DURANT, Okla. – It’s only fitting that the Southeastern Alumni Association’s first-ever Lifetime Achievement Award was presented to John Massey. This special recognition took place on Friday, Oct. 2, at 5:30 p.m. in the Visual & Performing Arts Center at Southeastern Oklahoma State University.

“Regent Massey’s career in public service, business and higher education is unparalleled in the state of Oklahoma,” said Southeastern president Sean Burrage. “This is going to be a very special occasion as we gather to express our appreciation to an individual who has devoted his life to the betterment of all Oklahomans. No one has done more for Southeastern Oklahoma State University than John Massey. No one is more deserving of the Southeastern Alumni Association Lifetime Achievement Award than John Massey.”

President Burrage and Chancellor Glen D. Johnson of the Oklahoma State Regents for Higher Education and a former Southeastern president, presented the award.

Massey is chairman of the board of First United Bank and Trust, headquartered in Durant. He serves as Vice Chairman of the Oklahoma State Regents for Higher Education, and is in his third nine-year term as a regent, a position appointed by the governor.

“I congratulate State Regent John Massey on receiving the first-ever Lifetime Achievement Award from Southeastern Oklahoma State University’s Alumni Association,” said Chancellor Johnson. “Regent Massey’s professional experience, public service and knowledge of Oklahoma’s higher education system are invaluable to our board, as is his tireless advocacy on behalf of Oklahoma students. His commitment to student success and the advancement of higher education in our State make him particularly deserving of this special honor.”

Massey earned a Bachelor of Science degree from Southeastern Oklahoma State University in 1960 and served as Student Body President at the University. He is the only student in the history of Southeastern to receive the Outstanding Student Award for three consecutive years.
JMSB Enrollments Soar with AACSB Accreditation

Since earning accreditation from The Association to Advance Collegiate Schools of Business (AACSB) in 2008, enrollments in the John Massey School of Business have soared 20%. Enrollments are growing in all business majors—accounting, finance, marketing, management, and general business, in addition to the Master’s in Business Administration (MBA) program. Southeastern is the only regional university in Oklahoma to have earned AACSB accreditation.

AACSB accreditation is the hallmark of excellence in business education, and has been earned by less than five percent of the world’s business programs. Today, there are 739 business schools in 48 countries and territories that maintain AACSB accreditation.

“It takes a great deal of commitment and determination to earn and maintain AACSB accreditation,” said Robert D. Reid, executive vice president and chief accreditation officer of AACSB International. “Business schools must not only meet specific standards of excellence, but their deans, faculty, and professional staff must make a commitment to ongoing continuous improvement to ensure that the institution will continue to deliver the highest quality of education to students.”

AACSB International, founded in 1916, is an association of more than 1,400 educational institutions, businesses, and other organizations in 89 countries and territories. AACSB’s mission is to advance quality management education worldwide through accreditation, leadership, and value-added services. As the premier accreditation body for institutions offering undergraduate, master’s, and doctoral degrees in business and accounting, the association also conducts a wide array of conferences and seminar programs at locations throughout the world. AACSB’s global headquarters is located in Tampa, Florida, USA and its Asia Pacific headquarters is located in Singapore.
Dr. Stevenson Smith Named Fulbright Scholar to Namibia

Dr. G. Stevenson Smith, the John Massey Endowed Professor of Accounting and Chair of the Department of Accounting and Finance in the John Massey School of Business was selected to be a Fulbright Specialist in Windhoek, Namibia at the Polytechnic of Namibia (PON). The PON is gaining university status and requested input into its accounting program from an outside expert. The Fulbright Specialist program is conducted by the Fulbright Scholarship Board and the Council for International Exchange of Scholars, and it provides grants to academics from the United States to develop an agenda for a two-week visit with overseas universities.

Smith was in Namibia from October 4 to October 17 presenting class room lectures, attending an October graduation exercise for over 1,000 students, and conducting seminars for PON faculty members. These are steps taken toward successful publications in refereed articles, along with providing guidance on accounting curriculum issues for faculty. The highlight of Smith’s visit was a public lecture on forensic accounting titled the Flavors of Financial Fraud. While in Namibia, Smith presented a copy of his coauthored textbook, Forensic and Investigative Accounting, 7th edition (CCH 2015) to the Department of Accounting, Economics and Finance and Mr. Paul Maliti, the Head of the Accounting Department. Having enjoyed his time at PON and the people’s friendliness there, he plans on a second visit this coming May. However, he would like the fifty-six hour roundtrip to Namibia to be a little shorter.

