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# Key manufacturing index up for December



*Georgia manufacturing index (PMI) up 2.4 points from November due to increases...*

Georgia (Jan 5, 2010) –

*Georgia manufacturing index (PMI) up 2.4 points from November due to increases in employment and finished inventory, says KSU economics professor. Though manufacturing still weak, index is up 10.5 points for 2009*

KENNESAW, Ga. (Jan. 5, 2010) – Manufacturing activity in Georgia expanded in December due to solid gains in employment and finished inventory, according to the Econometric Center at Kennesaw State University's Coles College of Business.

Georgia's Purchasing Managers Index (PMI) – a reading of economic activity in the state's manufacturing sector – for December was 45.9, up 2.4 points from November. The latest numbers indicate that Georgia's manufacturing sector is slowly improving, but at a slower pace than the national manufacturing sector.

“Georgia manufacturers are still not convinced that stronger economic growth across the country is leading to more sustainable growth for their markets,” said Don Sabbarese, professor of economics and director of the Econometric Center at the Coles College of Business. “Though the numbers show some improvement, manufacturers are still cautious.”

There is some optimism, however. Some 51 percent of Georgia PMI survey respondents -- up from 47.8 percent in November -- expect to increase their production in the next three to six months, Sabbarese said. This is up from 32.1 percent in October.

For calendar year 2009, the Georgia PMI showed significant gains after reaching bottom in December 2008, with a reading of 26.8. The Georgia PMI rose by 10.5 points in 2009, up from 35.4 in January. At 45.9, the December PMI was the same as its six-month average. The PMI, however, still shows contraction in the manufacturing sector and remains volatile.

Highlights of the December PMI include:

- Employment remains weak at 45.1, despite a rise of 3.8 points. Only 9.8 percent of survey respondents reported an increase in hiring and 19.5 percent are still laying off workers
- New orders slipped slightly, by 0.3 of a point, to 47.6. Some 31.7 percent of respondents reported higher new orders in November, while 36.6 percent reported lower orders
- Production declined by 6.1 points, to 43.9, as only 26.8 percent of respondents reported higher production while 39 percent reported lower production
- Commodity prices increased by 2.8 points to 65.9, the highest reading for 2009

The Georgia PMI provides a snapshot of manufacturing activity in the state, just as the monthly PMI released by the Institute for Supply Management provides a picture of national manufacturing activity. A PMI reading above 50 indicates that manufacturing activity is expanding; a reading below 50 indicates it is contracting. The national PMI for December was 55.9 percent, up 2.3 points from November.

The Georgia PMI reading is a composite of five variables – new orders, production, employment, supply deliveries and finished inventory. A sixth variable, commodity prices, is compiled by the Coles College’s Econometric Center but does not go into the PMI calculation.

The PMI, compiled from a monthly survey of manufacturers, is the earliest indicator of market conditions in the sector. Since manufacturing, which accounts for 11 percent of GDP, is sensitive to changes in the economy, it can also reveal changing macroeconomic trends.

The PMI’s value is in its timeliness and sensitivity to variables such as interest rates, global markets and other economic changes. The Georgia PMI provides valuable data used by institutions such as the Federal Reserve Bank of Atlanta to assist in their analysis of current economic conditions, along with many other data sources, to get a picture of economic activity.

For a full report of the December PMI, or to speak with professor Sabbarese, please call (770) 423-6094.

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# KSU receives grant to improve recruitment, retention and progression to graduation



*Grant will help improve recruitment, retention and graduation rates of Hispanic and Latino...*

Georgia (Jan 6, 2010) –

*Grant will help improve recruitment, retention and graduation rates of Hispanic and Latino students*

KENNESAW, Ga. (Jan. 6, 2010) – Kennesaw State University has been awarded a \$660,000 grant by The Goizueta Foundation to develop strategies aimed at improving the retention and graduation rates of Hispanic and Latino students at the university, which have the potential for replication by the University System of Georgia's 34 other institutions.

KSU has contracted with Bain & Company, a global management consulting firm, to carry out the study over the next few months. Bain is working closely with KSU officials to develop a business model for addressing the recruitment, retention, progression and graduation of Hispanic and Latino students at KSU, who represent about 5 percent of the university's 22,380 students.

"KSU is strongly committed to recruiting -- and graduating -- a diverse student body, and we need to do a better job of attracting and retaining Hispanic and Latino students," said President Daniel S. Papp. "This generous grant from The Goizueta Foundation will allow us to invest our time and resources to find out how we can be more successful both at recruiting more Hispanic and Latino students and in making sure they graduate."

Kennesaw State has had a moderate degree of success at recruiting Hispanic and Latino students, with enrollment of Hispanic and Latino students growing by 120 percent from fall 2001 to fall 2008, to 864 students. Applications from these underrepresented populations also have grown steadily through the years as the university's profile has risen. But these students still represent a small percent of KSU's overall student population. And Hispanic and Latino students at KSU, like other students, still have low six-year graduation rates -- just 39 percent for those full-time students that enrolled at KSU in 2003.

The Goizueta Foundation grant will help KSU fulfill one of six strategic goals as outlined in the university's 2007-2012 strategic plan, which calls for the promotion of an inclusive campus environment "through the adoption of policies, procedures and curricula that are guided by the principles of diversity, equity, transparency and shared governance."

Over the next few months, Bain & Company consultants will examine national studies, conduct surveys and focus groups, and gather data relevant to the project's goal. With the assistance of a steering committee and a working team, Bain & Company will provide by February 2010 a set of recommendations for improving the recruitment, retention, progression and graduation of Hispanic and Latino students at KSU.

“We are incredibly excited about this grant,” said Jennifer Wade-Berg, KSU’s chief diversity officer. “Understanding the challenges facing Georgia’s Hispanic and Latino populations, particularly in higher education, Kennesaw State has engaged in strategic activities to address the needs of our Hispanic and Latino students, staff and faculty. Our vision is to become a ‘campus of choice’ for underrepresented populations.”

The comprehensive study also is expected to identify potential strategies for enhancing the retention and graduation rates of Hispanic and Latino students at the other 34 USG institutions, as well as for improving the graduation rates for all KSU students, Wade-Berg said.

The Atlanta-based Goizueta Foundation provides financial assistance to charitable and educational institutions in Georgia by supporting educational programs that promote sustainable change and have long-term impact in the community. The foundation was established in 1992 by Roberto C. Goizueta, then CEO of The Coca-Cola Company.

Bain & Company, a leading global business consulting firm, serves clients on issues of strategy, operations, technology, organization and mergers and acquisitions. The firm was founded in 1973 on the principle that Bain consultants must measure their success by their clients’ results. With 41 offices in 27 countries, Bain has worked with thousands of major for-profit and non-profit organizations worldwide. For more information visit: [www.bain.com](http://www.bain.com).

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# WEATHER ADVISORY FOR 2 P.M. - 2/12/10 - ALL DAY AND EVENING CLASSES AT KSU ARE IN SESSION



*Kennesaw, Ga. – (Feb. 12) As of 2 p.m, campus officials have decided to remain...*

Georgia (Jan 7, 2010) –

Kennesaw, Ga. - (Feb. 12) As of 2 p.m, campus officials have decided to remain open for Friday evening classes and, at this point, for weekend classes and activities at all locations. Officials will continue to monitor the weather situation and will make updates to the website as necessary.

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# Darren Crovitz

*In the English/Language Arts education field, I have published and presented on topics such as...*

Georgia (Jan 10, 2010) –

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# Board of Regents approves fee for continued development of KSU'S sports park



*New fee will support Phase II development, and current construction of an 8,300-seat soccer...*

Georgia (Jan 13, 2010) —

*New fee will support Phase II development, and current construction of an 8,300-seat soccer stadium, adding to campus life*

KENNESAW, Ga. (Jan. 13, 2010) — The Board of Regents of the University System of Georgia yesterday approved a new student fee at Kennesaw State University that will support the development of Phase II of the new KSU Sports & Recreation Park.

In addition, the fee also will support construction of the new 8,300-seat soccer stadium currently being constructed within the sport park, which was announced in early December of last year. Upon its completion, the park will include as many as seven competition fields, 4,683 feet of nature and hiking trails, sand volleyball courts and a 12-acre lake.

The first phase of the park -- which features two state-of-the-art synthetic-turf fields and the 16,000-square-foot Owls Nest indoor training facility -- was completed and opened in late September.

"As an athlete myself, I know first-hand how important recreational facilities are to a dynamic campus life, and to fostering life-long relationships among students," President Daniel S. Papp said. "We are committed to providing first-class facilities here at KSU to meet the recreational and fitness needs of our expanding student population."

The \$35 per semester fee will go into effect in the fall semester of 2010, Papp stated. Even with the addition of the new fee, KSU has some of the lowest charges for student fees among the universities that comprise the University System of Georgia.

"At the university level, the approval process maximized student input," Papp explained. "Based on feedback received through five forums that were conducted with the student body, along with an online survey, KSU's Student Government Association unanimously approved the fee, as did the university's formal Student Fee Committee."

The new comprehensive recreational complex - located on 88 acres of land at the corner of George Busbee Parkway and Big Shanty Road in Kennesaw - will help the university overcome a significant shortfall of acreage to accommodate the recreational and intramural needs of the university's 22,300 students.

"We subscribe to a holistic strategy for educating our students," said KSU Vice-President for Student Success and Enrollment Services Jerome Ratchford. "This new Sports and Recreation Park is enabling us to better address students' needs, specifically those relating to recreational sports and physical activity, which are just as vital as their academic needs."

Prior to completion of Phase I of this project, KSU had only a 1.7-acre field on the main campus for its 22,300 students. Many club teams had to practice in fields as far away as Woodstock and Alpharetta for lack of facilities.

In the past three years, the university's intramural and club sports program has experienced more

than a 30 percent increase in participation. Basketball and softball are among the most popular intramural sports at KSU; lacrosse and rugby are the most popular club sports.

Unlike varsity sports, which are governed by the National Collegiate Athletic Association (NCAA) and are very competitive, intramural and club sports are more accessible to all students. About 2,200 KSU students participate in intramural and club sports -- about six times as many students playing NCAA sports -- and that number is expected to increase dramatically with the new facilities.

The new stadium also will be home to the Atlanta Beat Women's Professional Soccer team, in a partnership between the KSU Foundation and that newly formed team, which also was announced in a press conference at KSU in early December.

###

Kennesaw State University is the third-largest university in Georgia, offering more than 70 graduate and undergraduate degrees, including new doctorates in education, business and nursing. A member of the 35-unit University System of Georgia, Kennesaw State is a comprehensive, residential institution with a growing student population of more than 22,300 from 142 countries.

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# Board of Regents approves new academic programs for KSU



*University to offer unique joint M.B.A. and master's in information systems; new...*

Georgia (Jan 13, 2010) — *University to offer unique joint M.B.A. and master's in information systems; new options now available for teachers and administrators seeking educational leadership doctorate*

KENNESAW, Ga. (Jan. 13, 2010) — The Board of Regents of the University System of Georgia approved at its Jan. 12 meeting a dual Master of Business Administration (M.B.A.)/Master of Science in Information Systems (M.S.I.S.) degree program for Kennesaw State University and new options for graduate students pursuing a doctorate in educational leadership.

The M.B.A./M.S.I.S. dual-degree program, to be launched in fall 2010, is the only one of its kind among University System of Georgia institutions.

The changes approved by the Board of Regents for the Ed.D. (Doctor of Education in Leadership for Learning) will delineate more clearly the leadership and teaching tracks in the doctoral program, reflecting recent legislation that changed the rules governing the certification of teachers and administrators.

“Kennesaw State is once again taking the lead in shaping innovative, graduate-level programs to help meet the needs of the state,” said KSU Provost Lendley Black. “The university is committed to enhancing and expanding our academic programs. The new dual master’s degree in business administration and information systems and the enhancements to our doctoral program in educational leadership reflect that responsiveness.”

The new dual degree program is offered jointly by Kennesaw’s Coles College of Business, whose Executive M.B.A. was ranked by *CEO Magazine* in fall 2009 as among the best in the country, and the Department of Computer Science and Information Systems at KSU’s College of Science and Mathematics. As businesses increasingly look for leaders and managers who can integrate sophisticated management practices with strong technology skills, the new degree will allow students acquire the skill sets of both master’s programs in a seamless manner.

“Technology is such a driving force in the business world that there is significant demand for people who can speak the language of business while creating technology solutions to meet the needs of employees and customers,” said Tim Blumentritt, director of the M.B.A. program at the Coles College of Business. “This degree is a stepping stone in the career path of a chief information officer (CIO) or technology entrepreneur.”

While other public universities in Georgia offer an M.B.A. or M.S.I.S. with a concentration or several courses in technology or business, respectively, KSU is the only university in the University System of Georgia offering a dual graduate-degree program in business and technology.

“Companies in Atlanta have expressed the need for hiring people with both technical and business

skills,” said Donald Amoroso, chairman of the Department of Computer Science and Information Systems. “The nature of the CIO position necessitates the need for skills gained in both programs.”

The M.S.I.S. program has been recently redesigned as a leadership program in information systems for those students seeking executive positions. “The M.B.A. program matches well with the M.S.I.S. program to build the technology-business bridge,” Amoroso said.

Because the M.B.A. and M.S.I.S. programs are housed in separate colleges, and because students take core courses in both fields of study, the dual degree creates opportunities for much deeper study of both areas. The goal of the program is to prepare students for competitive leadership and managerial positions in careers requiring extensive understanding of, and interaction with, information technology.

The dual degree program is 51 credit-hours, compared to 72 credit-hours if both degrees were pursued separately.

The Board of Regents also approved changes to KSU’s doctoral program in educational leadership, providing clearer educational paths for teachers and administrators. While the curriculum for the doctoral program remains the same, educational leaders (such as principals and assistant principals) may receive an Ed.D. in educational leadership for learning degree, while teachers may receive an Ed.D. in teacher leadership for learning degree.

The changes requested are related to concerns brought about by legislation (HB 455) that impact the rules governing teacher and leader certification. Creating separate degree titles for teachers and leaders from the existing concentrations and courses should address these concerns, said Nita Paris, associate dean for graduate studies at the Bagwell College of Education.

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# Center for Conflict Management to host The Big Read in March

Georgia (Jan 13, 2010) –

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# Confucius Institute presents 6th Annual Spring Festival

Georgia (Jan 13, 2010) –

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# Dr. Karim Ismaili named new Associate Dean of College

Georgia (Jan 13, 2010) –

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# Kennesaw State will host 27th Annual Juried Student Art Exhibition

Georgia (Jan 13, 2010) –

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# KSU Premiere Series Showcases World-Class Performers



*Cantus to perform in Premiere Series Kennesaw State event features acclaimed male vocal ensemble...*

Georgia (Jan 13, 2010) —

Cantus to perform in Premiere Series  
Kennesaw State event features acclaimed male vocal ensemble

For media inquiries, contact: Cheryl Anderson Brown, Director of Public Relations, 770-499-3417 or [cbrown@kennesaw.edu](mailto:cbrown@kennesaw.edu)

KENNESAW, GA—Kennesaw State University's Premiere Series presents vocal chamber ensemble, Cantus, in concert on Jan. 23 at 8 p.m. in the Performance Hall of the Dr. Bobbie Bailey & Family Performance Center. The nine-member ensemble is widely recognized as one of America's finest professional vocal chamber ensembles.

Renowned for its broad repertoire, known to span all periods and genres, Cantus will perform works by Eric Whitacre, Franz Schubert, Hugo Alfvén, Antonio Estevez, William Walker, Stephen Young and many more. The diverse program, titled "Elemental," will also include African-American spirituals and Scottish Highland folk songs.

David Daly, assistant director of the Bailey Center, notes the numerous important collaborations Cantus has had with prominent musicians including Bobby McFerrin, the St. Paul Chamber Orchestra and the Boston Pops. The members of Cantus, according to Daly, are "excellent performers and top-notch musicians."

Since its inception in 1995, Cantus has recorded eight albums on its own label, Cantus Recordings, and toured extensively throughout the U.S., Canada and Europe. As a group, Cantus is "dedicated to exalting the human spirit through the performance of innovative and engaging musical programs."

