The College of Business has more than 20,000 living alumni. Of all the things I’ve learned in my short time as dean, this number is among the most impressive. Most of our alumni live and work in Georgia, but many others can be found in surrounding states, like Florida and South Carolina, as well as in more distant places like New York, California, and Texas, and even in other countries like England, Brazil, and China. Our alumni are represented among the world’s leading companies, firms like Boeing, Citigroup, IBM, FedEx, AT&T, and Siemens. Still others have made their marks through entrepreneurship, launching successful ventures in technology, consulting, entertainment, real estate, and medical devices. Still others work in public service, where they hold leading positions in the Treasury, in the military, and under the “gold dome” in Atlanta. It’s an impressive, accomplished group, whose reach and impact should make us all justifiably proud.

In speaking to our students, I often emphasize to them that, while they are on campus for just a short season, they will be a part of the Georgia Southern family for a lifetime. And so, all of our alumni are invited home, welcomed to visit, and encouraged to be involved. We want our alumni mentoring one another and setting examples for our students. We want our alumni opening doors, giving us access into new markets, helping us to identify new opportunities, and working with us to spread the good news about the College of Business. We need our alumni supporting us with their time, talents, and treasure. Our alumni are our stockholders, and we want them reinvesting the dividends of their education to help us build the value of this brand.

Our alumni are linked inextricably to one another, to the College of Business, and to Georgia Southern. Indeed, the success of our alumni is the legacy of our University. And, when any one of us succeeds, all of us benefit, and all of us celebrate together. So, reach out to your fellow alumni. Offer them a hearty “Hail, Southern,” along with other words of support and encouragement. When you can, do business with your fellow alumni, applaud your fellow alumni, and hire your fellow alumni. With a family more than 20,000 strong, we have the critical mass. All we need now is the motivation and the will. Invest in and build the value of this brand, and you will increase the value of your own degree. It is already happening; the train has left the station, and the momentum is building. So, to all of our alumni, friends, and supporters, we welcome you on board!

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

Dr. 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.

Dr. 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.

From the Desk of Dean Amason
Climbing the Ladder of Success with Career Services

Career Services offers continued support in career development even beyond graduation. Alumni receive the same services that current students receive.

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The Georgia Southern University College of Business Administration was named among Newsweek’s 12 Top Business Schools of 2014. The recognition comes shortly after the College was named one of the nation’s Top 30 Best Online MBA Programs by BestColleges.com. “We’re excited about the recognition. It reflects the dedication and hard work of our faculty and staff, the increasing quality of our students, and the impact of our alumni,” said Allen C. Amason, dean of the College of Business. “As a College, we believe our stock is rising, and this recognition reinforces that belief.”

The College of Business Administration provides a student-centered, learning community that imparts, applies, and extends the current boundaries of knowledge about today’s dynamic global business environment. The curriculum reflects concern for academic excellence and student success. The faculty, staff, students, and alumni are known for using their diverse strengths to advance the College’s core values of excellence, integrity, accountability, respect, and appreciation for sustainability.

Other colleges of business recognized by Newsweek were the UCLA Anderson School of Management, the Rady School of Management at UC San Diego, the Carlson School of Management–University of Minnesota, and the SMU Cox School of Business.

The College of Business Administration announced the very first “Bring Your Own Device” (BYOD) classroom on the Georgia Southern campus when the school year started in August. Over the summer, one of the College’s computer labs was converted into a wireless, interactive classroom. This technology allows students to utilize their own devices, whether laptops or tablets, as individuals or teams to complete assignments. Certain courses have been, and will be, designated for use of the MyDevice classroom. Additional classrooms will be converted to the BYOD classroom format over time.

Brit McKay, associate professor of accounting, stated, “The MyDevice Lab is unique in that it fosters collaborative learning among students. I was able to teach the coursework as well as team building. Students commented that it more closely resembled a ‘real world’ work environment. I rebuilt my class to take advantage of this opportunity and went to a more web-friendly delivery; and, in my class, the experience was very positive.”

Steve Moss, professor of logistics and supply chain management, said, “For a test semester, there were surprisingly few technology issues with the classroom. The ‘Smart Classroom’ has great potential. It is especially useful in facilitating group discussions and collaborative project assignments. For technical lectures, the multiple HD screens improve the students’ ability to see formulae, graphs, etc. As more of our students begin using the next generation of laptops and tablets, the benefits of the smart room technology should increase dramatically. From the instructor’s perspective, the ability to wirelessly use your own laptop or tablet to manage lectures is a huge improvement. I hope this part of the new technology makes its way into all of our classrooms sooner [rather] than later.”

Other colleges of business recognized by Newsweek were the UCLA Anderson School of Management, the Rady School of Management at UC San Diego, the Carlson School of Management–University of Minnesota, and the SMU Cox School of Business.
The Georgia Southern University College of Business Administration online graduate programs have been ranked by U.S. News & World Report among the best online graduate programs for 2015. The MBA program ranked 18th, tied with Mississippi State University, for the Best MBA Programs for Online Students, while the College’s Online Graduate Business Programs (Excluding MBA) ranked 21st.

