How does this work?

On Friday, Oct. 25, we have replaced all business classes with various presentations throughout the day. Instead of going to your normal business classes, attend a presentation that takes place during each of your regularly scheduled Friday COBA classes. Yes, you are required to attend, and we will take roll. More importantly, you will be glad you did! These impressive speakers will give you a glimpse of the real world to help you prepare for your future.

What you need to know:

- Attend a lecture during each regularly scheduled Friday COBA class.
- Dress business casual to make a good impression.
- Be engaged and ready to ask questions.
- Bring a notepad to take notes.
Douglas A. Campbell  
Doug Campbell is a Harding University graduate with more than 28 years of sales experience and more than 15 years sales and sales training experience in the medical field. Campbell is an Oncology Specialist with Genentech Biotechnology. During his career, Campbell has received multiple sales excellence awards, leadership awards, and worked with training and development for Eli Lilly and Genentech. Campbell began his career working for a small commercial printing business, and he left there to come back to Harding and work in the advancement office. He then worked for Eli Lilly Corporation and was selected to the Leadership Circle in 2004 and to the Director’s Council in 2005 and also worked for Synthes. Campbell and his wife, Paula, have four children and live in Little Rock, AR. They enjoy family, riding motorcycles and travel.

Dr. David B. Burks  
Dr. David B. Burks became chancellor of Harding University in June 2013. He was president for 26 years from May 1987 until May 2013. Before that he served as dean of the College of Business and director of the American Studies Program at Harding. His doctorate is in the Administration of Higher Education from Florida State University and his masters degree is from the University of Texas in Austin. His undergraduate degree is from Harding in accounting and business. He is a CPA. He is the author of two books, *The Christian Alternative for Business and Strategic Management Simulation*. He is a general editor of *Against the Grain*, a book about the purpose of Harding. He is the recipient of the Harding University Distinguished Teachers Award in 1975 and in 1986. He received the Distinguished Alumni Award from Harding University in 1999. Dr. Burks serves as an elder at the College Church of Christ in Searcy. He serves on the board of directors for the First Security Bank. He also has served as a commissioner and chairman of the board of trustees for the Higher Learning Commission, North Central Association of Colleges and Universities. He just completed a three-year term on the executive committee of NAICU.

Timothy S. Bewley  
Tim Bewley is First Vice President and a Senior Commercial Relationship Manager of SunTrust Bank. He was recently added to the board of directors of Nashville Capital Network. Bewley and his wife were named Harding University’s Young Alumni of the Year in 2013. He is a 2011 and a 2012 recipient of the United States Presidential Volunteer Service Award. He graduated in 2003 from Harding University and completed Belmont University’s Executive Leadership Program in 2013. He is married to Holly, and they have three children.

Dave Finley  
Dave Finley is the President and CEO of LeadsOnline, a leading criminal investigations system used by law enforcement agencies across America. Finley and his company are passionate about equipping and serving criminal investigators and spend their days developing, launching and supporting innovative services to help them solve countless crimes. Finley is a graduate of Harding University with a Bachelor of Business Administration. He holds an MBA from Texas A&M University and a master’s degree in Telecommunications Management from the University of Dallas. He has served as a leader in entrepreneurial enterprises and Fortune 100 companies. He also serves as a Teaching Director for Community Bible Study. Dave and wife of 26 years have two boys and live near Dallas, TX.

Dr. Byron Howell, Ph.D  
Dr. Byron Howell is a Consulting Project Technical Manager for Oracle Corporation. He is also certified by the Project Management Institute as a Project Management Professional. Howell’s professional background includes public school teaching, engineering, software development, data center assessment and technical management. Howell’s academic background includes a Ph.D in Business with a specialization in Management of Engineering and Technology.

Jaime Smith, CISA  
Jaime Smith is a manager with Stinnett & Associates. She has over seven years audit experience. Prior to joining Stinnett, Smith worked as Senior Associate at PwC. She was responsible for planning and executing internal and external information technology general controls and SOX reviews designed to address areas of risk or compliance and responsible for performing and assessing SSAE 16s (SAS 70s) for various industries. Smith holds an MBA degree and a Bachelor of Business Administration degree in Information Technology from Harding. She is a Certified Information Systems Auditor and a member of the Institute of Internal Auditors, currently serving as the treasurer for the Tulsa ISACA chapter.
**Jeff Smith**

Jeff Smith is a professional trout and crappie fisherman. He is the co-creator of the Trout Magnet and Crappie Magnet line of fishing products. More than 15 years ago, he and his partner introduced the Trout Magnet to the public. The Trout Magnet lure was recently named by *Field and Stream* magazine as one of the top 30 lures of all time. Leland’s Lures sells the Trout Magnet and many other fishing products to all the major retail outlets around the country. Smith currently operates Leland’s Lures and continues to develop new products for the fishing market. He is married to Bridget Johnson Smith and has two children.

