

# Norman M. Scarborough

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## EDUCATION

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### 1984-1985

**Clemson University**, Clemson, South Carolina. Completed course work for Ph.D degree in Industrial Management. GPR: 3.96/4.00

### 1978-1979

**Clemson University**, Clemson, South Carolina. Master of Science Degree in Industrial Management. Participated in a consulting case with Raybestos-Manhattan, Inc. concerning marketing its asbestos cloth worldwide. GPR: 4.00/4.00.

### 1974-1978

**Clemson University**, Clemson, South Carolina. Bachelor of Science Degree in Administrative Management, *Magna Cum Laude*. GPR: 3.67/4.00. Received academic award from College of Industrial Management and Textile Science. Wrote for *The Tiger*, Clemson University's award-winning newspaper.

### 2015

**Kauffman Foundation**, Kansas City, Missouri. Graduate of the FastTrac entrepreneurial training certification program. Certified to teach the Foundation's New Venture, Growth Venture, and TechVenture courses.

### 2014-2015

**Municipal Association of South Carolina**, Columbia, South Carolina. Graduated from the Municipal Elected Officials Institute of Government in the shortest time possible.

### 2015-2016

**South Carolina Department of Commerce**, Columbia, South Carolina. Will graduate from the Economic Development Institute in May 2016.

## PROFESSIONAL EXPERIENCE

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### January 2014 – Present

**Clinton City Council, Recreation Subcommittee, Rules of Procedure Subcommittee**  
Elected to represent citizens of Ward 5 in the City of Clinton

### 1979 - Present

**Presbyterian College**,  
Department of Economics and Business Administration  
Clinton, South Carolina 29325  
William Henry Scott III Associate Professor of Entrepreneurship  
Presbyterian College Professor of the Year 2005  
CASE South Carolina Professor of the Year 2005

**Courses of Instruction:**

Entrepreneurship/Small Business Management  
Business Statistics  
Business Law  
Computer Applications in Business  
Business Strategy  
Principles of Management  
Personnel Management/Human Resources Management  
Principles of Macro-Economics  
Principles of Micro-Economics  
Organization Theory  
Introduction to Business  
Lotus 1-2-3

- Director of the Business Initiative of the Presbyterian College Confucius Institute, a program designed to assist South Carolina businesses learn to do business in China (2010 – 2012)
- Regularly quoted in numerous print and online local and national publications including, *Inc.*, *Bankrate.com*, *Entrepreneur* magazine on a variety of small business-related topics.
- Coordinate several student internships each semester using business contacts in the community.
- Steering committee for Stamats marketing project for PC
- Russell Program Teaching Workshop participant
- Wrote “Small Business Insights” column for *GSA Business*, a publication covering business issues in the Upstate.
- Created P.C.’s Teaching & Technology Institute, a program designed to help public school teachers learn how to integrate technology effectively into their classrooms.
- Conducted summer course for Presbyterian College faculty on “Multimedia Presentations.”
- Presented workshop on “Integrating Technology into Entrepreneurship & Small Business Classes” at the Allied Southern Business Meeting (New Orleans, 1998) and at the Southwest Federation of Administrative Disciplines (Houston, 1999).
- Selected to address members of the Supreme Soviet Committee on Economic Reform concerning the creation of small businesses.
- Attended first annual “Teaching Professor Conference,” Cherry Hill, New Jersey, Summer 2004.
- Presented “Entrepreneurship: Present and Future” to International Association of Small Business Management Instructors, Portland, Oregon.
- Attended workshops on "Activity-Based Statistics" (Memphis, Tennessee) and "Enhancing Critical and Creative Thinking" (Atlanta, Georgia) through Chatauqua program.

- One of forty professors nationwide selected to attend a one-week course on "Integrating Quality Control Concepts in Statistics Courses" at the University of Tennessee.
- Developed Small Business Management course in spring semester, 1981.
- Established Small Business Institute cases at PC. Directed students in consulting with local small business owners in such areas as cash management, cost accounting, general management, computer selection and spreadsheet applications.
- Founded Presbyterian College chapter of *Society for the Advancement of Management* (SAM). Work with student leaders to coordinate chapter activities--speakers, tours, scholarships, banquets.
- Consultant and instructor for *South Carolina Business Week*. Taught a course in macroeconomics for approximately twenty high school teachers for many years and continue to speak to students about entrepreneurship.
- Founded Presbyterian College chapter of *Students in Free Enterprise* (SIFE) in 1988. Guided students to three major awards--including Southeast Region "Rookie of the Year"--in their first year of competition. Managed all aspects.
- Supervised many honors research projects and independent studies on a variety of management and entrepreneurship topics.
- Serve as faculty advisor for 15-20 students annually.
- Maintain contact with area businesses and assist students in finding employment through personal contacts, counseling, and resume preparation.

**Committee memberships:**

Honor Council, Library Committee, Guidance Committee, Safety Committee, Academic Affairs Council, Russell Project Committee, Athletic Committee, Faculty Committee of Self-Study Program, Fraternity Committee, (Chair), and Judicial Council

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**PUBLICATIONS**

*Effective Small Business Management*, 11<sup>th</sup> edition. Prentice Hall Publishing Company, 2015; developed content for accompanying Web site: <http://www.pearsonhighered.com/scarborough>

*Essentials of Entrepreneurship and Small Business Management*, 8<sup>th</sup> edition, Prentice Hall Publishing Company, 2016. Translated into several languages, including Chinese, Indonesian, and Spanish. Developed MyLab content for this edition. <http://www.pearsonhighered.com/scarborough>

*Introduction to Business Statistics*, Campus Group International Education Services, 2003, and accompanying Faculty Guide, both of which are used in MBA classes across Australia and the Far East.