According to U.S. News & World Report, the 2015 Best Online MBA Programs and Best Online Graduate Business Programs (Excluding MBA) are the best online master’s degree programs in business based upon admissions selectivity, reputation for excellence among peer institutions, and academic and career support services offered to students. Fewer than 200 schools were included in this year’s Best Online MBA Programs ranking, thus, placing greater weight on reputation and admissions selectivity. And, fewer than 120 schools ranked among the Best Online Graduate Business Programs (Excluding MBA).

In the past, U.S. News & World Report combined MBA programs and all other online business master’s degree programs. This year, however, non-MBA business degrees, such as accounting and applied economics in Georgia Southern’s case, were assessed separately. The rankings were split because prospective MBA students are likely to focus their research on schools that offer only MBAs, while many students researching discipline-specific degrees in other areas, like accounting or economics, are doing so to further their careers. U.S. News felt separating MBA programs from other master’s-level business programs would better serve students, allowing for more accurate comparisons.

U.S. News ranked schools using the following five general categories: student engagement, admissions selectivity, peer reputation, faculty credentials and training, and student services and technology. “We are gratified by the recognition and believe it reflects the hard work and dedication of our faculty, staff, and students,” stated Allen C. Amason, dean of the Georgia Southern College of Business. “We believe it also reflects the quality of our programs, the value of our degrees, and our commitment to providing a great education and a strong return to our stakeholders.”

Georgia Southern University and all of its programs contained under the University’s umbrella are accredited through the Southern Association of Colleges and Schools. The College of Business has undergraduate and graduate accreditation through AACSB International. Only about five percent of all colleges of business have AACSB accreditation.

For more information on Georgia Southern Graduate Business programs, call 912.478.5767 or visit GeorgiaSouthern.edu/BusinessGraduate.
College of Business Honors is part of Georgia Southern’s University Honors Program in which all honors students across the University, regardless of major, are required to make some contribution to the body of knowledge in their discipline through an original research project. In addition to the same degree requirements that all regular business students must fulfill, all College of Business Honors students are required to complete a two-semester course sequence as juniors designed to allow exploration of the fundamentals of effective and responsible organizational leadership and the process of scientific discovery.

The first course, the Honors Business Seminar, revolves around the notion of “conscious capitalism,” the idea that successful organizations exist to help solve problems and have a duty to care for the needs of all stakeholders by creating “win-win” outcomes. This definition of capitalism was coined by John Mackey (founder of Whole Foods) along with Raj Sisodia (a professor at Babson College) in their book, Conscious Capitalism: Liberating the Heroic Spirit of Business. In this first course, students explore this positive philosophical perspective on the role of business in society and examine real life examples in action through reading about companies in the business press, interacting with guest speakers, and making company visits.

The second course, the Honors Research Seminar, is designed to help business honors students prepare for their senior-year honors research project. In this course, students are taught the steps involved in a business research project and the ethical responsibilities that accompany this endeavor. Students participate in exercises designed to help them choose a project and find a faculty mentor. They begin work on these projects as soon as the term is over. At the end of their senior year, students present the results of their work on-campus at the Honors Research Symposium and at professional association meetings. Students and their faculty research mentors are co-investigators in these projects.

This two-semester sequence was initiated in Fall 2013, and the second student cohort is now mid-sequence. Among other activities, the first cohort visited Crider Foods and Briggs & Stratton, respectively the largest producers of canned chicken and lawnmower engines in the world. This year, students have visited Viracon, one of the world’s largest producers of glass for use in modern construction of buildings and skyscrapers, and planning is underway for a visit to Great Dane, the most recognized name in the construction of trailers and truck bodies for hauling freight.

If you would like to be a guest speaker, know someone who would be a great guest speaker, or know a company that would be of interest as a corporate visit, please contact Trey Denton, coordinator of College of Business Honors and professor of marketing, at 912.478.0802 or ldenton@georgiasouthern.edu.
Georgia Southern University held its 23rd annual Fall Commencement at Hanner Fieldhouse on December 12. University President Brooks A. Keel, PhD, conferred more than 1,700 graduate and undergraduate degrees during three separate ceremonies to accommodate the graduating class.

“Good morning, Eagle Nation,” said Keel. “My name is Brooks Keel, and I am the 12th President of the Greatest University in America!”

Twenty-two doctoral degrees were conferred, along with 298 master’s degrees, 33 specialist degrees, and 1,354 bachelor’s degrees from the University’s eight colleges. Of the degrees conferred, 2 were a PhD in logistics and supply chain management, 57 were College of Business master’s degrees, and 142 were bachelor of business degrees.

Commencement speakers for this year’s ceremonies included University System of Georgia Vice Chancellor for Educational Access and Success Rob Anderson; Col. Thomas Tickner, U.S. Army Corps of Engineers, Savannah District; and Georgia Southern alumnus, Vic Reynolds (’79), district attorney of Cobb County.

“Whatever you do, do it with the best of your ability,” addressed Rob Anderson. “The manner in which you live your life will be the most powerful message you can give anyone.”

Tickner advised students that their education will serve as the backbone for challenges they will face on the road ahead, and Reynolds offered five pieces of advice to the graduates.