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**Edna Lake**

Edna Lake received her MSA with a concentration in taxation from Texas Tech University. She spent the first years of her career at Coopers and Lybrand LLC and the remaining years at Electronic Data Systems Corporation/Hewlett-Packard Company. At EDS/HPCo, Lake has spent most of her time focusing on federal tax audits and financial reporting. Lake works remotely from Searcy, AR. She is passionate about her home and family and enjoys yard work, needlecrafts, and building relationships with HU students.

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**Sarah Heffley**

Sarah Heffley is an associate general counsel at Wal-Mart Stores, Inc. She currently serves in the tort section of the legal department where she manages tort lawsuits and outside counsel in various parts of the United States.

Heffley graduated from Harding University in 1983 with a Bachelor of Arts in Elementary Education. After teaching elementary school for five years, she decided to attend law school.

Heffley graduated with honors from the University of Arkansas at Little Rock School of Law in 1991.

Heffley has practiced law in two different law firms, clerked for an Arkansas Supreme Court judge, clerked for an Arkansas Court of Appeals judge, and served on Gov. Mike Huckabee’s staff.

Heffley is married to Kyle, who is an attorney in private practice. They have three children, Silas, Claire, and Harrison, and live in Rogers, AR.

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**R. Byron Carlock Jr.**

Byron Carlock currently serves as the U.S. Real Estate Practice Leader. Byron joined PwC after a career in the real estate industry. Prior to this Carlock served as the CEO and President of CNL Lifestyle Properties, Inc. and served CNL as President of two other REITs. Carlock is an inactive CPA, currently a governor of the Urban Land Institute (ULI), a member of Real Estate Roundtable, NAREIT, and AFIRE. He is also a board member of Harvard Club of Dallas and the American Studies Institute and a board member emeritus of Harvard Business School. He is on the board for the Dallas Summer Musicals. He and his wife, Laura, reside in Dallas.

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**Jana Rucker**

Jana Rucker is the Director of Marketing for the Willis Commercial Network, a unit of Willis Group Holdings, a global insurance broker. Willis has more than 5,000 employees in 120 countries. Rucker’s primary business location is in the Willis Tower (formerly Sears Tower) in Chicago. She is responsible for industry relations, marketing and communications for this strategic business unit. Prior to Willis, Rucker was the Vice President of Marketing for Crump Insurance Services, one of the world’s largest insurance wholesalers. Her previous experience includes 15 years in the wireless industry, serving in senior level roles with Sprint and AT&T. A 1988 graduate of Oklahoma Christian University with a BS in Marketing, Rucker is married to her college sweetheart, Barry, and has two sons – Jamie, a recent COBA graduate; and John, a freshman at Harding.

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**Ben and Courtney Meyer**

Ben Meyer is a real estate analyst at Americo Real Estate in Dallas, TX. He helped develop an analytical system for Americo that enables a precise and detailed analysis of commercial properties for determining their investment potential. Meyer is involved in all aspects of the company from acquisitions, financing, dispositions, marketing and leasing. He graduated from Harding in 2010 and went on to receive a Masters of Science in Real Estate.

Courtney Meyer is a membership manager for Sam’s Club. She currently travels to various Sam’s Clubs in Dallas helping to train new membership managers. In July 2013, she was one of the membership managers responsible for leading the newly relocated club in Abilene, TX to record setting Sam’s Plus membership sales during a Sam’s Club Grand Opening. Courtney received her BBA in Management from Harding in 2010. Ben and Courtney now reside in McKinney, TX.
<table>
<thead>
<tr>
<th>Room 101</th>
<th>“Business Ethics: Doing the Right Thing Because It’s the Right Thing to Do”</th>
<th>“Trends in the Global Economy: Considerations for a Christian Millennial”</th>
<th>Doug Campbell</th>
<th>Byron Carlock</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room 107</td>
<td>“Which Way Is Up? Defining and Achieving Success on Your Terms”</td>
<td>“From a Napkin to the World Market”</td>
<td>“Managing Your Expectations”</td>
<td>Sarah Heffley</td>
</tr>
<tr>
<td>Room 111</td>
<td>“Lessons From Giants in My Life”</td>
<td>PANEL DISCUSSION</td>
<td>PANEL DISCUSSION</td>
<td>PANEL DISCUSSION</td>
</tr>
<tr>
<td>Room 112</td>
<td>“Managing Your Expectations”</td>
<td>“The American Dream: From a Hispanic Christian’s Perspective”</td>
<td>“People Who Listen...”</td>
<td>“People Who Listen...”</td>
</tr>
<tr>
<td>Room 114</td>
<td>“Gee, You Had More Time for Us When You Were in the Navy”</td>
<td>“Being His Own Special People in the World Today”</td>
<td>“So You Want to Go into Finance? It’s Not Your Father’s Industry Anymore!”</td>
<td>“Passion, Purpose, and Pyramids”</td>
</tr>
</tbody>
</table>