# ***The Management Institute @ Roanoke College***

### SPRING SEMESTER OF 2025



***Now accepting nominations for the 2025 program through***

***Friday, November 8, 2024!***

**The Management Institute (TMI) consists of twelve weekly sessions of interactive instruction.**

**The 2025 program begins Tuesday, January 14, 2025 with dinner and a Networking & Team Building event.**

The Management Institute @ Roanoke College – TMI 2025

The mission of The Management Institute is to provide the Roanoke Valley Business Community with a viable management education program that is timely, competitive, informative, and thereby assists in the continued educational development of middle and upper-level managers. The Management Institute was developed by Roanoke College to meet the management training needs specific to the Roanoke Valley as identified by local business leaders. The Institute believes that continuous learning in today’s changing environment is a critical necessity.

The 2025 Management Program is sponsored by The Management Institute, which is a part of the Business and Economics Department of Roanoke College. The program has been in operation for 36 years. The content of the program is continuously reviewed to determine the topics deemed most important for mid and upper-level managers.

What you can hope to gain as a result of this executive management education program:

1. A fresh look at analyzing, planning and implementing innovative programs in

today’s work place.

1. An excellent opportunity to interact with professional peers and knowledgeable faculty

regarding basic issues of management and leadership.

1. An informal introduction to various businesses in the Roanoke area

and the chance to learn from others in those businesses about what is most

important to them.

1. An ongoing network comprised of Institute faculty and participants, who can

offer support and encouragement regarding how to lead and manage

individuals during the 21st century.

Candidates will be assigned to work in teams throughout the semester. Case studies and other resources are incorporated into the core curriculum. In addition, the total curriculum is reviewed and revised annually by the steering committee.

For further information about The Management Institute, you may contact the Institute Director, Sharon Gibbs, at [sgibbs@roanoke.edu](mailto:sgibbs@roanoke.edu) or by calling (540) 375-2429. You may also contact the Program Secretary, Janet Duncan, at [jduncan@roanoke.edu](mailto:jduncan@roanoke.edu) or by calling (540) 375-2426, or visit Roanoke.edu/TMI.

The TMI Steering Committee

**Samuel L. Lionberger, Jr.** Retired Chief Executive Officer • **Lionberger Construction Company**

Steering Committee Chair

**Sharon C. Gibbs** Associate Professor,

Business Administration & Economics Department • **Roanoke College**

Director, **The Management Institute**

**Jim Cowan** Chairman • **CowanPerry, PC**

**Will Farmer** Founder • **W11R Consulting**

**Mark Gobble** Senior Vice President, Senior Resident Director • **Merrill Lynch Wealth Management**

**Jennifer Jones** Controller, Chief Accounting Officer • **Roanoke College**

**Will Karbach** Founder and CEO • **Navigator 267, Inc.**

**Ken Lanford** President • **Lanford Brothers Company, Inc**

**Ali Nazemi, Ph.D.** Retired Professor of Business Administration & Economics • **Roanoke College**

Past Director of The Management Institute

**C. Michael Smith, Ph.D.** Assistant Professor • **Roanoke College**

Past Director of The Management Institute

TMI Business Sponsors

The following is a list of some companies who have sponsored candidates in The Management Institute:

Abbott Laboratories

Acadia Polymers

ACE Private Risk Services

Advance Auto Parts

Advance Stores Company, Inc.

Aeroprobe Corporation

Allstate Insurance Company

AMBU Medical, Inc.

American Electric Power

Atlantic Mutual Companies

BB&T

BellSouth Communication Systems

Blue Ridge Beverage Company, Inc.

Blue Ridge Independent Living Center, Inc.

W.W. Boxley Company

Branch & Associates, Inc.

Branch Civil

Branch Group, Inc.

Branch Highways, Inc.

Carilion Clinic

Carter Machinery Company

City of Roanoke

City of Salem

CMR Institute

Community Housing Partners Corp.

County of Roanoke

Court-Community Corrections

Creative Idea’s & Media Solutions

Crestar Bank

Custom Wood Products, Inc.

Cycle Systems, Inc.

Davidsons

Davis H. Elliot Company, Inc.

Department of Economic Development

Downtown Roanoke, Inc.

Elizabeth Arden Company

Enterprise Rent-A-Car

Feed America Southwest Virginia

First Union National Bank

Generation Solutions

Girl Scouts of Virginia Skyline

G.J. Hopkins, Inc.

GSS Computer Technology

Guynn, Waddell, Carroll & Lockaby

Habitat for Humanity-Roanoke

Hamco of Roanoke

Harris Corporation

Healing Strides

Hill Studio

Hometown Bank

Ingersoll-Rand Company

Integrated Textile Solutions, Inc.

