Welcome

Welcome to the inaugural issue of the Troy University Sorrell College of Business “Statement.” We have felt the need for sometime to initiate a line of communication among our faculty, staff and students. The Sorrell College now offers programs in fourteen states and eleven foreign countries. Our faculty and students are distributed from Troy, Alabama to Hanoi, Vietnam and several places in between. We hope that the “Statement” will allow us to keep each other informed of SCOB activities and accomplishments. The “Statement” will be published six times per year in a Web format and distributed to all our faculty, staff and students. In each issue we will highlight a faculty member and an alumnus, as well as track faculty activities. Also, each issue will have a section highlighting changes in academic programs.

We are particularly appreciative of support provided by Dr. Judson Edwards and the staff of the Center for International Business and Economic Development (CIBED). Pat Davis, senior researcher in the CIBED, has agreed to serve as the coordinator. Please feel free to contact her at scobstatement@troy.edu for comments or expressions of appreciation. Also, as you have suggestions on content and coverage, feel free to contact either of us.

Don C. Hines, Dean

Trojans Enjoy “Naturally Fresh” Success

In thousands of grocery stores across the nation, Troy University graduates are purchasing Naturally Fresh® products every day. Probably only a few of these Trojans realize that every purchase of a Naturally Fresh® item is helping two of their fellow alumni continue their personal success stories.

Atlanta-based Naturally Fresh®, founded in 1966 as Eastern Foods, is led by two Troy University graduates, Jerry Greene, president and chief executive officer, and Mike White, vice president of sales and marketing.

Jerry is a 1982 TROY graduate, while Mike is a member of the TROY class of 1983. Together, they are making Naturally Fresh one of the strongest brands in the food industry.
About Jerry Greene

Jerry Greene was born in 1947 in Banner Elk, North Carolina. He grew up in the mountains of western North Carolina and attended Clemson University, graduating in 1969 with a degree in geology and mathematics.

Upon graduation from Clemson, Greene was commissioned as a 2nd Lieutenant in the U.S. Army Corp of Engineers. After attending the Engineer Officer Basic Course in Fort Belvoir, Virginia, he became a basic training instructor at Fort Gordon, Georgia, until he was transferred to Vietnam in March 1970. There he was awarded numerous awards, including two Bronze Stars for valor and three Purple Hearts. Greene continued to serve in the U.S. Army in various other engineering and logistics positions in the United States, Korea and Germany for 22 years. While serving in Germany, he attended night school and earned a master’s degree from TROY in 1982.

In December 1991, the day after he retired from the U.S. Army as a lieutenant colonel, Greene joined Eastern Foods, Inc., now known as Naturally Fresh, Inc., as a facilities engineer and manager. In April 1993, Greene was promoted to Vice President of Production. In July 1996, he was promoted to executive vice president and in 1997 to chief operating officer (COO). In February 1999, he was promoted to acting president and then to president in December 2000.

Jerry Greene also serves as a Personal Representative for the Estate of Robert H. Brooks, the founder of Naturally Fresh, and is a member of the Board of Directors for Naturally Fresh, Hooters of America and Pace Airlines. Greene also serves as an active member of the Clemson Food Science Advisory Board and is a member of the Society of American Military Engineers.

The company has more than 300 employees and 26 distribution centers across the country.

(Pictured: Mike White, left, and Jerry Greene, right)

About Mike White

Mike White was born in 1960 in Troy, Alabama. He graduated from TROY in 1983 with a business degree with an emphasis in marketing.

Upon graduation, White began his career as a sales representative with the Sunshine Biscuit Company in Montgomery, Alabama, and held several positions of increasing responsibility with the company, ultimately leading to assuming the position of area sales manager for the Southeastern United States in 1995.

After a 1996 merger with the Keebler Company, White was appointed to facilitate the merger of $250 million in sales between both companies. In May of 1997 White joined Eastern Foods (Naturally Fresh) in Atlanta as the corporate retail director. In this position, he was responsible for building sales in U.S. and Caribbean markets. In December 1997, he was promoted to vice president of retail sales and marketing.

White received Division Manager of the Year Award in 1998 and 1999. In 2000, White was promoted to vice president of sales and marketing and received the company’s Presidential Award for outstanding performance. In 2005, White was appointed senior vice president of sales and marketing, and in 2006, he was appointed an Officer of Naturally Fresh Inc.

