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Fall 2015

## Eagle Executive

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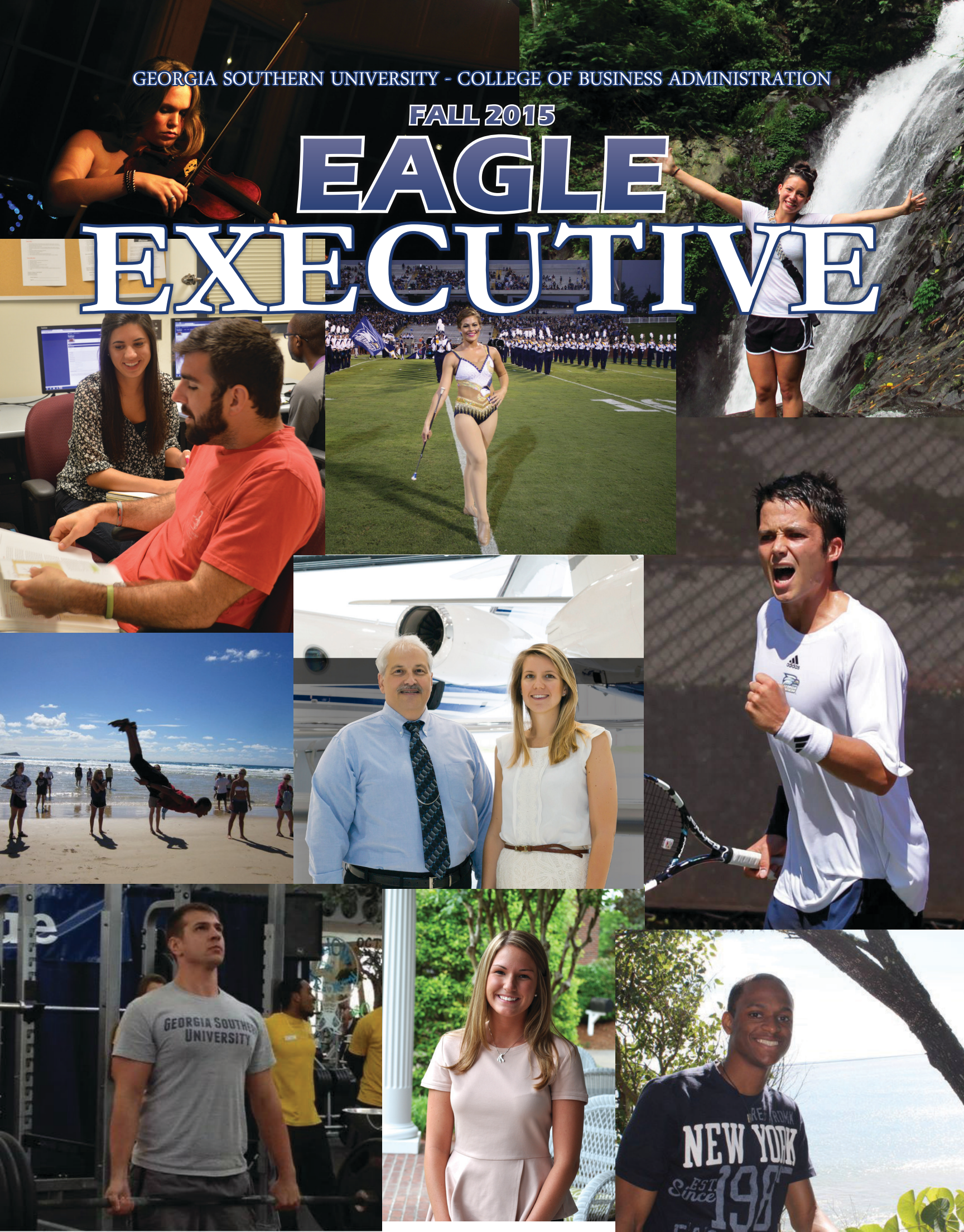
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GEORGIA SOUTHERN UNIVERSITY - COLLEGE OF BUSINESS ADMINISTRATION

FALL 2015

# EAGLE EXECUTIVE



# From the Desk of Dean Amason

Is academic research really important, and what value does research add to a school's educational mission? Few questions have stirred as much debate and misunderstanding. The old arguments go something like this. Research and teaching are largely incompatible. Research takes time away from students and comes at the expense of effort and innovation in the classroom. On the other hand, teaching is time consuming and requires investments in course design, preparation and student relationships, which limit time for research. As a result, schools often develop a brand and promote an identity based upon one or the other.

Where is the truth in this debate, and what is the relationship between academic research and the education provided by our College of Business? First, let's acknowledge a simple reality; there are only so many hours in a day, and very few people are truly expert at everything. Some faculty members are great researchers, others are great teachers, and still others are pretty good at both. No school, though, can simply decide to be a research or teaching school on the spot. The skills, talents and resources for both must be cultivated and developed over time. With that caveat in mind, consider some of the ways research and teaching complement one another.

Faculty members are respected and listened to because of their expertise. That expertise comes from research. Faculty members actively involved in primary, academic research know their subject matter in a unique and special way. It is one thing to teach from a current textbook, but it's another to teach from your own textbook. Therefore, among our faculty members, we need true subject matter experts, people

who are thought leaders in their disciplines and who are on the cutting edge of the most current thinking. We also need gifted and dedicated teachers, who can translate and apply that cutting-edge knowledge. If academic research is merely experts talking to one another, then we must have faculty members whose gifts and passions involve understanding and interpreting that research for our students. Finally, cutting-edge knowledge is likely to be valued and used most by students who are talented, engaged and motivated. And those sorts of students are attracted to schools with strong reputations, impressive alumni networks and a broad array of programs and opportunities. While the importance of research is often debated, one thing is clear: research contributes to a school's reputation, budget and breadth.

So, what is the relationship between research and teaching, and how do we use the two to enhance the value of what we do? Well, first, we should not strive to be either a teaching school or a research school. That distinction is a false dichotomy. We recognize the importance of research, primarily for the value it brings to the classroom. We are very proud of our faculty's expertise, and we recognize the time invested in developing it, but we also expect our students to benefit from it. We want our faculty in the classroom, and we want our students to appreciate the opportunity they have to learn cutting-edge concepts and applications. Finally, we want to encourage a culture of inquiry, where research and teaching are seen as sides of the same coin and where the focus is on the value created by the intersection of the two.



Allen C. Amason, Ph.D., became the fifth dean of the College of Business in August 2013. He received his BBA in finance from Georgia Southern in 1984, his Ph.D. in international strategic management from the University of South Carolina in 1993, and joined the faculty at The University of Georgia in 1996.

Dean Amason's teaching and consulting have focused on strategic management, strategic decision making and top management team processes. He is an award-winning executive educator, having been named Terry College MBA Teacher of the Year in 2001, 2003 and 2005, and Terry College Teacher of the Year in 2006.

Dean Amason is author of the textbook, *Strategic Management: From Theory to Practice*. He has published more than two dozen articles and chapters in the *Academy of Management Journal*, the *Journal of Management*, the *Journal of Management Studies* and the *Journal of Business Venturing*, among other peer-reviewed publications. He is associate editor of the *Journal of Management Studies* and was previously senior associate editor of the *Journal of Management*, having served on the editorial boards of the *Academy of Management Journal*, the *Journal of Management and Entrepreneurship*, *Theory & Practice*.



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# COLLEGE NEWS

## College of Business Featured in *Newsweek.com*'s Great Business Schools 2015

The College of Business at Georgia Southern University was recently featured in *Newsweek.com*'s Great Business Schools 2015.

The article, "Choosing a Business School—Make the Right Choice and Put Your Career on the Fast Track," in conjunction with the list of Great Business Schools 2015, explains the process and the values prospective business students look for in choosing the right business school. The article mentions that b-school is an investment and often makes business students more attractive in the job market.

"Education is an investment, and the College of Business at Georgia Southern University offers a solid return," stated Allen C. Amason, dean of the College of Business. "Our practical approach, our expert faculty and our



student-centered focus combine to create a unique learning environment that students and the market seem to appreciate." ◇

## Georgia Southern College of Business Selected in Top 75 Best for Vets: Business Schools

*Military Times* announced the Georgia Southern University College of Business has been selected to be among the rankings for Best for Vets: Business Schools 2015.

The *Military Times* Best for Vets distinction recognizes a school's commitment to providing America's veterans opportunities. An 80-question survey analyzed graduate business schools' complete offerings for veterans. Schools were evaluated in five categories: university culture, student support, academic outcomes and quality, academic policies, and cost and financial aid. University culture and student support counted the most, and financial aid counted the least. The rankings also took into account what veterans told *Military Times* was important to them.

"The College of Business takes great pride in continued recognition as a Best for Vets Business School with our military students (veterans and active duty), as many of our faculty are veterans and reservists," stated William H. Wells, associate dean for the College of Business. "We strive to meet the unique needs of our student veterans so that they may complete their programs and be well-prepared to proceed to the next phase of their careers."



The official rankings were published in full in the issues of *Army Times*, *Navy Times*, *Air Force Times* and *Marine Corps Times* as well as on their respective websites. The military community and its families rely heavily on these trusted outlets for news and information about pay, benefits, finance, education and health care. ◇



## Spring 2015 Commencement

Spring Commencement Weekend, May 8-9, saw nearly 600 College of Business graduates receive bachelor, master and doctoral degrees. Graduate commencement held Friday, May 8 in Hanner Fieldhouse featured Pam McMichael, director of the Highlander Research and Education Center, a civil rights leadership school in New Market, Tennessee, as the commencement speaker. Ms. McMichael addressed the graduates on history and noted that history was being made today and tomorrow by the actions taken in the present. “Live consciously with purpose,” stated McMichael, “and do the next right thing, and you’ll make history.”

The undergraduate ceremony on Saturday, May 9 at Paulson Stadium welcomed Dean C. Bucci (’94), judge of the Superior Court for the Paulding Judicial Circuit and the first Hispanic Superior Court judge in Georgia history, as the commencement speaker. He gave the undergraduate students three pieces of advice: never, never, never give up on your goals; never, never, never compromise your integrity; and never, never, never forget that life is short. The ceremony culminated in the iconic eagle flyover by Freedom. ♦

## Save the Date

-  **School of Accountancy Meet the Firms**, September 9
-  **Tailgate - Family/Military Weekend**, September 19
-  **Eagle Expo Career Fair**, September 30
-  **Eagle Executive Exchange - Statesboro**, October 1
-  **BIG Pitch Competition**, October 11-13
-  **Logistics Roundtable**, October 13
-  **Dean’s Advisory Board/Young Alumni Board Meeting**, October 16-17
-  **Tailgate - Homecoming Weekend**, October 17
-  **Eagle Executive Exchange - Atlanta**, November 12
-  **Tailgate - at UGA**, November 21
-  **Tailgate - Georgia State at Georgia Southern**, December 5
-  **Graduate Brunch & Commencement**, December 11
-  **Undergraduate Commencement**, December 12
-  **Meet the Forensic Accounting Board**, February 5, 2016
-  **Golf Tournament**, May 13, 2016

## New Faculty Members



### Bo Dai, Marketing

Bo Dai, Ph.D., received her bachelor's degree in English with a concentration in international business from Nanjing University of Technology (Nanjing, China) in 2000; master of science in consumer affairs and doctoral degree in consumer sciences from Auburn University in 2007 and 2010, respectively; and a second doctoral degree in marketing from University of North Texas in 2015. Her primary research interest is marketing strategy with a focus on retail patronage and pricing, positioning and global marketing. Her scholarly work has been published in refereed journals, including *Psychology and Marketing* and *Journal of Electronic Commerce Research*. Dai has taught classes such as retailing, principles of marketing, and consumer behavior at multiple universities including the University of North Texas, Sam Houston State University and Auburn University.