Cantus regularly commissions new music for the group from composers including Gavin Bryars, Steven Sametz, Kenneth Jennings, Peter Hamlin and many more. Additionally, Cantus also performs music that is composed and arranged by its members.

Now in its 16th season, the Premiere Series is the flagship concert series of the KSU School of Music. The Premiere Series showcases the world-class performers. Upcoming performers in the series include The Lionel Loueke Trio on March 14 and cellist Alisa Weilerstein with pianist Lera Auerbach on April 10.

Tickets for the Cantus performance are \$30. Series subscriptions are also available. For more information, visit <http://baileycenter.kennesaw.edu> or call 770-423-6650.

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*undergraduate degrees, including new doctorates in education and business. A member of the 35–unit University System of Georgia, Kennesaw State is a comprehensive, residential institution with a growing student population of more than 21,000 from 142 countries.*

*The KSU College of the Arts is one of only four Georgia institutions to have achieved full national accreditation for all of its arts programs.*

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# Horror in Haiti reaches Cobb

view slideshow (2 images) LightboxOptions.labelImage = 'Image'; LightboxOptions.labelOf...

Georgia (Jan 15, 2010) —

## Publication

## Link To Article

[http://www.mdjonline.com/pages/full\\_story/push?article-Horror+in+Haiti+reaches+Cobb%20&id=5562030&instance=home\\_news\\_left](http://www.mdjonline.com/pages/full_story/push?article-Horror+in+Haiti+reaches+Cobb%20&id=5562030&instance=home_news_left)

— a group of Haitians and Haitian supporters — at Kennesaw State University show their collection for relief efforts for victims of the earthquake in Haiti. From left are: Marietta resident Lincoln Muriithi (kneeling) from Kenya, Melau Koipaton (standing) from Kenya and of Marietta, Amaku Ikpeme from Nigeria and of Sandy Springs, Errold Michel from Haiti and of Kennesaw, Valerie Pierre from Haiti and of Smyrna, Emmanuella Pierre from Haiti and of Marietta, Phucien Baptiste (kneeling) from Haiti and of Mableton, and Nechama Hilaire from Haiti and of Kennesaw.

Photo by Think D. Nguyen">



— a group of Haitians and Haitian supporters — at Kennesaw State University show their collection for relief efforts for victims of the earthquake in Haiti. From left are: Marietta resident Lincoln Muriithi (kneeling) from Kenya, Melau Koipaton (standing) from Kenya and of Marietta, Amaku Ikpeme from Nigeria and of Sandy Springs, Errold Michel from Haiti and of Kennesaw, Valerie Pierre from Haiti and of Smyrna, Emmanuella Pierre from Haiti and of Marietta, Phucien Baptiste (kneeling) from Haiti and of Mableton, and Nechama Hilaire from Haiti and of Kennesaw.

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# KSU's Coles College of Business earns maintenance of accreditation



*Association to Advance Collegiate Schools of Business (AACSB), leading global accrediting...*

Georgia (Jan 15, 2010) –

*Association to Advance Collegiate Schools of Business (AACSB), leading global accrediting body for business schools, also renews accreditation of accounting program*

KENNESAW, Ga. (Jan. 15, 2010) — The Coles College of Business at Kennesaw State University, one of the top business schools in the South, had its accreditation reaffirmed this month by the leading global accrediting body for business schools.

The Coles College of Business maintained its accreditation with the Association to Advance Collegiate Schools of Business International (AACSB), a sought-after stamp of approval bestowed upon the best business schools in the world after a rigorous quality review. Less than 5 percent of the world's business schools have earned AACSB International accreditation.

“This accreditation is a testament to the Coles College’s outstanding academic quality,” said KSU Provost Lendley Black. “We are in the company of the best business schools in the world.”

The reaffirmation of accreditation by AACSB International comes weeks after *BusinessWeek* magazine named the Coles College of Business’ part-time M.B.A. among the best in the country. Last fall, *CEO Magazine* ranked KSU’s Executive M.B.A. among the best in the U.S. in its “2009 Global MBA Rankings” edition.

To maintain its accreditation, the Coles College of Business has to undergo a rigorous review by academic leaders of peer business schools every five years. As part of the review, the Coles College of Business must demonstrate its commitment to 21 rigorous standards relating to faculty qualification, strategic management of resources, interactions of faculty and students, commitment to continuous improvement and achievement of learning goals in degree programs.

“The leadership, faculty and staff of the Coles College of Business at Kennesaw State continue to fulfill the high expectations required of AACSB accreditation,” said Jerry Trapnell, executive vice president and chief accreditation officer of AACSB International. “Through this, they consistently deliver outstanding academic programs to an ever growing constituency, and we congratulate them on earning their maintenance of accreditation.”

AACSB International also renewed accreditation of the business school’s accounting program. Only 170 business schools across the globe maintain AACSB International accreditation for their accounting programs.

“AACSB International provides the most prestigious academic accreditation available for business schools,” said W. Ken Harmon, dean of the Coles College of Business. “This achievement is a reflection of the high-quality programs the Coles College offers. Moreover, it is a tribute to the incredible efforts of our extremely talented faculty and staff.”

The Coles College of Business has become one of the most renowned business schools in the South,

with some of its academic programs and centers -- including the Cox Family Enterprise Center, the Corporate Governance Center and the Center for Professional Selling -- earning national reputations. The Coles College of Business is the second-largest business school in the state, with more than 5,000 students, and offers 12 undergraduate and graduate degree programs.

In the past year, the Coles College of Business has added innovative graduate programs to reflect the needs of the market. The Doctor of Business Administration (D.B.A.), launched in fall 2009, is targeted to working professionals who want to pursue a doctorate. In the past year, the Coles College of Business has added dual M.B.A./M.P.A. and M.B.A./M.S.I.S. programs, setting it apart from other universities in Georgia.

AACSB International, founded in 1916, is the longest-serving global accrediting body for business schools that offer undergraduate, master's and doctoral degrees in business and accounting.

For a link to the AACSB International news release announcing KSU's maintenance of accreditation, please go to <https://www.aacsb.edu/media/releases/2010/accreditation-jan-10.asp>

For more information on the Coles College of Business, please go to <http://coles.kennesaw.edu/>

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# Actor and author Hill Harper speaks on goals at KSU's MLK Day event

*KENNESAW - Actor and activist Hill Harper helped celebrate Martin Luther King Jr. Day at Kennesaw...*

Georgia (Jan 19, 2010) — KENNESAW - Actor and activist Hill Harper helped celebrate Martin Luther King Jr. Day at Kennesaw State University on Monday by speaking to an audience of students, faculty and community members about setting goals and committing to be the architect of their own destiny.

## Publication

## Link To Article

[http://www.mdjonline.com/pages/full\\_story/push?article-Actor+and+author+Hill+Harper+speaks+on+goals+at+KSU-s++MLK+Day+event%20&id=5593845&instance=home\\_news\\_bullets](http://www.mdjonline.com/pages/full_story/push?article-Actor+and+author+Hill+Harper+speaks+on+goals+at+KSU-s++MLK+Day+event%20&id=5593845&instance=home_news_bullets)

"I believe that Dr. King was probably one of the first individuals that really spoke about affirmations can create a new reality," Harper said. "Because if you think about most of the stuff that he said, it was all about a new positive reality. If we take some of his quotes like, 'Faith is taking the first step even when we don't see the entire staircase.' ... Or 'How long, not long' or 'I have a dream.' All of these things are talking about calling forth a new and different future or reality."

Within the first few minutes of his 50 minute-long speech, Harper asked the audience of the Dr. Bobbie Bailey and Family Performance Center on KSU's campus to raise their hands if they had goals. When the entire audience raised their hands, Harper began to map out his step-by-step plan for the audience to achieve their individual goals and overcome their fears.

Using the audience, his own life stories, and referencing two of his books, "Letters to a Young Brother: MANifest Your Destiny" and "Letters to a Young Sister: DeFINE Your Destiny," Harper called on the audience to commit to being active architects of their own lives.

He urged everyone in the audience to create a blueprint of their life goals and to map out a plan to achieve these goals. Harper likened this process to an architect's plans for constructing a great building.

Several times in his speech, Harper, an alum of Harvard Law School, made reference to his friend and former classmate President Barack Obama, and First Lady Michelle Obama as role models for creating a new life reality.

Following Harper's speech, the African-American Student Alliance, the student organization that helped sponsored the event, conducted a student march from the auditorium around campus to the Carmichael Student Center where Harper had a book signing.

Along with his first two books, Harper recently released a third book, "The Conversation: How Black Men and Women Can Build Loving, Trusting Relationships." All of Harper's books are meant to serve as motivational guides for African-American teens and young adults.

The African-American Student Alliance (ASA) along with KSU's Black History Celebration Committee and the Multicultural Student Retention Services (MSRS) helped to coordinate and sponsor the event.

Nicole Phillips, associate director for Student Development and assistant director for MSRS, said that Monday's celebration brought out a record-breaking crowd for the annual Martin Luther King Jr. event. She attributes this to Harper's popularity and his ability to inspire.

Vice-President of ASA Chris Jacobs said his organization decided on Harper as their keynote speaker

because of the effects his books have had on young people.

"Martin Luther King Jr., he was all about helping and serving people. And Hill Harper, he's all about helping and serving people. Even though he's a big celebrity he always takes time to give back and contribute back to the community, and that's what MLK was all about," Jacobs said.

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# Georgia 4 year olds learn Mandarin

*Georgia 4 year olds learn Mandarin Kathleen Bourn Georgia's Pre-K program ...*

Georgia (Jan 19, 2010) —

## Georgia 4 year olds learn Mandarin

[Kathleen Bourn](#)

[Georgia's Pre-K](#) program can boast another first. It's the first in the nation to offer Mandarin Chinese classes to four year olds.

They're so little they are still learning English, and learning to speak Chinese at the same time, but it comes so easy to them.

They're emersed in Chinese culture at West Cobb Prep demAcay. They know Mandarin songs and Chinese writing is all around the classroom.

Their Mandarin teacher doesn't speak any English with them, yet, they seem to understand everything she said.

"They can know the calendars and the boys and the girls. And, even they can count from one to maybe 99. Some of them they can write simple chinese words like left and right," said their teacher Fran Chan, who is in the United States from China specificially to teach the classes.

"We are the first state in the nation to have Mandarin language in our state funded Pre-K program," said [Bright from the Start](#) Commissioner, Holly Robinson, of Georgia's Early Care and Learning Division.

This program is in seven lottery-funded Pre-K classrooms in Georgia thanks to a grant from Kennesaw State University's Confucius Institute.

The teacher is on loan from the Chinese government and it's a first for that country to have someone teach Mandarin elsewhere to kids so young.

Yet, everyone is finding they catch-on quickly.

"Because all the brain research tells us that all their syntaxes aren't closed yet. So, they're just absorbing this," said Robinson.

Promoting a global atmosphere is important to the owner of the West Cobb Prep Academy, Bose Imoukehuede, who is Nigerian.

"Some of them cannot speak English, but with the Mandarin, it's an open flow for everybody," said Imoukehuede.

Some of the children are becoming not just bilinugual, but trilingual.

"They have started Spanish and then doing Spanish from Pre-K through 12th grade. Now this class will be doing Spanish, Mandarin and English, pre-k though 12th grade," Robinson said.

Bright from the Start is trying to place the Mandarin programs where the children can continue the language. A few of the public schools in Georgia teach Mandarin at the elementary level that then feeds into middle and high schools.

## Publication

## Link To Article

<http://www.11alive.com/news/education/story.aspx?storyid=139756&catid=11>

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# Kennesaw State Salutes NAACP

*Kennesaw State Salutes NAACP Kennesaw State University officials join officials of the Cobb County...*

Georgia (Jan 19, 2010) – Kennesaw State Salutes NAACP

## Publication

## Link To Article

[http://atlantadailyworld.com/articles/2010/01/15/adw\\_news/doc4b50e9a9a4374477241214.txt](http://atlantadailyworld.com/articles/2010/01/15/adw_news/doc4b50e9a9a4374477241214.txt)

Kennesaw State University officials join officials of the Cobb County Branch of the NAACP for a concert featuring the Ritz Chamber Players on Jan. 9 to mark the centennial of the NAACP. Posing for the camera are WABE Program Director and host of the Second Cup Concert Lois Reitzes (front row from left); Erroll Davis, chancellor of the University System of Georgia, and his wife, Elaine; Susan Papp and husband Dr. Daniel S. Papp, president of Kennesaw State University. Also, Arlethia Perry-Johnson (back row from left), special assistant to the president for external affairs at Kennesaw State University, and her husband, Steven Johnson; Deane Bonner, president of the NAACP-Cobb County Branch, and her husband, Jesse.

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# Koss names a new chief financial officer

*Koss names a new chief financial officer* By [Doris Hajewski](#) and [Rick Romell](#) of the Journal Sentinel...

Georgia (Jan 19, 2010) –

## Koss names a new chief financial officer

By [Doris Hajewski](#) and [Rick Romell](#) of the Journal Sentinel

Koss Corp. has named a new chief financial officer, David D. Smith, 55, who comes to Koss from Milwaukee-based Milsco Manufacturing, a division of Jason Inc.

Chief Executive Officer Michael Koss has given up the CFO title after the discovery that the company's former vice president of finance, Sujata Sachdeva, may have made unauthorized transactions totaling \$31 million.

Sachdeva has been charged in federal court with embezzling \$4.5 million. An indictment in the case is expected on Wednesday.

Smith, who holds a master's degree in business administration from the University of Pittsburgh, is a certified public accountant. He joins Koss as executive vice president and CFO. He served as vice president-finance and CFO at Milsco, a seating manufacturer, since 2006. Smith served in the same capacity at Alkar-Rapidpak Inc., a subsidiary of Middleby Corp., from 2002 to 2006.

Very few public companies, even among small ones such as Koss, have the same person holding the CEO and CFO positions, as the Milwaukee headphone manufacturer did from 1991 until Smith's appointment.

Some corporate governance specialists criticized the practice when asked about Koss. Nell Minow, co-founder of The Corporate Library research firm, called it "a nightmare."

Minow and University of Wisconsin-Madison accounting professor Terry Warfield both said the jobs together are more than one person can handle.

Paul Lapedes, director of the Corporate Governance Center at Kennesaw State University in Georgia, agreed. He called the joint CEO-CFO "a really bad practice."

Larry Rittenberg, like Warfield an accounting professor at UW-Madison, said it is highly unusual for public companies have the CEO also function as CFO, but added, "It would appear to an outsider that Ms. Sachdeva may have been acting as the CFO, but without the title."

Koss Corp. had referred to Sachdeva as the company's "principal accounting officer" in some of its filings with the U.S. Securities and Exchange Commission.

Michael Koss, meanwhile, has provided the required certifications for the firm's financial statements as its "principal executive officer" and its "principal financial officer."

In a related development, two law firms, Glancy Binkow & Goldberg in Los Angeles and Federman & Sherwood in Oklahoma City, announced late Friday that they had filed shareholder lawsuits against Koss Corp. The firms said their lawsuits were filed in federal court in the Eastern District of Wisconsin, but the filings could not be confirmed because the court was closed Monday.

The Glancy Binkow suit, which also names Micheal Koss and Sachdeva, says shareholders were misled between July 12, 2005, and Dec. 21, 2009, because the defendants made false statements regarding Koss' financial statements. The suit says the company's financial results were overstated and that shareholders have suffered.

The company has continued to decline to comment since the criminal charges were issued in

December.

## Publication

## Link To Article

<http://www.jsonline.com/business/81965202.html>

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# M. L. King Day celebration draws more than 700 to KSU



*Keynote speaker Hill Harper invokes King, the dreamer and activist In a tribute to the civil...*

*Georgia (Jan 19, 2010) – Keynote speaker Hill Harper invokes King, the dreamer and activist*

In a tribute to the civil rights leader whose dream helped transform the nation, Hill Harper, keynote speaker for KSU's annual Martin Luther King Jr. Birthday observance on Jan. 18, encouraged the dreams of those in the audience and facilitated at least one.