*Entrepreneurship and New Venture Formation*, with Thomas W. Zimmerer, Prentice Hall Publishing Company, 1996.

*Small Business Fundamentals*, with Thomas W. Zimmerer. Merrill Publishing Company, 1988.

*Small Business Analysis: A Business Planning Toolkit Using Lotus 1-2-3*, Merrill Publishing Company, 1990.

*Building a Business Plan with Lotus 1-2-3*, second edition, Merrill Publishing Company, 1988.

*Business: Gaining the Competitive Edge*, Allyn and Bacon Publishing Company, 1992.

*Business: Gaining the Competitive Edge (Economy Version)*, Allyn and Bacon Publishing Company, 1992.

*The Business Builder*, Info-Tech International, 1996.

*Your Business Planning Guide: Worksheets to Guide You in Launching Your Business*, Enterprise Development, Inc. South Carolina.

"Lessons In Achieving Economic Development Through Entrepreneurial Alliances," United States Association of Small Business and Entrepreneurship Proceedings, January 2004, Dallas, Texas.

"Does Increasing Environmental Turbulence Result in Elephants Learning to Dance?" United States Association for Small Business and Entrepreneurship 10th Annual Conference, with Tom Zimmerer, 1996.

"The Power of the World Wide Web," *Reflections from the Faculty*, Fall 1997.

"The Power of Multimedia Presentations in the College Classroom," *Symposium*, Fall, 1997.

"Management & Organizational Behavior: Using the Web to Develop a Business Plan and Understand Management Principles," with Suzanne J. Smith, *Syllabus 97 Conference & Workshops*, Fall 1997.

"Effective Stock Ownership Plans: Powerful Tools for Increasing the Effectiveness of Financial and Managerial Strategies of Smaller Businesses," *Business*, January-February-March, 1988. (Reprinted in *Compensation and Benefits Review*, July-August, 1988.)

"Strategic Planning for Small Business: Don't Spend a Dime Until You Know Where You're Going," *Business*, April-May-June, 1987. (Reprinted in *Managing the Small Business: Insights and Readings*, Prentice-Hall).

"Are You Entrepreneurial Material?" *The Greenville Woman*, September, 1985. (Reprinted in *The Hartford Woman*.)

"Human Resources Forecasting: Why and Where to Begin," with Thomas W. Zimmerer, *Personnel Administrator*, May, 1982.

"Job Enrichment: Why It Works," *South Carolina Academy of Sciences*, 1980.

*Shoptalk*, Trade Publication of the Ginnie Thompson Guild, contributing author. Articles include: "Effective Cash Management and a Good Night's Sleep," "One More Time: How Do You Manage Your Cash?", "I've Got You Outnumbered One-to-One!", and others.

## **PROFESSIONAL AFFILIATIONS**

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United States Association of Small Business and Entrepreneurship – received the organization's highest honor – named a USASBE/Longenecker Fellow at the 2010 USASBE Conference  
Sigma Beta Delta  
Omicron Delta Kappa  
Beta Gamma Sigma, National Marketing Honor Society

## **COMMUNITY & CHURCH SERVICE**

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- Municipal Association of South Carolina, Board Member
- Clinton-Newberry Natural Gas Authority, Board Member
- Laurens County Community Foundation, Chair, January 2010 – December 2016
- Laurens County Chamber of Commerce Past Presidents Organization
- Laurens County Fellowship of Christian Athletes Adult Huddle Group, cofounder
- Chair, "Clinton Focus 2013" and "Clinton Challenge 007: A Plan for the Future," strategic plans for community, 2000-2002 and 2008-2009.
- Board of Directors, Laurens County Healthcare System, 2000-2008. Board Chair and Chair of Finance Committee and member of Process Improvement Committee.
- Past member of Board of Directors, Main Street Clinton; Economic Restructuring Committee, member.  
Board of Directors, Clinton Economic Development Corporation.
- Board of Directors, Palmetto Bank/United Community Bank, Clinton Branch.
- First Baptist Church of Clinton, Board of Deacons, 1995-1999 and 2010-2014; Church Trustee, 1999-2003; 2004-2008; 2009-2013; Sunday School Teacher (adults); Discipleship Training teacher; Chair, Vision ID 30 strategic planning process 2009-2014 and *Thy Kingdom Come* strategic planning process, 2002-2006; Co-Chair, *Thy Will Be Done*, FBC's \$1.1 million capital campaign.
- *South Carolina Business Week*, speaker and consultant.
- *120 Musgrove* recruiting project.
- Facilitator for Laurens County District 56 Facilities Planning Committee
- Conducted strategic planning workshops for a variety of organizations, including the United Way of Laurens County, Arts Council of Greenwood, the Adec Group, and others
- Laurens County Restaurant Project, LLC, Board Member
- Banquet planning committee for Mountain Bridge Chapter of Trout Unlimited
- Banquet planning committee for Laurens County Chapter of Ducks Unlimited