White has also served as President of the Food Manufacturers Sales Executives of Atlanta and he spent five years as a director. In 1995, White was presented the prestigious “Eagle” award by the Tennessee Grocers Association for outstanding service in the industry. White is also a member of the Georgia Food Industry Association.
A ‘Naturally Fresh’ story

In 1966, Atlanta-based Eastern Foods opened with a $10,000 investment, a handful of employees and a 4,000 square foot warehouse. Over 40 years later, the company operates from a 250,000 square foot state-of-the-art facility. The company has more than 300 employees and 26 distribution centers across the country with annual sales exceeding $150,000,000. The company was known as Eastern Foods until 2002 when it became Naturally Fresh, Inc. The change was made to recognize the company’s strongest brand and to emphasize commitment to providing only the freshest, highest quality products.

Founded by late Chairman Robert H. Brooks, the company began by selling a vegetable-based, refrigerated coffee creamer to airlines. In 1980, Eastern Foods launched the Naturally Fresh® brand, consisting of all-natural, refrigerated salad dressings. Since the introduction of Naturally Fresh® products, Naturally Fresh has handled every aspect of production, including research and development, product preparation, packaging, and delivery in company owned and operated refrigerated trucks.

Throughout the 1980s and 1990s, Naturally Fresh expanded its retail business into leading supermarkets and increased its market penetration into quick serve, casual and fine dining restaurants. The Naturally Fresh name has been built by offering a wide variety of high quality products including dressings, sauces, dips, marinades, syrups, vinegars and oils, and spring water. To better fit the needs of all customers, packaging options range from ¼-ounce portion-control cups to 16-ounce retail jars to gallon food service containers all the way up to 2,500-pound totes. Today, under the leadership of two TROY alumni, Naturally Fresh remains competitive by constantly introducing new products and packaging solutions while maintaining the consistent, high-quality standards that the business was built upon.

Faculty Activities

Presentations


Dr. Jim Ryan, Phenix City Campus, Barbara Doster, Sandra Daily and Marty Heslin, 41st Hawaii International Conference on System Sciences, "Soft Innovation as Data-driven Process Improvement Exploited via Integrated Hospital Information Systems," January 2008. (This paper was invited for publication in Management Research News and is under modification for the journal’s formatting requirements.)

Dr. Haitao Li, Montgomery Campus, Department of Industrial and Systems Engineering at Auburn University, “A New Approach to Supply Chain Configuration Optimizing: Models, Algorithms and Research Opportunities,” February 2008.


Faculty Activities

Publications

**Willie Freeman, Montgomery Campus**, *Crossing Jordan* has been published by WENA Publishing. *Crossing Jordan* offers an intense view of many social and economic issues facing African-American Communities and provides clear and simple truths with which to address them. *Crossing Jordan* is now available in the Rosa Parks Library and Museum Bookstore on the Montgomery Campus.


**Dr. Edward Kamnikar, Montgomery Campus**, Judith Kamnikar, Auburn University Montgomery, Keren Deal, Auburn University Montgomery, “A Descriptive Case Study Of The Greene County, Alabama Bankruptcy," to be published in the *Journal of Public Budgeting, Accounting and Financial Management*.


**Dr. Mike Schraeder, Dr. Tish Matuszek, Rodger Morrison and Dr. Dennis Self, Montgomery Campus**, “Enhancing Development and Planning Efforts: Benefits of Leveraging Technology,” Business Strategy Series.


Faculty Activities

International Engagements

Tina Hurst, Troy Campus, recently had a paper accepted to the Academy of World Business conference to be held this summer in Brazil. She will be presenting her paper in Brazil in July.

Dr. Mary Catherine Colley, Phenix City Campus, will accompany the Alabama Development Office and Governor on a trade mission to Santiago, Chile, and Buenos Aires, Argentina, on May 31 - June 7, 2008.

Dr. Jim Hoyt, Troy Campus, is currently serving as a Visiting Professor at Canakkale Onsekiz Mart University (COMU) in Canakkale, Turkey. His assignment extends from January 2008 through June 2008. Troy University and the SCOB have signed a general cooperative agreement with COMU for the exchange of students and faculty and for the development of cooperative programs.

Vyatka State Humanities University (VSHU), Kirov, Russia, and Troy University have executed a cooperative agreement for the exchange of faculty and students and for the development of cooperative programs. Troy University SCOB and Environmental Science students will be traveling to VSHU in the summer of 2008 for a study abroad experience.