ITT Night Vision

Jefferson Surgical Clinic, Inc.

Joyner Law, PLLC

Landis & Gyr Powers, Inc.

Lanford Brothers Company, Inc.

Lawrence Equipment, Inc.

Lewis-Gale Medical Center

Lionberger Construction Company

Maid Bess Corporation

Member One Federal Credit Union

Merrill Lynch, Pierce, Fenner, and Smith

National Business College

Newbern-Trane

Norfolk Southern Corporation

Optical Cable Corporation

P1 Technologies

Pella Window & Door Company

Pepsi Bottling Company

Physicians to Children, Inc.

Quick Fix Real Estate

R & B Communications, Inc.

Richardson-Wayland Electrical Corporation

Richfield Living

Roanoke College

Roanoke County Circuit Court

Roanoke County Police Department

Roanoke Gas Company

Roanoke Redevelopment and Housing Authority

Roanoke Regional Partnership

Roanoke Times

Robertson Marketing Group, Inc.

RR Donnelley

Roanoke Symphony Orchestra

Roanoke Valley/Alleghany Regional Commission

Salem Family YMCA

Save-X USA, Inc.

Sawyer Paving Co., Inc.

SFCS, Inc.

Shenandoah Life Insurance Company

Sherertz Franklin Crawford Shaffner, Inc.

Smith Mountain Lake 4-H Educational Center

Southern Health Services

Southwest Construction

Southwest Virginia Business Development

SPM Corporation

Stryker Instruments

Tech Squared, Inc.

Tecton Products

The Mennel Milling Company of Virginia

The O’Connor Group

The Patrick Henry

The Kroger Company

The Rescue Mission

Trane

United Health Care

United Way of Roanoke Valley

Valley Bank

Veterans Affairs Medical Center

Virginia 811

Virginia Bearings & Supply Company

Virginia Department of Transportation

Virginia Lutheran Homes

Virginia Sprinkler Company

Virginia Tech Carilion School of Medicine

Virginia Trane

Virginia Water Project, Inc.

Vision Point Systems, Inc.

Wachovia

Wells Fargo Bank

Wildwood Smoke House

Xpedx/National Paper

Yokohama Tire Manufacturing Virginia

2025 INSTITUTE PROGRAM FOR KEY MANAGERS

The Institute’s 2025 program will consist of twelve sessions of formal instruction beginning on January 16, 2025. All sessions will meet on the Roanoke College campus from 6:30 – 9:00 PM. Institute faculty are professors from the Roanoke College Department of Business Administration and Economics unless otherwise noted.

Classes will emphasize participation and group interaction.

We will kick off the 2025 program on Tuesday, January 14, 2025 with dinner and a Networking & Team Building event.

NETWORKING & TEAM BUILDING

January 14, 2025

**Dinner event hosted by Institute Director, Sharon Gibbs**

**Wortmann Ballroom. Colket Center • 6:00 PM**

**INDIVIDUAL DIFFERENCES, PERCEPTION & MEMORY**

January 16, 2025

Dr. C. Michael Smith

**CREATING A WORKPLACE ENVIRONMENT THROUGH MOTIVATIONAL THEORY**

January 23, 2025

Dr. Johanna Sweet

**START WITH TALENT; FINISH WITH STRENGTH**

January 30, 2025

Mrs. Meghan Jester

**DEVELOPING THE LEADER WITHIN YOU**

February 6, 2025

Dr. Arnica Mulder

**THE ROLE OF TEAMWORK, TEAMS AND TEAM LEADERSHIP – PART 1**

February 13, 2025

Dr. C. Michael Smith & Mrs. Sharon Gibbs

**THE ROLE OF TEAMWORK, TEAMS AND TEAM LEADERSHIP – PART 2**

February 20, 2025

Dr. C. Michael Smith & Mrs. Sharon Gibbs

**MANAGING THE MULTI-GENERATIONAL WORKPLACE**

February 27,2025

Mrs. Heather Davenport

**SPRING BREAK (NO CLASS) – MARCH 6, 2025**

**MARKET ORIENTED ORGANIZATIONS: WHO ARE THEY AND HOW DO THEY OPERATE?**

March 13, 2025

Dr. Alice Obenchain-Leeson

**CLOUD COMPUTING AND GENERATIVE AI IN BUSINESS**

March 20, 2025

Mrs. Terri Fox & Mr. Randy Stubstad

**CURRENT STATUS OF THE U.S. LABOR MARKET**

March 27, 2025

Dr. Alice L. Kassens

**BUSINESS ETHICS AND DECISION-MAKING**

April 3, 2025

Dr. Elizabeth Parkins

**ACHIEVING PERSONAL FINANCIAL SUCCESS**

April 10, 2025

Dr. C. Michael Smith

**GRADUATION BANQUET**

**April 15, 2025**

**Hosted by the Steering Committee in honor of Graduates, Sponsors and Guests**

**Wortmann Ballroom – Colket Center** • **6:00 PM**

**THE INSTITUTE FACULTY**

**Mrs. Heather Davenport** Received her B.S. from Longwood University and MBA from Liberty University. She is currently Vice

VP Human Resource Operations President for Human Resource Operations, Carilion Clinic.