In 2011, Smith was honored with a Fulbright Scholarship in Croatia at the University of Pula for a four-month period. Additionally, he has been a visiting professor in New Zealand and Australia.

Samantha Faudree Named to Top Ten Freshmen

Samantha Faudree was recently named as one of the Top Ten Freshman students at Southeastern. Faudree, a General Business major and Art minor, graduated from Coalgate High School. She chose Southeastern because she was selected to the Honors Program and so that she could study at a small university closer to home. Although uncertain about her career plans, she will probably combine business and her love of art. Faudree is involved in a number of organizations and activities on campus including the Visual Arts and Ceramics Organization (VACO), the Honors Program and the Honors Advisory Council.

Southeastern Professor Awarded Business Strategy Certificate from Cornell University

Dr. Martin Bressler, John Massey Endowed Chair in Entrepreneurship in the John Massey School of Business at Southeastern Oklahoma State University, recently completed a graduate certificate program in business strategy through Cornell University in Ithaca, New York.

The certificate, titled Business Strategy: Achieving Competitive Advantage, is offered through the Johnson Graduate School of Management at Cornell. The certificate program includes coursework in strategic positioning, managing supply chains, mergers and acquisitions, game theory, strategic and tactical pricing and competitive advantage and profitability.

Bressler served as Resource Panel Expert to the 1995 White House Conference on Small Business and in 1999 was named a Fulbright Scholar to Germany. He has authored more than 50 articles for academic and industry publications and has been honored with several awards for his work.

In addition to entrepreneurship courses he also teaches business strategy in the John Massey School of Business. Several years ago he was awarded the Master Professor designation in business strategy from Irwin McGraw-Hill publishing company. Bressler joined the faculty at Southeastern in 2010 and was named Professor of the Year for over 1,000 students, and conducting seminars for PON faculty members. These are steps taken toward successful publications in refereed articles, along with providing guidance on accounting curriculum issues for faculty. The highlight of Smith’s visit was a public lecture on forensic accounting titled the Flavors of Financial Fraud. While in Namibia, Smith presented a copy of his coauthored textbook, Forensic and Investigative Accounting, 7th edition (CCH 2015) to the Department of Accounting, Economics and Finance and Mr. Paul Maliti, the Head of the Accounting Department. Having enjoyed his time at PON and the people’s friendliness there, he plans on a second visit this coming May. However, he would like the fifty-six hour roundtrip to Namibia to be a little shorter.

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Drs. Stevens and Silver Author Strategic Planning Textbook

The John Massey Endowed Chairs, Dr. Robert Stevens in Business Administration and Dr. Lawrence Silver in Marketing, were commissioned to write the book, Strategic Planning and Marketing for Healthcare Organizations by Bridgepoint Education for exclusive use in their Masters in Healthcare Management program. The book includes 12 chapters covering the strategic planning process from developing a vision and mission statement, establishing organizational objectives to developing strategic and operational plans. Then the book focuses on the marketing planning process with emphasis on assessing market opportunities and targeting market segments, customer acquisition and relationship management, developing marketing programs and tactics and finally, implementation, evaluation, and control.

JMSB Recruiting New Students

Did you know that since earning AACSB accreditation in 2008, that enrollment in the John Massey School of Business has increased by 20%? Faculty members and student assistants in the John Massey School of Business actively recruit across the Texoma area, searching for the next generation of business professionals. Some of the recent recruiting events include: Southeastern at Grayson College, Southeastern at McAlester, SE Live College Fair, Southeastern at McCurtain County Campus, Collin College Veteran’s Transfer Event, and the University Center Fair, Southeastern at McAlester, SE Live College Fair. The John Massey School of Business has increased by 20%? Faculty members and student assistants in the John Massey School of Business actively recruit across the Texoma area, searching for the next generation of business professionals. Some of the recent recruiting events include: Southeastern at Grayson College, Southeastern at McAlester, SE Live College Fair, Southeastern at McCurtain County Campus, Collin College Veteran’s Transfer Event, and the University Center Fair, Southeastern at McAlester, SE Live College Fair.