Eleven year-old Daijané Clark followed Harper's advice to "speak publicly to your dreams," as Dr. King did.

During the Q&A that followed an hour-long presentation by Harper, star of TV's CSI:New York series, Harvard Law honor graduate, New York Times best-selling author, activist and entrepreneur, the fifth grader from Baker Elementary School in Acworth stood boldly in front of the more than 700 attending the celebration at the Bobbie Bailey Performing Arts Center to ask how she might advance her dream of owning a studio.

After grilling Daijané for specifics and clarity on what she was doing to make her dream a reality – holding fundraisers, she said – Harper pledged to contribute and offered a lesson in the finer points of fundraising.

"I'll contribute, and then you go to other potential donors and ask if they will match Hill Harper's donation," he said. "Then you come back to me and ask if I'll double what they contributed. And don't forget to exchange information with me because what we're doing is networking."

"I'm happy," the budding singer and dancer said after the exchange. "I'm working on my own CD and I thought I needed to have my own studio."

Harper urged the audience to become “architects of their own lives,” elaborating guidelines for building a foundation and a framework for dreams that create extraordinary life experiences, themes introduced in his best-selling book “Letters to a Young Brother: MANifest Your Destiny,” a motivational guide of practical advice for teens and young men. Although he targets his messages to youth, Harper challenged adults and parents in the audience as well.

“Parents are sometimes the biggest dream killers because they respond out of fear to false evidence appearing real,” Harper said, posing a question for the adults in the audience: “What risks have you decided not to take, what choices have you decided not to make or put off until later? To the extent that parents and adults stop taking risks and manifesting their dreams, so too will the young people around them.”

Harper’s appearance at KSU and an ambitious calendar of black history and cultural events planned through April are designed to expand programming, create linkages to other campus and community organizations and extend the university’s recognition of black history beyond the traditional month-long celebration in February.

“Hill Harper was recommended to kick off the black history celebrations because his life and work tied so well with Dr. King’s legacy of activism and to our theme this year, “Each One, Reach One,” said Taylor Reeves, president of KSU’s African American Student Association, which worked in conjunction with the 2010 KSU Black History Committee and office of Multicultural Student Retention Services to plan and publish a listing of more than 20 events and activities.

Nicole Phillips, associate director of Student Development for Multicultural Student Retention Services, said the success of the King holiday observance – a record turnout that was double last year’s attendance – demonstrates the importance of such events to the university and the surrounding communities.

“Programs such as the celebration honoring Dr. King’s birthday, black history and other cultural events help facilitate the university’s trajectory towards its aspirations, including supporting and enhancing the diversity of the KSU community, ” she said.

To view the 2010 Black History Calendar, visit [http://www.kennesaw.edu/stu\\_dev/msrs/pdf/black\\_history\\_calendar\\_2010.pdf](http://www.kennesaw.edu/stu_dev/msrs/pdf/black_history_calendar_2010.pdf).

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# Lucy Ackert



*Lucy Ackert is professor of finance at the Coles College of Business. A former senior policy...*

Georgia (Jan 20, 2010) — Lucy Ackert is professor of finance at the Coles College of Business. A former senior policy adviser for the Atlanta Federal Reserve Bank, Ackert is an expert in behavioral finance, a nascent field which injects psychology into finance to better explain how decision makers make everyday financial decisions. Her first book, "Behavioral Finance: Psychology, Decision-Making and Markets," was published this winter and she is teaching a course on the subject this semester. Professor Ackert serves as a visiting scholar on the Atlanta Fed. She has a Ph.D. in financial economics from Emory University.

[Link To Website](#)

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# KSU presents forum on health care debate Feb. 18



*The debate over health care reform: Can we stop rising costs and declining coverage? A town...*  
Georgia (Jan 21, 2010) – The debate over health care reform:

Can we stop rising costs and declining coverage?

A town hall forum featuring U.S. Rep. Phil Gingrey and health care experts

Presented by

The Econometric Center at the Coles College of Business

&

The Small Business Development Center

This panel will bring together perspectives from a variety of health care providers regarding the current debate over health care reform and how we are going to pay for it. Topics of discussion will include

- why is our health care delivery system so costly and inefficient?
- how will small businesses be affected?
- what are the fiscal implications of reform?

WHO:

*U.S. Rep. Phil Gingrey, M.D., special invited guest*

*Tobin Watt, an attorney with Smith Moore Leatherwood practicing health care law*

*Jim Budzinski, executive vice president and CFO for WellStar Health System*

*Kenneth Braunstein, hematologist and oncologist*

*Don Sabbarese, director of the Econometric Center at the Coles College of Business and economics professor, will moderate the panel.*

WHEN:

Thursday, Feb. 18

6 to 8 p.m.

WHERE:

KSU Center

3333 Busbee Drive, Kennesaw

The public is invited.

RSVP by Feb. 15 to (770) 423-6450 or [atonsmei@kennesaw.edu](mailto:atonsmei@kennesaw.edu).

Refreshments will be served.

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# KSU community extends sympathy and support for Haiti earthquake victims



*Sabbaye McGriff* An outpouring of sympathy and support for the people of Haiti has been...

Georgia (Jan 22, 2010) —

Sabbaye McGriff

An outpouring of sympathy and support for the people of Haiti has been forthcoming from KSU students, staff and faculty since Jan. 12 when an earthquake struck the country, leaving an estimated 200,000 dead, and some 2 million homeless.

From prayers at a candlelight vigil Jan. 21 to donations of food, supplies, clothing and cash, members of the KSU community have expressed their support and concern. More than 16 boxes containing everything from clothing and toiletries to linen and tents have been collected and nearly \$1,000 contributed to a special Haiti Earthquake Relief account created at KSU.

The vigil in remembrance of Haiti, coordinated by KSU's Haitian Student Alliance in conjunction with the Caribbean Student Alliance, brought together an estimated 300 members of the KSU and local communities for prayers, a moment of silence, somber reflections and testimonials from Haitian Americans whose family and friends have been affected by the earthquake.

"The response received from the KSU community has been phenomenal, and we are very grateful," said Haitian-born Yvette Cherestal, administrative associate for KSU's Child Welfare Scholars Program, and advisor to the Haitian student organization. "Kennesaw State University is the epitome of what a true campus community should be like. This earthquake did not only impact people from Haiti, its impact had a toll on us all."

KSU's donations are being collected and warehoused by the Haitian Alliance of Atlanta, and will be airlifted to Haiti as soon as conditions allow, according to Catherine Odera, assistant director of International Student Retention Services. The funds collected will be divided between Doctors without Borders and entertainer Wyclef Jean's relief foundation, Yele Haiti.

Collections of food, clothing and supplies are ongoing at all entrances to KSU's Carmichael Student Center; main entrances of the Social Sciences Building and Kennesaw Hall; and at the KSU Owls Nest Sports and Recreation Park at 3220 Busbee Dr. Cash contributions can be made in person in the KSU Bursar's Office on the upper level of Student Center or online at

[https://epay.kennesaw.edu/C20923\\_ustores/web/product\\_detail.jsp?PRODUCTID=773](https://epay.kennesaw.edu/C20923_ustores/web/product_detail.jsp?PRODUCTID=773)

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# KSU's Harmon: Listen and learn from India

*Ken Harmon, Dean of the Coles College of Business at Kennesaw State University, returned Jan. 24...*

Georgia (Jan 27, 2010) —

*Ken Harmon, Dean of the Coles College of Business at Kennesaw State University, returned Jan. 24 from a trip to India, with a delegation that included Dr. Govind Hariharan, chair of Economics, Finance, and Quantitative Analysis; Dr. Mike Salvador, Director of the Executive Education for the Coles College; and Alvin Miles, Director of the Coles College Executive MBA program. The trip included stops in Mumbai and New Delhi. The Coles College is exploring joint opportunities with the Mumbai Business School, including helping them launch an Executive MBA program. The College was also a key sponsor for the 4<sup>th</sup> Annual Indian Marketing Summit in New Delhi.*

It is Wednesday morning. My three Coles College colleagues and I are sitting in the back of a minivan careening through the streets of Mumbai, India. For two of my colleagues, this is their first trip to India. Just as I recall from my first trip, their senses are being shocked at every turn. They are shocked by the traffic, where lanes have no meaning and inches matter in missing cars and pedestrians. They are shocked by how tropical it feels, with the palm trees and parrots and 80 degrees in January. They are shocked by the slums dotting the landscape. They soon learn, though, these slums house people of great dignity and drive, people who could teach us a lot about life.

Along the way, we review the question: Why are we in India? The answers are relatively simple. India has the world's largest democracy, the second fastest growing economy, and is second only to the U.S. in the size of its English-speaking workforce. U.S. exports to India have been growing more than 30% per year. Also, with the largest under-25 population in the world, the prospect for India's dominance in the world economy is virtually assured. Kennesaw State University prides itself on being an international university, and the Coles College likewise sees itself on the cutting-edge of international business. Why are we in India? We have to be in India.

After the ride through Mumbai, we arrive at the office of Dr. Sunil Rai, CEO of the Mumbai Business School (MBS). We met Sunil a few months ago, and we have been exploring joint opportunities between the Coles College and Mumbai Business School. Sunil is a wonderful man who believes first in good relationships and good humor. He also is a take-charge, ex-military businessman who knows how to put quick closure to the most complicated tasks. While we had a lot to discuss that day, Sunil started the meeting by asking us first to participate in a brief ceremony to honor Saraswati, the goddess of learning. Dr. Govind Hariharan, my friend and colleague from the Coles College, explains the tradition and its meaning while MBS staff members set up the flowers and incense in Sunil's office. We eagerly join in this Indian tradition, take off our shoes, and follow the lead of others. The ceremony is brief, yet it symbolizes so much. To me, it unfortunately symbolizes the very reason so many U.S. companies have failed in India. For businesses to succeed in India, they must understand India, and they must connect at levels far beyond those dictated in legal contracts. India has a story, a beautiful story of history and culture, but too many businesses don't take the time to listen. The day after the successful meeting with Mumbai Business School, we fly to New Delhi to take part in the 4<sup>th</sup> Annual Indian Marketing Summit. The Coles College is a major sponsor of the summit, and we have been invited to participate. The focus of the conference is small enterprises. In my presentation, I assert we are entering an era where small companies likely will have the competitive edge. I argue that, according to the great strategist Gary Hamel, the world is leaving the "information economy" and entering the "creative economy." Small companies have a distinct advantage in such an environment. In a country like India, where small business and entrepreneurship define the economy, this era of creativity also spells great potential beyond India's demographics.

The next night, the Coles College delegation boards a plane for the return to Atlanta. We are exhausted, but we feel energized by a week of great meetings and positive outcomes. More than the business outcomes, though, we realize we are witnessing something extraordinary.

In my office Monday morning, I open my email and soon find messages from some new friends in India. One is from an executive who thanks us for a great dinner, but takes the time to word his thank-you note as a poem. Another message is from a server at a restaurant in Mumbai, thanking us for talking to him about career and education options. India is a wonderful place; its people make it amazing.

## Publication

## Link To Article

[http://www.bizjournals.com/atlanta/blog/interbiz/2010/01/ksus\\_harmon\\_listen\\_and\\_learn\\_from\\_india.html](http://www.bizjournals.com/atlanta/blog/interbiz/2010/01/ksus_harmon_listen_and_learn_from_india.html)

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# KSU Students Participate in Community Outreach Project



*Amy Panjwani and Winnie Patta, both business students in Kennesaw State University's...*

Georgia (Jan 29, 2010) –

Amy Panjwani and Winnie Patta, both business students in Kennesaw State University's Coles College of Business and active members of the KSU SIFE Team, were two of 10 college students selected to join the Liberty Mutual Responsible Scholars® Community Project team in Los Angeles January 4th - 7th, 2010 to help communities impacted by the 2009 California wildfires.

Panjwani, a finance major, and Patta, an accounting major, cleaned up a historic ranger station, which had sat unused for decades in Angeles National Forest's San Gabriel Canyon, that will now serve as a meeting site and home base for the 200 local volunteers who help the U.S. Forest Service. Their group also repotted more than 100 pine tree saplings that will be used to replenish the forest; assembled more than 450 food packages for homebound individuals; and worked at the L.A. Regional Food Bank. Photos from the Project can be found on [Facebook.com/ResponsibleScholars](https://www.facebook.com/ResponsibleScholars)

"Community service on college campuses has grown steadily over the past five years as more and more students look for ways to help people in need," said Maura Quinn, University Relations Program Manager for Liberty Mutual Group. "*The Community Project* gives students like Amy and Winnie another outlet through which they can put their unstoppable energy and enthusiasm to work."

According to Patta, "I thought the experience was very enriching. I really felt that my participation in this experience made a difference in many people's lives and we had a great team of scholars. I have friendships that I know I will treasure for years to come. I hope Liberty Mutual will continue to provide this program to Responsible Scholars because it is life changing for the participants and the impact was clearly evident."

Panjwani said, "Liberty Lends a Hand is an amazing program. Through it, we were able to travel to Los Angeles and work in the Angeles National Forest and provide voluntary service as well as learn a lot about the wildfire and its destruction. This experience will be with me forever."

Forest Supervisor Jody Noiron stated: "The Angeles National Forest depends heavily on the efforts of our partners and volunteers to manage the vital resources of the forest. We appreciate the significant work the students from the Liberty Mutual Responsible Scholars program performed during their visit with us. In just three days, they began cleanup and restoration of a valued historical building. They also repotted several hundred seedlings, and performed grounds maintenance on over an acre of landscaping. It was an honor to host them."

Panjwani and Patta, who plan on graduating later this year, each submitted a two-minute YouTube video explaining why they should be chosen for the trip and their stories helped send them to L.A. Videos from all 10 students selected for the community project are posted on Liberty Mutual's

Responsible Scholars YouTube channel at [www.youtube.com/responsiblescholars](http://www.youtube.com/responsiblescholars).

In addition to Kennesaw State, the other *Community Project* recipients hail from the University of Georgia, Bowling Green State University, Boston College and Bryant University.

Students can also follow Liberty Mutual, one of BusinessWeek's Best Places to Launch a Career, at [Facebook.com/ResponsibleScholars](https://Facebook.com/ResponsibleScholars) or [Twitter.com/RespScholars](https://Twitter.com/RespScholars).

Liberty Mutual Group ([www.libertymutualgroup.com](http://www.libertymutualgroup.com)) employs over 45,000 people in more than 900 offices throughout the world.

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In the photo, Winnie Patta (second from the left) and Aryn Panjwani (first on the right)

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# Spring 2010 Concept-2-Reality Competition solicits entries



*Spring 2010 Concept-2-Reality Competition solicits entries Kennesaw State presents contest looking...*

Georgia (Jan 29, 2010) — Spring 2010 Concept-2-Reality Competition solicits entries

*Kennesaw State presents contest looking for new business ideas*

KENNESAW, Ga. (Jan. 29, 2010) — Kennesaw State University presents its spring 2010 Concept-2-Reality Competition to help budding entrepreneurs launch promising new businesses. The competition is open to all current and former KSU students, faculty, staff and the community.

## WHAT

The 2010 Concept-to-Reality Competition, a semiannual competition sponsored by the Coles College of Business at Kennesaw State University, is looking for great ideas for new products. At least 25 semi-finalists will be selected to submit detailed executive summaries of their business concepts. At least five finalists will be selected to present their concepts to a panel of angels, entrepreneurs and venture capitalists. The top two winning concepts will receive cash prizes of \$1,000 and \$500.

The fall 2007 Concept-2-Reality Competition winner, the Breast Check Kit, recently launched its venture, and the spring 2008 competition winner, NuVision Pharmaceuticals (formerly known as NatureCure Technologies), won the 2008 Global Idea-2-Product Competition and is moving forward on the launch of its business.

For entry forms, sample ideas and more information, please visit  
<http://coles.kennesaw.edu/pages/sife/C2R/website.html>

## WHO

The competition is the brainchild of Charles Hofer, Regents professor of strategy and entrepreneurship at the Coles College of Business. Hofer, an expert in launching new businesses, was named by *Fortune Small Business* one of the top 18 entrepreneurship professors in the U.S. He will be one of the competition judges.

## DEADLINES

- Feb. 26: One-page “elevator-pitch” entries due
- March 15: Twenty-five semifinalists announced
- April 2: Summaries from semifinalists due
- April 19: Five finalists announced
- April 30: Finalists present their concepts to a panel of distinguished judges

###

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# Georgia manufacturing index for January remains flat



*PMI barely up even as new orders jump; employment and finished inventory decline, says KSU...*

Georgia (Feb 2, 2010) –

*PMI barely up even as new orders jump; employment and finished inventory decline, says KSU economics professor*

KENNESAW, Ga. (Feb. 2, 2010) – Manufacturing activity in Georgia showed virtually no growth in January, according to the Econometric Center at Kennesaw State University’s Coles College of Business. The shortfall in growth continues to reveal a lack of confidence on the part of manufacturers, who remain reluctant to increase hiring and production.

Georgia’s Purchasing Managers Index (PMI) – a reading of economic activity in the state’s manufacturing sector – for January was 46.1, up 0.2 of a point from December 2009. January’s reading is just 0.3 of a point above the index’s six-month average. Georgia’s PMI continues to underperform relative to the national PMI, a trend that began in June 2009 and has continued to exacerbate. Employment, production and finished inventory remain weak even as new orders showed an uptick.

“Georgia manufacturers are still searching for consistent growth to increase their production and hiring,” said Don Sabbarese, professor of economics and director of the Econometric Center at the Coles College of Business. “The jump in new orders without a similar increase in production -- and a sharp drop in finished inventory -- speaks volumes to the fact that Georgia’s manufacturing rebound has been slow to start. Confidence is very low.”

Even future expectations slipped, a reversal from the past few months, Sabbarese said. Forty-two percent of respondents reported they expect higher production in the next three to six months, down from 47 percent in December.

Highlights of the January PMI include:

- Employment remains weak, with a decline of 1.7 points, to 43.4. Only 5.3 percent of respondents hired new workers, while 18.4 reported workforce reductions
- New orders jumped 10.3 points, to 57.9. Some 42.1 percent of respondents reported a rise in

new orders, up from 31.7 percent in December, while 26.3 percent of respondents reported lower orders

- Production barely improved, growing by 0.8 of a point, to 44.7 points. Some 26.3 percent of respondents reported higher production, while 36.8 percent reported lower production
- Finished inventory fell 11.3 points, to 28.9 points, from an already low level of 40.2

The Georgia PMI provides a snapshot of manufacturing activity in the state, just as the monthly PMI released by the Institute for Supply Management provides a picture of national manufacturing activity. A PMI reading above 50 indicates that manufacturing activity is expanding; a reading below 50 indicates it is contracting. The national PMI for January was 58.4 points, up 3.5 points from December 2009.

The Georgia PMI reading is a composite of five variables – new orders, production, employment, supply deliveries and finished inventory. A sixth variable, commodity prices, is compiled by the Coles College’s Econometric Center but does not go into the PMI calculation.

The PMI, compiled from a monthly survey of manufacturers, is the earliest indicator of market conditions in the sector. Since manufacturing -- which accounts for 11 percent of GDP -- is sensitive to changes in the economy, it can also reveal changing macroeconomic trends.

The PMI’s value is in its timeliness and sensitivity to variables such as interest rates, global markets and other economic changes. The Georgia PMI provides valuable data used by institutions such as the Federal Reserve Bank of Atlanta to assist in their analysis of current economic conditions, along with many other data sources, to get a picture of economic activity.

For a full report of the January PMI, or to speak with professor Sabbarese, please call (770) 423-6094.

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# New orders up in Georgia factories, but overall picture very weak

*Georgia's manufacturing tilted tentatively toward growth in January as more companies...*

Georgia (Feb 2, 2010) –

Georgia's manufacturing tilted tentatively toward growth in January as more companies reported higher new orders, according to a survey released Monday.

However, the recovery here remains even more sluggish than manufacturing nationally - and those numbers are not robust.

Still, more than one in 10 respondents in Georgia said in January that business had picked up from December, according to the monthly survey by Kennesaw State University Econometric Center.

KSU's index for overall production was better too, ticking up 0.8 of a point from the month before to 44.7. That sub-50 level implies a continued shrinkage of the sector; it is also far below the current national level of 66.

"This doesn't speak well for manufacturing's rebound in Georgia," said Don Sabbarese, director of the center.

With overall production anemic, the picture on jobs worsened slightly in January. About 5 percent fewer companies reported increased payrolls than in December.

Manufacturing has been shedding jobs steadily for a decade, but it still accounts for about 10 percent of Georgia's workforce. Those jobs are pegged to production: If demand continues to rise, even modestly, it would likely mean more employment.

So if there is hope, it is in the increase of new orders in January after two consecutive months when they dropped, Sabbarese said.

"This is the most important improvement in January."

## Publication

## Link To Article

<http://www.ajc.com/business/new-orders-up-in-288403.html>

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# Sandra Bird



*Sandra Bird, associate professor at Kennesaw State's College of the Arts, specializes in...*

Georgia (Feb 3, 2010) – Sandra Bird, associate professor at Kennesaw State's College of the Arts, specializes in cross-cultural aesthetics (with emphasis on the Middle East and Africa), Islamic art history, and intercultural curriculum for university service learning projects within public schools. She embraces the idea that people should celebrate each other's cultural identities rather than creating a climate of fear and misunderstanding. Bird and her students work with local elementary school teachers to create interdisciplinary, intercultural curricula for the children.

[Link To Website](#)

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# KSU Hosts “Year of Korea” Conference Feb. 4-5



*Top scholars examine Korea's global role A conference examining post-modern and...*

Georgia (Feb 4, 2010) – *Top scholars examine Korea's global role*

*A conference examining post-modern and traditional Korean history and culture in a global context and featuring leading scholars from the U.S. and Korea is scheduled Feb. 4 and 5 at Kennesaw State. The conference is part of the "Year of Korea," the university's 26<sup>th</sup> annual, curriculum-based study of a country or region.*

Launching the conference is a lecture examining the treatment in Korean cinema of the country's history of colonialism by Jinsoo An, assistant professor, School of Design and Media, at Korea's Hongik University. He will speak at 6:30 p.m. Feb. 4.

The keynote speaker, Bruce Cumings, Gustavus F. and Ann M. Swift Distinguished Service Professor at the University of Chicago, will discuss "The Cold War and Korea" Friday, Feb. 5 at 10 a.m.

Cumings, an expert on 20th-century international history, modern Korean history, U.S.-East Asian relations, East Asian political economy, and American foreign relations, is the author of several volumes, including "The Origins of the Korean War," "War and Television," "Korea's Place in the Sun: A Modern History," "Parallax Visions: Making Sense of American-East Asian Relations," "North Korea: Another Country." He is also co-author of "Inventing the Axis of Evil" and "Dominion from Sea to Sea: Pacific Ascendancy and American Power."

Panel discussions featuring scholars from the University of Illinois, John Hopkins University, Binghamton University, Florida State University, Emory University, Columbus State and Maryville College will focus on historical and contemporary issues in Korean education, identity, literature and society.

"We are very pleased to join with our academic partners in Korea, local representatives of the Republic of Korea and the Korean American Association in welcoming such an accomplished group of scholars to Kennesaw State," said Dan Paracka, director, Education Abroad Office and coordinator of the "Year of" country study program. "Through the free and open exchange of information and insight, our students, faculty and community can begin to connect with the world's people and cultures."

All conference sessions are open to the public. For a complete conference schedule, visit <http://www.kennesaw.edu/yearofkorea/conferences.html>.

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# Attorney General Thurbert Baker to speak at Kennesaw State



*Baker is keynote speaker at annual workshop for high school counselors KENNESAW, Ga...*

Georgia (Feb 5, 2010) –

*Baker is keynote speaker at annual workshop for high school counselors*

KENNESAW, Ga. (Feb. 5, 2010) – The Office of Admissions at Kennesaw State University is hosting its 11<sup>th</sup> annual workshop for professional high school counselors Feb. 9-10, featuring Georgia Attorney General Thurbert Baker as keynote speaker.

Baker, who has served as Attorney General of Georgia since 1997, will be talking to a group of about 70 high school counselors from northwest Georgia about various educational issues.

Baker will speak on Tuesday, Feb. 9 at 12:30 at the KSU Center, 3333 Busbee Dr., Kennesaw, Ga., Room 300. Media are invited to attend.

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# Superintendent of Schools Kathy Cox gives ceremonial tip-off at KSU basketball game



*Cox helps KSU celebrate Education Appreciation Night KENNESAW, Ga. (Feb. 5, 2010)...*

Georgia (Feb 5, 2010) –

*Cox helps KSU celebrate Education Appreciation Night*

KENNESAW, Ga. (Feb. 5, 2010) – Georgia State Superintendent of Schools Kathy Cox will perform the ceremonial tip-off at Kennesaw State University’s men’s and women’s basketball games against the University of South Carolina (USC) Upstate Saturday, Feb. 6. to help the Owls celebrate their annual Education Appreciation Night.

Cox has served as the State Superintendent of Schools since 2003. Prior to serving in public office she was a classroom teacher for 15 years.

Women’s Basketball  
Ceremonial Tip-off  
5:00 p.m.  
KSU Convocation Center

Men’s Basketball  
Ceremonial Tip-off  
7:30 p.m.

KSU’s Athletics Department developed Education Appreciation Night as a way to honor educators from kindergarten through college. Faculty, staff and their families are invited to attend the games free of charge with presentation of appropriate identification.

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# How big is Africa?



*by Sabbaye McGriff Measured in the bodies of fifth graders, Africa is four students...*

Georgia (Feb 8, 2010) —

by Sabbaye McGriff

Measured in the bodies of fifth graders, Africa is four students across and five students tall. But as 80 students from Garden Hills Elementary School in Atlanta learned during a recent field trip to Kennesaw State, ascertaining the land mass of a continent requires more precise measurement. The Garden Hills students were among hundreds from the region expected to visit the Giant Map of Africa, a traveling lesson on the continent sponsored by Kennesaw State's Geography and Anthropology Department, the Georgia Geographic Alliance and the National Geographic Education Foundation.

The brightly colored, 35 feet by 26 feet map, on which students can walk and work, will be displayed on the floor of the Social Science building Atrium Feb. 8-19

Using blue nylon straps indicative of the map's scale — one of an arsenal of learning tools that travel in a large metal trunk with the map — students approximated Africa's size at 4,750 miles wide and about 5,000 miles tall. Using math skills, students then calculated the difference between what they had estimated and the actual size of just over 11.6 million square miles. They were less than 100 square miles off.

In addition to dimensions, the map project's many activities, including safaris, scavenger hunts, and competitive games, teach students knowledge of country locations, capital cities, population centers, geo-physical characteristics, as well as important historical, wildlife and cultural information.

Teachers can customize their lessons online, choosing from a set of ready-to-use resources such as atlases, books, videos, music and game materials.

"It's a great way to study geography," said Debbie Briggs, a fifth grade teacher at Garden Hills. "We went to a performance of South American music and they put up a big map. When I asked the students what it was, many of them thought it was Africa. So, it's perfect for them to actually have a chance to study the map of Africa."

Projects like the Giant Map are an important resource for Georgia schools where more geography is needed, according to Garrett Smith, chair of Geography and Anthropology at KSU and director of the Georgia Geography Alliance, which is housed in the College of Humanities and Social Sciences. In 2008, Kennesaw State hosted the Giant Map of Asia.

"The Giant Map makes geography education exciting through hands-on experience, and is appropriate for all ages, including the KSU students who will visit the map with their classes," Smith said.

Garden Hills' Briggs said the Georgia fifth-grade standards are "pretty pitiful" when it comes to geography. "Students only are asked to identify locations like Kitty Hawk (North Carolina) and the Salton Sea (California)," she said. "Geography is brought in through the study of other subjects like literature and history. Since Garden Hills is an International Baccalaureate School, our students learn a little more than most. They love this."

Fifth grader Cooper Grisham agreed. "It's kinda fun," he said of learning the regions, size and

countries of Africa.

To learn more about the Giant Map of Africa or to reserve time on the map, go to [www.gaofgeorgia.org](http://www.gaofgeorgia.org). Individuals may visit the map when it is not being used by a group.

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# Pro & Con: Does President Obama have the right strategy for job creation?

*NO: Policies that alter after-tax incentives for business kill jobs. By Don Sabbarese President...*

Georgia (Feb 9, 2010) – NO: Policies that alter after-tax incentives for business kill jobs.

## Publication

## Link To Article

<http://www.ajc.com/opinion/pro-con-does-president-294204.html>

By Don Sabbarese

President Obama was right on target when he said in the State of the Union address in late January that “jobs must be our number one focus in 2010.”

But the Obama administration has got it all wrong when it comes to how. Raising taxes on banks and other big businesses, as Obama proposes in his new \$3.8 trillion budget, may help with the budget deficit, but is not going to result in the creation of many new private-sector jobs or induce companies to invest.

If the government wants to use fiscal policy to help the economy, then the most effective approach is implementing permanent tax cuts.

In fact, what we need is for the government to stay out of the business of regulating the private sector and creating jobs. Increased spending by the government, including the administration’s new jobs bill, will not lead to sustainable job creation.

These well-intentioned measures will ultimately increase the cost of doing business for the private sector by eating into their after-tax profits.

What the private sector lacks and needs more than anything is renewed confidence in the economy. Businesses need as clear a view as possible of an economy that is on the mend and that is not changing the rules.

Policymakers must resist the temptation to pass any policy changes that may impair the willingness of businesses to invest in more capital and labor. At this moment, businesses would welcome less uncertainty.

Once the economy reaches a sustainable level of growth, then policymakers could revisit the more drastic policies the administration proposes – such as the EPA proposal on taxing carbon, cap-and-trade, health insurance reform and a new tax on large banks.

Delaying these policies would prove to be less destabilizing.

For the time being, the federal government should concentrate on fiscal and monetary policy solutions that enhance long-term economic growth.

One necessary condition for a recession to end, and for a recovery to take hold, is for businesses to have renewed confidence in the economy. And right now we do not have that.

As long as consumers and businesses have any lingering doubts about the sustainability of economic growth, they will remain cautious toward increased spending on capital and labor.

In tough economic times, as businesses switch to a “survival mode” of cutting capital and labor costs, an inertia sets in that is hard to reverse when things start to improve. The same holds true for consumers.

Although GDP growth is a positive sign that the worst is behind us, it is still far removed from the everyday decisions that small and large businesses make. Businesses are constantly monitoring and weighing the signals from their particular markets against the distant signals of the overall economy.

As a consequence, increased spending on their part will only come when they are convinced that the improvement in the broader economy is synchronized with their particular markets.

So the message to policymakers is to minimize policy changes that complicate business and consumer decision making. The economy will be better served by policymakers simplifying the regulatory and tax environment that the private sector must navigate through.

Massive stimulus spending financed with debt creates the expectations of higher taxes in the long term, which also begs the question of who is going to pay for this debt.

Major policy changes should remain on the back burner until they can be fully debated on their merits and when their passage will not prolong an already long recession and slow recovery.

Don Sabbarese directs the Econometric Center at the Coles College of Business at Kennesaw State University.

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# Board of Regents approves new master's degree for KSU



*Master's degree in education with major in instructional technology will help bridge...*

Georgia (Feb 11, 2010) –

*Master's degree in education with major in instructional technology will help bridge technological gap in K-12 classrooms*

KENNESAW, Ga. (Feb. 10, 2010) – The Board of Regents of the University System of Georgia approved at its Feb. 9 meeting a new master's of education in instructional technology degree for Kennesaw State University.

The Master of Education in Instructional Technology, offered by the Bagwell College of Education at KSU, will prepare educators who can lead and model the effective use of educational technologies in the classroom. The program is targeted to K-12 teachers who want to pursue a master's program in a field that increases their understanding, training and use of technology in the instructional process.

“Technology is profoundly, and quickly, changing what we learn and how we learn,” said KSU Provost Lendley Black. “Educators at all levels must be prepared to utilize digital tools and resources in order to maximize student learning. With this new master's, we will take the lead in filling that gap in technology instruction.”

Over the past 15 years, Georgia, like many other states, has invested tens of millions of dollars in educational technologies in hopes of improving student learning. Yet despite a significant resource commitment, there is a substantial gap between the promise of technology and the way it is being used in schools.

The new KSU 36-hour master's degree will provide K-12 teachers with the pedagogical knowledge necessary to integrate technology into instruction. The program builds on the existing concentration in instructional technology offered in the Bagwell College's Ed.S. and Ed.D. and benefits from the expertise and resources available in KSU's Educational Technology Center. Graduates are eligible to teach at the master's level in the state of Georgia (T-5 pay grade).

The program intends to admit 25 new students a year.

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# M.B.A. students win at 2010 Georgia Bowl

Georgia (Feb 15, 2010) –

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# SoCon10 a huge success for KSU



*More than 300 entrepreneurs, small business owners, bloggers, new media pros, academics and...*

Georgia (Feb 16, 2010) –

More than 300 entrepreneurs, small business owners, bloggers, new media pros, academics and people from across the spectrum of marketing, public relations, human resources gathered in the Social Sciences Building at Kennesaw State for SoCon10 - the Southeast's premiere annual social media, social networking conference held January 30.

The event, hosted by KSU's Center for Sustainable Journalism, sold out two weeks ahead of schedule and featured keynote speakers Dan Siroker, former Director of Analytics for the Obama Presidential Campaign, and Carol Kruse, Vice President of Global Interactive Marketing at The Coca-Cola Company. In addition more than 25 topical breakout sessions were held, covering everything from mobile marketing to building apps to how social media will continue to change education.

Leonard Witt, Executive Director of the Center for Sustainable Journalism, said, "As with our last three SoCons, this year's was aimed at having all attendees learn, share and network - and they did so on campus Saturday, at our Friday night dinner and online too. In fact, in one three-hour period, there were more than 1,100 Tweets from SoCon10. It was a great 1.5 days. There is a hunger for this kind of information so we will be running more targeted conferences throughout 2010. [Learn more here.](#)

To learn more about SoCon10, [watch this Amani Channel video.](#)

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# KSU awarded two of five Board of Regents' 2010 honors for excellence



*First-year program and arts professor recognized for contributions to student success...*

Georgia (Feb 19, 2010) –

*First-year program and arts professor recognized for contributions to student success*

Kennesaw, Ga. (Feb. 19, 2010) - Kennesaw State University's nationally recognized First-Year Experience Program will receive the University System of Georgia's highest annual honor for teaching excellence among departments and programs at the system's 35 member institutions.

The USG's Jan. 28 announcement of the Board of Regents' 2010 Excellence Awards also recognized Karen Robinson, associate professor of theater and performance studies at KSU, as recipient of the individual faculty Teaching Excellence Award for an outstanding educator among the system's two regional and 13 state institutions.

The \$5,000 award for the First-Year Experience program was presented in August. The individual award to Karen Robinson will be presented at the Sixth Annual Excellence Awards Celebration March 20.

KSU's First-Year Experience Program was honored for "strategically providing coursework and co-curricular activities that have been shown to enhance freshman success and boost student retention." The USG also noted the program's long history as part of the institution's fabric and its seven years of recognition in *U.S. News & World Report* as one of the best first-year programs in the nation.

The program combines first-year seminar courses – one with a global focus; themed-based learning communities; a bridge academy for incoming students; math and other academic support; advising teams that include peer mentors; a first-semester early alert/early intervention program; a one-hour course for first-year students on academic probation; and a learning community for high-achieving high school students who participate in a brief but intensive study abroad.

"We are extremely proud of this accomplishment," said Ralph Rascati, dean of the University College, which houses the First-Year Experience Program. "Our program helps students make the difficult transition from high school to college while introducing them to global education and

providing avenues for civic engagement. An extremely committed faculty and staff in the Department of First-Year Programs deliver a multifaceted program designed to serve the needs of all students by meeting them where they are and starting them on the trajectory to where they want to be.”

In awarding Robinson a faculty teaching excellence honor, the USG cited

the scholar-artist model she employs in her classes, as well as in her role as director for departmental productions and for the Georgia Shakespeare repertory theater. She teaches classes in directing, performance studies, dramatic literature, auditioning and theatre appreciation.

A 2008 recipient of KSU’s Distinguished Teaching Award, Robinson was also recognized for her promotion of global learning and diversity opportunities for students and colleagues. In 2007, she facilitated the residency of a 26-member Kenyan youth choir and directed a production of “Monkey King,” an adaption of Chinese folktales, both at KSU and in Shanghai, China.

“This recognition affirms the work I have done thus far, and it fuels and inspires me to continue expanding the depth and breadth of the topics I teach and the way I teach them,” Robinson said. “I hope to continue to invest in adventurous theatrical and global learning projects and to deepen the mentoring and supervision I offer all of the students I encounter.”

###

Kennesaw State University is the third-largest university in Georgia, offering more than 70 graduate and undergraduate degrees, including new doctorates in education, business and nursing. A member of the 35-unit University System of Georgia, Kennesaw State is a comprehensive, residential institution with a growing population of more than 22,300 students from 142 countries.

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# KSU student wins national competition



*Senior pens winning essay on "How to solve the Foreclosure Crisis" Boca Raton, Fla. (...*

Georgia (Feb 19, 2010) — Senior pens winning essay on "How to solve the Foreclosure Crisis"

Boca Raton, Fla. (Vocus) February 18, 2010 -- The results are in.

More than 1,000 current and/or college-bound students nationwide answered the call during the 2009 Foreclosure.com Scholarship Program, submitting essays of 1,000 words or more on 'How to Solve the Foreclosure Crisis.'

Andrew Dewar, a senior at Kennesaw State University located in Kennesaw, Ga., however, was voted to the head of the class by our panel of judges, winning the \$5,000 top prize.

"It's been thrilling to hear the news -- I'm so thankful that Foreclosure.com put this together," said Andrew, a former business owner and new father of a one-year-old baby girl, Avery. "I have some personal experience with [foreclosure. So this was just a natural extension of trying to solve my own mini housing crisis.

"This is tremendous -- it's so generous," he continued. "Being an adult student and father, there are a lot of costs that come with going back to school ... there is a lot at stake. So the \$5,000 will pay for at least an entire semester at Kennesaw State. It's huge."

The program, which ran from Sept. 1 to Dec. 31, 2009, also awarded four \$1,000 scholarships to the contest semifinalists:

- \* Mark Cantora a law student at Hofstra University School of Law in Hempstead, New York
- \* Kelly Kinkade from Oakland University in Rochester, Michigan
- \* Elizabeth Panella from the Tufts University in Medford, Massachusetts
- \* Luke Paulsen from Princeton University in Princeton, New Jersey

In addition to the five cash prizes in the form of scholarships, totaling \$9,000, these plans will be sent to Congress and to President Barack Obama himself as soon as possible.

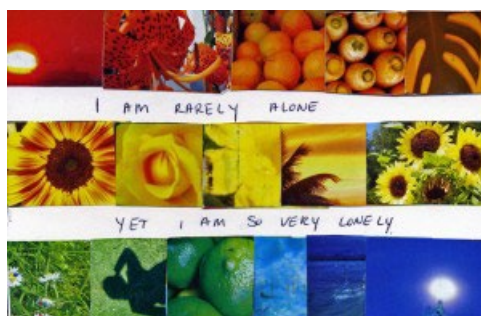
"The suggestions that were laid out in the essays were well thought out and I would hope that Congress and President Obama will take notice," said Foreclosure.com Director of Education, Linda Yates. "This crisis will affect the next generation so it is important to get their fresh perspectives on such an important issue."

To read Andrew's winning essay, as well as the others from our four semifinalists, please visit the Foreclosure.com scholarship page right here: <http://www.foreclosure.com/scholarship>

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# Kennesaw State opens “PostSecret” art exhibition



*Kennesaw, Ga.—The Kennesaw State University Art Museum and Galleries presents “...*

*Georgia (Feb 22, 2010) —*

Kennesaw, Ga.—The Kennesaw State University Art Museum and Galleries presents “PostSecret” through March 27 in The Art Gallery in the Sturgis Library. The free exhibition features more than 400 artfully decorated and highly personal postcards from anonymous submissions.

Frank Warren, founder of the “PostSecret” art project, first encountered the idea during a trip to Paris in December 2003. While in Paris, Warren purchased three postcards from Antoine de Saint-Exupery’s “The Little Prince.” A dream involving the postcards inspired Warren to launch a community mail art project in November 2004 in the Washington, D.C. area. Warren handed out postcards that invited strangers to submit secrets with only two requirements: The secret had to be true and it had to be something that had never been told to another person.

Warren’s community art project quickly expanded to an international level. Currently, Warren has received more than 350,000 beautifully illustrated postcards that reveal powerful and poignant secrets. According to KSU Art Museum and Galleries Director [Will Higgs](#), “the exhibition is a cathartic and holistic experience.”

With multiple ongoing exhibitions across the nation, “PostSecret” offers inspiration and healing to both those who submit and those who read the postcards. According to Higgs, the empowerment offered by the postcards results from the experience of identifying with the secrets of others. Higgs also highlights the unique unifying aspect that continues to drive the project: everyone can submit a postcard. “For anyone who wants to get involved, it’s wide open.” The “PostSecret” project is also the subject of five books and one of the most popular [blogs](#) on the Internet.

The Art Gallery is located on the lower level of the Sturgis Library and is open 11 a.m.-3 p.m. Monday through Thursday, 7-9 p.m. Wednesday and Thursday evenings and 1-4 p.m. on Saturday. For more information on the Art Museum and Galleries at KSU, visit [here](#).

The “PostSecret” exhibition tour was organized by International Arts & Artists, Washington, DC, in cooperation with Frank Warren.

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# Atlanta business execs share insights with Coles College students, alums



*Leaders from UPS, Southern Company, AT&T, BB&T and Turner speak at 10th Annual...*

Georgia (Feb 26, 2010) –

*Leaders from UPS, Southern Company, AT&T, BB&T and Turner speak at 10<sup>th</sup> Annual Lessons in Leadership forum*

Atlanta business leaders from companies such as UPS, Southern Company, AT&T, Turner Broadcasting and BB&T shared their insights on leadership with some 600 Coles College of Business Executive M.B.A. students and alumni on Thursday, Feb. 25 at the Cobb Galleria Centre.

As panelists in the college's Executive M.B.A.'s 10<sup>th</sup> Annual Lessons in Leadership forum, the executives offered some practical lessons for successful leadership: listening to employees, self critical analysis, engagement, finding balance between planning and being flexible, recognizing employees who do a great job, being transparent, not being scared to admit what you do not know, and finding good even in a difficult economic environment.

"It's very tough to get bad news [from the trenches when you are sitting] at the top of the organization," said panelist Kelly Regal, executive vice president for Turner Broadcasting System Inc. "I challenge myself to listen, to listen carefully. I'm going to listen harder."

Regal said that leaders need to be proactive and must admit to themselves when they need expertise. "I've never been scared to work in an area I wasn't an expert in," Regal said. "Don't be afraid to reach out. Be confident in your skills."

The other panelists at the 10<sup>th</sup> Annual Lessons in Leadership forum were Lars Anderson, group president of BB&T's Georgia and Texas operations; Becky Blalock, senior vice president and chief information officer at Southern Company; Glenn Lurie, president, emerging devices, resale and partnerships for AT&T Mobility and Consumer Markets; and Teri Plummer McClure, senior vice president for UPS in charge of legal, compliance and public affairs. The panel also included a scholar, Jagdish Sheth, the Charles H. Kellstadt professor of marketing at Emory University's Goizueta Business School.

The event was presented in partnership with the *Atlanta Business Chronicle* and its broadcast editor, Crystal Edmonson, served as mistress of ceremony.

The panel brought together executives from a diverse group of companies that are either based or have big operations in Atlanta. They shared their perspectives on leadership in a question-and-answer format.

Lurie of AT&T said that leadership is about three things: people, purpose and passion. He stressed that leadership is about individuals and developing their talents.

“Leadership’s not about levels, it’s about you, about how you treat people,” Lurie said. “You can earn trust, respect by treating people the way you want to be treated.”

UPS’s McClure talked about how important it is for leaders to be self-critical and learn from “constructive dissatisfaction.” “I’m very big on looking back to see what I could improve upon,” she said. “I’m always looking for ways to improve, to grow and to be a better leader.”

And even in a recession, leaders need to recognize opportunities and be innovative. “The recession gave us an opportunity to jump-start changes that otherwise were on hold,” McClure said. “You can be innovative as you cut costs.”

Southern Company’s Blalock spoke about her “very open” communication style and said that in today’s work environment, where “everybody is competent,” an M.B.A. can give job candidates an edge.

Even in tough times, she added, companies need to recognize employees who do a great job and offer them opportunities. Blalock encouraged companies to get creative when rewarding employees; at Southern Company she has recognized outstanding workers by handing out special token “coins.”

Anderson of BB&T said that as the economy becomes more globally integrated, leaders need to develop “peripheral vision.” Leaders need to anticipate questions they do not even know now, he explained.

And even in rough times like the banking industry has gone through, leaders need to find the “things that are good” and focus on what they can control. “Find something to be cheerful about,” Anderson said.

Goizueta Business School’s Sheth said that the no. 1 reason why companies fail is because leaders are in denial about realities. Good leaders, he said, are like good doctors: their job is to diagnose problems, not prescribe a remedy. “Great doctors are always great observers,” Sheth said.

He spoke about how leaders need to “work in the field” and listen to employees. “Leadership is now more at the grassroots level,” Sheth said.

Lessons in Leadership is presented annually by the Coles College’s Executive M.B.A. program, which has been recently recognized by *CEO Magazine* and *BusinessWeek* as a top executive M.B.A. program. The Coles College of Business is the second largest business school in the state.

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# Making Lemonade: Small Businesses Get Innovative

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Georgia (Feb 26, 2010) —

## Publication

## Link To Article

[http://www.nytimes.com/aponline/2010/02/23/business/AP-US-Markets-More-Small-Biz-Prospering.html?\\_r=1](http://www.nytimes.com/aponline/2010/02/23/business/AP-US-Markets-More-Small-Biz-Prospering.html?_r=1)

# Making Lemonade: Small Businesses Get Innovative

By THE ASSOCIATED PRESS

Some small businesses are not just surviving but thriving -- even benefiting -- from the economic weakness that has battered so many other smaller firms.

Some have carved a niche few rivals can match. Others are capitalizing on a fallen dollar to boost their exports. Or they're providing a service that defies a pullback in consumer spending.

And if they haven't piled up too much debt, some small businesses can still get loans, despite tougher lending standards since the financial crisis erupted.

Success stories include:

-- Equinox Chemicals, a company in Albany, Ga., that's thrived by mixing a broad domestic customer base with overseas business. Equinox has capitalized on a fallen dollar to expand overseas markets for its products, which include chemicals for fragrances, food flavoring and electronics equipment.

-- ECP Commercial Real Estate, a San Diego firm that fixes up foreclosed or abandoned properties to sell them and helps property owners avoid foreclosure.

-- Inwindow Outdoor, a New York company that converts vacant storefronts into temporary, street-level advertising billboards.

These companies are resisting the economic pressures that have left many small businesses starved for credit and squeezed by the still-struggling economy.

"There's always those innovative entrepreneurs out there that have businesses that are flexible enough to do this type of thing," said Lydia Jones, director of the Small Business Development Center at Kennesaw State University in Georgia.

In some cases, the weak economy has even been good for business. Customers have streamed into Joseph's Jewelry and Loan, an Indianapolis pawn shop, looking for quick cash or help covering mortgage payments. The store pays cash for valuables or provides loans that come with a 20 percent finance charge -- a benefit to people who otherwise can't get credit.

Sales rose about 60 percent last year compared with 2008, store manager Kevin Parrish said.

Small businesses that export can do well in today's economy because a still-weak dollar means U.S. exports are cheaper for many foreigners to buy. Equinox, for instance, does business in 10 countries, including Germany, France, Spain, India, China and South Korea. In 2008, international sales became the fastest-growing part of its business.

Equinox and its owner Mark Grimaldi got a big break last year with a contract to make chemicals for a South Korean drug company, said Dimitris Kloussiadis, an international trade consultant at the [University of Georgia](#) who has worked with Equinox.

The chemical maker received a \$500,000 bank line of credit guaranteed by the [Small Business Administration](#) to start work and paid it off in less than a year. Kloussiadis said Equinox more than doubled its total export sales in 2008 in the first nine months of last year.

"Mark is in a very niche market, and very few companies can produce the substances he produces," he said.

The same might be said of Inwindow, which started placing advertising in vacant retail storefronts in 2002, creating instant billboards at city street level.

"We're very busy," CEO Steve Birnhak said.

The Scottsdale (Ariz.) Convention & Visitors Bureau used Inwindow to set up an ad in early 2008 in downtown Chicago to attract tourists looking to escape winter. The display, which covered several storefronts, showed alternating pictures of people trudging through a heavy Chicago winter and sitting poolside or golfing in Arizona.

The display ran for two months, advertising a contest to win a trip to Scottsdale. More than 10,000 people entered.

"At the time, it was the largest response we had ever had to a promotional campaign like that," said Lauren Simons, marketing vice president for the visitors bureau.

Inwindow's rising sales have led Birnhak to consider expanding to Europe. The company already operates in 18 U.S. cities. An ample supply of empty storefronts -- "inventory," Birnhak calls it -- is helping.

Landlords have become more accustomed to the ads as a way to make money until their next tenant fills the space. William Walther was concerned at first about the ads Inwindow would place in a Manhattan development that includes condos and a hotel.

Walther, president of Granite Companies Asset Management, hired Birnak's firm as work wrapped up on the complex south of Times Square. He needed something to cover vacant windows for storefronts the building contractors were using as offices. Inwindow gave him a [BMW](#) ad, and he's been sold on the concept since.

"I think that when you're in the hotel business, you want activity around the lobby of your hotel," he said. "If you don't have retail ... you certainly don't want windows that are filled with brown paper."

Joe Bonin's San Diego real estate company used to focus mostly on managing and leasing retail strip malls and industrial and office parks. Once the [recession](#) hit, revenue tumbled as tenants moved, stopped paying or switched to shorter, less-profitable leases.

"I was really wondering if the business was going to survive," Bonin said.

That's when he decided to focus on work more suited for a slumping economy. His company now fixes up foreclosed or abandoned properties to sell.

ECP found tenants to live in a foreclosed condo complex in Spring Valley, Calif., owned by Pacific Western Bank. Besides leasing the property as apartments, Bonin's company took over landscaping and cleaned up the units, said Dave Jensen, Pacific Western's credit administrative officer.

That made the complex more marketable, Jensen said, because banks would be reluctant to extend a loan for a property that doesn't generate any income.

Bonin's company also started acquiring distressed commercial real estate, breaking it into pieces and then selling it. Revenue surged about 75 percent last year compared with 2008.

"It's not about turtling down and then saying, 'Well, I'm going to survive until we get to the other side of this thing,'" Bonin said. "We have to make fundamental changes."

While these companies succeed, many small businesses are suffering. Falling sales and rising health care costs have hit hard. So have the stricter standards for bank loans, which now come with higher rates, tougher terms or demands for more collateral.

The National Federation of Independent Business' small business optimism index has reached lows not seen since the early 1980s. The monthly gauge tracks companies' job creation and capital expenditure plans, among other variables.

"It's harder to get the financing you need," NFIB Chief Economist William Dunkelberg said.

The small businesses now finding success generally weren't swamped with debt when the recession started, said Sanford Ehrlich of San Diego State University's Entrepreneurial Management Center. And if their core business declined, they've been able to adapt to a sluggish economy.

"It's sort of looking at an engine and having a lot of dials in front of you, and they watch all those dials simultaneously," Ehrlich said. "And they know which levers to push to move those dials."

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# Georgia manufacturing index at highest level in nearly two years



*PMI up by double digits, to highest level since April 2008, due to across-the-board...*

Georgia (Mar 1, 2010) —

*PMI up by double digits, to highest level since April 2008, due to across-the-board improvements, says KSU economics professor*

KENNESAW, Ga. (March 1, 2010) — Manufacturing activity in Georgia improved substantially in February, recording its highest reading since April 2008, according to the Econometric Center at Kennesaw State University's Coles College of Business.

Georgia's Purchasing Managers Index (PMI) — a reading of economic activity in the state's manufacturing sector — for February was 56.4, up an impressive 10.3 points from January, as new orders, production, employment and finished inventory all showed strong gains. February's 56.4 reading is 8.8 points above the PMI's six-month average and is more in line with the national PMI, which recorded 56.5 for February.

"Manufacturing activity grew by leaps and bounds in February," said Don Sabbarese, professor of economics and director of the Econometric Center at the Coles College of Business. "The gains in employment, finished inventory and other variables were very strong. This may be the shot in the arm that Georgia manufacturers were waiting for."

But it is still too early to tell if this upward trend is sustainable. "We don't know yet if this is an aberration, given the PMI's consistent readings under 50 for the past two years," Sabbarese said. "Should this trend continue for another two or three months, it would give a clearer signal that these manufacturers are on their way to a stronger recovery."

Highlights of the February PMI include:

- Finished inventory showed substantial improvement, growing by 21.1 points to 50. The percentage of survey respondents reporting higher inventory grew to 24.2, up from 5.3 in January. This could be the beginning of a long-term inventory buildup.
- Employment was up 11.1 points, to 54.5, the highest reading since July 2007. Employment

finally rose above 50, with 18.2 percent of survey respondents hiring more workers and only 9.1 percent showing a decline in employment. Employment is 7.7 points above its six-month average.

- New orders jumped by 7.3 points, to 65.2. Some 45.5 percent of respondents reported higher orders, and only 15.2 percent reported a decline in new orders.

- Production more than matched new orders, rising by 11.3 points to 56.1. Only 18.2 percent of respondents saw a decline in production, compared to 36.8 in January. Some 30.3 percent reported a rise in production for February.

The Georgia PMI provides a snapshot of manufacturing activity in the state, just as the monthly PMI released by the Institute for Supply Management provides a picture of national manufacturing activity. A PMI reading above 50 indicates that manufacturing activity is expanding; a reading below 50 indicates it is contracting. The national PMI for February was 56.5, down 1.9 points from January.

The Georgia PMI reading is a composite of five variables – new orders, production, employment, supply deliveries and finished inventory. A sixth variable, commodity prices, is compiled by the Coles College’s Econometric Center but does not go into the PMI calculation.

The PMI, compiled from a monthly survey of manufacturers, is the earliest indicator of market conditions in the sector. Since manufacturing -- which accounts for 11 percent of GDP -- is sensitive to changes in the economy, it can also reveal changing macroeconomic trends.

The PMI’s value is in its timeliness and sensitivity to variables such as interest rates, global markets and other economic changes. The Georgia PMI provides valuable data used by institutions such as the Federal Reserve Bank of Atlanta to assist in their analysis of current economic conditions, along with many other data sources, to get a picture of economic activity.

For a full report of the February PMI, or to speak with professor Sabbarese, please call (770) 423-6094.

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# More than 350 students head to national sales competition hosted by Coles College of Business



*Some 350 students to compete at National Collegiate Sales Competition at KSU March 5...*

Georgia (Mar 1, 2010) – Some 350 students to compete at National Collegiate Sales Competition at KSU March 5-8

KENNESAW, Ga. – Nearly 30 companies, including Fortune 500 firms, will be on hand at the 12<sup>th</sup> Annual National Collegiate Sales Competition (NCSC) March 5-8 to recruit the nation's top sales students. The NCSC, the world's largest collegiate sales competition, pits top sales students in a test of one-on-one sales call challenges. The competition is hosted by the Coles College of Business at Kennesaw State University.

Some 350 students from more than 60 colleges and universities will participate in this year's competition. Nearly 30 companies, including Liberty Mutual, ADP, Owens Corning, AT&T, Hewlett Packard, Dow Jones, NCR and Reynolds and Reynolds, are sponsoring the competition for an opportunity to recruit top sales students.

"Despite a challenging market, identifying top sales talent will continue to be a priority," said Curt A. Barker, vice president for North American building materials and distribution sales for Owens Corning, a Fortune 500 company that is a leader in glass fiber technology. "The opportunity to grow share in difficult market conditions can clearly be led by a highly engaged sales organization."

This is the seventh year that Henry Schein --- a Fortune 500 company and the largest distributor of health care products and services to medical, dental and veterinary office-based practitioners --- is recruiting at the NCSC.

"As a veteran manager who has been hiring sales talent for 35 years, I believe that the NCSC is the best collection of sales talent that you will find under one roof, all competing for the top sales position in the collegiate realm," said Dean Kyle, zone general manager for Henry Schein. "Not only do you get to meet these young people, but you also get to watch many of them in actual competition. It is the kind of experience you wish you could have with every sales candidate you interview."

Launched in 1999, the NCSC is the largest collegiate sales competition in the world. The NCSC hosts top students and faculty from the best university sales programs in North America. It provides soon-to-be sales graduates with a venue for sharpening their sales skills in a highly competitive environment and networking with peers and faculty from across the United States.

"It says a lot about the caliber of the students competing when you have companies that are willing to travel across the country to recruit them, even in a down market when very few companies are hiring," said Terry Loe, director of the NCSC and director of the Center for Professional Selling at the Coles College of Business. "These students are a solid investment for sponsoring companies who want to fill entry-level sales positions with graduates who already have sales training or a degree in professional selling. The extensive sales training these students receive prior to graduating translates to lower turnover and reduced training time and cost for companies."

NCSC sponsors provide funding to defray the expenses of competing students and participating faculty. Sponsoring the competition provides participating companies with the opportunity to network with top sales talent.

Despite the market conditions, recruiters at the NCSC are optimistic. “Up market, down market doesn’t matter to us. It is all about attitude, people skills, and work ethic,” said Bill Stropp, associate director for recruiting operations for First Command Financial Services, an investment adviser firm.

For more information on the NCSC, visit [www.ncsc-ksu.org](http://www.ncsc-ksu.org).

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# FULL VIDEO of Town Hall Meeting on Budget Reductions

*On March 2, 2010, KSU President Daniel S. Papp held a Town Hall Meeting for the campus community...*

Georgia (Mar 2, 2010) – On March 2, 2010, KSU President Daniel S. Papp held a Town Hall Meeting for the campus community where he addressed concerns regarding budget reductions.

Click [\\* Late last week, KSU President Daniel S. Papp sent a memo to the campus community about the budget issue. Click here to read the memo.](#)

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# Georgia manufacturing shines in latest survey

By Michael E. Kanell *The Atlanta Journal-Constitution* Georgia's manufacturing...

Georgia (Mar 2, 2010) –

By [Michael E. Kanell](#)

The Atlanta Journal-Constitution

Georgia's manufacturing sector saw a solid improvement in February, hitting its highest level since last April, according to a survey by Kennesaw State's Econometric Center.

While the report does not prove the growth will continue, a sizeable number of companies surveyed reported an increase in orders, prompting them to pump up production and add workers.

Manufacturing has hemorrhaged jobs for more than a decade, and the sector was hit doubly hard during the downturn that started in late 2007. With the economy struggling to sustain a recovery, many economists look with hope the sector: Manufacturing companies often put proportionally more into the local economy, especially those that export.

One month's data is encouraging but not conclusive, said Don Sabbarese, the center's director.

"It is too early to tell whether this is an aberration or the beginning of a trend."

The sharp rise in production indicates that companies think new orders will keep rising, he said. And while less than one in five companies said they were hiring, that was a 13 percent increase from the previous month.

National surveys showed manufacturing picking up in the fall, although the sector dipped slightly last month, Sabbarese said.

"The Georgia and Southeast (measures) have caught up to the national (survey)," he said.

In Georgia, manufacturing has seen its share of employment fall from 14 percent a dozen years ago to about 8 percent. But the sector still accounts for 342,400 jobs in the state.

Kennesaw state surveys manufacturing companies each month.

## Publication

## Link To Article

<http://www.ajc.com/business/georgia-manufacturing-shines-in-339947.html>

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# KSU President Papp conducts town hall meeting to address requested budget cuts



*Faculty, staff and students express concerns over tuition, layoffs and program cuts ...*

Georgia (Mar 2, 2010) –

*Faculty, staff and students express concerns over tuition, layoffs and program cuts*

Kennesaw, Ga. (March 2, 2010)— Kennesaw State University President Daniel S. Papp conducted a Town Hall Meeting today to brief the campus on the potential implications of \$14.1 million in Fiscal Year 2011 campus-wide budget cuts.

Papp provided background and outlined the budget-reduction plan he submitted on Friday as requested to Board of Regents (BOR) officials, who have been asked by legislators - in a worst-case scenario - to cut the University System of Georgia's (USG) FY11 budget by \$300 million. KSU's portion of that hypothetical \$300 million in cuts is \$14.1 million.

The USG accounts for 12 percent of the state's multi-billion dollar budget, yet the \$300 million in requested cuts represent nearly a third of a \$1 billion projected revenue shortfall for the fiscal year beginning July 1.

Cutting the USG budget by 30 percent, Papp said, is a worst-case scenario, however, KSU and all other USG institutions were directed to identify the hypothetical institutional-level cuts.

"We are in a rather tight budget situation, that is a gentle way to put it," Papp said. "We are in a situation that is serious. I cannot underline how serious it is."

Papp spoke to a standing-room-only crowd in the University's Student Center. He fielded questions from students, staff and faculty about the impact of the cuts on financial aid, faculty travel, class size, HOPE scholarships, tenure and intercollegiate athletics.

The proposed cuts to KSU's state budget include laying off or eliminating 224 positions and reducing the number of freshmen and transfer students by 10 percent. Funding for the Siegel Institute, the Burruss Institute, the Center for Excellence in Teaching, the Kennesaw State University Press, and the Collegiate Recovery Center would be eliminated. Selected degree programs in education,

business, humanities and social studies also would be cut.

In an earlier communiqué to the campus community announcing the Town Hall Meeting, Papp communicated the dire implications that such a huge cut would have on KSU's operations: "A reduction of this magnitude would be an immense setback, even a disaster, for the university," Papp stated. "It would require some combination of a cap and even a cutback in student enrollment, a reduction in the number of faculty and staff, program elimination, the reduction and probable elimination of faculty and staff development programs and travel, and other draconian measures."

Papp continuously stressed in today's meeting, however, that the identified cuts are based on a worst-case scenario and are hypothetical, and that presently no programs are slated for elimination. "I cannot underline enough that these are hypothetical," he stated.

He also cautioned the meetings' attendees to not over react: "Please don't panic. Be calm," he said. "This situation is a work in progress."

The worst-case scenario for Fiscal Year 2011, Papp explained, includes a scenario where the state faces a \$1 billion shortfall, the USG is asked to cut \$300 million from its budget, the state has no new sources of revenue, and there is no new formula funding and no tuition or fee increases for the University System of Georgia.

At the present time, however, the state's budget picture for FY11 remains unclear and there are still many unknowns, Papp said, including: how big will the state budget shortfall might be, what share of the shortfall the USG will absorb, what other revenue sources the state can tap into, will there be new formula funding, and whether there will be a tuition hike.

"What if we get some of the formula funding? What if, as this year, we have furloughs?" Papp said. "In military parlance, what we're doing is worst-case planning."

The university will begin holding operational-division discussions about the proposed cuts starting March 2.

The president also encouraged the KSU community to contact their state representatives and senators. "We do have an opportunity to influence the process," he said. "The nearest term help would be to talk with your state legislator."

[\\* Late last week, KSU President Daniel S. Papp sent a memo to the campus community about the budget issue. Click here to read the memo.](#)

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Kennesaw State University is the third-largest university in Georgia, offering more than 70 graduate and undergraduate degrees, including new doctorates in education, business and nursing. A member of the 35-unit University System of Georgia, Kennesaw State is a comprehensive, residential institution with a growing student population of more than 22,500 from 142 countries.

