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CHRISTIAN BUSINESS FACULTY ASSOCIATION

## Making the Familiar Different

June 27–July 1, 2011



The 2011 CBFA Annual Conference will be held June 27–July 1 on the beautiful campus of Mount Vernon Nazarene University in Mount Vernon, Ohio. The conference theme is:

### Making the Familiar Different

The deadline for paper and proposal submissions is January 31. Please refer to the Call for Papers on [page 2](#).

This conference will take us back to our roots as an organization, where Christian business faculty gathered on a college campus to relax, share, fellowship, and network with each other. For more information and to register for the conference, [visit the conference website](#).

In addition to paper sessions, best practices sessions, the doctoral showcase, and the awards banquet, the conference will feature tours of local businesses and the choice of a tour of Longaberger Basket's headquarters and production facilities or a tour of an Amish farm and the famous Lehman's store—a faith-based business that caters to people living "off the grid."

As a response to current fiscal realities, MVNU and the CBFA have put together a winning combination: more conference for less money! The conference runs Monday evening through Friday breakfast (a full day longer). All meals are included. Conference registration is \$335.

Attendees can also save on housing, which is available in MVNU's air-conditioned apartments for a fraction of the price of hotel accommodations ([click here for housing information](#)). Click here to [view a slide show](#) about the conference, including information about MVNU, conference activities, tourist activities, registration information, and pictures of the accommodations.

Attendees flying to the conference should fly into Columbus (airport code: CMH), which is an hour from campus. Shuttle service will be offered for \$15 each way; please sign up in advance.

Register now for the best CBFA conference ever!

### Recent Position Announcements

[Dean, Rinker School of Business  
Palm Beach Atlantic University](#)

[Associate Dean  
Graduate Business Programs  
Houston Baptist University](#)

[Arthur L. Hodson Endowed  
Chair in Entrepreneurship and  
Business  
Indiana Wesleyan University](#)

[Economics Professor  
Marketing Professor  
Management Professor  
Whitworth University](#)

[International Development  
Faculty, Tyndale University  
College](#)

[Accounting Faculty  
Calvin College](#)

[Business Faculty—Marketing or  
Accounting  
Regent University](#)

[Business Faculty  
Messiah College](#)

[Economics Professor  
International Business Professor  
Health Care Administration  
Professor  
Mount Vernon Nazarene Univ.](#)

[Marketing Professor  
Grace College](#)

[Accounting Professor  
LeTourneau University](#)

[Finance Professor  
Accounting Professor  
Gordon College](#)

[Click here for more faculty  
positions and administrative  
positions, or visit \[cbfa.org\]\(http://cbfa.org\).](#)

## Call for Papers—2011 Conference—Deadline Approaching

The 2011 CBFA Conference will take place on June 27-July 1 on the campus of Mount Vernon Nazarene University, Mount Vernon, Ohio. The theme is:

### *Making the Familiar Different*

**What to Submit.** Completed works are preferred for CBFA Conference consideration, but detailed proposals will also be reviewed. Proposals for workshop sessions, poster sessions, best teaching practices, and panel discussions are also invited. Proposals should clearly detail the following sections:

- intended purpose
- method(s) of presentation
- session highlights
- learning outcomes of the paper or session
- selected references or works cited

**Format.** All submissions must be in docx format and in a disguised version, meaning there is NO reference in the paper to the author(s) or place(s) of employment. Submit as a separate file a cover page which includes the following:

- Title of paper
- Name of author(s)
- Institution
- Primary author contact information
- A 40-word abstract of the paper for potential inclusion in the program.

### Process

- January 31, 2011—Final deadline for papers, proposals, and other submissions
- March 25, 2011—Acceptance notification to authors
- May 25, 2011—Final papers, abstracts, and session summaries due
- May 25, 2011—Conference registration due for presenters

Accepted papers, proposals or other presentations require attendance at the CBFA Conference by at least one of the authors. All presenters and authors attending the CBFA Conference must be registered. The conference proceedings will include an abstract of all papers and session presentations. Short paper summaries and/or outlines of all presentations should be provided by the author at the conference.