### Brian Dowis, Accounting

Brian Dowis, DBA, received his undergraduate degree from Coastal Carolina University, where he majored in accounting and played on the tennis team. He received his master's degree from Clemson University with a taxation concentration. Dowis worked for Ernst & Young in Charlotte, North Carolina, and is a CPA licensed in North Carolina. He has taught accounting and taxation at Southeastern University in Lakeland, Florida. This summer, Dowis completed his Doctor of Business Administration degree at Louisiana Tech University, where he earned his doctorate majoring in accounting with an economics minor. His research interests include behavioral and archival taxation.



### Marc Scott, Logistics

Marc Scott, Ph.D., joins the Georgia Southern University College of Business as an assistant professor of logistics. Scott earned his Ph.D. in transportation and logistics from the University of North Dakota in 2011. For the past several years, he has held various supply chain leadership roles at Wal-Mart Stores, Inc., and has also served as an affiliate faculty member at the Upper Great Plains Transportation Institute (UGPTI). While with Wal-Mart Stores, Inc., Scott rapidly advanced through the replenishment management ranks and headed various supply chain optimization projects. His background in transportation, logistics and sourcing spans public and private sectors. His instructional experience with both academic and corporate student bodies and his combination of academic and corporate research and project experience readily avail themselves to benefit undergraduate, graduate and executive students; to facilitate networking, internship and career opportunities; and to enliven an active research agenda. Professionally, Scott's passion for teaching and research places second only to his desire to gain knowledge and experience.



## Hyunju Shin, Marketing

Hyunju Shin, Ph.D., is an assistant professor of marketing. She received her Ph.D. and MS from the University of Alabama and a BA from Sookmyung Women's University in Korea. Before coming to Georgia Southern, Shin taught at McNeese State University. Her main research interests are in the areas of relationship management in retailing and services, brand crisis management and social media marketing. Her work has been published by *Journal of Services Marketing* and *Supply Chain Management: An International Journal*.

Shin has received a number of teaching and research awards including a "Highly Commended Award" from *Supply Chain Management: An International Journal*.



## David Sikora, Management

David Sikora, Ph.D., was previously an assistant professor of management at California Polytechnic State University in San Luis Obispo, California. He received his Ph.D. in management (Human Resources & Organizational Behavior) from Florida State University. He earned his BS in industrial & labor relations from Cornell University. Sikora's research interests include strategic human resource management and the business impact of employee management practices. He has published his research in such journals as the *Journal of Applied Psychology*, *Leadership Quarterly*, *Human Resources Management Review*, the *International Journal of Selection and Assessment* and the *International Journal of Human Resources Development and Management*.

Prior to his academic career, Sikora had extensive corporate experience in human resources and marketing. These positions included human resources vice president at Cigna Corporation and director of human resources product management at Gevity HR, Incorporated.



## Stefan Sleep, Marketing

Stefan Sleep, Ph.D., joins us as an assistant professor of marketing. He received his Ph.D. from The University of Georgia, Terry College of Business. His undergraduate degree is from the University of Pennsylvania, where he earned dual bachelor's degrees in finance and history. He also holds an MBA in marketing from the New York University, Stern School of Business. Prior to earning his Ph.D., Sleep spent several years in university administrative roles and as a strategy consultant with IBM.

Sleep's research focus is on marketing strategy with an emphasis on intra-organizational relationships. His current research examines the relationship between sales and marketing and how marketing works with other functions to turn data into business insights. Sleep's research has been published in the *Journal of the Academy of Marketing Science*, and he has presented his research at several national conferences.



# DEPARTMENT NEWS

## Honors Students Visit Great Dane Manufacturing

In April, the Honors Business Seminar class visited Great Dane's refrigerated trailer production facility in Statesboro. The Statesboro facility, with state-of-the-art production equipment and more than 450,000 square feet of production space, has been open since 2010. Great Dane is known as the industry leader when it comes to "reefers," which are the refrigerated cargo containers used to carry temperature-sensitive goods such as food. Customers can choose between models, sizes and customized features designed to meet unique needs. General Manager Kevin Black and Sales Engineering Coordinator Chris Conner met with the class before the tour and discussed Great Dane's history and overall corporate strategy as well as the challenges of finding, training and retaining workers for long-term success. Students toured the production floor, seeing trailers in every stage of the production process. After the tour, students gathered in the conference room for the opportunity for discussion. We thank Great Dane, specifically, Mr. Black and Mr. Conner, for their time and enthusiasm on behalf of Georgia Southern. ♦



## Honors Students Present Papers at Research Symposium

by Trey Denton, Ph.D.

The largest College of Business cohort since the inception of the College of Business Honors program in 2010 presented senior capstone research papers at the annual Spring University Honors Program (UHP) Symposium on April 17. In all, nine College of Business undergraduate students, all graduating seniors, presented their papers at the event. As part of the requirement to graduate as a member in good standing of the University Honors Program in the College of Business with a special UHP seal on their diplomas, students conduct an original research project under the supervision of a member of the College of Business faculty. All are required to present their papers, and all are encouraged to present their work at academic and professional conferences appropriate to their areas of study. Many will choose to submit their work to refereed academic journals as co-authors with their supervising faculty members. The students, their majors, their faculty mentors and their topics appear to the right. ♦

### **Meredith Amason, Marketing**

The Effects of Religious Symbolism on Consumer Perception of a Salesperson  
Trey Denton, Ph.D., and Lindsay Larson, Ph.D.

### **Stephanie Gratto, Accounting**

The Formation of a Student-Athlete Trust Fund: Compliance and Tax Implications  
Britton McKay, Ph.D.

### **Emily Hall, Accounting**

A Look at the Gender Wage Gap and its Reach into the Field of Accounting  
LeVon Wilson, Ed.D.

### **Thomas Hamilton, Logistics & Intermodal Transportation**

Logistics Performance Measurement: A Comparison of Literature and Practice  
Christopher Boone, Ph.D.

### **Angelina Heugel, Marketing**

Status Consumption and the Millennial Consumer: An Exploratory Study  
Jacqueline K. Eastman, Ph.D.

### **William Kite, Economics**

The Effects Hosting an Olympic Games Has on the Nation's Economy  
Gregory Brock, Ph.D.

### **Adam Murfield, Logistics & Intermodal Transportation**

Cargo Theft in the Motor Carrier Industry: An Exploratory Study  
Christopher Boone, Ph.D.

### **Stephanie Simpson, Accounting**

An Exploration of Income Characteristics: Analyzing Targets and Acquirers in Banking Mergers and Acquisitions  
Allissa Lee, Ph.D.

### **Caitlin Tongco, Finance**

Long-Term U.S. Cross-Border Security Flows with Developed and Emerging Market Countries Surrounding the Global Financial Crisis  
Axel Grossmann, Ph.D.

From l to r: Robert Thornton III, student membership service director and liaison for the Atlanta chapter; Jamila Abston, NABA Atlanta chapter president; D'Andre Sanders, senior accounting student; Pamela Johnson, student membership service director and liaison for the Atlanta chapter; and Errol Stewart, Ph.D., assistant professor of accounting and NABA student chapter advisor



## School of Accountancy Welcomes NABA by Yakov Savitskiy

Approaching its 50<sup>th</sup> anniversary, the Georgia Southern School of Accountancy has grown tremendously. As part of an effort to give accounting students the best professional development program possible, several accounting students and faculty members came together in an attempt to re-establish the Georgia Southern chapter of the National Association of Black Accountants (NABA). In March 2015, their efforts were rewarded when the Georgia Southern NABA Chapter was officially chartered.

The Georgia Southern NABA began its journey toward chartering by functioning as an unofficial chapter in 2014 under the name of the Association of Minority Business Students. During this time, students worked with faculty members to draft new by-laws, create a new logo and slogan, and meet all other NABA standards. Students also underwent professional development workshops provided by the School of Accountancy.

“I was very pleased when Moneka Jones, Dr. (Errol) Stewart, and D’Andre Sanders came to me with their plan

to re-start the NABA chapter at Georgia Southern,” said Timothy Pearson, Ph.D., director of the School of Accountancy. “They embarked on a long process to build the chapter from the ground up; and, after a year of hard work, they finally gained approval through the regional and national organization. I am proud to say that the School of Accountancy shares their objective to build networks and opportunities for people of color and to create diverse business leaders.”

Having recruited 22 students, the newly chartered NABA at Georgia Southern had a strong showing at the annual Atlanta Chapter Awards Gala. The chapter obtained the award for “Outstanding Chapter of the Year”; Chapter President D’Andre Sanders was named “Student of the Year”; and faculty advisor Errol Stewart, Ph.D., was named “Faculty Advisor of the Year.” Sanders, with support from the College of Business, attended the National NABA 2015 Conference, where he won an award for “Best Personality.” ♦

## 2015 Essentials of Fraud and Forensic Accounting

A one-week seminar helped prepare prospective graduate students for advanced studies in fraud examination and forensic accounting. The event, hosted by the Georgia Southern School of Accountancy and sponsored by Porter Keadle Moore, was held August 3-7, 2015.

“This event was a stepping stone to earning a Master of Accounting degree with a concentration in forensic accounting,” said Don Berecz, director of the Center of Forensic Studies in Accounting and Business. Berecz, a retired FBI agent, notes that the seminar replaces as many as five prerequisite courses, which can save participants months of study and expense. “The need for forensic

accountants, especially in this age of white collar crime and international data theft, is very strong. The seminar was designed to open the field to many highly-qualified people—even those without undergraduate degrees in accounting.”

Participants earned a certificate and fulfilled the prerequisites for entry into the Georgia Southern School of Accountancy Forensic Accounting Master’s program. Organizers expect some participants will go on to earn their Certified Fraud Examiners (CFE) designation. ♦

# A Diary: Eagles on Wall Street by Allissa Lee, Ph.D.

## Day 1: We arrived in NYC

Our first stop was picking up subway passes for everyone. We surprised a subway cop with nearly 30 of us converging on him at one time.

We went to Little Italy to visit Lombardi's Pizza for dinner. The group enjoyed a family-style dinner at "America's First Pizzeria."

From there, we went to Top of the Rock, the top of Rockefeller Center. Students got to see the city from the top three floors of the building just before sunset. We could see all the way down to NY Harbor and the Statue of Liberty as well as the Chrysler and Empire State Buildings and Central Park.



## Day 2: Wall Street



We wrapped up the day with a group picture with the Wall Street Bull statue.

The students met with Justin Hagan, a College of Business alumnus, at the Millennium Hilton. Justin is the HR manager for the Millennium Hilton.

Our first official stop was at the Federal Reserve Bank of NY, where students attended a presentation on the history and structure of the Federal Reserve System and a discussion of the special role of the NY FED. Additionally, we were allowed to visit the Gold Vault. The Gold Vault sits on bedrock and even the subway runs above it.