“It’s okay today if you don’t know what you’re doing, where you’re going, or where you’re going to work. It will work out. Take a chance in your life and embrace that change that comes with it. Learn from the inevitable failures that will occur in your life, but take them and harness that strength to your advantage. Work hard. Whatever you do, even if it’s not something you want to do, work hard at it so that you can get to the point where you want to be, and find your moral compass, and once you find it, set it, and then live by it.”

The College of Business continued a tradition begun in December 2013 by holding the 3rd Graduate Brunch immediately following the 9 AM Commencement ceremony for those students graduating with their master’s degrees. The Graduate Brunch is a time for our College of Business graduate students to get together with their families, friends, classmates, and professors to celebrate their accomplishments. “It’s a great opportunity to meet the graduates and their families, to congratulate them on their success, and to celebrate such a milestone in the life of the College,” said Allen C. Amason, dean of the College of Business, of the brunch. “While it sounds like a cliché, moments like this really are what we are all about.”

Gordon Hunter, assistant director of development, also welcomed the graduates to the Georgia Southern Alumni Network and encouraged them to give back.
During the Eagles’ inaugural season in the Sun Belt Conference, the College of Business celebrated with tailgates during three home games (Military Appreciation Day, Family Weekend, and Homecoming) and two away games (Georgia Tech and Georgia State University). These tailgates allowed our alumni, faculty, and staff to reconnect and network in a relaxed atmosphere.

Georgia Southern University celebrated Homecoming Week October 4-11. This year’s theme, “Welcome to Hollywood: Southern Walk of Fame,” was a spirit-filled week of red carpet fun. Festivities for the week kicked-off on October 4 at the Russell Union Rotunda with food and fun. The week culminated with a 47-24 Eagles win over the Idaho Vandals, with the announcement of Homecoming King, Errol Spence, and Homecoming Queen, Brooklyn Smith.

When the season was over, the Georgia Southern Eagles football team was crowned the undisputed Sun Belt Conference Champion. ◊
The School of Accountancy hosted the 2014 Meet the Firms (MTF) career fair on September 10, 2014. The annual event provides our students an opportunity to meet potential future employers. This event kicks off the fall recruiting season, which seems to get a little earlier each year as accounting firms and employers want to find the best and brightest students, recruiting them into their organizations.

MTF was founded by previous Department Chair and current School of Accountancy Director of Internships & Experiential Learning Dr. Lowell Mooney. “We have, on average, 30 firms that interview accounting students on campus. This year, we had 29 organizations join us for MTF in the Nessmith-Lane Building on the Georgia Southern campus.” More than 140 undergraduate and graduate students introduced themselves and discussed opportunities that exist with the firms in attendance.

The majority of firms attending the event begin their campus recruiting efforts and promote themselves to students, describing their current internship or full-time employment opportunities. These openings were posted on Eagle CareerNet, the Career Services online system, prior to the event. Accounting students were required to participate in various professional development sessions in preparation for attending MTF. The sessions covered résumé preparation, professional etiquette, and dress. The students were also required to have a completed profile set up in Eagle CareerNet. All accounting majors, from graduate students to rising sophomores, were encouraged to register and attend the event. Many recruiters attend MTF who do not necessarily have immediate recruiting needs but wish to maintain their visibility with the student body and alert students to future opportunities in their organizations. The School of Accountancy also offered to assist organizations who could not attend in person by setting up posters and distributing recruitment flyers on their behalf.

While the event officially began at 5:00 PM for students, faculty and administrators welcomed and networked with the recruiters from 4:00–5:00 PM. Director Tim Pearson offered a word of welcome and thanks, followed by Phil Moore of PKM, the chair of the Accounting Advisory Council, extending a welcome to everyone in attendance. Mr. Moore also presented the School with a $4,000 check from his firm as a donation to support our nationally-recognized Fraud & Forensic Accounting program.

More than 20 faculty, staff, and administrators attended the welcome event including Dean Allen C. Amason, who networked and personally greeted each firm representative. Career Services staff and Janice Brown, School of Accountancy administrative assistant, worked with students in Beta Alpha Psi Honor Society to assist firms with on-site registration and set-up.

Many of the firms who participated in MTF are members of Beta Alpha Psi's Leaders of Tomorrow program and provide time and resources to support the honor society. Many of the recruiters serve on the Accounting Advisory Council and also volunteer to speak to classes about technical topics, accounting careers, and professional practice matters. The School is very fortunate to have professionals from many firms volunteer to speak to students about timely, accounting-related topics. ◊
19th Annual Executive-in-Residence Lecture

On October 22, the School of Accountancy (SOA) held the 19th Annual Executive-in-Residence program at the Performing Arts Center on campus titled, “Oh, the Places You'll Go—Or Stay!” The annual event welcomed Rodger E. Herndon, director at Deloitte & Touche, LLP, and Paula Y. Mooney, CFO at Bethany Home, Inc.

“Oh, the Places You'll Go—Or Stay!” showed the different paths that two students who majored in accounting and started their professional careers together at the same CPA firm diverged. Rodger has more than 33 years of experience with Deloitte & Touche, one of the big 4 CPA firms, providing audit, acquisition, and other specialized services to large, multi-location clients engaged in for-profit activities including manufacturing, distribution, retailing, and other activities. Paula, on the other hand, currently serves as CFO of Bethany Home, Inc., a not-for-profit organization located in Statesboro. After leaving Deloitte & Touche (formerly Touche Ross & Co.), Paula transitioned into accounting education as a professor at Georgia Southern, worked in governmental accounting with the Bulloch County Board of Education, and practiced as a sole proprietor providing forensic accounting, consulting, and software assistance to various clients.