Please submit papers/proposals (via e-mail attaching in .docx format) to:

Tim Redmer, CBFA Program Chair  
Regent University

School of Global Leadership and Entrepreneurship  
1000 Regent University Drive  
Virginia Beach, VA 23464  
[timored@regent.edu](mailto:timored@regent.edu)

### Consider Submitting to Two Conferences

Many members of CBFA are also members of the [Accreditation Council of Business Schools and Programs \(ACBSP\)](#). This year the [ACBSP Conference](#) begins on June 24<sup>th</sup> and runs through the morning of June 27<sup>th</sup> in Indianapolis, Indiana. ACBSP and CBFA are supporting attendance at both conferences by offering a shuttle service from Indianapolis to Mount Vernon on Monday afternoon enabling persons to fly into Indianapolis and depart from Columbus, Ohio.

This cooperation extends to presentations at both the CBFA and ACBSP Annual Conferences. Many of the presentations for CBFA would fit in a special track at the [ACBSP Annual Conference](#). We invite your submittal to CBFA to also be submitted to ACBSP for presentation at its Annual Conference. The call date for both conferences is January 31, 2011. Click here for the [ACBSP Call for Presentations](#).

## Volunteers Needed for CBFA Strategic Planning Committee

If you are interested in helping chart the future of the CBFA, consider volunteering to become a member of the CBFA Strategic Planning Committee. The committee is composed of six members—three at-large and three board members, and is chaired by Dr. Keith Starcher (Indiana Wesleyan University), immediate past-chair of the board. If you would like to be a member of the Strategic Planning Committee, contact [Keith Starcher](#).



## Nominations for the CBFA Board of Directors

The CBFA Board of Directors is soliciting nominations for two elected positions on the CBFA Board. Self-nominations or nominations of others are encouraged. Nominees should include a vita and a completed fact sheet ([download](#)).

The Nominating Committee reviews the nominees and recommends candidates to be included on the slate of nominees; the slate is then approved by the current members of the

board. The newly-elected board members will assume office at the close of the annual conference.

Nominees should email a current vita and the [completed fact sheet](#) to the Chair of the CBFA Nominating Committee, [Dr. Keith Starcher](#), by March 1, 2011.

## 2010 CBFA Conference Recap

The 2010 CBFA Conference was held on the beautiful campus of Southeastern University in Lakeland, Florida. The conference theme was “Equipping for the Marketplace.” 261 attendees represented 32 states, 3 foreign countries, and 88 different institutions.

The academic program included 34 papers, four discussion panels, five pedagogical workshops, one corporate tour, and a doctoral showcase.



Terry Truitt

At the annual meeting, the CBFA membership elected two new board members: Dr. Becky Havens (Point Loma Nazarene University) and Dr. Terry Truitt (Anderson University—IN). Members also approved a bylaw change adding a new appointed position—Director of Marketing—to the CBFA board.

At the closing banquet, the recipients of the

annual CBFA awards were presented. The Barnabas award, which recognizes selfless service to the CBFA, was awarded to Dr. Tim



Monty Lynn

Redmer (Regent University). The Sharon Johnson Award, which recognizes scholarship, was presented to Dr. Monty Lynn (Abilene Christian University). The CBFA’s highest award, the Richard C. Chewning Award for Biblical Integration in Business, was presented to Dr. Becky Havens (Point Loma Nazarene University).

To see a wonderful collection of photos from the conference, [click here](#).