In the afternoon, we visited Willis. Mr. Jack Jennings gave an overview of risk management and insurance and also mentioned different career opportunities for students in the industry.

Mr. Dwight Williams, who works in the FINEX department, talked at length about D&O, E&O and management liability insurance.

In the evening, we had a group dinner at Bailey's Pub and Brassiere sponsored by Mr. Jennings.

## Day 3: GSAM & FPCM

Day 3 started with a visit to Goldman Sachs. Students were given a tour of the equity trading floor, which, much to their surprise, was very quiet and differs greatly from the raucous environment portrayed in movies and television of trading floors of a by-gone era. After the tour, we heard two presentations by Goldman Sachs VPs. First, students learned about economic outlooks on growth, labor/inflation and FED policy; market forecasts regarding equities, interest rates, credit, currencies and commodities; and last projected trends in energy and manufacturing. This presentation was then followed by an introduction to Goldman Sachs Asset Management (GSAM).

First Principles Capital Management (FPCM) hosted lunch at the Palm Restaurant. While enjoying lunch, we heard from Mr. Van Epps about his career and the formation of FPCM. Two members of the NYC office also joined us and discussed their careers in options as well as moving from big Wall Street houses to more boutique-style investment firms.



For dinner, we had a group meal at Buca di Beppo in Times Square with Dean Amazon.

## Day 4: Swiss Re & TIAA-CREF

We started Day 4 with a visit to Swiss Re. There, we learned about the company as well as what reinsurance is and the role it plays in the insurance and financial services industry. The presenters also discussed future job prospects in the industry, internship opportunities and the overall corporate culture.

Our second visit of the day was to TIAA-CREF, which provides retirement savings plans for employees of educational organizations. Our host discussed his career path to-date. Further, we learned a great deal about the company's asset management and investment.



## Day 5: Bloomberg & Fox

Our last firm visit day started out at Bloomberg, where one of the firm's economists discussed some of the features available in the Bloomberg Terminals. A second speaker discussed the new options available to those who may be interested in looking for jobs at Bloomberg or other financial services firms. Last, we received a tour of the building that included a visit to the studio as well as a look at historical Bloomberg Terminals and how the entire facility reflects Bloomberg's overall corporate culture and philosophy.

Fox Business Network (FBN) was the next stop. We toured the facility and studios. We visited the control room and watched "Varney and Co." live before chatting with Mr. Varney. Also, we spoke with Liz Claman (host of "Countdown to the Closing Bell with Liz Claman" and "After the Bell") about career opportunities and her career path. Vice President of Finance Ray Erney explained his job and the importance of budgeting and capital budgeting, employee shortages and opportunities at FBN. Executive VP of Programming Brian Jones also discussed the competitive nature of the business and FBN's goal to overtake CNBC as the premier business news network and the challenges of starting a new network.

The last visit was to the New York Mercantile Exchange (NYMEX). While there, we visited the "trading pits" and saw actual trades in natural gas futures as the market neared close. It was somewhat sad to witness what is by-and-large a bygone era with only a few pits still actively trading. Computers have largely taken over the role human traders used to occupy. To imagine the heyday of the NYMEX and see how it stands today is striking and reflects how technology changes all industries and affects all people.

## Day 6: Sightseeing



On the last day, the group enjoyed a walking tour of downtown Manhattan. We started at the Trinity Church, established in 1697, and where U.S. Founder and First Secretary of the Treasury, Alexander Hamilton is buried. From there, we proceeded through downtown Manhattan discussing the structure and layout of early NYC as well as differences and changes due to British and Dutch occupation and presence in the city.

We stopped at Fraunces Tavern, a NYC Landmark on the National Register of Historic Places, which served as a base for the Sons of Liberty in 1774 and where George Washington said farewell in 1783. From 1785 to 1788, the Department of Foreign Affairs used the Tavern as its headquarters as did the Departments of the Treasury and War from 1787-1788. In 1883, the Sons of the Revolution was founded in the building and has owned the building since 1904.

We stopped by Delmonico's, which was the first fine dining restaurant in NYC and has hosted some of the biggest players in America (Rockefeller, Morgan, etc.). As we neared the financial district, we learned about the early days of the financial markets, which were largely driven by fur traders. We also learned about the creation and importance of the NYSE. The Morgan building and Federal Hall are adjacent to the NYSE. From there, we went to the 9-11 Memorial site and learned about the destruction and reconstruction of the area.

## Production and Operations Management Names Burke VP

Jerry Burke, Ph.D., chair of the department of logistics and supply chain management, began a new professional service role in January 2015. Burke became the vice president of colleges for the Production and Operations Management Society (POMS). The POMS flagship journal, *Production and Operations Management* (POM), is one of the top journals in the field and is listed on *Financial Times's* Top 45 list, *Business Week's* Top 20 list and UT Dallas's list of the top academic journals in business. Membership in POMS is more than 2,000 academics and practitioners in more than 50 countries. Attendance at the annual conference is greater than 1,400. As vice president, Burke is the global point person for seven colleges (divisions) and five geographical chapters.

The seven colleges of POMS include Behavior in Operations Management (OM), Healthcare OM, Humanitarian Operations and Crisis Management, Product Innovation and Technology Management Service Operations, Supply Chain Management and Sustainable Operations. Common goals of all of these colleges are to encourage applications of operations management in specialized areas, active organization of communities and forums to address special interest topics, and provision of means to explore and disseminate practical and academic applications of concepts and methodologies overlapping the field of OM. Often, each college works toward its mission by creating and executing project-based events in conjunction with the POMS Annual Conference.



These events tend to take the form of mini-conferences, main conference tracks, relevance sessions and paper competitions.

POMS is also expanding its activities globally by organizing many international conferences. Oftentimes, these conferences are organized by the five geographical chapters of POMS: Caribbean/Latin American, India, China, Taiwan and Hong Kong. ◇



## Logistics Students Spend Summer as Interns by Jerry Burke, Ph.D.

The department promotes career development by encouraging students to learn experientially via internship courses offered each semester. For the Summer 2015 semester, 15 students interned for course credit. These students learned on-the-job with organizations such as TICO, Target, Schneider, Georgia Ports Authority, Odyssey Logistics, TTX Company, C.L. Services, Boise Cascade and Werner Enterprises. This aspect of our programs will continue to increasingly encourage students to participate as interns with logistics and transportation companies as well as production and service operations organizations prior to graduation.

Another way the classroom is extended is through the Logistics Roundtable event hosted by the Georgia Southern Logistics Association (GSLA). The GSLA is a student organization that arranges the Logistics Roundtable to bring managers of logistics and supply chain companies to campus to interact with undergraduate students enrolled in major courses. During the event, students hear and experience first hand from industry what it takes to successfully begin a career in logistics and supply chain management. The GSLA Logistics Roundtable is typically held twice per year during the months of April and October. ◇



**DO YOU COME FROM A LONG LINE OF**  
**EAGLE EXECUTIVES?**  
*(THAT'S BUSINESS ALUMNI!)*

If you, your parents or your children have all graduated from the Georgia Southern University College of Business, we'd like to hear from you. You may be featured in an upcoming magazine.

Please email us at [business-marketing@georgiasouthern.edu](mailto:business-marketing@georgiasouthern.edu) with your name and contact information.



## SHRM Student Chapter Receives Superior Merit Award

by Steve Charlier, Ph.D.

The Society for Human Resource Management (SHRM) has awarded a 2014-2015 Superior Merit Award designation to the Georgia Southern University SHRM student chapter for providing exceptional growth and development opportunities to its student chapter members.

SHRM is the world's largest association devoted to human resource management. Representing more than 275,000 professionals and 20,000 student members in more than 160 countries, the association serves the needs of HR professionals and advances the interests of the HR profession.

"SHRM is pleased to announce our 2014-2015 Student Chapter Merit Award winners. These chapters, led by an inspiring and dedicated group of student volunteers and chapter advisors, truly represent the future of the HR profession," said Susan Post, divisional director, east and the lead for SHRM's Student Programs. "Their achievements, which go above and beyond their everyday academic and work commitments, is commendable, and we applaud the positive impact their efforts have on their schools, the local community and beyond. The future of HR shines bright knowing these students are among those leading the way."

Chapters had the opportunity to earn an award based upon the number of activities they completed during the merit award cycle, which ran from April 1, 2014, to March 31, 2015.

The SHRM student chapter merit award program, which began in 1972, exists to encourage development of more effective student chapters and to promote outstanding activities and projects by student chapters in the areas of student chapter requirements, chapter operations, chapter programming and professional development of members, support of the human resource profession and SHRM engagement.

The Georgia Southern University SHRM student chapter received a digital logo for use in electronic or print communications and will be recognized in SHRM's publications and at its conferences.

For more information, contact Steve Charlier of the Department of Management at (912) 478-5985 or [scharlier@georgiasouthern.edu](mailto:scharlier@georgiasouthern.edu). For more information about SHRM's Student Chapter Merit Award program, visit [shrm.org/communities/studentprograms/pages/awards.aspx](http://shrm.org/communities/studentprograms/pages/awards.aspx). ♦

## Sales Program Recognized as One of the Best in U.S.

by Linda Mullen, Ph.D.

The Georgia Southern College of Business has been recognized as one of the top universities for professional sales education in the country by the Sales Education Foundation (SEF).

In the ninth edition of the foundation's annual magazine, SEF listed Georgia Southern as one of the programs that provides a university sales education while preparing and placing future talent in professional selling roles. SEF conducted an annual survey, and the College of Business sales program distinguished itself through offering a specialty area, participating in a sales competition, offering a sales lab for students and having a 100 percent job placement rate for students in the program.

Founded in 2006, the Center for Sales Excellence has more than 200 students and offers accreditation through AACSB International: The Association to Advance Collegiate Schools of Business and University Sales Center Alliance (USCA), and the center is a full member of Global Sales Science Institute (GSSI). Georgia Southern is also the only university to award Huthwaite's Academic SPIN Selling Certification.



SEF is pleased to see the rapid growth of sales education programs at universities across the U.S. "We are gratified to see the collaboration of seasoned programs providing insight and support to these dedicated academics with a vision to deliver quality sales education to their committed students," said SEF Executive Director Sally Stevens. ◇

## Research: Sales Students' Job Placement by Lindsay Larson, Ph.D.

Linda Mullen, Ph.D., associate professor of marketing, tracked 131 students from five semesters (2012-present) in her advanced sales course, in which she runs a sales management shadowing program as a semester-long student project, where students must find, contact and shadow a sales manager. The students write about their experiences as the culminating physical product.

These data show that students shadowed businesses within 55 distinct industries, as categorized by NAICS 6-digit coding system (North American Industry Classification System). The most commonly shadowed industries included professional services (third-party logistics (3PL) companies, marketing firms, payroll and staffing providers) and wholesalers (providers of construction materials and medical equipment) followed by manufacturing (such as textiles and food manufacturers), retailers (auto parts, retailers and custom clothiers) and finance/insurance (insurance, banking and loan services). Companies interested in participating may contact Linda Mullen at [lgmullen@georgiasouthern.edu](mailto:lgmullen@georgiasouthern.edu).

Of the 131 students from whom data were collected, 51 (39%) of these students received job offers from those companies. Only 15 of those students declined the offered positions for other opportunities. Ten students reported receiving internships from the companies shadowed, as they were not yet on the job market. Additionally, other students reported that the contacts made through the shadowing project directly led to an opportunity with another company via networking.