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# 7th Civil War symposium to present African Americans' alternative experience and narratives

Georgia (Mar 3, 2010) –

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# KSU hosts conference examining U.S.-Canada and North American relations during economic crisis

Georgia (Mar 3, 2010) –

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# Dialogue on race, gender and social justice to feature author Paula Giddings

Georgia (Mar 9, 2010) –

[student\\_conference\\_2010.pdf](#)

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# Not going to college? KSU Futures program offers alternative career options

*"Most high school counselors ask juniors and seniors if they are interested in college after..."*

Georgia (Mar 9, 2010) —

"Most high school counselors ask juniors and seniors if they are interested in college after graduation. If the answer is "No," then they may talk to them about the military," said Kim Groves, marketing director for Continuing Education at Kennesaw State University. "We realized that we had another option for non-college-bound high school students. We just needed to make them aware of it."

The KSU Futures program includes 36 established certificate programs with three-to-12 month training units to move people directly into the work force.

"College is not a perfect fit for everyone, especially in these times," Groves said. "There could be academic or life reasons why college isn't the best choice for their future. Not everyone can afford a college education in this economy. Our certificate programs offer students a direct career path."

The programs offer post-secondary level education that doesn't require students to take core classes such as history or math. They also don't need to submit SAT/ACT scores or go through the normal college admissions process.

"Students can jump immediately into something that interests them," Groves said. "We talked to one young man who loves cooking and just wants to be in the kitchen. He's very excited about our culinary fast track apprenticeship certificate program, which will place him as an apprentice in some of Atlanta's top restaurants."

Kennesaw State has published a KSU Futures catalogue to let high school counselors and teachers in Cobb, Cherokee, Paulding, Bartow, Pickens and Gordon counties learn more about the programs. On March 11 from 6 to 8:30 p.m., the university is inviting non-college-bound students, their parents and counselors to an open house at the KSU Center.

"The first hour will just be fun, with food, a DJ, prizes and free T-shirts. 'Scrappy,' the KSU mascot and some of our cheerleaders will be there, but students will also be able to visit tables to learn more about any of the programs that interest them. Our program managers will be on hand to answer questions," Groves said.

Some of the programs include the Kennesaw Internet professional certificate (nine months), an award-winning program that trains people to be Web designers; legal assistant certificate (five months); bookkeeper certificate (six months); meeting and event planning certificate (20 weeks); and technical writing certificate (two months).

"Many of the programs are in the medical field and very much in demand. Health care is one of the economic sectors that are growing," Groves said.

KSU also offers certificate training in these fields: certified nursing assistant, EKG technician, phlebotomy, medical office assistant, pharmacy technician and personal trainer.

"Many of these certificates lead to good-paying jobs and give students a foot in the door in health care," Groves said. "If they like the career field, they can always decide to continue their education to become nurses, physician assistants, paramedics or other allied health care professionals."

Many certificates lead to well-paying jobs with little initial tuition investment. For example, students could earn the medical billing and coding certificate online in about six months for \$1,995. With more

hospitals, doctors' offices, outpatient care centers and health care agencies moving to electronic medical records, the occupation is projected to grow faster than average jobs through 2018. The average salary is around \$31,000 per year, according to the U.S. Bureau of Labor Statistics.

High school graduates who acquire basic office skills, such as KSU's three month Microsoft Office Certificate (\$1,352), and who have good writing, word processing and communication skills, can find jobs as secretaries or administrative staffers. They could be hired by companies or temporary staffing agencies, earning from the high \$20,000s to the mid-\$30,000s to start.

"Our economy has many skills-based occupations that require some training, but not a college degree. That's a great option for someone who isn't ready for four more years of academics, but would like to be prepared for the work force," Groves said.

To learn more about KSU Futures program or the March 11 open house, call 770-423-6765 or go to [www.kennesaw.edu/coned/futures](http://www.kennesaw.edu/coned/futures).

AJC Jobs on Twitter: <http://twitter.com/ajcjobs>

## Publication

## Link To Article

[http://www.ajc.com/jobs/not-going-to-college-350445.html?cxtype=rss\\_news\\_128746](http://www.ajc.com/jobs/not-going-to-college-350445.html?cxtype=rss_news_128746)

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# Students compete in selling talent

*Students compete in selling talent Kennesaw State event draws 122 students, 30 national companies...*

Georgia (Mar 9, 2010) — Students compete in selling talent

## Publication

## Link To Article

[http://www.ajc.com/jobs/students-compete-in-selling-350426.html?cxtype=rss\\_news\\_128746](http://www.ajc.com/jobs/students-compete-in-selling-350426.html?cxtype=rss_news_128746)

*Kennesaw State event draws 122 students, 30 national companies*

By Laura Raines

For the AJC

After four years of serious training, David Maloof is going for the gold. Not the Olympics. The senior marketing major at Kennesaw State University is competing in the 12th annual National Collegiate Sales Competition (NCSC) this weekend on Kennesaw's campus.

He'll compete against 121 other seniors from 61 universities before 30 national corporations, and what he hopes to win is a sales job.

Sales held no interest for Maloof when he started toward his marketing degree, but he was required to take a sales course as part of his major.

"I had the sleazy, used-car salesman stereotype about selling, but when I learned what professional selling really is, that you discover someone's needs in order to provide a benefit instead of pushing him to buy something, my thinking took a paradigm shift," he said.

Malooof learned a consultative, solutions-selling approach based on empirical research at the Center for Professional Selling at Kennesaw State's Coles College of Business. He won a local collegiate sales competition and then one of Kennesaw's two spots at the national competition.

"We've been practicing two to three hours a day lately, and I'd like to win, but my ultimate goal is to be offered a good sales position."

His chances are great. "In 2005, a Kennesaw student won the competition and she had 15 job offers by Sunday," said Terry Loe, director of the NCSC and the Center for Professional Selling at KSU. "About 75 percent of the participants will land a job, and the other 25 percent will have already had offers."

Loe founded the NCSC in 1999 at Baylor University when there were few professional sales centers or sales majors on college campuses. He brought the competition to Kennesaw in 2003. "I played baseball at Mississippi State and was fortunate to play in national competition. I thought of this competition as a sort of scouting camp for sales talent," said Loe.

Companies sponsor the event, and their funding pays the expenses of two students and a faculty member from 61 schools to come to the competition. It pits top sales students in a test of live role-play and one-on-one sales challenges, with corporate sales managers and faculty serving as judges. Schools are weighted according to past performance, and participants advance to final rounds based on the evaluation of standard sales skills. Most schools bring additional students to watch and learn. "These kids are highly competitive, and knowing they're being judged by CEOs and directors of sales in leading companies makes for a pretty electric atmosphere," said Loe.

It's a win for companies, as well. About 75 percent of all marketing majors and 50 percent of all business majors will take a first job in sales, said Loe. Companies invest about \$75,000 to \$100,000 in a new sales hire. If that person leaves within six months because he didn't understand the sales process or found it harder than expected, the company loses time and money.

"When companies hire grads with knowledge and experience in selling, they get less turnover and higher productivity," he said.

The NCRC had 50 corporate sponsors in 2008. That dropped to 27 due to the economy in 2009. "We have 30 this year, so it's picking up again," said Loe.

The Henry Schein Dental Company has been a sponsor for seven years.

"I believe that this is the best collection of [collegiate sales] talent that you will find under one roof," said Dean Kyle, zone general manager. "Not only do you get to meet these people, you also get to watch them in actual competition. It's the kind of experience you wish you could have with every sales candidate you interview."

Before becoming a sponsor in 2007, the Tom James Company had rarely hired college graduates. In 2009, 24 percent of new hires came from colleges with sales programs.

"For the last three years, every rookie of the year was someone we found at NCSC and each of them earned \$100K in their first year," said Ash Deshmukh, senior vice-president for corporate development.

"The reason these candidates make great hires is we get an opportunity to observe how they handle themselves under pressure and intense competition."

In the future, he expects that 50 to 60 percent of new hires will come from the NCSC or the relationships he has formed with university sales programs there.

AJC Jobs on Twitter: <http://twitter.com/ajcjobs>

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# Board of Regents approves Kennesaw State's first Ph.D. program



*Doctoral program in International Conflict Management is state's first; will train global...*

*Georgia (Mar 10, 2010) – Doctoral program in International Conflict Management is state's first; will train global scholars, decision makers*

Kennesaw, Ga. (March 10, 2010) - The Board of Regents of the University System of Georgia approved at its March 10 meeting a Doctor of Philosophy degree in International Conflict Management as Kennesaw State University's first Ph.D. program.

The new interdisciplinary program is the first such doctoral program offered in Georgia and is one of only three in the Southeast.

The program, which KSU will start offering in fall 2010, is designed to train scholars, teachers and practitioners in the field of international conflict management so they can help shape the way leaders and managers resolve global conflicts. It will draw on the social sciences and humanities to prepare candidates in the origins and ethical foundation of global conflict, cross-cultural analysis, international relations and international negotiations.

“Developing new doctoral programs is one of the university’s top strategic priorities, and this program directly ties to the University System of Georgia’s goal of increasing research and programsthat contribute to a global Georgia,” said Lendley Black, provost and vice president for Academic Affairs. “Graduates of this program will be well prepared to teach at the university level and conduct research that will contribute to the basic knowledge and approaches needed by those involved in managing global challenges.”

Kennesaw State offers three professional doctorates: the Doctor of Education in Leadership for Learning (Ed.D.); the Doctor of Business Administration (D.B.A.); and the Doctor of Nursing Science (D.N.S.). However, the Doctor of Philosophy (Ph.D.) degree is designed to train scholar/teachers whose prime tasks will be to create and disseminate new knowledge in their disciplines.

The decision to develop a program in International Conflict Management as KSU’s first Ph.D. stems from the success of the university’s existingmaster’s programs in Conflict Management and International Policy Management and faculty strengths across related disciplines such as international affairs and political science, public administration, geographic science, sociology, history, psychology, anthropology and foreign languages.

“Given the success of our outstanding master’s degree program in conflict management, it is natural to build on that and create an international Ph.D. program.” said Richard Vengroff, dean of the College Humanities and Social Sciences, which will house the new program. “With the current state of world affairs and global conflicts, the importance of training doctoral-level professional scholars and teachers cannot be over emphasized.”

The university’s new Ph.D. in International Conflict Management will require candidates to gain in-depth international experience and to develop competency in several areas, including research methods, high-level proficiency in a second language, diversity training and pedagogy. The curriculum consists of up to 57 credit-hours of core and elective courses in theory and research methods, an internship with an international organization, and a minimum of 10 hours in related studies and international experience. Electives are drawn from several disciplines, including conflict management, international politics and economics, intercultural dynamics, international project management, peace building, peace keeping and reconciliation.

“This is a very rigorous program that will attract top candidates from universities throughout North America because of the uniqueness of its interdisciplinary approach, solid methodological training and required international experience,” Provost Black said. “I am pleased with the glowing reviews we received from the national and international experts who reviewed our degree proposal.”

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# Coles College's national sales competition attracts students, Fortune 500 firms



*National Collegiate Sales Competition participants compete against top sales students...*

Georgia (Mar 10, 2010) —

*National Collegiate Sales Competition participants compete against top sales students, network with national recruiters*

KENNESAW, Ga. (March 11, 2010) — Some 350 of the nation's top sales students from 61 universities participated in the 12<sup>th</sup> Annual National Collegiate Sales Competition (NCSC) hosted by the Coles College of Business at Kennesaw State University, March 5-8, 2010. The students not only got a chance to compete for the top spots in the competition, but networked with recruiters from across the nation. The NCSC has become a hot spot for Fortune 500 recruiters looking for young sales talent.

Nearly 30 companies, including Liberty Mutual, ADP, Tom James, Owens Corning, AT&T, Hewlett Packard, Dow Jones, NCR and Reynolds and Reynolds, sponsored this year's competition for an opportunity to recruit top sales students.

"It says a lot about the caliber of the students competing when you have companies that are willing to travel across the country to recruit them, even in a down market when very few companies are hiring," said Terry Loe, director of the NCSC and of the Center for Professional Selling at the Coles College of Business. "These students are a solid investment for sponsoring companies who want to fill entry-level sales positions with graduates who already have sales training or a degree in professional selling. The extensive sales training these students receive prior to graduating translates to lower turnover and reduced training time and cost for companies."

The NCSC, the world's largest collegiate sales competition, pits top sales students in a test of live role-play, one-on-one sales call challenges. Each sales call is broadcast live to faculty and recruiters, who evaluate each student's performance.

NCSC sponsors provide funding to defray the expenses of students and faculty. Many of the best sales students would be unable to attend without the help of these corporate sponsors. Sponsoring also provides companies with the opportunity to network with and preview up-and-coming sales talent.

This was the seventh year that Henry Schein -- a Fortune 500 company and the largest distributor of health care products and services to medical, dental and veterinary office-based practitioners -- sponsored the NCSC. "As a veteran manager who has been hiring sales talent for 35 years, I believe that the NCSC is the best collection of sales talent that you will find under one roof, all competing for the top sales position in the collegiate realm," said Dean Kyle, zone general manager for Henry Schein. "Not only do you get to meet these young people, but you also get to watch many of them in

actual competition. It is the kind of experience you wish you could have with every sales candidate you interview.”

Winners of the 12<sup>th</sup> Annual National Collegiate Sales Competition:

#### Graduate Division

1<sup>st</sup> Round Needs Identification Champion: Ben Campbell, Texas State University

2<sup>nd</sup> Round Team Selling Champions: Theunette Antill and Jordan Ogletree, Nicholls State University

3<sup>rd</sup> Round Account Maintenance Champion: Brett Georgulis, Texas State University

Graduate Division Team Champion: Texas State University

#### Undergraduate Division

Champion: Chelsea Sargent, Florida State University

2<sup>nd</sup> Place: Kristen Scott, Baylor University

3<sup>rd</sup> Place: Heidi Schollmeier, University of Toledo

4<sup>th</sup> Place: Kaitlin Fisher, University of Washington

#### Team Results

Champion: Bowling Green State University

2<sup>nd</sup> Place: Florida State University

2<sup>nd</sup> Place: University of Toledo

2<sup>nd</sup> Place: University of Washington

5<sup>th</sup> Place: Kennesaw State University

6<sup>th</sup> Place: Bradley University

7<sup>th</sup> Place: Baylor University

8<sup>th</sup> Place: University of Houston

9<sup>th</sup> Place: Michigan St. University

10<sup>th</sup> Place: University of Georgia

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# Lionel Loueke Trio to perform in Premiere Series



*KENNESAW, Ga.—The Lionel Loueke Trio will perform at Kennesaw State University on...*

Georgia (Mar 10, 2010) —

KENNESAW, Ga.—The Lionel Loueke Trio will perform at Kennesaw State University on March 13 at 8 p.m at the Dr. Bobbie Bailey & Family Performance Center. The Trio's performance is part of the KSU Premiere Series, the flagship concert series of the KSU School of Music.

[Bobby Asher](#), director of the Bailey Center, describes Loueke as a virtuoso guitarist whose style of jazz is unlike anything ever heard before. Loueke's innovative sound can be attributed to low-pitched nylon stringed guitars, complex rhythms, singing melodies and virtuoso technique. His music is characterized by its blend of West African roots with contemporary jazz

It is that unique sound quality of Loueke that Asher believes will be a crowd pleaser. "He is one of the greatest players of the jazz world," says Asher. "It's going to be an exciting time."

Born in the West African country of Benin, Loueke attended the National Institute of Art in the nearby Ivory Coast. In 1994, he left Africa to study jazz at the American School of Modern Music in Paris. Following his studies in Paris, Loueke was awarded a scholarship to Berklee College of Music.

After Berklee, he attended Thelonious Monk Institute of Jazz in Los Angeles to study under his mentors Herbie Hancock, Wayne Shorter and Terence Blanchard. His latest album, "Mwaliko" (meaning "invitation" in Swahili) was released on Feb. 9. "Mwaliko" is Loueke's second release on the prestigious Blue Note label, following the success of his 2007 debut album "Karibu."

The performance follows a special master class on March 12 in which Loueke will work with jazz guitar students from KSU. Attendance at the master class is open to the public. "It will be a great weekend for KSU," says Assistant Director of the Bailey Center [David Daly](#).

Tickets for the concert are \$30. Student and group discounts are available. For more information, visit the [KSU box office](#) or call 770-423-6650.

###

*A member of the 35-unit University System of Georgia, Kennesaw State University is a comprehensive, residential institution with a growing student population of more than 21,000 from 142 countries. The third-largest university in Georgia, Kennesaw State offers more than 65 graduate and undergraduate degrees, including new doctorates in education and business.*

The KSU College of the Arts is one of only four Georgia institutions to have achieved full national accreditation for all of its arts programs.

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# Scholar who won groundbreaking court case against Holocaust denier to speak at KSU March 23

Georgia (Mar 10, 2010) –

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# Award-winning novelist David Durham at KSU March 31 to April 1

Georgia (Mar 16, 2010) –

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# Symposium to emphasize African-American Civil War experience



*MEDIA ADVISORY Top scholars, reenactments and historical tours present alternative views of the era...*

Georgia (Mar 16, 2010) – MEDIA ADVISORY

*Top scholars, reenactments and historical tours present alternative views of the era*

KENNESAW, Ga. (March 15, 2010) –The Center for the Study of the Civil War Era at Kennesaw State University will present an alternative view of the Civil War – from the perspective of African Americans – at its Seventh Annual Symposium on New Interpretations of the American Civil War March 19-21.

What:

The symposium, “Alternative Southern Realities: African Americans and the American Civil War - Freedom, Memory and Identity,” is a precursor to the upcoming 150<sup>th</sup> anniversary of the Civil War that begins in 2011. It will emphasize slavery, the emancipation and African-American military participation in the war, areas many scholars say were downplayed during the centennial celebration in 1961.

Free public events include:

- A demonstration by a Charleston-based reenactment group depicting the 54<sup>th</sup> Massachusetts Colored Infantry Regiment, the subject of the movie “Glory.”
- An African-American heritage tour of Mableton, Marietta, and Acworth, and an Atlanta History Center exhibit tour.

Who:

A dozen top scholars from universities across the country including:

- Keynote speaker John Vlach, professor of American Studies and anthropology at George Washington University, and author of three books on plantation culture, architecture, art and folklore
- Margaret Humphreys, Josiah Charles Trent professor in history at Duke University and author of “Intensely Human: The Health of the Black Soldier in the American Civil War”

When and Where:

Friday-Sunday, March 19-21

Conference begins at 9 a.m. Friday, March 19

Burrus Building on the KSU campus

1000 Chastain Rd, Kennesaw, Ga., 30144

Battlefield demonstrations are 10 a.m. - 2 p.m. at the Kennesaw Mountain National Battlefield Park.

View full conference schedule at <http://www.kennesaw.edu/civilwarera/symposium-2010-program-booklet.pdf>.

To register, go to [https://epay.kennesaw.edu/C20923\\_ustores/web/product\\_detail.jsp?PRODUCTID=780](https://epay.kennesaw.edu/C20923_ustores/web/product_detail.jsp?PRODUCTID=780)

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This symposium is sponsored through a joint partnership with Kennesaw State University's Center for the Study of the Civil War Era, National Park Service/Kennesaw Mountain National Battlefield Park, and the Georgia Humanities Council.

Kennesaw State University is the third-largest university in Georgia, offering more than 70 graduate and undergraduate degrees, including new doctorates in education and business. A member of the 35-unit University System of Georgia, Kennesaw State is a comprehensive, residential institution with a growing student population of more than 22,500 from 142 countries.

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# KSU announces Georgia Family Business of the Year award winners



*Kennesaw State announces Georgia Family Business of the Year award winners...*

Georgia (Mar 17, 2010) —

Kennesaw State announces Georgia Family Business of the Year award winners  
*Annual prizes given by the Cox Family Enterprise Center at the Coles College of Business*

Kennesaw, Ga. (March 17, 2010) -- The Cox Family Enterprise Center, housed at Kennesaw State University's Coles College of Business, has announced the winners of the "2010 Georgia Family Business of the Year Awards."

Since 1991, the world renowned Cox Family Enterprise Center has honored the best Georgia-based family businesses. The center gives out the Cox Century Award to a family firm that has been in business for at least 100 years and selects winners and finalists in categories based on company size. Winners are chosen by a panel of independent judges and are critiqued on a number of criteria, including family involvement in the business, innovative business practices or strategies, contributions to the community and business success.

"The past year has been tough on all businesses," said Joe Astrachan, executive director of the Cox Family Enterprise Center. "But family-owned firms have done better overall than most businesses. In this year's awards, we honor companies that have withstood the test of time and have done exceptionally well in a difficult economy."

The 19<sup>th</sup> annual awards dinner will be held on Wednesday, May 26 at the Renaissance Waverly Hotel in Atlanta. The 2010 awards dinner is co-hosted by *Georgia Trend* magazine and sponsored by J. Smith Lanier & Co.

The winners and finalists of the "2010 Georgia Family Business of the Year Awards" are:

**Cox Century Award:** Glover Foods (Americus) was founded in 1892 and grew to become one of the largest food distributing companies in Georgia. Today the firm has 200 employees, three of whom are members of the founding family

Large Business (250+ employees)

Winner: Butler Automotive Group (Macon) started as Chevrolet auto dealer in 1933 and evolved into an auto parts business. The firm now has 400 employees, including seven family members, and owns 10 auto dealerships.

Finalists: Bennett International Group (McDonough)  
Ed Voyles Automotive Group (Marietta)

Medium Business (50-250 employees)

Winner: N.A. Williams Co. (Atlanta) was launched in 1934 by the current chairman's father.

Today, the automotive industry manufacturers' representative is chaired by the founder's son and has sales representatives covering all 50 states

Finalists: Benning Construction Company (Smyrna)  
Mercier Orchards (Blue Ridge)  
Repro Products (Smyrna)

Small Business (fewer than 50 employees)

Winner: Jones Wynn Funeral Home (Douglasville) was founded in 1950 in Villa Rica by a husband and wife team. Today the funeral home has two locations and is led by the third generation

Finalists: CCA&B (Kennesaw)  
Stripling's General Store (Cordele)

To purchase tickets or tables for the dinner, or for more information, please call the Cox Family Enterprise Center at 770-423-6045.

#### About the Cox Family Enterprise Center

Since 1987, the Cox Family Enterprise Center has been dedicated to the education, recognition and research of family businesses. As one of the first university-based centers of its kind, the Cox Family Enterprise Center remains on the cutting edge of family business education and research and has played a critical role in serving family businesses and furthering economic development.

For more information on the Cox Family Enterprise Center, please visit

[www.kennesaw.edu/fec](http://www.kennesaw.edu/fec)

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# Yucatan environmental activist and Coles College dean featured at 6th Annual Peace Conference March 26

Georgia (Mar 17, 2010) –

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# Adriane Randolph



*Adriane Randolph, assistant professor of business information systems, is director of the Brain Lab...*

Georgia (Mar 24, 2010) – Adriane Randolph, assistant professor of business information systems, is director of the Brain Lab in the Coles College of Business. Randolph's research focuses on developing brain-computer interface systems, i.e., using the mind to control computers, which has applications for neuroscience, neuromarketing and psychology. In the Brain Lab, she works with students using a bioamplifier to discover solutions for brain-computer interfaces by uncovering the underlying characteristics that affect users' control. Randolph holds a Ph.D. in business administration from Georgia State University's Department of Computer Information Systems. Prior to her academic career, Randolph worked for Accenture, a leading information technology and management consulting firm.

[Link To Website](#)

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# President Daniel S. Papp discusses present, future of Kennesaw State



*Papp talks about university's achievements and challenges at fourth annual "State of..."*

Georgia (Mar 25, 2010) — *Papp talks about university's achievements and challenges at fourth annual "State of the University" address*

KENNESAW, Ga. (March 25, 2010) — As it closes in on its first half-century in 2014, Kennesaw State University continued to make progress in the past year and is well positioned to become a national university, President Daniel S. Papp told students, faculty and staff during his fourth annual State of the University address at the Dr. Bobbie Bailey & Family Performance Center Thursday morning.

"We have come a long way in 46 years," Papp said. "In four years, we will be a half-century old. In five years, we will begin our second half-century. So the question I pose today is straightforward: what must we do during the next four years -- as we close our first half-century -- to make Kennesaw State a national university by the first year of our second half-century?"

The president said he has appointed a committee headed by Provost Lendley Black to plan and think strategically about what KSU can do over the next four years to become a national university, even as it faces fiscal challenges and continues to evolve, now as a doctoral-granting institution.

Papp has served as president of Georgia's third-largest university since July 2006. Under his leadership, KSU has risen in prominence. In the past year alone, the university completed its transition to NCAA Division I, opened a state-of-the-art student dining hall, launched a football exploratory committee headed by legendary coach Vince Dooley, and kicked off construction of an 8,300-seat, one-of-a-kind women's soccer stadium.

Papp, who said the university will remain fiscally conservative as it continues to face budget cuts, stressed that its biggest challenge in the near term remains the budget. In the past two years, he explained, KSU has lost more than \$17 million in state funding. Although those losses have been offset partly by increases in formula funding allocations, increased tuition and fees, and federal stimulus funds, as student enrollment grows "faculty and staff are doing more and more with less and less," Papp stated.

"This cannot continue," the president said. "If funding reductions continue, at some point we will unavoidably begin doing less and less with less and less."

Despite fiscal challenges, KSU is looking to the future. The new planning committee appointed by Papp also will work on a new strategic plan for the period of 2012-2017. Papp said that KSU has not been able to achieve some of the key goals of the university's current strategic plan for 2007-2012 because of budget cuts. Several action steps in that plan -- such as reducing the student-faculty ratio to 25:1 and increasing library holdings by 25 percent -- had to be eliminated or scaled back.

To shape the context for KSU's future vision, Papp painted a picture of how far the university has come as it ends its first half-century, and how much it has changed even in the past five years.

KSU is now a doctoral institution offering more than 70 degree programs, including a new Ph.D. in international conflict management. Not only has the university's enrollment grown dramatically in the past 20, 10 and five years, Papp said, but SAT scores have climbed as well. The student body today is 22 percent minority, and the university has 1,600 international students, up from 800 students 10 years ago. More than 3,100 students now live on campus, and the average age of undergrads is now under 25, down from over 26 a decade ago.

"We have almost 23,000 students from nearly 140 countries and 789 full-time faculty," Papp said. "And we are no longer a local college, but a well-respected institution on the verge of becoming a national university."

Last year, KSU awarded almost 5,000 degrees, up from 3,000 in 2004, Papp said. And while 10 years ago KSU had 22,000 alumni, today it has nearly 60,000.

The university's academic profile has also risen: in 1990, KSU had granted 88 master's degrees. Last year alone, the university conferred almost 1,000 master's degrees.

"We now award so many master's degrees that we have a separate master's commencement ceremony each semester," Papp said. "And our first doctoral hoodings will occur later this year."

But as Papp boasted about how far KSU has come, he also pondered what the university will look like in the near future. One of its challenges is deciding how to position and brand the university.

"What capabilities do we want our university to have? What identity do we want it to have? How should we position and brand ourselves in the higher education marketplace? These are difficult questions to answer, but as we prepare for our second half-century, we must answer them, and soon," Papp said.

To manage enrollment growth in the future, Papp suggested KSU may have to raise its admissions standards again. KSU currently has 22,400 students, and over the past decade the student population has grown by 900 a year.

Papp said university officials have to work harder at improving student retention, progression and graduation rates, where KSU lags against its peer institutions, Papp stated. Though KSU has shown remarkable improvement in its freshman-to-sophomore progression rates -- from 17 percent in fall 2000 to 61 percent in fall 2009 -- it still underperforms relative to many of its peers.

Papp said he has tasked the dean of KSU's University College, Ralph Rascati, to conduct a detailed study on retention, progression and graduation rates over the next few months.

While the fate of state-funded buildings in the near future remains unknown, Papp said that -- with assistance from the KSU Foundation -- the university will add 1,800 new beds to the current inventory of 3,200 on-campus beds, taking KSU's residential capacity to 5,000 beds over the next four to five years.

To read Dr. Papp's speech, [click here](#)

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# State of the University



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# Fireworks Over Toccoa Author Jeffrey Stepakoff

*KSU professor Jeff Stepakoff has a huge debut novel releasing at the beginning of April called...*

Georgia (Mar 29, 2010) –

[KSU professor Jeff Stepakoff](#) has a huge debut novel releasing at the beginning of April called [Fireworks Over Toccoa](#) . Jeff is the former executive producer for Dawsons Creek and a former head writer for a host of major television shows, including The Wonder Years.

Events:

Borders East Cobb, March 31, 7:00 PM  
4475 Roswell Rd.  
Marietta, GA 30062

## Publication

## Link To Article

[http://www.myfoxatlanta.com/dpp/good\\_day\\_xtra/Fireworks-Over-Toccoa-Author-Jeffrey-Stepakoff-032910](http://www.myfoxatlanta.com/dpp/good_day_xtra/Fireworks-Over-Toccoa-Author-Jeffrey-Stepakoff-032910)

Barnes & Noble Buckhead, April 6, 7:00 PM  
2900 Peachtree Road NE Suite 310  
Atlanta, GA 30305

Georgia Writers Association, April 10, 12:00 - 2:00 PM  
Kennesaw State University, 1000 Chastain Rd  
Student Center Leadership Room

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# Health care fallout raises Baker, Perdue profiles

By James Salzer and Cameron McWhirter In the aftermath of Congress' divisive health...

Georgia (Mar 29, 2010) – By [James Salzer](#) and [Cameron McWhirter](#)

## Publication

## Link To Article

<http://www.aic.com/news/health-care-fallout-raises-412503.htm>

In the aftermath of Congress' divisive health care vote, one of the more unlikely political donnybrooks erupted here last week between Attorney General Thurbert Baker and Georgia Gov. Sonny Perdue.

The two men now suddenly find themselves party standard-bearers on health care as Georgia heads into a heated campaign season.

Baker, struggling with his campaign for governor, suddenly is getting national coverage on liberal blogs and Web sites as President Obama's defender. Perdue, perceived as a hands-off lame duck and the titular head of a fractious state GOP, has been transformed into a defiant defender of states' rights. His office has been flooded with calls and e-mails of support. ...

"If I was Thurbert Baker's political consultant, I would be delighted by what has occurred," said Kerwin Swint, a Kennesaw State University political scientist. ...

Perdue has not expressed any future political aspirations. But he clearly aims to preserve his legacy. The last thing he wants is for a Democrat to take back the governorship, particularly Roy Barnes, the man Perdue defeated in 2002.

Like Baker, Perdue has a history of going against the wishes of his party.

Perdue was a Democratic lawmaker before switching parties in the late 1990s. In 2003, a few days after being inaugurated as Georgia's first Republican governor since Reconstruction, Perdue proposed raising cigarette, alcohol and property taxes to fill holes in the state budget. He was criticized by party stalwarts, and many of his tax proposals stalled.

He twice vetoed tax-cut bills pushed by Republican leaders. And this year, again facing a fiscal crisis, he proposed a hospital tax that again brought condemnation from some GOP quarters.

While Perdue is well-liked among the GOP faithful, he is generally not seen as a straight party-line partisan. ...

The health care fight gives Perdue the chance to be a party leader again, said Swint at Kennesaw State.

"He looks on himself as being a loyal soldier," Swint said. And he said Perdue believes he is helping the national party, which sees this as a key issue to motivate the Republican base in November.

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*A leader in innovative teaching and learning, Kennesaw State University offers undergraduate, graduate and doctoral degrees to its nearly 43,000 students. With 11 colleges on two metro Atlanta campuses, Kennesaw State is a member of the University System of Georgia. The university's vibrant campus culture, diverse population, strong global ties and entrepreneurial spirit draw students from throughout the country and the world. Kennesaw State is a Carnegie-designated doctoral research institution (R2), placing it among an elite group of only 6 percent of U.S. colleges and universities with an R1 or R2 status. For more information, visit [kennesaw.edu](http://kennesaw.edu).*

# Atlanta Regional Commission chair featured at Annual Suburban Conference April 23

Georgia (Mar 31, 2010) –

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