Tim Redmer



Becky Havens

## CHRISTIAN BUSINESS FACULTY ASSOCIATION

### [Chair](#)

Dr. Margie LaShaw  
Whitworth University

### [Secretary/Webmaster](#)

Dr. Bob Roller  
Mt Vernon Nazarene University

### [Treasurer](#)

Dr. Jim Dalton  
Mt Vernon Nazarene University

### [Conference Host](#)

Dr. Kevin Hughes  
Mt Vernon Nazarene University

### [Program Chair](#)

Dr. Tim Redmer  
Regent University

### [Senior Editor](#)

Dr. Sharon Johnson  
Charleston Southern University

### **Board Members:**

Dr. Keith Starcher, Past Chair  
Indiana Wesleyan University

Dr. Julia Underwood  
Vice-Chair  
Azusa Pacific University

Dr. Joe Walenciak  
John Brown University

Dr. Larry Saylor  
Greenville College

Dr. Becky Havens  
Point Loma Nazarene  
University

Dr. Terry Truitt  
Anderson University

## CBFA Member Publishes *Abandon the Ordinary*

Dr. Richard S. Lytle, Dean of the College of Business Administration at Abilene Christian University, announces the publication of *Abandon the Ordinary*, in which he shares a down-to-earth plan for building your own valuable and distinctive leadership brands that will stand apart from generic imitations. For more information, visit [www.leafwoodpublishers.com](http://www.leafwoodpublishers.com).

## 2011 CBFA Dues



If you registered for the 2010 conference, your dues for the 2010-11 fiscal year (October 1, 2010—September 30, 2011) have already been paid. If not, you will soon receive an invoice for 2010-11 dues from Bob Roller, CBFA Secretary. Dues are \$50 annually. Thank you for your continued support of the CBFA!

## 2011 Doctoral Showcase—Call for Participants

The Christian Business Faculty Association is pleased to announce the continuation of our Doctoral Showcases at the 2011 Christian Business Faculty



Association Annual Meeting. The Showcases are designed to highlight the work of future scholars in Christian doctoral programs in business and encourage their involvement in the CBFA. There will be several Showcase sessions during the regular CBFA Annual Conference.

The Showcase sessions will feature the dissertation work of up to six doctoral students. To help support this effort, the CBFA Board has provided scholarships for the doctoral students whose work is selected for presentation. The awards are competitive, and are based on the quality and completeness of the application, as well as the evaluated appropriateness of the dissertation topic for the CBFA meeting and the interest to CBFA members.

Students applying for the Showcase presentations should submit a complete application; an approved dissertation proposal, similar to the Chapter I in most doctoral dissertations; and a letter of support from their directing professor. Students who have recently (one year or less after defense) completed their dissertations will also be considered.

The Showcase sessions allow for up to two students in each session to present their research proposal at the CBFA Conference for critique and feedback. This interchange helps the students receive exposure for their scholarly work and fosters cooperative connections with current CBFA members related to their research.

The application for the Doctoral Showcase sessions must include:

- A letter of introduction from the student with all relevant contact information
- A letter of support from the student's directing professor (if at all possible we are asking for the sponsoring professors to attend the CBFA Conference with their students)

- A one-page synopsis of the dissertation work
- A copy of the approved dissertation proposal (or Chapter I of their dissertation)

Materials should be sent as electronic files attached to an email to:

Dr. Sharon Johnson  
 Doctoral Showcase Liaison  
 Charleston Southern University  
 Phone: 843-761-3264  
 Email: [sjohnson@csuniv.edu](mailto:sjohnson@csuniv.edu)

All materials should be submitted not later than May 1, 2011. Participants selected for the showcases will be notified of their selection not later than May 15, 2011. Participants must provide a brief Power Point slide presentation highlighting the key elements of their dissertation work.

The CBFA and Mount Vernon Nazarene University are pleased to announce this opportunity to highlight and underwrite the work of our "next generation" of Christian teachers and scholars. If you have any questions, please contact Dr. Johnson.

## Nominations for CBFA Awards

The CBFA annually recognizes individuals who have a significant impact as Christian business faculty members. The Barnabas Award recognizes service, the Johnson Award recognizes scholarship, and the Chewing Award recognizes long-term contributions to the integration of faith and learning. The CBFA Awards Committee reviews nominations and recommends honorees to the CBFA Board of Directors.