The project also resulted in continued relationships between several of the participating companies and the university. Nine companies participating in the shadowing project have since requested additional interaction with the College of Business Sales Center by providing financial sponsorship, offering student scholarships and participating in a variety of professional development workshops for sales classes, as well as critiques for the student competition team in preparation for national sales competitions. ◇





# College of Business *At a Glance*\*

Total Number of  
**Currently Enrolled Students**

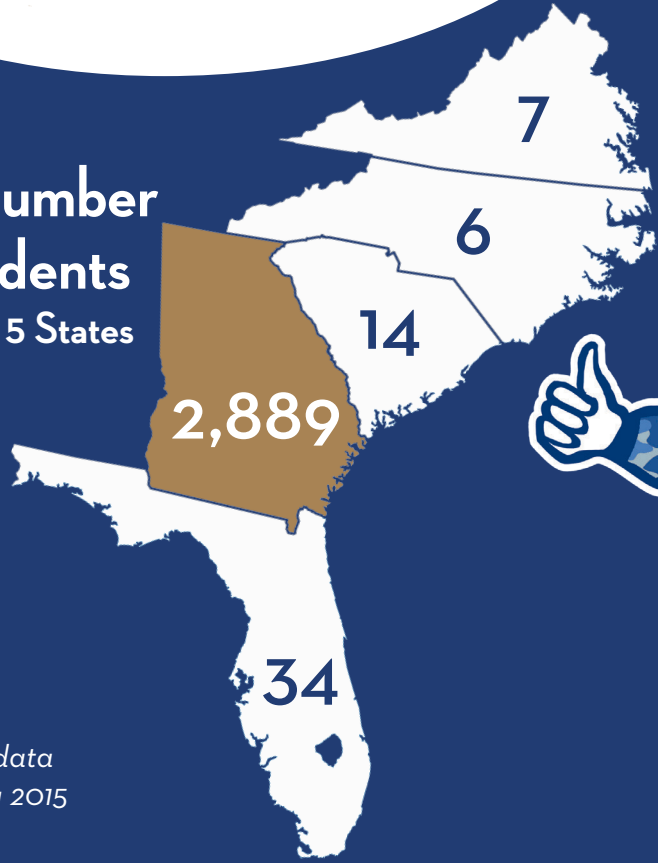
# 3,084



Total Number of Countries  
College of Business Students Come from

# 36

Total Number  
of Students  
from Top 5 States



Military  
Students

# 117

\*Based on data  
from Spring 2015



21

Football Players



4

Volleyball  
Players



5

Softball Players



14

Soccer Players



3

Track & Fielders



11

Baseball Players



10

Tennis Players



4

Basketball Players



4

Golfers



5

Swimmers



## Ron Witkowski

MBA, Summer 2015

What led you to the College of Business?

The cost, credentials and awards that the MBA program provided were appealing.

## Megan Merrifield

MBA, Summer 2015

Where are you currently employed?

I work at Gulfstream Aerospace in Savannah, Georgia, as an email marketer. I didn't plan on specializing in email marketing out of college, but I love it.

# TODAY'S BUSINESS STUDENT, TOMORROW'S BUSINESS LEADER

by Kate Channell

Today's college student probably doesn't look much different than you did; other than no 70s bellbottoms, no big 80s hair and no 90s overalls. They have their own distinguished fashion trends. The guys wear the frat shirts (now dubbed frockets since pockets on t-shirts are all the rage these days), the girls wear their Nike tempo shorts or yoga pants with oversized t-shirts or sweatshirts, and you see some in business attire on a regular basis.

## *Today's traditional college student was born in the early 90s.*

The world in which today's student has grown up, however, is very different than the one many of us reading this article remember. For example, if you graduated before the 90s, you worked on typewriters and word processors rather than desktops, laptops or today's tablet, and there was no Google. Yet, we all share the bond of belonging to a tight knit community known as the Eagle Executive Network.

Our College of Business students are tech-savvy, competitive and ambitious. They have completed internships, studied abroad and are active in student organizations. They aspire to be CPAs, entrepreneurs, financial advisors, marketing strategists and high ranking officials in Fortune 100 companies.

We asked two dozen students, undergraduate and graduate, questions about how they chose Georgia Southern University and the College of Business, what student organizations they're involved in and what their dream jobs are. Many graduated during the Spring 2015 Commencement in May, so we also get to see what some have planned after graduation. ◇

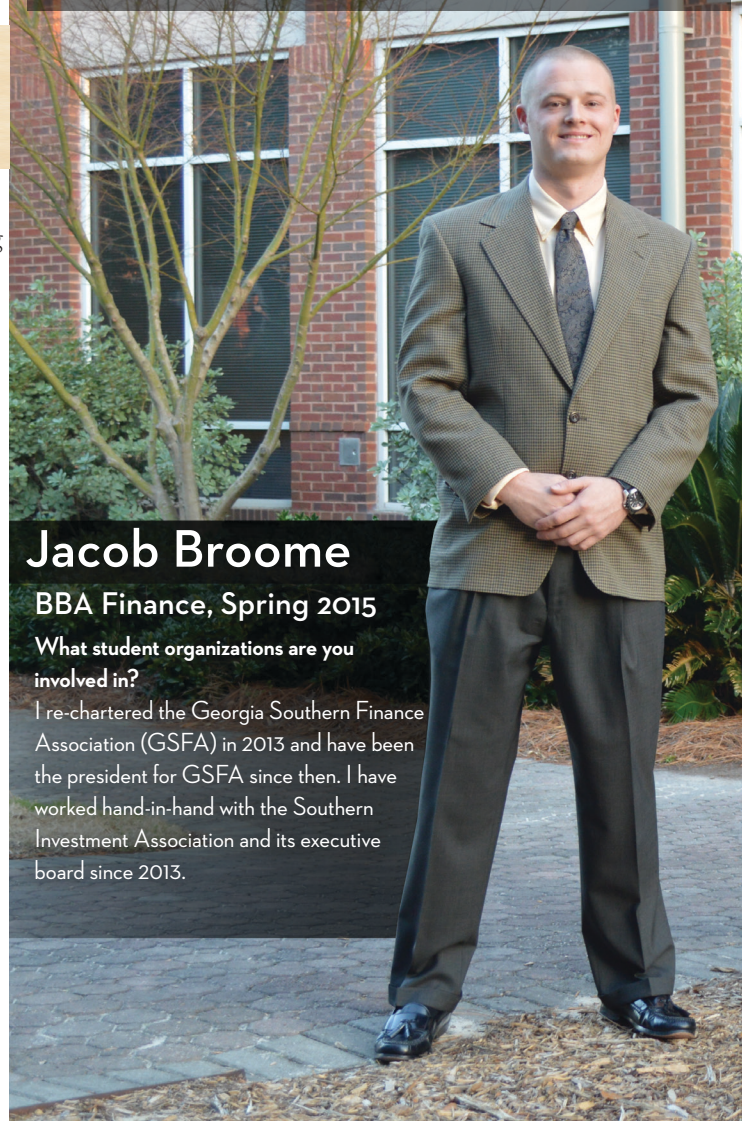


## Alex Forte

BBA Finance, Spring 2015

What are your post-graduation plans?

I hope to acquire my CFA and CFP in an effort to further my investment knowledge and work toward my dream of opening my own firm.



## Jacob Broome

BBA Finance, Spring 2015

What student organizations are you involved in?

I re-chartered the Georgia Southern Finance Association (GSFA) in 2013 and have been the president for GSFA since then. I have worked hand-in-hand with the Southern Investment Association and its executive board since 2013.



## Anna Knox

BBA Finance, Fall 2015

### What is your dream job?

I hope to work for a business with a welcoming environment that provides opportunities to analyze and problem solve and to learn new things while applying the knowledge I have gained from my education.



## Hannah Brown

MAcc, Summer 2015

### What do you do outside of your studies?

I am a professional violist. I perform regularly with the Hilton Head Symphony Orchestra and have also performed with the Symphony Orchestra Augusta and the Savannah Philharmonic Orchestra. I am also the orchestra librarian for the Hilton Head Symphony Orchestra.



## Larry Garman

MBA, Spring 2015

### Why did you choose Georgia Southern University?

I chose Georgia Southern for the university's and, more specifically, the College of Business's regional reputation, the value in completing my degree and the opportunity to attend a classroom setting in Savannah. I started my MBA pursuit later in life to gain a more broad understanding of overall company operations.



## Caitlin Tongco

BBA Finance, Spring 2015

### Have you studied abroad?

I studied abroad in Summer 2014 in Bali, Singapore and Kuala Lumpur. Studying abroad was one of the most humbling and eye opening experiences I ever had. I highly recommend it!

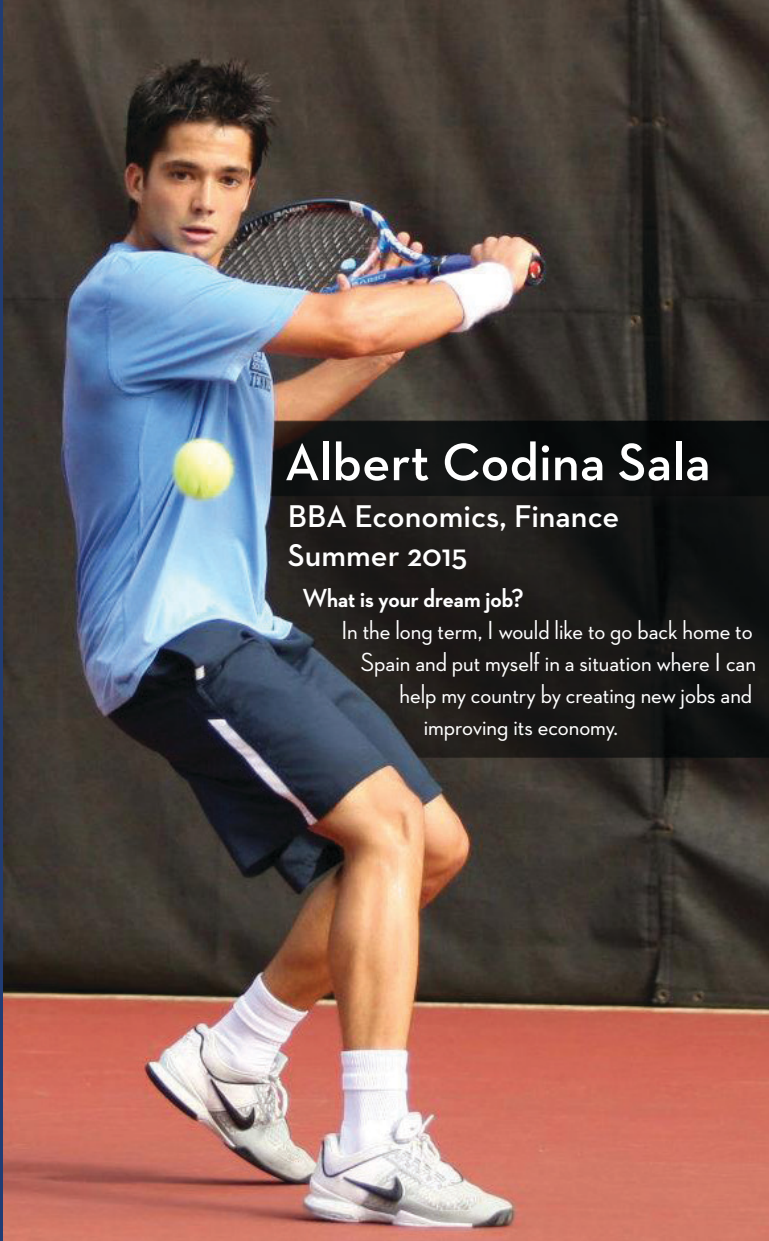


## Heather Gay

BBA Accounting, Finance, Spring 2015

### What led you to the College of Business?

I wanted to attend a well-known, reputable school but did not want to feel like just a number and to have the chance to have a more personal connection with the professors.