Dr. Thomas A. Dukes, Montgomery Campus, has been selected for a Fulbright Senior Specialists project in Russia at the Taganrog Management and Economics Institute during the spring of 2008 according to the United States Department of State and the J. William Fulbright Foreign Scholarship Board.

Awards and Recognitions

Dr. Cleophus Gaines, Jr., Montgomery Campus, has been admitted to practice before the United States Tax Court.

Dr. Alan D. Campbell, Montgomery Campus has been admitted to practice before the United State Tax Court.

Dr. Mike Schraeder, Montgomery Campus, has been invited to serve as an Associate Editor of The Journal for Quality and Participation beginning with the Spring 2008 issue.

Dr. G.R. Cluskey Jr., Dothan Campus, received an Outstanding Service Award at Academy of Business Disciplines 9th Annual Conference, Ft. Myers Beach, FL, November 2007.

Dr. Hank Findley, Troy Campus, received an Outstanding Service Award from the American Society of Business and Behavioral Sciences, February 2008.

Dr. Hank Findley, Dr. Steve Garrott and Ms. Sebrena Moten, Troy Campus, Dr. Cherie Fretwell, Phenix City Campus, received an award for Best Paper, “The Rules of the Game Union solicitation in the 21st Century Workplace,” American Society of Business and Behavioral Sciences, February 2008.

Scott Bailey, Wendy Bailey, University College Southeast Region, received the SCOB Business Symposium award for Best Faculty Paper, “Improving Student Learning Outcomes With an Interactive Online Study Guide: The Experience of Troy University,” February 2008.
REACCREDITATION NEWS

The SCOB is currently engaged in a significant effort to attain reaccreditation from the Association of Collegiate Business Schools and Programs (ACBSP). The SCOB programs have been accredited by ACBSP since the early 1990’s and the current effort is the normal reaccreditation review. As a result of the merger of all SCOB units under Troy University’s “One Great University” concept with the current reaccreditation, all campuses and programs are moving forward at the same time.

Under the leadership of Dr. Tish Matuszek and Dr. Adair Gilbert, the ACBSP Self-Study document continues to progress. Virtually all SCOB faculty have, or will, participate in this activity.

Reaccreditation Visit Schedule

The ACBSP has scheduled the reaccreditation visit for October 11-17, 2008. A tentative schedule is provided below:

<table>
<thead>
<tr>
<th>October 11</th>
<th>Arrive on Troy Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 12</td>
<td>Selected Members Travel to US Sites</td>
</tr>
<tr>
<td>October 13, 14, 15</td>
<td>Review of TROY Sites</td>
</tr>
<tr>
<td>October 16</td>
<td>Team Reconvenes on Troy Campus</td>
</tr>
<tr>
<td>October 17</td>
<td>Exit Conference</td>
</tr>
</tbody>
</table>

Note that ACBSP will select a TROY international site to visit a minimum of 30 days in advance to facilitate procuring appropriate visas and making travel arrangements.

Faculty Database Implementation

Associated with the ACBSP reaccreditation activity, Troy University has purchased the Digital Measures Faculty Activity Insight database system to maintain current and accurate information on all full-time and part-time faculty. This system is expected to be ready for implementation within the next few days, and all faculty will be given 30 days to input the required information into the system. In preparation for this activity, faculty are encouraged to go to the Digital Measures Web site, found at http://www.digitalmeasures.com and review the system in preparation for data entry.
Faculty Feature - Dr. William “Bill” Heisler

A longstanding hallmark of the Sorrell College of Business is that our faculty members combine strong academic backgrounds with practical experience in the world of business. Dr. William “Bill” Heisler continues this proud tradition.

Dr. Heisler, associate professor and chair of the M.S. in Human Resources Management Program for Troy University Atlantic Region, holds a Ph.D. and M.B.A from Syracuse University and a Bachelor’s of Mechanical Engineering from Union College in Schenectady, New York.

Before coming to Troy University in 2003, he was employed by Newport News Shipbuilding (NNS) (now a business sector of Northrop Grumman), retiring as Director of Corporate Compensation. While at NNS, Dr. Heisler held a variety of management and executive positions in human resources. Initially, he served as manager of management development and employee training programs where he was responsible for succession planning, management development, quality training and computer training. Later, he advanced into director roles responsible for strategic human resources planning, leadership and change initiatives, strategic communication, compensation and human resource information systems.

Earlier in his career, Dr. Heisler taught at the University of Notre Dame and was Director of the Executive MBA program at Wake Forest University. He has also served as an adjunct faculty member for the Graduate School of Business at The College of William and Mary. At these institutions, he has taught various graduate and undergraduate courses in human resources management, organizational behavior, principles of management and business policy.