Please submit your nominations to the chair of the awards committee, Dr. Joe Walenciak, at [awards@cbfa.org](mailto:awards@cbfa.org). The deadline for nominations is April 15. Nominees will be notified that they have been nominated for an award (they will not be told which award) and will be asked to provide additional information.

Click on the link below for more information on each award.

[Chewing Award for Biblical Integration in Business](#)

[Johnson Award for Research](#)

[Barnabas Award for Outstanding Service](#)

## From the CBFA Chair, Margie LaShaw

We've just finished experiencing that wonderful time of year when we celebrate the birth of our Lord and Savior, Jesus Christ. As I finished up the semester's work, writing those last finals and posting grades, I many times forget to take the time to stop and celebrate the season. Each little program or party seems to be "one more thing to do" rather than a reason to enjoy the wonderful gifts we have been given. In this time of year, we may need to stop and really make time for the people and their talents that the Lord gave them to share with us and others. I hope you were able to stop and celebrate the gifts others have to share with each of us and to look for God in each of those who touch our lives. It is through others that we can truly experience the presence of God.



With the shortened year, the board is anticipating having our semi-annual board meeting at the end of January in Ohio. I'm sure the landscape will be much different as we arrive again in June for the annual meeting. We hope to be making progress for the good of the organization. It is our goal to make this organization valuable for all members; I am humbled by the hours spent by volunteers, to make this an organization that is truly beneficial for all its members. With the approval of the marketing director position, we will be expanding the board. Some of the topics we will continue to explore will include:

- By-laws review, including the voting rights of appointed members versus elected members and a review of some of the wording used in the current by-laws
- Reviewing and updating the strategic plan
- Adding more value to CBFA members
- The 2011 conference at Mount Vernon Nazarene University, June 26 – July 2, 2011

As I think about the past year and the members of CBFA, I want you to know how much so many of you have touched my life. Your talents that you share with your students, colleagues, administrators, friends and family allow all of us to experience God more fully. Keep utilizing the gifts that God has given you to touch the lives you meet. You may never know the impact you have, but trust that God does know all the impact you have made on others. Treasure those gifts not only in yourself, but in all those around you!

If there are issues you believe the board should be addressing, please let me know. We will do our best to address those issues as well. Know that I and the board are there to do our best to serve the membership.

Again, I wish you all the peace of Christ throughout the New Year. Take at least a quiet moment to marvel at God's creation.

May God bless all of you!  
Margie Ness LaShaw  
CBFA Chair 2010-2011

## From the Past CBFA Chair, Keith Starcher

In some ways 2011 will be the same as 2010 and the all the years before that. We still live in a world that chases after power, prestige, fame and money. But Jesus reminds us again and again that the most esteemed among us are not the rock star leaders of our society; the most esteemed among us are instead true servants of society. This realization should breed humility within us—a humility that leads to service.

Every single day of 2011 provides you and me with opportunities to serve our Father by helping those around us. Welcome these opportunities with gladness. Renew your determination today to pitch in and make our world a better place.

Your colleagues in the CBFA stand ready to serve you as you serve others.

**Scholarship.** There are now two Google documents available to CBFA members. The first deals with [developing a community of mentors and mentees](#) from within our membership. Within this document you can identify yourself as a mentor or a mentee. I have been blessed to find a mentor through this process to help me on my scholarly journey.

The second document provides a place where CBFA members can [list their research interests](#) (to spur research collaboration among our members). To date over 130 scholars have listed their research interests in this document.

## CHRISTIAN BUSINESS FACULTY ASSOCIATION

### Address

CBFA  
800 Martinsburg Rd  
Mount Vernon, OH 43050

### Telephone

740.504.4524

### Web Site

[WWW.CBFA.ORG](http://WWW.CBFA.ORG)

## Social Networks

The CBFA is now on:



[Twitter](#)

## CBFA Apparel



CBFA-emblemized shirts are now available for purchase; a portion of the purchase price benefits the CBFA. To order your CBFA apparel, [click here](#). The password is cbfa.