## Albert Codina Sala

BBA Economics, Finance  
Summer 2015

### What is your dream job?

In the long term, I would like to go back home to Spain and put myself in a situation where I can help my country by creating new jobs and improving its economy.



## Tara Smith

BBA Marketing, Summer 2015

### Are you involved in student organizations?

I am a member of the Georgia Southern Belle Majorette, Phi Eta Sigma Honor's Society, CRU, and FBC-College Ministry.



## Ashleigh Sapp

BBA Economics, Summer 2015

### What are your post-graduation plans?

I plan to complete the Disney College Program. After that, I may look for a job, or I may decide to enter into a graduate program for economics.



## Ryan Murray

BBA Management, Fall 2015

### What led you to the College of Business?

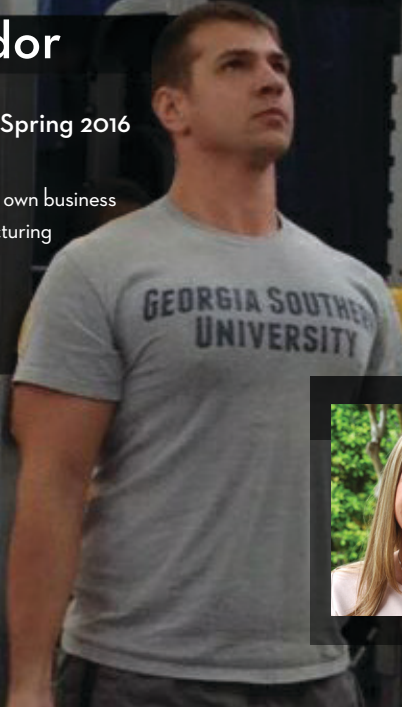
I knew I would get a quality education, as well as be surrounded by a great network of people and resources to maximize all that I learned here. Choosing Georgia Southern also allowed me to work in the great community of Statesboro where I was raised.

## Joseph Meador

MBA, Summer 2016  
MS Applied Engineering, Spring 2016

### What is your dream job?

Ultimately, I would like to own my own business focusing on engineering, manufacturing and prototyping to help small companies, entrepreneurs and inventors make their ideas come to life.



## Caleb Griffin

BBA HR Management, Fall 2015

### Are you involved in student organizations?

I currently serve as the vice president of membership for the Society for Human Resource Management (SHRM), and I am also an advocate for Court Appointed Special Advocates (CASA).



## Annie Butler

BBA Logistics/Intermodal Transportation,  
Marketing, Spring 2015

### Do you have plans to complete an internship?

I will be a World Class Intern with C.H. Robinson Worldwide during the summer.



## Jessica Spencer

MBA, Spring 2016

### What is your dream job?

My dream job is working in arts management, either as a facilities manager or in development as a fundraising and stewardship manager at a major museum.



## Sean Farrell

BBA Finance, Fall 2015

### What are your post-graduation plans?

I want to go to work in the investment banking/asset management field, working in equity, fixed income or real estate financing.



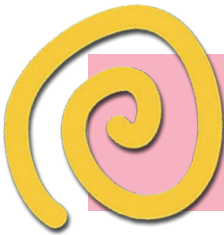
## Karl Miller

MBA, Spring 2015

### Why did you choose Georgia Southern?

I chose Georgia Southern because both my mother and father went to school here. My dad played football and won two national championships. Eagle blood has been running through my veins from day one!





# TODAY'S TRADITIONAL COLLEGE STUDENT WAS BORN IN THE EARLY

# 90s



got milk?



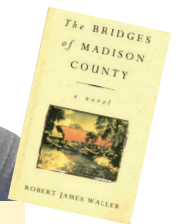
1993 was the same year "The X-Files" aired.



"Jurassic Park" surpassed "E.T." as the highest-grossing film worldwide.



"Groundhog Day," "Sleepless in Seattle" and "Dazed and Confused" were released.



- Super Bowl - Dallas Cowboys
- World Series - Toronto Blue Jays
- NBA Basketball - Chicago Bulls
- Kentucky Derby - Sea Hero
- NCAA Football - Florida State Seminoles
- NCAA Basketball - North Carolina Tar Heels



Clinton was inaugurated as President of the United States, and the North American Free Trade Agreement (NAFTA) was approved.



The finance program at Georgia Southern University offers a four-year bachelor's degree designed to provide students with a variety of concepts and techniques that can be applied in all financial situations, as well as specialized study in particular fields.

### BBA in Finance

The BBA in finance offers courses in various fields within the finance discipline, including real estate, insurance, banking and regional financial planning. In addition, the program offers coursework in the traditional areas of investment, financial institutions and international finance. The broad array of courses allows each student to design a program of study that suits his or her career plans.

#### Major Courses\*

- |  |   |
|--|---|
| <b>BUSA 3131</b> - Business Statistics             | <b>FINC 3331</b> - Financial Institutions           |
| <b>BUSA 3132</b> - Applied Stats & Optimization    | <b>FINC 3531</b> - Principles of Risk and Insurance |
| <b>BUSA 4131</b> - Strategic Management            | <b>FINC 4231</b> - Personal Financial Planning      |
| <b>CISM 4130</b> - Management Info. Systems        | <b>MGNT 3130</b> - Principles of Management         |
| <b>FINC 3131</b> - Principles of Corporate Finance | <b>MGNT 3430</b> - Operations Management            |
| <b>FINC 3132</b> - Intermediate Financial Mgmt     | <b>MKTG 3131</b> - Principles of Marketing          |
| <b>FINC 3231</b> - Investments                     | <b>3 Additional Courses Required in FINC</b>        |

### Finance Minor

The finance minor is open to students who want a basic understanding of finance to complement their major fields of study.

#### Minor Courses\*

- |  |    |  |
|--|----|--|
| <b>ACCT 2030</b> - Survey of Accounting            | OR | <b>ACCT 2101</b> - Financial Accounting      |
| <b>FINC 3131</b> - Principles of Corporate Finance |    | <b>3 Additional Courses Required in FINC</b> |

\*Core coursework not included.

#### DEPARTMENT OF FINANCE & ECONOMICS

GEORGIA SOUTHERN UNIVERSITY  
 COLLEGE OF BUSINESS  
 PHONE: 912.478.5216 • FAX: 912.478.0710  
 financeandecon@georgiasouthern.edu  
 GeorgiaSouthern.edu/coba/dfe

#### Finance Career Options

- Bank Manager
- Community Bank Manager
- Financial Advisor
- Financial Analyst
- Finance Officer
- Financial Planner
- Portfolio Manager
- Real Estate Agent
- Underwriter

#### Our finance graduates have successful careers with

- Bank of America (Merrill Lynch)
- Branch Banking & Trust (BB&T)
- FDIC
- Georgia Dept of Banking & Finance
- The Home Depot
- Northwestern Life Insurance
- Sea Island Bank
- Wells Fargo & Company



COLLEGE OF BUSINESS ADMINISTRATION



# Internships

The following students were enrolled in internships during Summer 2015. We'd like to thank our College of Business Internship Sponsors for giving our students experience that will help them secure employment upon graduation.

## ACCOUNTING

**Abdulnassir Alsolmi**, Alestethmar Real Estate Company, Buraydah, Saudi Arabia

**Alexis Beatrice**, Pratt Industries, Conyers

**Morgan Brock**, PricewaterhouseCoopers, Atlanta

**Justin Burke**, McNair McLemore Middlebrooks & Co., LLC, CPAs, Macon

**Ryan Chancey**, AgSouth Farm Credit, ACA, Statesboro

**Morgan Crowley**, Porter Keadle Moore, CPAs and Advisors, Atlanta

**Bennett Krieger**, Hall Boys Beam Team, Alpharetta

**Matthew Orr**, Warren Averett, CPAs and Advisors, Atlanta

**Olivia Rigdon**, Coastal Meats, LLC, Statesboro

**Kaitlyn Sands**, Berkley Specialty Underwriting, Atlanta

**James Simons**, PricewaterhouseCoopers, Atlanta

**Stephanie Simpson**, PricewaterhouseCoopers, Atlanta

**Misty Williamson**, Draffin Tucker, LLC, CPAs, Albany-Atlanta

## FINANCE & ECONOMICS

**Robert Bates**, Northwestern Mutual, Atlanta

**James Blackwell**, Emanuel Medical Center, Swainsboro

**Alexander Chekos**, Matrix Resources, Atlanta

**Makinley Fletcher**, AgSouth Farm Credit, ACA, Statesboro

**Christopher Groll**, Vinings Bank, Smyrna

**Wesley Heinrichs**, BECA, IT Brainpower Company, Norcross

**Seabie Hickson**, Cone Middour Partners, Atlanta

**Matthew Maier**, State Farm, J.J. Puccio, Agent, Statesboro

**Jeremy Presley**, L CORE Wealth Management, LLC, Atlanta

**Pietro Ribeiro Turquetto Caneo**, Barnett Wealth Advisors, Jacksonville, FL

**Daniel Rogers**, CORE Credit Union, Statesboro

**Erin Seidl**, East Georgia Regional Medical Center, Statesboro

## INFORMATION SYSTEMS

**Laura Campbell**, Bell Helicopter, Textron, Inc., Fort Worth, TX

**Michael Cummins**, Windham Professionals, Salem, NH

**Jarrid Jackson**, Textron, Inc., Fort Worth, TX

**Zachary Kong**, Lockheed Martin, Fort Worth, TX

**Yolande Neil**, BMW Manufacturing, Spartanburg, SC

**Joel Saunders**, McKesson Corporation, Alpharetta

**Hunter Sheffield**, Samsung Semiconductor, Austin, TX

**Dylan Smith**, JCB, Inc., Savannah

**Ahkeem Taylor**, Norfolk Southern Corporation, Atlanta

## LOGISTICS & INTERMODAL TRANSPORTATION

**Caleb Barber**, Lisa Ragan CHB, Inc., College Park

**Steven Boatright**, Terminal Investment Corporation, TICO, Savannah

**Matthew Douglas**, DeVore & Johnson, Kennesaw

**Danielle Hutchings**, Target Corporation, Atlanta

**Patrick O'Malley**, Schneider National, Savannah

**Jarrod Paige**, Terminal Investment Corporation, TICO, Savannah

**Wesley Parker**, Georgia Ports Authority, Savannah

**Michael Purser**, Graybar Electric Company, Norcross

**Conner Shovelski**, DeVore & Johnson, Kennesaw

**Sean Skradis**, Odyssey Logistics & Technology Corporation, Kennesaw

**Andrew Smith**, AnalyticsIQ, Inc., Atlanta

**Joshua Smith**, DOT Foods & Transportation, Inc., Vidalia

**Harrison Taylor**, TTX Company, Chicago, IL

**John Thomas**, C.L. Services, Inc., Hapeville

**John Villagomez**, Boise Cascade Company, Auburn, AL

**Craig Worley**, Werner Enterprises, Omaha, NE and Atlanta

## MANAGEMENT

**Michelle Adams**, Marriott, Spring Hill Suites, Savannah

**Erica Borden**, Target Corporation, Atlanta

**Nicolas Bramlett**, White Columns Golf and Country Club, Alpharetta

**Andrew Burt**, Cheeky Daddy, LLC, Forsyth

**Tanner Burton**, Cintas Corporation, Birmingham, AL

**Virginia Byrd**, Marriott- Ocean Watch at Grand Dunes, Myrtle Beach, SC

**Natalie Callahan**, Marriott- Ocean Pointe, Palm Beach Shores, FL

**Caroline Croy**, Crawford & Company, Atlanta

**Kimberly Geiger**, Omni Hilton Head Resort, Hilton Head Island, SC

**Kalyn Gribble**, Golden Isles CVB, St. Simons Island

**Anslee Hagan**, Chops on Main Street, Statesboro

**Morgan Hardigree**, Gulfstream Aerospace Corporation, Savannah

**Sarah Hill**, Sea Pines Resort, Hilton Head Island, SC  
**Joshua Hodnett**, Marriott, Spring Hill Suites, Savannah  
**Jordan Jackson**, Belk, Inc., Southern Division, Savannah  
**Anderson Johnson**, E.R. Snell Contractor, Inc., Snellville  
**Stephen Maner**, East Georgia Regional Medical Center, Statesboro