The Durant Investment Club was founded in Spring 2015 with a collaboration of finance faculty members Drs. Larry Prather, Han-Sheng Chen, Ying-Chou Lin and senior students. The initiative of creating an investment club among Southeastern students was from the observation that many finance programs have student investment funds, in which advanced finance students get hands-on real world experiences from operating a real fund with real money. With this vision and the support of department of accounting and finance, the Durant Investment Club, where everyone can talk freely about stock markets, business and economic events, and investment strategies, began its activities in January 2015. In Fall 2015, the main activity in the club, in addition to its regular meetings every other week, is virtual stock trading competition. All participants join the competition (of course, for free) with $50,000 virtual money in hand, and can invest their money in any publicly traded company in real-time. This means all participants would gain first-hand experience by trading simultaneously along with all the investors, individuals and institutions alike. Having their peers in the same competition, club members also learn from each other by comparing and contrasting their individual trading activities and strategies. Moreover, the club has members from all four major continents over the world—America, Asia, Europe, and Africa, which enables students to immerse themselves in different culture. Coupled with all the educational contents, the virtual stock trading competition also brings lots of fun to students. Dylan Cook, the winner of the competition in Spring 2015, joins the competition again in fall 2015 to defend his title. Through the club and the competition, students earn invaluable experiences from the real markets and from themselves, while they also gain the experience. Interested students can contact Billy Haugen: billyhaugen@live.com; Carl Gerlitz: carlgerlitz@gmail.com; faculty advisor Chen: hchen@se.edu.
Finance Major’s Summer 2015 Internship in Mexico City Pays Big Dividends

Guillermo “Billy” Haugen is a senior finance major at Southeastern Oklahoma State University who will graduate in December and already has three job offers. Haugen searched for internship opportunities in his home country of Mexico so that he could spend the summer with his family while gaining professional experience in his chosen career field. Haugen was accepted into a summer internship program of a medium size bank in Mexico City.

When asked about how his college career had helped him obtain an internship and job offer, Haugen responded, “Seeking a college degree in the United States, in a great business school like the John Massey School of Business, was a key factor in the great job opportunities I’ve had so far. I was able to learn how external and international factors can affect the trading hours of the Mexican Stock Exchange. I was able to learn how external and internal factors can affect the location of the stock market, especially with so many things going on around the world.”

“Finally, I was offered a job with the fundamental analysis department starting in January 2016. I was able to interview with a financial consulting firm in Mexico which offered me a job. In addition, I am currently enrolled in FIN 4590 Finance Internship with Dr. Prather and working as an intern at OSBDC (Oklahoma Small Business Development Center) this semester and I have been offered to stay and work after graduation as a financial analyst.”

Guillermo “Billy” Haugen

I believe the internship experience that I had in Mexico was a key factor in the great job opportunities I’ve had so far. I would like to encourage other students to consider doing an internship even if it doesn’t pay money. I can promise you that it is a time and experience investment that will pay you great dividends in your near future.”

When questioned about Haugen, Dr. Larry Prather stated that “Billy is an outstanding student. I have been his advisor for several years and his drive is uncommon. I am confident that he will be one of SE’s brightest stars!”

Summer Internships

Several management and marketing students took advantage of summer break to complete internships for a variety of businesses—some far away from the campus. Angela Beck, Hospitality Management major worked in the industry completing an internship for Hampton Inn and Suites of Denison and Lakeview Motel, Kingston, OK. Ilga Racika-Racko traveled to New York City to complete a Management internship with World Financial Group. Sebastian Otoya, Management major, gained business experience as an intern with Camp Winamuck in Moultonborough, New Hampshire. Kevin Martinez, Marketing major, traveled the furthest to Portimao, Portugal for his internship with the FOCUS organization. FOCUS has the primary purpose to help recruit, train and send teams of students overseas to learn from their international peers, promote the exchange of ideas and further international understanding. Five accounting majors applied their education with area businesses this fall. Danielle Sicking expanded her accounting knowledge into mortgages with First United Bank. Chastity James works in accounting for International Company in Valiant. Cherokee Miller works with the corporate accounting side of hotel management with Premier Hospitality. Angela Booe and Jerry Jernigan expand on learning about taxes and other areas of accounting as they intern for CPA firms McClanahan and Holmes and Smith Carney & Company, respectively.