Carilion Clinic

**Mrs. Terri Fox,** PMP Received her B.S. in Computer Science and Statistics from Roanoke College. Mrs. Fox has served

CIO in many positions within the Roanoke College Information Technology Department during her career

Roanoke College and was recently promoted to Chief Information Officer where she oversees all personnel, projects, strategy and budget for the department.

**Mrs. Sharon C. Gibbs,** CPA Received her B.S. and M.A. in Accounting from Virginia Tech. Prior to her joining the Department in 2002

Director of Academic Advising she was employed by Norfolk Southern Corporation. Her research interests are pedagogical developments

Associate Professor in active learning. She teaches Accounting and Leadership courses at Roanoke College.

Roanoke College

**Dr. Alice Louise Kassens** Received her B.A. in Economics and History from the College of William and Mary and her Ph.D. in Economics

John S. Shannon Professorfrom North Carolina State University. Her areas of specialty are labor and health economics. Dr. Kassens is a

of Economics Research Fellow with the Federal Reserve Bank, St. Louis; a Senior Analyst with the Institute for Policy and

Roanoke College Opinion Research, Director of the Center for Economic Freedom, former member

of the Governor’s Joint Advisory Board of Economists and a past President of VAE.

Her book, Intemperate Spirits: Economic Adaptation During Prohibition was published in August 2019.

**Mrs. Meghan Jester** Received her B.A. in History from Virginia Tech and M.Ed., in Educational Leadership, from the

Director of Career Exploration University of Lynchburg. She is also a Gallup-Certified Strengths Coach. Meghan has served in several roles

PLACEwithin the field of career development and in her current role, at the Center for Purpose, Life, and Career

Roanoke College Exploration, she implements programs, services, and resources to support students as they explore and prepare for their career paths.

**Dr. Arnica Mulder,** CMA, CFE Received her B.A. at the Hogeschool van Utrecht, M.B.A. with a concentration in Finance and M.S. in

Lecturer Accounting from Old Dominion University and her Ph.D. in Advanced Accounting from North Central

Roanoke College University. She is a Certified Managerial Accountant and a Certified Fraud Examiner. Dr. Mulder previously worked as a Senior Accountant at Luna Innovations, Inc. and as a Finance Manager at Nuvotronics, LLC. She teaches Accounting and Finance courses.

**Dr. Alice Obenchain-Leeson** Received her B.B.A. from Roanoke College, M.B.A. from Averett University and D.B.A. from Nova

Assistant Professor Southeastern University. Alice has worked in higher education, as both faculty and administration since

Roanoke College earning her Master’s degree. Alice teaches undergraduate courses Buyer Behavior, and Marketing

Research and a graduate course in Strategic Marketing.

**Dr. Elizabeth Parkins** Received her B.A. from Washington & Lee University, M.S. from Syracuse University and D.B.A. from

Visiting Assistant Professor Johnson & Wales University. Betsy teaches undergraduate courses: Business Connections,

Roanoke College Organizational Behavior & Management and Communications in Leadership; and also teaches

in the MBA program.

**Dr. C. Michael Smith** Received his B.B.A from Roanoke College and his M.B.A. and his Ph.D. in Resource Management from

Assistant Professor Virginia Tech. He currently teaches undergraduate courses on Leadership, Investments, and Personal

Roanoke College Finance and also teaches in the MBA program. He recently completed the second edition of his textbook

on investing.

**Mr. Randy Stubstad** Received his B.S. in Computer Information Systems from Roanoke College. He is a 2015 TMI alumnus.

Associate CIO Randy holds certifications from VMware and Microsoft, leads the Enterprise Systems and Support

Roanoke College team and assists the CIO in strategic planning and professional management of IT projects.

**Dr. Johanna Sweet** Received her Ed.D. in Human & Organization Learning from the Executive Leadership Program at The

Associate Professor George Washington University, M.B.A. from East Carolina University, and B.A. from UNC-Wilmington.

Roanoke College She is a Senior Professional in Human Resources (SPHR, SHRM-SCP). Her research interests are focused on psychological capital, self-authorship, and learning organizations. Dr. Sweet teaches Human Resource Management, Organizational Behavior, Authorship of Your Life and Training and Development and also teaches in the MBA program.