**Benjamin Matthews**, Panera Bread, Statesboro

**Mary Mcdaniel**, Cooter Creek Farm, Inc., Swainsboro

**Zachary McLendon**, Georgia Southern University College of Business Development Office, Statesboro

**Travis Mikell**, Sizemore, Inc., Statesboro

**Saralyn Neville**, Ross Stores, Inc., Atlanta

**Kali Roberts**, Emory Conference Center, Atlanta

**Robyn Sanders**, Emory Conference Center, Atlanta

**Kaitlyn Sands**, W.R. Berkley Company, Specialty Underwriters, Atlanta

**Mikaela Shupp**, NSL Foundation, Harvard Medical School, Boston, MA

**Amanda Smith**, Marriott, Barony Beach Club, Hilton Head Island, SC

**Nicholas Tillman**, Uline Corporation, Duluth

**Cody Williams**, Classic Landscapes, Inc., Locust Grove

## MARKETING

**Alexandra Anderson**, Premier Global Services, Inc., PGI, Atlanta

**Alicen Brizendine**, State Farm, Sam Sharpe, Agent, Savannah

**Taylor Burns**, Cox Automotive, Inc., Atlanta

**Adam Clay**, Georgia Southern University Office of Orientation and Parent Programs, Statesboro

**Amber Denize**, DRM-JPC Brand, Inc., New York, NY

**Morgan Evans**, Target Corporation, Conyers

**Bryan Flores**, Graybar Electric Company, Birmingham, AL

**Matthew Galyean**, Gulfstream Aerospace Corporation, Savannah

**Jonathan Jones**, AroundCampus Group, Chapel Hill, NC

**Katey Lippitt**, Wastequip, LLC, Charlotte, NC

**Ellen Locklear**, Statesboro-Bulloch Parks & Recreation, Statesboro

**Olivia Luthman**, Victory Real Estate Investments, Columbus

**Kelly McKeon**, Rich Products Corporation, Buffalo, NY

**Emily Morrow**, IBM Business Center, Atlanta

**Matthew Sapp**, Coldwell Banker, Tanner Realty, Statesboro

**Lauren Schwartz**, C.L. Services, Inc., Hapeville

**Daniel Snyder**, C.H. Robinson, Atlanta

**Kyle Streicher**, Northwestern Mutual, Atlanta

**Chauncey Thompson**, Ross Stores, Inc., Atlanta

**Ashley Treadwell**, C.L. Services, Inc., Hapeville

**Kayla Wilkinson**, Target Corporation, Atlanta

## MASTER OF ACCOUNTING

**Luke Colton**, Trinity Accounting Group, CPAs and Advisors, Athens

**Emily Hall**, Moore Stephens Tiller, LLC, CPA, Atlanta

**Emily Prestridge**, Southern Company, Atlanta

**Rogette Sands**, Porter Keadle Moore, CPAs and Advisors, Atlanta

## CAREER SERVICES CO-OP

**Timothy Heller**, Accounting, Allstate Insurance

**Shaunna Johnson**, Accounting, Southern Company

**Connor Lundrigan**, Information Systems, Fiftserv

**Dylan Smith**, Information Systems, JCB North America

**Patrick Bear**, Logistics, Gulfstream

**Thomas Molloy**, Logistics, Devore and Johnson

**Michael Purser**, Logistics, GrayBar

**Addison Reddick**, Logistics, RJS Logistics

**Preston Self**, Logistics, RJS Logistics

**Caroline Croy**, Management, Crawford Human Resources

**John Berry**, Marketing, BiTech Medical Group

**Lauren Byrd**, Marketing, Bibble

**Kaitlyn Daniel**, Marketing, Bibble

**Lauren Gentry**, Marketing, Bibble

**Ariana Heard**, Marketing, Walgreens Corporate

**Julia Ling**, Marketing, Bibble

**Candace Siegworth**, Marketing, Bibble

**Jeremy Griffin**, PreBusiness, Unified Examiners

**Alex Hooks**, PreBusiness, South Coast

**John Hunnicutt**, PreBusiness, Calpian Commerce

**Brandon James**, PreBusiness, JIT Logistics- Savannah

**Termar Lawton**, PreBusiness, Rayonier

**Rashaad Looper**, PreBusiness, GrayBar

**Natalia Monje**, PreBusiness, Hyatt Regency Savannah

**Kathryn Morton**, PreBusiness, Viracon

# CITY CAMPUS NEWS



## America's Best Communities

by BIG Staff

In an effort spearheaded by Downtown Statesboro Development Authority (DSDA) Director Allen Muldrew, Statesboro is one of fifty communities to be a quarter finalist in the America's Best Communities Competition. Muldrew assembled a team of community experts including Andi Wilson, City Campus office manager, to collaborate on submitting the application.

The competition is a three-year initiative to propel economic revitalization in small towns and cities and is sponsored by Frontier Communications, DISH, CoBank and The Weather Channel. In order to make it through the first round, Muldrew's team submitted a proposed streetscape improvement plan and presented a seven-month budget outlining the use of cash awards and community matching funds. Statesboro was awarded \$35,000 to help implement the improvement plan as well as a GoPro camera to document the process.



The team will work with an assigned corporate partner over the next six months to further develop the Community Revitalization Plan and compete for additional funding. Statesboro was the only community in Georgia to be selected to move forward in the America's Best Communities competition. Winning communities will receive up to \$3 million and will be announced in April 2017. ♦



## New Partnership Agreement Signing Ceremony for BIG Pitch Competition

Georgia Southern University and the Ocean Exchange held a signing ceremony to commemorate forming a partnership for the new BIG Pitch Competition. The signing ceremony was held on Tuesday, June 23 at City Campus located at 58 East Main Street in downtown Statesboro. Georgia Southern University President Brooks A. Keel and Ocean Exchange CEO Millicent Pitts signed the partnership agreement for the event. With students from around the world competing for the \$10,000 prize, the BIG Pitch Competition is already positioned to be among the largest in the southeastern United States.

“Since its founding, the Ocean Exchange has done a remarkable job in supporting global entrepreneurship and innovation,” said Dominique Halaby, DPA, director of the Business Innovation Group (BIG). “We, at Georgia Southern University, are excited to partner with such a well-respected and wide-reaching organization.”

The BIG Pitch Competition is open to undergraduate and graduate students with faculty advisors from around the world. The contest focuses on solutions in the sciences, engineering and technology to help sustainability.

Ocean Exchange, founded in 2010, advocates for collaboration across industries, while protecting the intellectual property of the innovator. Ocean Exchange’s worldwide network uses its influences to elevate awareness, motivate and accelerate the adoption of the solutions around the globe. This year’s theme is “Translating Sustainability into Value.” Judges will be looking for ideas

that focus on energy; ocean, land and air resources; supply chains; and technologies that support sustainability.

The Ocean Exchange also partners with Gulfstream and Wallenius Wilhelmsen Logistics (WWL) which offer \$100,000 each in prize money. The Gulfstream Navigator Award is given to the solution that best fits the theme with applicability across multiple industries generating positive impact on the environment, economies or health. The WWL Orcelle Award is given to the solution that makes shipping and logistics more sustainable by advancing zero-emission, marine and/or land-based technologies that are commercially viable.

Georgia Southern is now partnering with the Ocean Exchange and seeking a sponsor to name the University Innovator Award for the winners of the BIG Pitch Competition. The University Innovators Award will go to a team that shows excellence in teamwork, underlying business acumen and a possibility to have the team turned into a start-up in the future. Finalists will be invited to present at the Ocean Exchange Event in Savannah at the World Trade Center on October 11–13, 2015.

For more information on the BIG Pitch Competition, the Ocean Exchange or Georgia Southern entrepreneurship programs, please contact Millicent Pitts, CEO of Ocean Exchange, at (912) 257-0209 or [millicent.pitts@oceanexchange.org](mailto:millicent.pitts@oceanexchange.org) or Dominique Halaby, director of the Georgia Southern University Business Innovation Group, at (912) 478-2733 or [dhalaby@georgiasouthern.edu](mailto:dhalaby@georgiasouthern.edu). ♦

# GRADUATE STUDIES UPDATE



**From l-r: Union Mission Resident Assistant Daniel Green; MBA students: Joseph Meador, Scott Corwin, Amanda Laufer (Georgia Southern Alumna), James Small, Elizabeth Nunes, Matt Eddens, Zach Cowart, and Paul Maggioni**

## MBA Association

The MBA Association (MBAA) was revived in Fall 2013 to enhance the MBA experience at Georgia Southern University. Since then, the MBAA has participated in several Statesboro and Savannah events. From organizing

a 5K to collecting shoes for Girls on the Run to coordinating a BBQ for Union Mission Grace House in Savannah, our MBA students enjoy giving back to their communities. ◇

## Online MBA Ranked 17<sup>th</sup> by BestColleges.com

The Online MBA offered by the College of Business at Georgia Southern University has been ranked 17<sup>th</sup> by BestColleges.com as a Top Online MBA Program of 2015.

According to *BestColleges.com*, the Best Online Programs rankings are compiled using qualitative measures and data provided by IPEDS and the schools. *BestColleges.com* reviewed more than 350 not-for-profit online programs, taking into consideration factors such as accreditation, academic quality and peer reviews.

“We are gratified by the recognition and excited to be listed among the best programs in the nation,” stated Allen C. Amason, dean of the College of Business. “Our faculty and staff have worked hard to deliver good value, and rankings like this are a testament to that commitment and effort.”

The National Center for Education Statistics has found that one in three U.S. college students now take at least

one class online. Completing an online MBA allows working professionals to continue working and maintaining their personal lives without much interruption, while advancing their education and opening their careers to new opportunities. The Graduate Management Admission Council’s annual corporate recruitment survey reports employer interest in hiring MBAs is increasing.