Dr. Heisler has been a member of the Academy of Management for more than 30 years and has held several key leadership positions including Chair of the Management Education and Development Division, National Membership Director and Executive Commentaries Editor for the Academy of Management Executive. He also served as a member of the Academy’s Task Force on Non-traditional MBA Programs and as a reviewer, discussant and session chair for numerous Annual Meetings. Dr. Heisler is also a member of the Southern Management Association and the Society for Human Resources Management.

Dr. Heisler has published extensively in the fields of management education and human resources management. Most recently, he founded the Journal of Human Resources Education, a quarterly e-journal dedicated to improving the teaching of human resources management in colleges and universities, and serves as its editor. The Journal is sponsored by the Sorrell College of Business and can be accessed online at http://business.troy.edu/JHRE.
1. In the 2007-08 Catalogs, each discipline in the SCOB will have an “independent study/research” course listed. In the rare instances where it is necessary to accommodate a student’s needs with this approach, the course will now show the prefix of their concentration. All advisors continue to be discouraged from using these courses except in cases of student emergencies.

2. As a result of issues with the prerequisite structure for MGT 4476, the capstone undergraduate course, the Datatel registration system will list all junior level core courses as prerequisites. A student attempting to register for MGT 4476 that has not completed these courses will be not be allowed to register.

3. All students entering a graduate program in the SCOB under the Fall 2008 Catalog will be limited to a maximum of 6 hours of transfer credit from another institution.

4. The 2008 Undergraduate Catalog will contain the new concentrations in International Economic Development and in International Hospitality Management. Initially, these concentrations will only be available on the Troy Campus.

5. The 2008 Graduate Catalog will contain the new MBA concentration in International Economic Development. In addition to the Troy Campus, this concentration will be offered through eCampus and will be available to any site where the MBA and EMBA are currently offered.

6. Effective Fall 2008, all capstone courses within the Sorrell College may only be taught by Troy University full-time faculty. This includes MGT 4476, MBA 6611, EMBA 6611, MGT 6698 and HRM 6698.

Beginning in Fall 2008, the SCOB will initiate the Executive Master of Business Administration through eCampus. A cohort of students will be formed that will track through the program as a group. You may view the program at [http://www.troy.edu/ecampus/programs/embacohort.htm](http://www.troy.edu/ecampus/programs/embacohort.htm).
New Faculty

Sorrell College of Business Faculty 2008-2009


New Faculty (continued)

The following faculty have retired from the Sorrell College of Business:
Hollon, Walter L.
Lovik, Lawrence W.
Seigel, Philip H.
Tarver, John
Viohl, Fredrick

Dr. Don Hines—Dean
Sorrell College of Business

Dr. Adair W. Gilbert—Associate Dean
Dothan Campus
334-983-6556 ext. 1263

Dr. Anthony Rhee—Associate Dean
Montgomery Campus
334-241-9703

Dr. Cherie Fretwell—Chair
Phenix City Campus
866-876-9787

www.troy.edu
Troy, AL 36082
1-334-670-3989

Troy University Policy Statement
Troy University does not discriminate on the basis of sex, age, color, race, national origin, religion, handicap veteran status or sexual orientation in its admissions, education, employment, or access to its programs. The University fully complies with the following: Civil Rights Acts of 1964 and its amendments; Federal Executive Order 11246; Educational Amendments of 1972; Family Educational Rights and Privacy Act of 1974; and the Uniformed Services Employment and Reemployment Rights Act of 1994.

ACCREDITATION
Troy University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award the associate degree, the bachelor’s degree, the master’s degree, and the education specialist degree. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Troy University. The Commission is to be contacted only if there is evidence that appears to support an institution’s significant non-compliance with a requirement or standard.

Troy University through its Sorrell College of Business, is nationally accredited by the Association of Collegiate Business Schools and Programs (ACBSP) to offer baccalaureate degree programs in accounting, finance, general business, information systems, management, and marketing. The ACBSP has also accredited TROY to offer the Master of Business Administration.

Useful Links
Master Syllabi: http://business.troy.edu/MasterSyllabi
Academic Operating Procedures: http://www.troy.edu/academics/aop/index.html
Sorrell College of Business home page: http://business.troy.edu
ACBSP: http://www.acbsp.org
Faculty Database: http://www.digitalmeasures.com