**Sponsorship of Institute Nominees**

1. Each executive sponsor is requested to write a letter of nomination for the candidate from his/her organization. The nomination letter should highlight the candidate’s work experience, history with the organization, and the individual’s ability to participate in and contribute to the management program.
2. A resume of the candidate, as well as the completed Nomination Form (see below) should accompany the executive sponsor’s letter of nomination. **The deadline for receipt of nomination materials is Friday, November 8, 2024.**
3. For each nominee, college experience is a prerequisite for acceptance into the Institute’s Management Program.
4. Nominations are screened by the Institute’s Faculty and Steering Committee. Candidates and Sponsors will be notified by **Friday, December 6, 2024.**
5. A minimum of fourteen candidates and a maximum of eighteen candidates will be admitted to the Institute.
6. To be eligible for graduation from the Institute’s 2025 Management Program, **candidates must attend 66% of all activities and formal classroom instruction.** Perfect attendance will be recognized.
7. Institute tuition is **$1,950.00 per person** and is payable after the candidate’s acceptance into the program. **Tuition is due after notification of acceptance and before Friday, January 10, 2025.**

If you have further questions, please feel free to contact Mrs. Sharon Gibbs, Institute Director, at [sgibbs@roanoke.edu](mailto:sgibbs@roanoke.edu) or by phone at (540) 375-2429. You may also contact the Program Secretary, Janet Duncan, at [jduncan@roanoke.edu](mailto:jduncan@roanoke.edu) or by phone at (540) 375-2426). Or, in person, at: The Management Institute, Francis T. West Hall, #109, Roanoke College, 221 College Lane, Salem, Virginia 24153

**Selection Criteria for TMI Candidates\***

* Application/Admission – Candidates must be nominated by a superior officer or owner in their organization, unless they are the senior officer or are self-employed.\*
* Education Level – Four years of college or a minimum of 3 years of management experience.
* Management experience – Be at least a middle manager or above. (Experience has shown that first level managers often do not achieve the maximum benefits from this intensive course.)
* Potential for Promotion – Be under strong consideration to take on higher levels of responsibility within the sponsoring organization unless currently the senior officer of that organization or self-employed.
* Years of Work Experience – The number of years with the sponsoring organization and/or previous organization and/or previous organization(s) should also be emphasized.
* Personal Qualities - should possess the ability to:
  + Motivate others to attain a goal
  + Articulate what are important characteristics of an effective leader
  + Make quality contributions to a class discussion based on previous experience
  + Solve complex problems
  + Have a sense of humor
  + Involve others in the decision making process
  + Be a team leader, as well as a team player
  + Design and manage a budget
  + Possess the ability to communicate
* Basic knowledge of:
  + Budgets
  + Functional area requirements
  + Mission statement
  + Factors from the external environment which can impact a business

\*No direct reporting relationship should exist among candidates from the same company.

[**TMI Nomination Form**](https://forms.roanoke.edu/tmi-nomination) **\***

***Note: Please be sure the entire form is completed for the candidate and the sponsor.***

***You may also use the online nomination form at Roanoke.edu/TMI or simply click the Nomination Form link above.\****

(This form will allow you to upload other required materials).

I nominate the following person for the 2025 Management Program of The Management Institute @ Roanoke College.

Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Professional Title\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Phone (Work) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(Ext) \_\_\_\_\_\_\_\_\_\_ (Cell)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(Home)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(E-mail)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **PLEASE SEND NOMINATION MATERIALS BY FRIDAY, NOVEMBER 8, 2024 TO:**   1. **Letter of Nomination from Executive Sponsor** 2. **Resume of Nominee** 3. **Completed Nomination Form** | Sharon Gibbs, Director  The Management Institute  Roanoke College  221 College Lane  Salem, Virginia 24153-3794 |

SPONSOR NAME & TITLE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(E-MAIL)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

COMPANY \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(TELEPHONE)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

ADDRESS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_CITY\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_STATE\_\_\_\_\_\_\_\_\_\_\_\_\_\_ZIP\_\_\_\_\_\_\_\_\_\_\_

SPONSOR SIGNATURE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***We seek to accommodate persons with disabilities. Please contact Sharon C. Gibbs, Institute Director at*** [***sgibbs@roanoke.edu***](mailto:sgibbs@roanoke.edu) ***/ (540) 375-2429 or Janet Duncan at*** [***jduncan@roanoke.edu***](mailto:jduncan@roanoke.edu) ***/ (540) 375-2426; at least ten working days in advance to discuss your accommodation needs.***

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