The Georgia Southern College of Business has offered its Online MBA since 2001. The program is cohort-based, asynchronous, and 5 semesters/21 months, with an established track record of preparing students for the complexities of today’s global business environment. The Georgia Southern Online MBA boasts high student satisfaction and graduation rates.

For more information on the Georgia Southern MBA programs, visit [GeorgiaSouthern.edu/MBA](http://GeorgiaSouthern.edu/MBA) or call (912) 478-5767. ◇

## WebMAcc Ranked 7<sup>th</sup> by [topaccountingdegrees.org](http://topaccountingdegrees.org)

The Georgia Southern University WebMAcc program has been ranked 7<sup>th</sup> by [topaccountingdegrees.org](http://topaccountingdegrees.org) in its Top 20 Master of Accounting Online Degree Programs 2015.

According to [topaccountingdegrees.org](http://topaccountingdegrees.org), the 2015 Top 20 Master of Accounting Online Degree Programs rankings were based on average tuition (weighted 10%), AACSB accreditation (weighted 30%), CPA exam pass rate (weighted 20%), employment rate (weighted 20%) and salary projections (weighted 20%). Information regarding each criterion came from College Navigator, AACSB International, American Institute of Certified Public Accountants and *U.S. News*, respectively. Each school was then given a final score out of 100, and those with the top 20 scores were included in the ranking.

“The Georgia Southern College of Business Administration is unique in that it is accredited by the AACSB for both business and accounting. Their no frills, 100 percent accounting program is one of the best ways to start a career in finance today, with rigorous coursework and a team-based learning approach that ensures success. The support students receive from classmates and professors is just one factor in the high CPA exam pass rate they see after graduation. Coursework featuring accounting, auditing, information technology seminars, legal issues and income tax provide a robust framework for negotiating the financial arena professionally,” stated [topaccountingdegrees.org](http://topaccountingdegrees.org). ◇

## MSAE Update by Rand Ressler, Ph.D.

Enrollment in U.S. graduate programs is declining. The Master of Science in Applied Economics (MSAE) program has not been immune to this general trend. Fortunately, the MSAE program is innovative with faculty always looking for better ways to serve students. After all, when Georgia Southern introduced the MSAE program, it was the only fully-online Master of Science in Applied Economics program in the country that had asynchronous course content delivery. Since then, many other universities have followed this model, competing for students and forcing our MSAE program to look for other ways to differentiate itself.

Recently, new classes were added and the curriculum updated to make the program more relevant to today's students. The curriculum gives students greater choice and flexibility to follow their interests. Additionally, the application process has become more user friendly. Unnecessary prerequisites have been eliminated, and



applications for admission are now considered year round and on a rolling basis, allowing interested students to receive faster admission decisions, particularly for students who have already taken the GRE. For more information on the online MSAE program, please call (912) 478-6723 or visit [GeorgiaSouthern.edu/BusinessGraduate](http://GeorgiaSouthern.edu/BusinessGraduate) ◇

## Ph.D. Update by Jerry Burke, Ph.D.

During the 2014-15 academic year, all job-seeking graduates of the Ph.D. program in Logistics and Supply Chain Management were successfully placed in tenure-track positions. Fall 2014 graduates placed with business schools in Milledgeville, Georgia, and Turkey. Spring 2015 saw five students graduate. Three of these graduates were on the job market in 2014-15, and all three received multiple job offers. Cesar Ayala is joining the business faculty of the University of North Georgia in Dahlonega; Akhadian (Dion) Harnowo is joining the business faculty of Washburn University in Kansas; and Willis Mwangola is joining the faculty of the University of Central Oklahoma.

The Ph.D. program welcomed a new cohort of students in August 2015. These students will pioneer the newly-revised, modern and coordinated Ph.D. curriculum in supply chain management that includes topical coverage of logistics, operations management and sourcing, as well as solid methodological training in tools vital for high quality research. Doctoral students can also tailor a portion of their programs of study to particular interests. For an overview of the program, please visit [GeorgiaSouthern.edu/BusinessGraduate](http://GeorgiaSouthern.edu/BusinessGraduate). ◇

# ALUMNI NEWS

## Alumni Spotlight: Olivia Suggs Flanagan by Carol L. Waller

At a time when the School of Business occupied only half of the second floor of the Hollis building, Anderson Hall was still an unairconditioned girls' dorm and Winburn Hall ("the nunnery") stood proudly on Georgia Avenue, Olivia S. Flanagan (ACCT, 1969) spent her time taking every accounting course offered while working simultaneously in the dean's office and for two different faculty members both at Georgia Southern and in their own small accounting firm. In addition, she also found time to pledge Alpha Delta Pi sorority as one of its initial sisters and attend summer school for three summers so that she finished college early.

While other female college graduates became teachers or nurses, Olivia began her career as an accountant at Arthur Andersen. She was only the second woman employed in the Atlanta office. In 1971, she earned her CPA certification, and, soon after, joined Cousins Properties, a real estate development firm, as the first female corporate officer in the company's history. Ms. Flanagan became a senior vice president for Bristol Development in 1977. Then, after 17 years with Bristol, she joined Flanagan and Waycaster Construction Company, where she served as vice president, secretary and treasurer until her retirement in 1999.

Olivia admits it was a challenge being a working woman in the 1970s. When she inquired if being a woman would make it take longer for her to become a manager at Arthur Andersen, she was told "Absolutely!" Even after Olivia left Arthur Andersen for Cousins, she still felt it was necessary to put in extra hours because she had to produce more than was expected in order to gain recognition. Olivia credits the practical experience and the knowledge of how to conduct research to answer questions she gained while at Georgia Southern as the best things she learned while in school—especially when the focus of her career became income tax and, then, corporate real estate taxes.

An excellent golfer, Olivia has volunteered for the Georgia State Golf Association, consisting of approximately 340 golf clubs in Georgia and approximately 70,000 individual members, which conducts all the state amateur golf championship tournaments and administers handicaps for those individuals, for 14 years. She has been a rules official for 14 years and has served terms on the handicap, women's tournament, finance and executive committees. Currently, Olivia is completing her sixth and final year on the executive committee and her third and last year as the organization's secretary/treasurer.

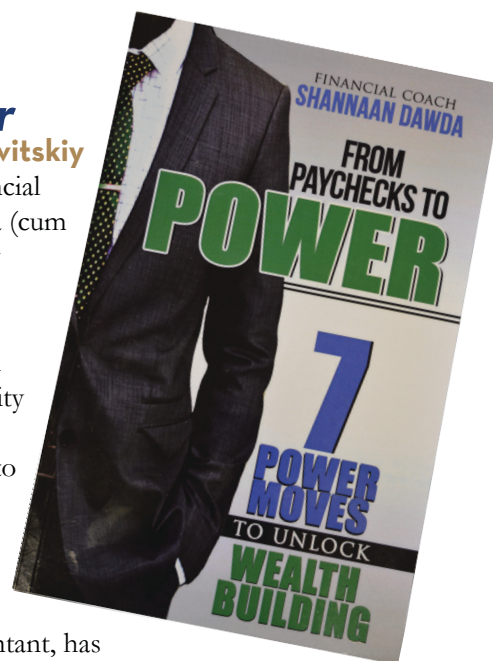
The College of Business has honored Olivia by inducting her as the chapter honoree of Beta Gamma Sigma and as Alumna of the Year. After having served on the advisory board of the College of Business for twenty years, she established the Olivia Suggs Flanagan Faculty Fellowship for the School of Accountancy in 2012. Olivia states that she decided to give back to the College of Business because she never would have had her career if not for Georgia Southern. She also wants to help the College of Business do what it did for her for the next generation.

Currently, Olivia is enjoying retirement. Now widowed, she remains in close contact with three of her cousins who are more like sisters. She spends her days golfing with friends, practicing yoga and spending time with her family and dogs. ◇



## Book Review: *From Paychecks to Power* by Yakov Savitskiy

*From Paychecks to Power: 7 Power Moves to Unlock Wealth Building* is a guide to financial freedom by Financial Coach and Georgia Southern Alumnus Shannaan Dawda (cum laude ACCT and FINC, 2009), who uses the book to take readers on a journey of financial and personal development through a simple step-by-step process that helped him on his own financial quest. This process is the foundation for the coaching Dawda does with his clients as he helps them get out of debt and achieve their financial dreams. A disciple of financial coach and radio personality Dave Ramsey, Dawda believes in improving people's lives financially through changing their belief systems and helping them implement plans. If you want to identify your financial personality and your financial bad habits, eliminate debt, save and invest your money and change your life forever, then this book is for you.



Shannaan Dawda, founder of True Financial LLC and Certified Public Accountant, has worked with numerous clients to help them eliminate debt and move toward financial empowerment. He currently resides in Atlanta, where he is actively involved in the community through Alpha Phi Alpha, Atlanta Muslim Young Professionals, and Camp Horizon. To learn more about Dawda and True Financial LLC, visit [truefinancialcoaches.com](http://truefinancialcoaches.com). His book, *From Paychecks to Power: 7 Power Moves to Unlock Wealth Building*, is available for purchase on Amazon and Kindle. ◇

## Alumni Spotlight: Eric Lee Beddingfield by Carol L. Waller

Eric Lee Beddingfield (MGMT, 2002) came to Georgia Southern to join the football team. After a neck injury during his freshmen year ended his college football career, he turned to music as he continued to work on his management degree. In 1998, Eric formed a local Statesboro band called County Line. The band performed in local bars and clubs while Eric finished college and earned his management degree. During this time, the band opened for various artists including Charlie Daniels, Sammy Kershaw, Travis Tritt, Trisha Yearwood and George Jones. In 2002, after Eric's graduation, the group took its act to Nashville and became known as Eric Lee Beddingfield.

Currently, Eric is a busy man. He owns an independent record label, a publishing company and a touring company and holds part ownership in a chain of 24-hour gyms called QuikFit 24/7. He also recently became a minority owner of a vodka company called Southern Curves. Eric loves dealing with people because he knows very few businesses can survive without forming good relationships. He also enjoys the creative processes of writing and recording music and considers the necessary travel he is required to do as a bonus. Recently, while performing in Australia, he made use of smart phone technology to keep an eye on his businesses even though he was on the other side of the world. In his spare time, Eric loves to be outside. Whether hunting, fishing or riding his Harley, he says it is nice to turn off his cell phone and just go off the grid for a while.



Eric and his wife, Jessica, a 2002 College of Education alumna, are involved in several different charities, especially related to Down's Syndrome and children's hospitals. They help out with their music and NASCAR friends' annual charity golf and fishing tournaments that raise money and awareness for great causes.

Throughout his career, Eric has used the skills he acquired in his business classes. He states that, while at Georgia Southern, he learned from his professors in the classroom and from the entire college experience in Statesboro. His fondest memories of his time at Georgia Southern involve County Line performances lasting until the early hours of the morning and then arriving at an early class or an exam. Eric concluded, "[It's] an honor...to be a Georgia Southern graduate. It played such a huge role in my life. It's exciting to see how much the university has grown over the years and the impact it continues to make around the world." ◇



# Class Notes

## ACCOUNTING

Robin Grenchik (1985), Savannah, is director of operations at Circa Lighting Inc.  
Email: robingrenchik@hotmail.com.

Niles C. Dixon (1993), Hazlehurst, is a social worker for the Jeff Davis OFCS. He is also pastor of Springhill Baptist Church. Niles and his wife, Christy Kirkland Dixon, have two children: Lauren (9) and Ethan (7).  
Email: ncd89@yahoo.com.