By the end of the fall semester Finance major, Billy Haugen, will complete two internships. In addition to the internship in Mexico his other internship is with the Oklahoma Small Business Development Center.

SE Finance Majors Score Among the Highest in the Nation

For two years in a row, SE finance majors rank near the top on a nationally normed exam that covers nine functional areas of business and an overall score. Each semester, JMSB students take the ETS Major Field Test in Business as part of the assessment process used for AACSBS assurance of learning and program assessment reports. ETS MFT data was used for comparison with the results achieved at SE. The national norm group represents 70,795 senior students from 566 institutions who took the test.

Percentile Rank of SE Finance Majors

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Percentile rank represents the percentage of students in the national norm group that scored lower than SE finance majors.

SE finance majors have consistently placed near the top of the national sample for the past two academic years. Dr. Larry Prather states that SE’s new faculty hires, Dr. Han-Sheng Chen and Dr. Ying-Chou Lin in fall 2013 and 2014 have been instrumental in rebuilding the finance program after the loss of the other two finance faculty that got SE through AACSB accreditation. Adding more breadth and depth to our program has enabled SE to achieve these results.
Southeastern Flight Team Wins Bid to Nationals

The Southeastern Oklahoma State University Flight Team recently competed in the Region VI SAFECON, hosted by St. Louis University. Southeastern finished 2nd place, earning them an automatic bid to nationals in May 2016. Their very strong finish was the result of a 1st place finish in ground events and a 3rd place finish in flying events. In addition to Southeastern, Region VI consists of the University of Oklahoma, Oklahoma State University, Kansas State University in Salina, the University of Nebraska in Omaha, the University of Central Missouri, and St. Louis University.

The week-long competition included several flying events such as Power Off landings, Short Field Approach and Landings, Navigation, and Message Drop. Additionally, the team competed in several ground events such as Aircraft Preflight Inspection, Flight Computer Accuracy, Ground Trainer, and Simulated Comprehensive Aircraft Navigation. Team members include: Kyle Thomas – Faculty Advisor, Austin Ashlock – Captain, Tyler Clemens – Captain, Ross Sandmann – Captain, Joshua Ashcraft, Bolin Derek, Luke Carson, Blake Crawford, Dylan Dean, James Dorris, Mitchell Mills, Taylor Nelson, Nathan Price, Blake Scott, Jacob Shiver.


Aviation Department Tailgates with Bolt at Homecoming

Southeastern MBA Program is Moving Business Ahead

Although the MBA program in the JMSB is small in numbers, the program has been growing in leaps and bounds, helping to contribute to the overall 20% increase in enrollment in the John Massey School of Business. According to MBA Program Director Robert Howard, MBA students cite several important reasons for growth in the program. “First, affordability. The MBA program at Southeastern is much less expensive than programs at the larger state universities. Second, convenience. Our MBA program is completely online, which is perfect for working professionals trying to balance work, family, and their education. Third, the 8-week block classes help students to schedule taking courses around their busy schedules. Finally, AACSB accreditation. Southeastern is one of only five AACSB accredited universities and the only regional university in the State of Oklahoma.” According to Howard, when combined, the MBA program at Southeastern provides students an excellent business education at an exceptional value. Howard expects enrollments to continue to grow as our reputation becomes better known.
### Chair
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### Department
<table>
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<th>Department</th>
<th>PMB/Location</th>
<th>Office Assistant/Secretary</th>
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<td>Oklahoma City @ OCCC/Rose State</td>
<td>Richard Hedrick</td>
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<td>Lori Rupert</td>
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<td>Tinker Air Force Base Bldg 201 SE</td>
<td>Rhonda Elmore</td>
<td>405-733-2210</td>
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</tbody>
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### JMSB Tailgate
The JMSB Faculty and Alumni Homecoming Tailgate featured bratwurst, spaetzle, and sauerkraut prepared by head chef Dr. Theresa Hrncir and faculty helpers.

### JMSB Fast Fact
General Business is the largest major in the JMSB with 133 students and Management follows with 132 majors.

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"SE is an Affirmative Action/Equal Opportunity Institution."