr. C.W. Von Bergen received the best paper award at the Academic Forum Conference in Santa Fe, New Mexico for his paper titled “The High Cost of Supervisory Inaction” which addressed the consequences when supervisors fail to reward good employee behavior as well as confront worker misconduct. Dr. Von Bergen noted that “Despite most managers’ belief that doing nothing does not impact performance, managers change employee behavior by their lack of action as well as by their actions. Doing nothing does something; management non-response to desirable or undesirable employee performance changes future worker behavior for the worse. Some supervisors hesitate to challenge employees needing corrective counseling and appear to endorse a “see no evil, hear no evil, speak no evil” management approach. Supervisory inaction has real, negative consequences and there is a high price of a failure to act.”

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**DR. BRESSLER RECEIVES DISTINGUISHED RESEARCH AWARD**

Dr. Martin Bressler, Associate Professor in the John Massey School of Business recently received the Distinguished Research Award from the Academy of Legal, Ethical, and Regulatory Issues at the Allied Academies International Conference in New Orleans, Louisiana. Dr. Bressler’s paper titled “Protecting your company’s intellectual property assets from cyber-espionage” focuses on ways to protect and detect theft of company intellectual property assets. Dr. Bressler is the author of more than 50 conference papers and more than twenty articles in academic journals and business publications. In 1995, Dr. Bressler served as a Resource Panel expert to the White House Conference on Small Business. Dr. Bressler is also a Fulbright Scholar and Sam Walton Fellow.
Dr. Charles Marshall Named AIHA Fellow

Dr. Charles L. Marshall, Associate Professor with the Aviation Sciences Institute (ASI), has been awarded the distinction as a Fellow in the American Industrial Hygiene Association (AIHA). The Fellow designation was established to recognize members who have been Full members in good standing for 15 years of continuous membership and have made recognized contributions to industrial hygiene or related disciplines either through research, leadership, publications, education, or service to AIHA. The Fellow designation is limited to no more than five percent of the membership.

Dr. Marshall joined the ASI in 2004 and teaches classes in the Oklahoma City area programs at Rose College, Tinker AFB and OCCC. Dr. Marshall will be presented with the Fellow of AIHA Award at the AIHA Annual Continuing Education Conference being held in Montreal, Canada on May 22, 2013.

JMSB Faculty Publications

Debra A. Haley, Ph.D. has co-authored a paper titled “An Introduction to Multitasking and Texting: Prevalence and Impact on Grade and GPA in Marketing Classes” that has been accepted for publication in the Journal of Marketing Education. In addition, Dr. Haley will be presenting a paper on “Government Entities and Civic Engagement: An Overlooked Source of Civic Marketing Projects” in Portland, OR that has been accepted for publication in the Marketing Educators’ Association Proceedings, April, 2013.

Larry Prather, Ph.D., co-authored an article titled “Differential default risk among traditional and non-traditional mortgage products and capital adequacy standards” which has been accepted for publication in the International Review of Financial Analysis.

Robert Stevens, Ph.D., Lawrence Silver, Ph.D., and Robert Howard, M.B.A., co-authored a case entitled, “Silver Jewelry Stores” that was presented at the Southwest Case Research Association meeting in Albuquerque, New Mexico on March 14th. The case dealt with the ethical use of consumer information in marketing products/services from other companies to Silver Jewelry Stores’ customers. A synopsis of the case will be included in the proceedings of the Association’s meeting.