G. Atwell Gray Jr. (1993), W. Columbia, SC, is territory manager at Mohawk Industries. His wife is Latisha Ballew.

Richard N. Mathis (1993), Fitzgerald, is a special education teacher for the Ben Hill Co. Board of Ed. His wife is Dana McDonald Mathis. Email: mathisr@ben-hill.k12.ga.us.

Anita Turner (1996), Brooklet, is an internal auditor at the Georgia Ports Authority, Savannah.  
Email: aturner@gaports.com.

Joseph "Monk" Matherne (2001; FINC 2001), Cumming, is the owner of Coal Mtn Tax Services, which opened full-time in 2013. His wife is Elizabeth Hilderbrand.  
Email: Joe.S.Matherne@gmail.com.

Shelly Cich (2003) (Kappa Kappa Gamma), Buford, is director of business for Comcast Spotlight, Alpharetta, GA. She and her husband, Bryan Cich, have two children: Madison (5) and Beau (1). Shelly would like to say that Bryan is not related to Todd Cich.  
Email: shellicich@comcast.net.

## ECONOMICS

Bennett Abbitt (1972) (Alpha Tau Omega), McAllen, TX, owner of RGV All Tune & Lube is married to Melissa Abbitt. Bennett earned an MS in agricultural economics in 1974 and is an LEM Lay Eucharistic Minister in the Diocese of West Texas (Episcopal).

Robert Kellogg (1985), Ellijay, is a teacher/coach at Gilmer Co. HS. His wife is Linda Searcy Kellogg.  
Email: robert.kellogg@gilmerschools.com.

Aubrey Lydon Smith (2009), Cumming, works at Koch Industries in Atlanta. His wife is Laura Ferrante Smith.  
Email: asmith129@gmail.com.

## FINANCE

Melanie Frasier Jones (1990), Indian Trail, NC, is an administrative assistant in the Office of Comptroller of Currency. Her husband is Rickey.  
Email: RJones5310@aol.com.

Ryan Schneider (1991) (Sigma Chi), Savannah, is president of Pier Commercial Real Estate and serves as member of the boards of YMCA of Coastal Georgia and of the Small Business Assistance Corporation (SBAC). In 2013, Ryan started two new companies for which he also serves as president: Pier Commercial Real Estate Management and Pier Commercial Real Estate Brokerage, LLC. In 2011, he earned the CCIM designation. His wife is Sharon Schneider. Email: ryan@piercommercial.com.

David Colburn (1994), West Hartford, CT, is senior director at Travelers. His wife is Michelle.  
Email: Dcolburn@travelers.com.

Evan Eric MacClellan (1994), Palatka, FL, a risk control consultant for the Florida League of Cities, Orlando, FL, helps members identify potential risk exposures through loss analysis on the physical operations side.  
Email: emacclellan@flcities.com.

Joseph Ferrier (2000) (Sigma Alpha Epsilon), St. Simons Island, is a financial rep at Northwestern Mutual. He was named New Rep of the Year for 2009 and 2010.  
Email: Joe.Ferrier@nm.com.

Adam (Joseph) Herndon (2005), Hinesville, is agent/owner of Adam Herndon State Farm.  
Email: adam@adamherndon.com.

Nicholas Browner (2008) (Alpha Phi Alpha), Decatur, a senior treasury manager for the City of Atlanta, is engaged to Shamekia Browner.  
Email: NicholasMBrowner@gmail.com.

## GENERAL BUSINESS

Robert B. Ream (1968), Ponte Vedra, FL, is now retired. Robert is an avid saltwater fisherman out of Mayport, FL.  
Email: Rbream3030@gmail.com.

Jack Clancy Jr. (1969), Jacksonville, FL, retired in 2007 from JC Penney after 38 years in executive management. Currently Jack enjoys golf, traveling, friends and community service. Email: Jclancy104@aol.com.

Mark Martin (1978) (Alpha Tau Omega), Riverview, FL, is a senior vice president at Jefferson-Allsop, Inc., Lakeland, FL. His wife is the former Caroline Alexander.  
Email: mmartin@jefferson-allsop.com.

**LOGISTICS & INTERMODAL TRANSPORTATION**

Elizabeth Ruis (2004), Moultrie, is a teacher in the Colquitt Co. School System. She previously worked for Saddle Creek Transportation for five years before relocating to Moultrie with her family and taking a break from working. Her spouse is Lanie. Email: liz5860@hotmail.com.

**MANAGEMENT**

Ronald Lee Cannon (1973), lives in The Villages, FL, with his wife Linda Burnette Cannon.  
Email: Ronald.cannon@earthlink.net.

Margaret Mitchell Johnson (1976), North Palm Beach, FL, is an IT business systems analyst principal at Florida Power/Nextera Energy in Jupiter, FL.

Doris Snow Ergle (1997), Kissimmee, FL, is a registrar responsible for student records and data entry for the Osceola Co. School District. Her husband is Eric.  
Email: dse.1952@yahoo.com.

Rachel Carey McElwary (2002)(SHRM), Oderton, MD, is an HR generalist at Keller Foundations, LLC, Hanover, MD. Her husband is Sean.  
Email: rachelcarey723@gmail.com.

Andrew Fisher (2005), Acworth, is an account executive at UTI Worldwide Atlanta. Email: afisher52@aol.com.

P. Rex Bartles (2011) (Pi Kappa Alpha), Evans, is an area director at FNS Morrison Management, Statesboro, currently working as area director of Nutrition at East GA Regional Medical Center.  
Email: rexbartles@iammorrison.com.

**MARKETING**

Larry Harrison (1970), Dalton, has retired. He is an active member of the Kiwanis Club (past president) and serves on the finance committee at First Methodist Church. His wife is Sarah Sanders Harrison.  
Email: larry.harrison@charter.net.

Timothy Ragusa (1974), Midlothian, VA, is in inside sales at Piedmont Plastics, Richmond, VA. His wife is Janet Dunn. Email: Tragusa@piedmontplastics.com.

Dewey Holleman (1987), Atlanta, was promoted to senior director of Oracly Higher Education Consulting at Ciber, Inc., in January 2014.

**MASTER OF ACCOUNTING**

Ginger (Jennifer) Hunnicutt Karrh (1999; FINC, 1988), Statesboro, is associate director of external affairs in the University Advancement, Advancement Services department at Georgia Southern. She is married to John B. Karrh, Jr. Email: jkarrh@georgiasouthern.edu.

Lacie Cobb (2002; ACCT, 2002), Jekyll Island, is an accounting consultant at Lacie Cobb, CPA. Her husband is Brandon. Email: lcobb24@gmail.com.

Kyle Kimmel (2003; ACCT, 2003), Nicholls, is chief financial officer at the Bacon Co. Hospital & Health System, Alma. His wife is Brandy Luttrell Kimmel.  
Email: wareagle18@hotmail.com.

Hunter Fountain (2006; ACCT, 2005), Tucker, is a senior auditor and CPA at Nichols, Cauley & Assoc., Atlanta, where he just finished his eighth busy season. His wife is the former Jessica Pitt.  
Email: HunterFountain@gmail.com.

**MASTER OF BUSINESS ADMINISTRATION**

James Kennedy (1972), Cocoa Beach, FL, has retired. He is married to Bernie Kennedy.  
Email: JimandBernieKennedy@gmail.com.

Ruben DeValasco (1973), Coral Gables, FL, has retired. His wife is Silvia Sanchez DeValasco.

H. Lehman Franklin III (2002), Statesboro, is service director at Franklin Automotive. He married Lorie Yeatts Franklin on May 10, 2014. Email: lehmanf3@gmail.com.

Davin Miller (2011), Augusta, is webmaster at Georgia Regents University. Email: Davin@davinmiller.com.

**IN MEMORIAM**

William Anderson (Bus Admin, 1964), Jupiter, FL, died on December 13, 2014.

LTC. George Baldwin (MBA, 1960), Fort Gordon, recently passed away.

Mikelle Calhoun  
(Associate Professor of Management), Statesboro, died on July 15, 2015.



# DEVELOPMENT NEWS



Changes have occurred at Georgia Southern since our last magazine. President Keel has left to take over the reins of his two alma maters in Augusta; the provost was promoted to interim president; and several other positions moved around. We have new faces in the college, including one in the development office. Gordon Hunter has left, and Chris Osborne has arrived.

If you haven't already received your annual Eagle Executive Society (EExS) brochure in the mail, you should soon. Dean Amason invites you to donate to any of the funds we have in the College of Business and have it also count toward levels in the EExS. Yep, that's double dipping, and we allow it! We will even allow you to TRIPLE DIP – if you turn in your pledge for the College of Business during *A Day for Southern* by September 15! You can find a comprehensive listing of our scholarships and foundation accounts at [GeorgiaSouthern.edu/coba/donate](http://GeorgiaSouthern.edu/coba/donate). Thank you for your support of the College of Business.

## Introducing Chris Osborne

It's good to finally be back home in South Georgia! As a native of Jesup, Georgia, I am thrilled to join the College of Business as assistant director of development. I spent the last five years in Sarasota, Florida, as a development officer for Ringling College of Art & Design, one of the preeminent art and design colleges in the country. Prior to that, I spent more than a decade working in political and non-profit fundraising, eventually becoming partner in the fundraising firm, Cunningham, Harris, Osborne and Associates, where I helped clients raise more than \$50 million. I have lived and worked in approximately 14 states.

I look forward to meeting as many of you as possible in the coming months. Feel free to drop me a line with any questions, suggestions on ways we can improve our relationship with you, our alumni, or just to let me know any out of the way BBQ spots I need to visit.



## From Christopher Johnston, AVP, University Advancement

I would like to thank the College of Business for inviting me to connect with you. As one of the newest Eagle Nation members, it is an honor to let you know about Georgia Southern's new Office of Trusts, Estates & Gift Planning in the University Advancement division and to share some of the services that we offer to alumni, donors and friends.

Similar to the College of Business Office of Development, the Office of Trusts, Estates & Gift Planning is committed to excellence in serving you with a broad array of philanthropic options that will personally address your family's needs, as well as your interest in supporting the college. Whether you elect to benefit the College of Business through a bequest in your will, appreciated securities, retirement plan assets, establishing a trust that also provides your loved ones with income and/or gifts of real estate or personal life insurance, please do not hesitate to reach out to Dean Amason, Pam Jones, or me so that we may personally discuss your family's needs and philanthropic goals. Thank you very much for your continued generosity and your consideration of the College of Business.

### **A DAY FOR SOUTHERN**

The annual *A Day for Southern* on campus was on August 20. If you're interested in joining the Eagle Executive Society, please designate your gift to account number 0797.

If you wish to support the general College of Business fund, the account number is 0277.

A list of all College of Business Giving Opportunities may be found at [GeorgiaSouthern.edu/coba/donate](http://GeorgiaSouthern.edu/coba/donate).

# ARE YOU AN EAGLE EXECUTIVE ENTREPRENEUR?

If you're a College of Business alum and have successfully started a business or own your own business, we want to hear from you! You could be included in an upcoming Eagle Executive magazine.

Share your journey with us by emailing  
**[business-marketing@georgiasouthern.edu](mailto:business-marketing@georgiasouthern.edu)**



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Please forward any items of interest or other inquiries to

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