The primary purpose of the School of Accountancy’s annual Executive-in-Residence program is to bring high-profile, highly successful executives to campus to encourage and advise students on how they, too, can have meaningful and rewarding careers.

ESSENTIALS OF FRAUD AND FORENSIC ACCOUNTING

Georgia Southern School of Accountancy will conduct a one-week seminar for individuals who want to learn from forensic accounting experts about the exciting field of Fraud and Forensic Accounting.

Open to the general public and professionals looking for CPE.

All participants can earn CPE in 4-hour blocks and a 40-hour certificate of completion.

Have you ever imagined yourself investigating fraud and white collar crime or considered becoming a Certified Fraud Examiner?

For more information, contact Don Berecz at 912.478.0259 or berecz@georgiasouthern.edu.
Jordan Totten, a senior economics major in the College of Business, has written an article to be published in *Forbes*. Jordan wrote the article, “BRICS New Development Bank: Political and Financial Implications of Decentralizing Global Economic Power,” as a research paper for a directed study class administered by Dr. Bill Yang.

Jordan pursued an economics degree in order to study a field that was “constantly making new discoveries.” In Fall 2014, he enrolled in six classes (18 hours), in addition to Dr. Yang’s directed study class. According to Jordan, a directed study class is ideal for self-motivated, self-directed students. This class allowed him to go at his own pace and set his own timeline. Dr. Yang spent the semester in China and communicated with Jordan through e-mail. This proved to be an advantage for Jordan, as Dr. Yang was able to obtain Chinese sources that would otherwise be inaccessible to an American college student. As stated by Jordan, “Asia would be pleasantly surprised if an American welcomes the decentralization of economic power.”

When asked why he chose the topic of his research paper, Jordan explained that he believes it is a topic that is underestimated in the United States. Because this topic has not been extensively researched in the United States, he was able to look predominately at primary sources. Further, he stated that it is a topic that is “happening right now.” This was seconded by Dr. Yang, who said “the topic itself is very ‘hot’ – it is directly from the real world, very in time, and relevant.” While writing his paper, Jordan was able to make predictions that he “will probably see come true in his lifetime.”

Impressively, Jordan looked at sources in Chinese and Russian, in addition to English. Jordan minored in Mandarin and was aided in translation by one of his professors, Zhang Zoutang. The Russian sources were translated online. He approached the topic with an open mind and, so, was able to develop a thesis and make an argument that was “original and completely his own.” He revised and changed his thesis several times before submitting his final draft. Jordan chose to submit his paper to *Forbes* due to *Forbes’* fast response time. On the Tuesday before Thanksgiving, the fifth day after submission, Jordan was eating with family when he was contacted by the assistant producer of *Forbes*, who informed him that his paper had been accepted. “I couldn’t contain it,” Jordan said, when asked how he responded to the news.

Jordan graduated in December 2014 and has moved to Denver, CO, to work for Nolan Transportation Group. He wants to acknowledge the following faculty members for their guidance and assistance: Thomas Buckhoff, Bill Yang, Tony Barilla, and Zhang Zoutang. ◊
Economics Textbook Author Visits the College of Business

In addition, Dr. Hubbard spoke to and answered questions from a large audience of students, faculty, and a few members of the Statesboro business community. He talked about his recently published book, *Balance: The Economics of Great Powers from Ancient Rome to Modern America*, along with lessons learned from economics history to help better understand the current U.S. economy going forward.

Teaching Abroad

After finishing a short course at Vilnius University in Lithuania at the end of January, Dr. Greg Brock, professor of economics, moved to the branch campus of Southern Federal University (SFU) in the southern Russian city of Taganrog on the coast of the Sea of Azov. He will work there until March and then move to the main campus of SFU in Rostov where he will do research and teach the equivalent of the ECON 2105 course taught at Georgia Southern. Though Rostov region is filled with some 40,000 refugees from the adjacent Ukraine, Dr. Brock has seen none of them, and life appears normal except for the poor economic situation.
The Technology Association of Georgia (TAG), the State's leading technology association, and the TAG Savannah Chapter hosted the TAG Savannah Speaker Series at 11:30 AM October 31st at the Georgia Southern University Gene Bishop Field House at Paulson Stadium.

Shane Turner, principal engineer at Gulfstream Aerospace Corporation, spoke on “Harnessing Big Data to Drive Operational Excellence and Continuous Improvement.” Admission to the event was free, and, prior to the speaker series, attendees were able to tour the new Football Operations Center at Paulson Stadium.

TAG’s mission is to educate, unite, promote, and influence Georgia’s Technology community to foster an innovative and connected marketplace that stimulates and enhances a tech-based economy. TAG memberships are available through the TAG website, with chapters in Athens, Columbus, Greater Augusta, Metro Atlanta, Middle Georgia, and Savannah.

According to Tom Case, professor of information systems, “TAG-Savannah strives to bring a lunch-and-learn event to campus each fall and spring semester. Brady Cannon, the TAG-Savannah coordinator, works hard to ensure that the Technology Association of Georgia has a presence in southeast Georgia, and our TAG on campus events are examples of his attempts to create a nurturing community among IT professionals, students, and educators in this part of the state.

“This event was really special. The venue [Bishop Field House] overlooking Paulson Stadium was perfect because our speakers work for Gulfstream, the company founded by Allen Paulson. Their presentation on data governance was timely and helped our students and IT Services staff appreciate how big data and data-driven decision-making are reshaping organizations on a day-to-day basis. And the food, catered by Southern Boys BBQ, helped reinforce a technology-and-touchdowns tailgating theme.

“At the end of the day, Brady Cannon deserves the credit for the success of this event and the others we have held on campus. He always finds great speakers that are well-liked by our IT Services professionals and students; Brady knows that good speakers will encourage them to join TAG, which they can do because of Georgia Southern's TAG membership.”
On October 28, the Logistics Association of Georgia Southern and logistics faculty hosted 231 students and 63 industry representatives during the Fall 2014 Logistics Roundtable. Support from 23 different firms including major retailers, product distributors, motor carriers, railroads, and third-party logistics providers offered students an invaluable opportunity to explore logistics-related career possibilities via interactive panels and networking sessions with current industry professionals, including recent alumni as well as experienced executives, who shared a variety of real-world experiences with our logistics students.

The Fall 2014 Roundtable was 28 percent larger than the Spring 2014 one and the largest logistics roundtable to date. The Spring 2015 Logistics Roundtable is shaping up to be even larger, which is great news for students majoring in or interested in logistics. Logistics faculty members are excited to partner with new companies to improve the curriculum and provide new career opportunities for Georgia Southern logistics students.

“This was unquestionably the best organized and well executed roundtable we have participated in,” said Chris Boone, assistant professor of logistics and event co-organizer.

Questions about the event can be directed to Drs. Chris Boone (caboone@georgiasouthern.edu), Ben Skipper (jskipper@georgiasouthern.edu), or Monique Murfield (mlmurfield@georgiasouthern.edu).

A Department of Logistics and Supply Chain Management undergraduate student is employed this spring as a merchandising operations and logistics intern with Augusta National Golf Club. Alex Clement, logistics and intermodal transportation major, was selected during fall semester to fill this position from a competitive field of students enrolled at Georgia Southern and other schools from around the Southeast.

Alex assists with solutions to operational and logistical challenges involved with merchandise movement from sourcing to warehousing to retailing for The Master’s Tournament. This is a year-long planning process geared toward matching supply with demand during Master’s week.

This challenge is like satisfying demands that are as intense as those of Black Friday, with the added difficulty of doing it persistently for seven days in a row. In a recent update from Alex, he said, “The people who work here at Augusta National are second to none. They have high expectations and deliver every time. One of the many great things about this opportunity is I get to apply many aspects of my education within logistics on a daily basis. I am recognizing and executing tasks that have been discussed in different classes, especially the logistics and supply chain management courses I have taken at Georgia Southern. Thanks to the faculty and staff at Georgia Southern, I feel prepared when I walk in to work every day, regardless of whether I am doing something new or familiar.”
The Georgia Southern University SHRM Chapter has recently affiliated itself with the Statesboro Area SHRM Chapter to enable both chapters to better serve human resource (HR) students and professionals at Georgia Southern University and in the Statesboro area. Both organizations are affiliated chapters of the Society for Human Resource Management (SHRM), the world’s largest human resource management association. SHRM has more than 250,000 members and more than 575 chapters throughout the United States.

Chapters are a critical link in the Society’s structure, providing a local forum for members’ personal and professional development, a networking arena, and a focus for legislative attention to local, state, and national human resource management issues.

“We rely on our chapters to help advance the human resource profession and to lead by example,” said SHRM’s Vice President-Membership Elissa C. O’Brien, SPHR. “They are the core of the organization, living the Society’s mission throughout the country.” The Society’s mission is to serve the needs of HR professionals and to advance the profession of human resource management.

The SHRM student chapter currently has 25 members, most of whom are HR and business majors, and has won several merit awards in the past. The Statesboro chapter was named the State Chapter of the Year for 2014 and currently has 50 members, who are from organizations of various sizes and industries. It serves Statesboro, Swainsboro, Vidalia, and the surrounding areas. Both chapters are very excited at the prospect of beginning a productive working relationship.

According to the Student Chapter President Hannah Stiebel, “The partnership will serve as a springboard to student initiatives and will provide great opportunities for students looking to enter the HR profession.” Curtis Woody, president of the Statesboro Area SHRM chapter, is equally enthusiastic and says, “We couldn’t be more excited about the mentorship opportunity that this affiliation represents for our chapter. Also, we look forward to working with Georgia Southern SHRM on numerous projects of benefit to the students and to the area’s HR community.”

On November 7, the Department of Management in the College of Business Administration co-hosted “Raise the Woof!,” a fundraiser for the Humane Society of Statesboro and Bulloch County. The event was held in the Russell Student Union ballroom. “Raise the Woof!” was a comedy night-club and cabaret experience for students and members of the community.

The event was planned, organized, and managed by students in the hospitality management program in the College of Business. Two classes and a student organization, the Georgia Southern Hospitality Club, worked together over the course of the semester to design, organize, and execute the event from beginning to end.

The course, promotions in the hospitality industry, provided student management teams the opportunity to design the event and its execution, including sales, marketing, decoration, and community outreach. Another course, hospitality industry management, provided logistics and marketing support as well as staff members for service, including cashiers, servers, and food preparers. Students in both of these courses worked with volunteers in the Hospitality Club to create a student-led, experiential and educational experience outside of the classroom. Dr. Stan Suboleski, assistant professor of management, brought these students together to work with Kania Greer, president of the local chapter of the Humane Society, which benefitted from the fundraising efforts.

The evening included cocktails and hors d’oeuvres prepared and served by students, a three-act stand-up comedy show, raffles, information on the humane society, and, of course, funny pet videos from the internet that have gone viral. All
beer, wine, and a majority of party supplies were donated by local liquor distributor, United Distributors. The University donated professional labor from the conference services and catering departments in Eagle Dining Services in support of the function.

Local area restaurant vendors generously donated the food to serve guests of the show, including Ocean Galley Seafood, Southern Boys BBQ, LongHorn Steakhouse, Panera Bread, Ruby Tuesday, and Wild Wing Café. The managers/owners of Ocean Galley, Adam Burgamy, and Southern Boys BBQ, Stephen Maenpaa, both recent graduates and alumni of the hospitality management program, provided culinary instruction and interaction on-site during the function, with the goal being a real-time simulation of work experiences for the students.

The function was a grand success, serving more than one hundred guests and raising several thousand dollars in profit for the Humane Society of Statesboro & Bulloch County. The event will likely become an annual event.

**Southern Management Association (SMA) Conference**

Management faculty in the College of Business represented Georgia Southern University at the 2014 Southern Management Association (SMA) conference November 11–15 in Savannah.

Mikelle Calhoun, Steve Charlier, Misty Loughry, Joseph Rousseau, Mary Beth Rousseau, and Steve Stewart were on hand to welcome participants to the conference kick-off reception hosted by the Georgia Southern University College of Business.

Our faculty members were selected to present their expertise in both teaching and research. Drs. Calhoun and Charlier shared their knowledge and experience in online teaching during the session, “Online Challenges and Opportunities: Innovative Solutions for Management Education.” Dr. Stewart presented his research on entrepreneurship entitled, “Apostles, Authorities, Artisans, and Altruists: Professional Service Entrepreneurs and their Understanding of Entrepreneurship.” Dr. Mary Beth Rousseau led a symposium, “The Nexus of Innovation and Entrepreneurship.” Dr. Loughry introduced conference participants to best practices in managing student teams through the CATME web-based tool developed by her team of researchers.

On the lighter side, Dr. Calhoun combined her passion for teaching and community theatre to capture third place in the inaugural Act Your Research competition. Dr. Calhoun created and performed “Kids in a Candy Store: Enriching Curriculum While Teaching Internet Research Skills.”

Allen C. Amason, dean of the College of Business, has been involved in the SMA for his entire career. He has served on the board in numerous officer positions and was SMA president in 2008. Dr. Amason was a presenter and panelist in several key events at this year’s conference. “The Southern Management Association meeting is a gathering of great professors from across the U.S. and around the world,” said Dean Amason. “We [were] excited to be able to contribute [academically] and proud to be involved as a sponsor.”

Southern Management Association is an affiliate of the 17,000-member strong international Academy of Management. SMA membership includes more than 1,000 professors, doctoral students, and executives representing 200 colleges, universities, and businesses. While mostly in the Southern United States, the membership hails from 43 states and several foreign countries. SMA publishes the *Journal of Management*, arguably one of the top five academic journals in its field.
Dr. Kathleen Gruben, professor of marketing, and ten retail students, who received scholarship money from the National Retail Federation (NRF), attended the Shop.org Summit in Seattle, WA, September 28-30.

The ten retail management students who participated in the Summit were Korin Carney, Kirsten Fisher, Coeli Janiak, Michael Kwarteng, Megan O’Shea, MaryClaire Patterson, Kristin Porche, Debrion Radford, Keeli Smith, and Rachel Sweet.

The Summit, a two-and-one-half-day event geared to digital and multichannel retailers, allows retailers to discover new ideas, build strong professional relationships, sample the latest technologies and solutions, and improve online efforts.

Our students participated in a one-day program that included sessions presented by executives from Nordstrom, Amazon, Lilly Pulitzer, and Starbucks to name a few. The students were able to eat lunch with executives, who made presentations that morning and served as mentors. After lunch, the retail students participated in a student career fair. Some of the employers attending the career fair were Amazon, Belk, DICK’S Sporting Goods, Kohl’s, L.L. Bean, Macy’s, Inc., Nordstrom, and REI, among others.

“This [was] a once in a lifetime experience,” said Dr. Gruben, “that will help develop these students professionally and for their careers. Thanks to the National Retail Federation, [the trip was] an all-expense paid opportunity.”
The Georgia Southern University Center for Sales Excellence sent a team of students to the International Collegiate Sales Competition (ICSC) in Orlando, FL, this past fall with two students finishing among the top twelve, the highest ever finish for our program. The ICSC was hosted by Florida State University at the Rosen Centre Hotel, November 5-8.

The ICSC puts students’ selling skills to the test in a challenge to create a sales solution to a complex business situation while introducing an international component. This year’s international company of choice was Tom James Company, maker of custom suits. Thirty-two universities from across the country participated with students competing on individual and team bases.

The two contenders from Georgia Southern, Jordan Nemetz and John Berry, faced several rounds of competition including role-play sales calls, adapting to different business cultures, establishing buyer needs, and gaining an ultimate commitment from the buyer.

“Our competitors’ success at this year’s competition can be attributed to countless hours of practice by the competitors, brilliant coaching by fellow student Austin Yonker, and the dedication of our sales team,” said Linda Mullen, associate professor of marketing and team coach.

Students not participating in the competition were able to attend the ICSC’s sponsored job fair. Top international firms such as Arkema, FedEx, Kia, Wyndham, and Whirlpool participated.

In Spring 2015, the Center for Sales Excellence will send a new team of students to the National Collegiate Sales Competition (NCSC) hosted by Kennesaw State University in Kennesaw, April 7-10.

For more information on the Center for Sales Excellence or to find out how to get involved with our students, contact Madeline Bunn at mb04945@georgiasouthern.edu or Linda Mullen at lgmullen@georgiasouthern.edu.
The Georgia Southern University Office of Career Services is more than just a place for students to receive help on writing a résumé. Career Services offers major exploration, career advising, résumé critiquing, internships, mock interviews, career fairs, job searches, professional interviews, and more. Students may also take a test to see where they stand on emotional intelligence (EQi). All Georgia Southern alumni also have full access to Career Services and receive the same level of service as current students.

Career Services is often under-utilized but is an integral facet in helping students succeed outside of the classroom. Currently, the Office is made up of two teams: experiential education and employee relations, and career development. These two teams work together in tandem with the College of Business to bring opportunities directly related to business to campus to benefit students and faculty.

As director of Career Services, Philip Bruce finds it important to note that not only does Career Services cater to students’ needs but also to alumni because “Once an Eagle, always an Eagle.”

The Office of Experiential Education and Employee Relations is led by Associate Director Amy Taulbee. Experiential education deals mainly with securing internships and co-ops for students to gain practical, hands-on experience. The College of Business is one of Career Services biggest customers, and the Office strives to facilitate opportunities beneficial for business students. Employers today not only want their employees to have an education, but they also want them to have previous experience. Internships and co-ops are a great way for students to gain experience and see if their chosen fields are good fits. Jim Davis, the internship coordinator for the College of Business, is responsible for tailoring

STUDENTS & ALUMNI: GET AHEAD OF THE COMPETITION WITH CAREER SERVICES

by Kimberly Farris
internships to specific majors within the College. The Career Services Office of Experiential Education and Employee Relations has partnered with the College of Business’s Experiential Learning and Corporate Relations Office to help craft internships for students.

Creating opportunities for students to interact with employers is a main focus of the employee relations area because staff members want to make sure “it’s as easy as possible for [employers] to come recruit on campus.” The employee relations part deals mainly with career fairs and other opportunities to bring businesses to campus. Representatives from Career Services perform on-site visits with employers to give advice on internships and provide information on recruiting at Georgia Southern. Career fairs generate many opportunities for students to meet with employers, and businesses often hold information sessions the night before during which recruiting representatives talk about their companies and the types of employees they need. Eagle CareerNet, Georgia Southern’s job posting system, is a great avenue that allows students to have an advantage over their competitors when entering the work place.

Just as employers have noted that students need more experience coming out of college, they have also noticed that, although students possess content knowledge, they lack the soft skills that are needed in the workplace. A new class, GSU2122, helps students to develop professionalism and emotional intelligence. In this class, students take the EQi inventory to assess their emotional intelligence and identify which areas need improvement. Honing these soft skills while still in school also allows our students to have an advantage over the competition.

Director Philip Bruce leads the Office of Career Development. In this area, specialists assigned to the colleges focus on “developing students to prepare them for opportunities,” by striving to help in all stages. These services encompass a wide variety of tasks such as

Career Services has acquired an online software program, called InterviewStream, to assist students with perfecting their interview skills. InterviewStream allows students to conduct mock interviews via the Internet and the use of webcams. Using major-specific questions, the program allows users to record their interviews and, then, share them with a Career Services staff or faculty member for feedback. Faculty members can also incorporate this technology into their courses. To receive a demonstration, please contact Rachael Barrett at 912.478.0516 or rabarret@georgiasouthern.edu.
students obtain real-world experience through an internship or co-op, and, finally, helps them make decisions after internships as to what to do next.

Creating a cohesive relationship between the College of Business and Career Services brings many new opportunities for our students and alumni. With the growing competition in business, it is important for students to participate in internships and co-ops to gain experience in the field. If you would like to host either an internship or a co-op, please contact Rachael Barrett at 912.478.0516 or rabarret@georgiasouthern.edu.

“Practice Makes Perfect” — How One Student Received a Job Offer from Nestlé

by Devon Jameson

Shane Pennant moved from Queens, NY, to Conyers in 9th grade. After graduating high school, Shane came to Georgia Southern and studied business, earning his BBA in management in December 2014. The previous February, Shane was in Atlanta and learned of Spelman College’s career fair. He immediately realized this opportunity could not be missed since his graduation date was looming, and he wanted “to get offers on the table and graduate with options.” After obtaining a list of companies recruiting at the fair (Microsoft, Oracle, IBM, Procter & Gamble, Delta, Boeing, and Nestlé, among others), Shane decided to attend.

After bypassing the registration tables, he walked right into the career fair as if he belonged. None of the organizers questioned Shane’s attendance. In fact, the only ones who did question his being there were the recruiters who noticed “Georgia Southern University” on his résumé. After speaking with representatives from Oracle, IBM, Procter & Gamble, Target, Verizon, AT&T, and Nestlé, he got on-the-spot interviews with Oracle, Target, and Nestlé.

Even though he had never before entertained the thought of working for Nestlé, Shane decided to follow through with the company’s interview process, first with the career fair recruiter who asked the traditional behavioral questions and about his five-year goal. Shane was then called to a second interview with the director and vice president of the Nestlé Retail Operations Center (NROC). That interview was more like a casual conversation to allow the interviewer to get to know Shane and to discuss how he could benefit Nestlé. Finally, Shane, along with nine other candidates, some of whom had also attended the career fair, were flown to Glendale, CA, for a third and final interview. After talking with the original career fair recruiter who explained the company’s benefits and detailed the leadership and developmental growth opportunities, Shane knew that Nestlé would be a great company for which to work. The final interview consisted of three, thirty-five minute back-to-back sessions with two interviewers at a time to see if any of the candidates would be good fits for Nestlé. Shane said that, even though it sounds intimidating, the process was actually fun, and the time flew by. After the interviews, Shane and the others attended a mandatory lunch with the management team and returned home. The next day, he received an offer to be a part of the Nestlé Sales Development Program. Shane accepted the position and began work on January 19, 2015.

Shane admits that he was not always such a good interviewee. He says that it took persistence and practice to land his current job. Before the Spelman career fair, he had attended many career fairs at Georgia Southern. Even though Shane did not land the jobs he initially tried for, he kept applying and interviewing. Shane declares that “practice makes perfect,” and he purposely interviewed with companies he was not interested in because answering their questions taught him how to talk to recruiters and prepared him for the job he really wanted.
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 Administration, we’d like to hear from you. You may be featured in an upcoming magazine.

Please email us at business-marketing@georgiasouthern.edu with your name and contact information.
The following students have completed or are completing internships for the 2014-2015 school year. We’d like to thank our College of Business Internship Sponsors for giving our students experience that will help them secure employment upon graduation.

**FALL 2014**

- Dillion Dugg, ACCT, Pace & Company, CPA, PC
- Sarah Bialeschki, MAcc, U.S. Army Corps of Engineers
- Ruth Brown, MAcc, Novogradac & Company, LLP
- Richard Deal, MAcc, Thigpen, Lanier, Westerfield, & Deal, CPA
- Jessie Mixon, MAcc, Reddick, Riggs, Hunter, & Kennedy, CPA
- Hannah Tatum, MAcc/Forensic, PricewaterhouseCoopers, US
- Weston Butler, FINC, St. Joseph Candler Health Systems
- Walker Hill, FINC, Lee, Hill, & Johnston, Insurors
- Matthew Roy, IS, MessageGears
- Darrell Coleman, IS/Bus. Intelligence, Georgia Southern Career Services
- Jillian Steinwedel, IS/Bus. Intelligence, BMW Manufacturing Co.
- Erin Brown, LOGT, World Trade Center Savannah
- Yolida Osbey, LOGT, Target Corp.
- Chris Boardman, MGNT, ProClaim
- Cory Knight, MGNT, Coca-Cola Bottling Co. United, Inc.
- Morgan Pence, MGNT, Country Financial
- Savannah Hughes, MGNT/Hospitality, Wild Wing Café
- Sarah Rice, MGNT/Hospitality, Hampton Inn
- Blake Swayne, MGNT/Hospitality, Cloister, Sea Island Co.
- Melissa Young, MGNT/Hospitality, Service Brewing Co.
- Sean Zornig, MGNT/Hospitality, Ruby Tuesday
- Chanice Oliver, MGNT/HR, Georgia Southern HR, Employment Services
- Matthew Mulligan, MGNT/Operations, McGinn-Wilkins Automation
- Morgan Davis, MKTG, Georgia Southern College of Business Development Office
- Rachel Halverson, MKTG, Hospice Savannah, Inc.
- Chris Moore, MKTG, Ameriprise Financial
- Debrion Radford, MKTG, Northland Communications Corp.

**SPRING 2015**

- Martin Adebowale, ACCT, Powell & Wiley, CPAs, LLP
- David Alexander, ACCT, Karp, Ronning, & Tindol, CPA, PC
- Brian Butler, ACCT, Webster Rogers, LLP
- Kenneth Creekmore, ACCT, