

# Thinking World Class

Vol. 3 | Issue 5 | Fall-Winter 2017



**NORTHEASTERN**  
STATE UNIVERSITY



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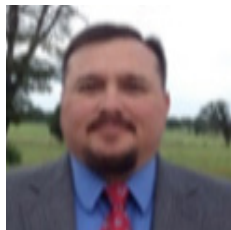
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COLLEGE OF BUSINESS & TECHNOLOGY  
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# From the Dean's Office

It is a distinct privilege for me to serve as Dean of the College of Business and Technology (CBT). My husband and I were born and raised in Northeast Oklahoma and are excited to be back in Green Country. As part of Northeastern State University, the College of Business and Technology and its faculty focus on effective classroom teaching, scholarship and service.

We seek to build partnerships with business and industry. Our extensive network of successful and dedicated graduates today serves in every venue of business and industry, both in the public and private sector. In my short time here, I have witnessed the respected reputation of NSU as witnessed from several generations of alumni. The CBT not only “knows the business world,” but is part of shaping it through the work of our graduates.

In addition to offering our students a wide variety of learning opportunities outside the classroom, our curriculum represents deep connections and partnerships in the academic and business world. Our students can build their expertise with relevant undergraduate majors in Accounting, Finance, Business Administration, Management, Health Care Administration, Environmental Health and Safety Management, Information Systems, Technology, Marketing, Supply Chain Management and Hospitality and

Tourism Management. With multiple degree programs from which to choose, our students can literally shape not only their academic preparation but also the fields into which they will ultimately matriculate. Our faculty strive to keep the curriculum relevant by staying abreast of business and industry workforce needs regionally, nationally and internationally.

We offer a superb faculty balanced between academic excellence and real world experience, as well as Master of Accounting and Financial Analysis (MAFA), Master of Business Administration (MBA), and the Professional Master of Business Administration (PMBA). The MAFA program is designed for students interested in advancing these two fields or preparing for the CPA, CMA or DEA certification exams. The MBA is designed for the working professional, while the PMBA is designed for professionals who has worked in the industry for at least three years beyond their undergraduate program.

If you hunger to “succeed in the business world,” come join us and help shape the business scene for the better in the years and decades to come. We are waiting for you ... at NSU’s College of Business and Technology. I look forward to meeting and getting to know each of you.

*Dean Janet Buzzard*

**“We offer a superb faculty balanced between academic excellence and real world experience...”**

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# College of Business & Technology Advisory Board meets

The Fall 2017 meeting of the College of Business & Technology Advisory Board was held on October 24, 2017. Meeting was chaired by Mr. Cornell Cross and hosted by Mr. Kannan Sripathy. Members present include: Steve Barnes, Cornell Cross, Eric Kehmeier, Mendee Perry, Brandon Robbins, Kannan Sripathy, Andrea Tucker, Roger Collier, Ben Ofili, Danny Johnson, Roy Wood, Janet Buzzard, and Kinnee Tilly. Special guests present include: Dr. Mitch Ricketts, Associate Professor, Environmental Health & Safety Management and Dr. Dilene Crockett, Chair, Department of Business Administration.

This was the first meeting with the new CBT Dean, Dr. Janet Buzzard, who was warmly welcomed by the board.



## College of Business & Technology 2016-2017 Advisory Board members



**Bob Arvin**  
*Regional Vice President*  
Walmart



**Steven D. Barnes**  
*Vice President*  
AVB Bank



**Dave Brumley**  
*Vice President of Human Resources*  
Reasor's



**John Cook**  
*Director / Market Area President*  
Capital One



**Cornell Lee Cross**  
*Associate Director of Programs*  
OCAST



**Lauren Fleenor**  
*Audit Manager / OK Audit*  
Deloitte & Touche LLP



**Josh Howell**  
*Vice President of Operations*  
Air Methods



**Eric Kehmeier**  
*President*  
Integrated Bus Tech



**Mendee Perry**  
*Chief Operations & Compliance Officer*  
Candent Capital Advisors



**Brandon Robbin**  
*Health, Safety & Environmental Manager*  
Ross Group



**Kannan Sripathy**  
*Sr. Production Manager*  
Baker Hughes



**Andrea Tucker**  
*Financial Advisor*  
Merrill Lynch

**BUILDING PARTNERSHIPS**

# NSU CBT forms international collaboration

Delegates from Zhejiang Business College, in Hangzhou City, Zhejiang Province Shanghai visited North-eastern State University in August to explore collaboration with NSU College of Business & Technology. A tentative agreement was reached to work together on a joint program in E commerce. Zhejiang

Business students in E-commerce program will transfer the courses to Northeastern State University. The students will have the option to major in Marketing, Information Systems or another business major at NSU to obtain a bachelor's degree.



*Pictured: Delegates from Zhejiang Business College and NSU Administration, Dr. Turner and Dr. Landry*



*Pictured: Delegates from Zhejiang Business College and CBT administration, Dr. Buzzard and Dr. Ofli*

If you would like to contribute to the College Of Business & Technology, please [CLICK HERE](#)

## BUILDING PARTNERSHIPS

# CBT explores opportunity to increase enrollment at TCC

College of Business and Technology faculty and staff recently met multiple times with the dean and department chairs of TCC's Business and Information Technology programs to discuss opportunities to enhance enrollment. These meetings have been very productive with the overall goal being to help facilitate a smoother transition for those TCC students looking to transfer to the NSU College of Business and Technology. Included in these meetings have been, David Poth, Dean of the School of Business and Information Technology at TCC, Travis White, Department Faculty Chair for Business, Human Resources, Management, Marketing, and Paralegal at TCC, Susan Hoggard, Department Faculty Chair for Information Technology at TCC, Molly McFadden-May, Department Faculty Chair for Accounting and Economics at TCC as well as College of Business and Technology Dean, Dr. Janet Buzzard, Associate Dean, Dr. Benjamin Ofili, Faculty Chairs, Dr. Dilene Crockett, Dr. Justin Halpern, and Dr.



Michael Turner, as well as Academic Advisors, Susan Chitwood and Kacy Brown. Also in attendance was Dr. Roy Wood, Dean of Broken Arrow Campus.

*Contributed by Kacy Brown*

## BUILDING PARTNERSHIPS

# Fastenal Company initiates strategic partnership with CBT

CBT administration and Fastenal representatives met in September to explore partnership opportunities with the goal to spread awareness of Fastenal Company and hire ambitious, innovative students to help with future growth of Fastenal Company. Fastenal is an industrial and construction supply company that provides businesses with the fasteners, tools, and supplies need to manufacture products, build structures, protect personnel, and maintain facilities and equipment. Fastenal currently has over 2,500 sales locations spanning all over the U.S., Canada, and Mexico, with additional locations in Central and South America, Europe, and Asia. Furthermore, Fastenal has employed a good number of NSU / CBT alums to date and many are in high management roles including Ms. Kristy Eubanks – General Manager in Tahlequah.

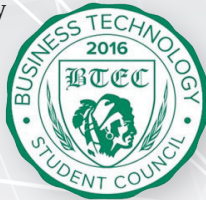


*Pictured: Dr. Janet Buzzard, Dr. J. Tewari, Dr. Mike Turner, Dr. Katy Ellis, Ms. Kristy Eubanks, Mr. Kyle Hughey, Mr. Cody Bair, Dr. Benjamin Ofili, Mr. Daniel Johnson, and Ms. Autumn Stafford.*

STUDENT ORGANIZATION

# College of Business & Technology student council

The Business and Technology Student Council (BTSC) is committed to building relationships between faculty, students and other Registered Student Organizations (RSOs) in the



College of Business and Technology through events and preparing student leaders for professional development. The purpose of BTSC is to provide our members with all of the tools necessary to become successful students, leaders and professionals who can excel in the work-force. We are composed of a diverse group of students, representing all business majors as well as business student organizations. We provide opportunities for leadership and strive for professional development to help prepare students for the competitive job market.



**Charles Coffman**  
*President*



**Ashlee Hilton**  
*Executive Secretary*

Business and Technology Student Council is accepting applications to fill open board seats and CBT Students are encouraged apply.

For more information contact:

BTSC@nsuok.edu | 918-444-2900

FACULTY/STAFF NEWS

# Tozzio named Lifetime Fellow of the American College of Healthcare Executives



Mark Tozzio, a retired administrator of 37 years, teaches healthcare administration courses to students in the U.S. and internationally as a part of the NSU Continuing Education Department.

He recently published a 400 page book titled, *Why the United States Healthcare System Should be a Limited Human Right for All*. He has also worked with Dr. Eloy Chavex, dean of NSU's College of Extended Learning, to develop a growing CEU

program from healthcare managers around the world.

The American College of Healthcare Executives is the leading international professional association for healthcare managers.

The requirements to become a fellow are stringent, including an examination by the Board of ACHE, at least ten years of experience in healthcare administration, attainment of an advanced degree in healthcare, and recommendations by peers.

To be appointed as a lifetime fellow, candidates must have been an accomplished fellow for several years and have significant career milestones behind them. They must have made contributions to the profession, have earned continuing education credits for recertification and be retired full-time employment in the health services field.

The honor of Lifetime Fellow of the American College of Healthcare Executives is awarded to only a fraction of fellows worldwide, and Tozzio said he is proud to be among them.

"Achievement of the LFACHE status demonstrates to my students and colleagues that I represent the highest standards of ethical management practices and a commitment to ongoing development of the healthcare management profession worldwide," said Tozzio.

Chavez said Tozzio is a great asset to NSU. "Mark is an extraordinary, intelligent individual who has developed domestic and international markets interested in enhancing Healthcare Administration at the executive level," Chavez said. "His passion for his students to learn both on the credit side and continuing education side has placed NSU on the map for quality Healthcare Administration cutting edge knowledge and information."

If you would like to contribute to the College Of Business & Technology, please **CLICK HERE**



## FACULTY/STAFF NEWS

**Going the extra mile at BA campus**

Ten faculty members from the College of Business and Technology participated in the Broken Arrow New Student Orientation on August 19, 2017. These faculty members met with new NSU transfer students in the Accounting, Finance, Business Administration, Management, Health Care Administration, Marketing, Environmental Health and Safety, and Information Systems majors to discuss their degree programs and to answer any questions the students had before kicking off their first semester here at NSU. A special thanks to all of those faculty members that participated, including Dr. Justin Halpern, Dr. Art Gilbert, Dr. Julia Kwok, Dr. Dilene Crockett, Dr. Shae Foutch, Dr. Andrew Aken, Dr. Tim Laquerre, Dr. Mitch Ricketts, Dr. Mai Anh Vu Tran, and Dr. Jon Shapiro.



Contributed by Kacy Brown

## FACULTY/STAFF NEWS

**CBT office at Tulsa Community College**

Susan Chitwood and Kacy Brown, Academic Advisors in the College of Business and Technology at the Broken Arrow campus, began holding regular office hours at the Tulsa Community College, South-east campus over the summer. They are currently alternating availability at the NSU office at TCC once a week to be available to TCC students who are looking to transfer to NSU and pursue degrees in the College of Business and Technology. Susan and Kacy are meeting with TCC students to answer their questions about CBT's degree programs and to pre-advise them on degree requirements and the transfer process.

Along with maintaining these regular office hours, Susan and Kacy have also recently participated in NSU at TCC days on both the Metro and Southeast Campuses of TCC. At these two events, TCC students that are exploring possibly transferring to NSU were able to meet with Academic Advisors from each of the colleges here at NSU. This was a great opportunity to speak with TCC students about the degree options available to them within the College of Business and Technology and to give them information on how to complete the transfer process.



Susan Chitwood



Kacy Brown

## FACULTY/STAFF NEWS

**CBT attends regional accreditation conference**

The Accreditation Council for Business Schools and Programs (ACBSP) held its regional meeting on October 25 – 27, 2017 in Searcy, Arkansas. Representatives at the conference are from member colleges and universities in Arkansas, Louisiana, New Mexico, Texas and Oklahoma, which includes NSU College of Business & Technology. CBT was represented by the Dean, Dr. Janet Buzzard, Dr. Sandy Edwards, director of MBA program and Dr. Dilene Crockett – department chair, Business Administration.



Pictured: Dr. Janet Buzzard, Dr. Sandy Edwards and Dr. Dilene Crockett

## FACULTY/STAFF NEWS

**CBT professor reviews book on taxation disputes**

Dr. Fritz Laux reviewed *States, American Indian Nations, and Intergovernmental Politics*, a book on taxation disputes between states and Native American tribes. This was written by Anne Boxberger Flaherty, a political scientist from Merrimack College in Maryland, who Laux met through his work (with Stefanie Buckskin of OU) on cigarette taxation in Oklahoma. Oklahoma's history of cigarette taxation is widely discussed in the book and Laux predicts that *States, American Indian Nations, and Intergovernmental Politics* will be "mandatory reading" for lawyers and politicians working on compacts, and other state-tribal controversies in our state. It's published by Routledge and available in hardcover or ebook.

FACULTY/STAFF NEWS

# CBT welcomes new faculty and staff



**Dr. Ricky Wallace, FACHE**  
Assistant Professor  
Healthcare Administration

Dr. Wallace began his career in health during the Vietnam War as a medical corpsman. As he completed his military obligation, he went on to college and studied healthcare management, and began his career as a Hospital Administrator. He completed a Doctor of Science from the University of Alabama at Birmingham, with the foresight of becoming a professor once he retired from hospital administration. Dr. Wallace has completed the National Association of Long-Term Care Administrators requirement and is a certified, licensed Long-Term Care administrator.



**Nayer (Nick) Naseem, PhD**  
Assistant Professor of Marketing

Dr. Nayer (Nick) joined CBT faculty in August 2017 after completing his doctorate. He worked as a faculty at Mike Ilitch School of Business, Wayne State University in De-troit, Michigan. His research interests include consumer behavior, international marketing, and marketing strategy. Nayer's research has been presented at top domestic as well as international marketing conferences. Nayer holds a BS (Mechanical Engineering), a MBA (Marketing) and MS (Industrial Engineering) degrees. Dr. Naseem has more than 14 years of professional work experience in sales, marketing, operations, warehousing, and quality management both in India and US in top companies.



As of August 2017, **Dr. Jitendra Tewari** resumes the position as Department Chair of Marketing, Hospitality, and Supply Chain Management.



**Sarah Johnson** joins the dean's office staff as Administrative Assistant November 2017.



**Mindy Latty** joins the CBT Center of Academic Excellence - Tahlequah campus as Academic Advisor June 2017.

## NEWSLETTER SIGN-UP

Stay up to date on everything going on with the NSU College of Business & Technology.

If you would like to update your email or add someone to our email mailing list, please email us at [cbt@nsuok.edu](mailto:cbt@nsuok.edu)



**NORTHEASTERN**  
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STUDENT/ALUMNI NEWS

# CBT celebrates Alumni Teach-In 2017

The 2017 CBT Alumni Teach-In held on Wednesday September 27, of the NSU Homecoming week was well attended and very successful. Alumni Teach-In is a long-standing tradition in the College of Business that brings back alumni to classrooms to share experiences and motivate students with opportunities to network.

## GUEST SPEAKERS

**Jessica Martin**

Operations Manager at Direct Energy  
Jenks, OK

**Samuel Alexander**

Sole Proprietor at Samuel S. Alexander CPA Firm  
Wagoner, OK

**Tommy Harvey**

Senior Sales Leader at Brown & Brown of Oklahoma  
Claremore, OK

**Pat Douthitt**

Financial Analyst at Community Action Project of Tulsa  
Bixby, OK

**Steve Barnes**

Vice President/Commercial Loan Officer at AVB Bank  
Broken Arrow, OK

**Rick Jackson**

President & Plant Manager at AES Shady Point  
Panama, OK

**Brandon Robbins**

Vice President of Risk Management  
& Compliance at Ross Group  
Bixby, OK

**Gracjan Szuba**

International Logistics Coordinator  
at LynnCo Supply Chain Solutions  
Tulsa, OK

**Eric Alexander**

EHS Specialist III at Gardner Denver,  
Broken Arrow, OK

**Vickie Harvey**

Program Policy Analyst  
at U.S. Department of Interior  
Westville, OK

**Kathy Frost**

Executive Director or Admin/Finance at OU-Tulsa  
Wagoner, OK

**Lexi Murray**

Human Resources/Benefits Representative  
at Union Public Schools  
Tulsa, OK

**Lauren Fleenor**

Audit Manager at Deloitte  
Tulsa, OK

**Heather Hess**

Credit Analyst at Security Bank  
Broken Arrow, OK

**Zach Hess**

Partner at Hess Accounting  
& Income Tax Service  
Broken Arrow, OK

**Wesley Ard**

Owner/Entrepreneur  
Garland, TX

**Jason Hudson**

Director of OSHA Consultation at  
Oklahoma Dept. of Labor  
Oklahoma City, OK

**Berry Garner**

Senior Manufacturing Welding Engineer  
Vinita, OK

**Kristin Eller**

Tax/Financial Accountant at Mid-Con Energy  
Broken Arrow, OK



CBT SPOTLIGHT

# Professor teams up with local business on case study



Dr. Nayer Naseem, PhD developed a case study, based on a local business in cooperation with Mr. Brian Cho-jnaki (Owner, Sooner Plant Farm). Invited the business owner to CBT for

interaction with students and meeting the leadership team of the college/ department. The written case titled below with an abstract being readied to be sent to MIT Sloan Management Review to be considered for publication.



**Title: SOONER PLANT FARM: WHEN NATURE AND TECHNOLOGY CONVERGE TO SYNERGISE A SMALL BUSINESS**

**Abstract:** Brian Chojnacki, owner of the Sooner Plant Farm (SPF), a small business located near Tahlequah, Okla-homa, USA, is facing some challenges as his online outdoor plant retail business is growing. He is delib-erating upon how to add more resources, add value to his offerings, increase return on investment, and improve his customers' experience. Brian started SPF as a wholesale outdoor landscaping plants grow-ing and selling business, about eighteen years ago, and his business has grown many folds, particularly, with the use of web-based online retailing since 2004. In fact, today, all SPF's orders are booked online and shipped via UPS ground all over the United States. The unique selling proposition of SPF is the vari-ety of outdoor plants it offers, many of them exotic, branded, and hard to find, which allows SPF to charge a price premium. Brian wants to nurture his business further in terms of volume, assortment, and reach, but at the same time do not want to compromise on the quality of his offerings, and customer sat-isfaction. This case discusses the challenges his business faces today, what he is doing to handle these issues, what additional resources might be needed for successful business outcomes and sustained growth of his business in the future, and what else can be done to take the business to the next desired level.



CBT SPOTLIGHT

# CBT healthcare program takes a bold step

The healthcare administration team would like to welcome Dr. Wallace as he brings years of experience in healthcare as an administrator and practitioner to the program.

College of Business and Technology in a bold move is transforming the Bachelor of Science in Healthcare Administration to the more versatile Bachelors of Business Administration.

Healthcare Administration changes daily and the HCA students must adapt, adjust and modify to meet the professional demands and needs of the industry as future leaders. Dr. Wallace provides insight and support to continue the growth and development of the prosperous HCA degree. Healthcare Admin-istration ... a Solid Employment Opportunity! Practically every multimedia news report involves the topic of health care in some dynamic. Health care continues as a social, economic, and political influence to populations world-wide. The 'good, bad, or indifference' to the topic, is that it is a fact for all popula-tions to contend with.

Shrinking this global issue down to a matter of significance to Northeastern State University is our con-tinually evolving program in Healthcare Administration that readies graduates to rise to the challenges posed by today's complex and constantly

growing health care industry. That is exactly what the College of Business and Technology contributes to in transforming the Bachelor of Science in Healthcare Ad-ministration to the more versatile Bachelors of Business Administration – Health Organizations Admin-istration; and soon to be introduced Masters of Business Administration, with emphasis areas of Healthcare Administration, Health Informatics, or Long-Term Care.

The core foundation to these dynamic degrees is preparing forward thinking healthcare leaders to confidently work in the various health care organizations, such as hospitals, clinics, private practices, long-term care facilities, rehabilitation sites, insurance companies, research and academic settings, and the many other direct or indirect health care provider's settings. NSU's proposed Health Organ-izations Administration degrees covers those critical success skills and knowledge required to be suc-cessful in today's health organizations models.

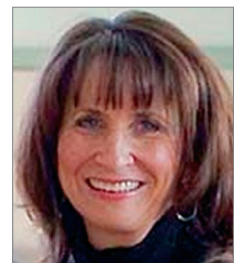
The program of study compliments our country's work to improve health care outcomes and access, while decreasing costs, by evolving from the pay-for-service model to the pay-for-performance mod-els. This shift, values organizational efficiencies and reliability. Additionally, the

demographics of the aging 'Baby Boomers' that routinely require more medical care are conveniently causing an in-creased demand for highly trained healthcare leaders that drive the progression and change in the business of health care.

Moreover, the U.S. Bureau of labor Statistics (2016) projects a 19% increase in employment of medi-cal and health service managers from 2015 to 2025. This is a faster rate of growth than the predicted average of all occupations over the same decade. Healthcare is truly a rapidly growing industry with a number of job opportunities. Our degree in Health Organizations Administration prepares our Students to be the Best of the Best in this career endeavor.



**Dr. Ricky Wallace**  
Assistant Professor  
Healthcare Administration



**Dr. Shae Foutch**  
Coordinator  
Healthcare Administration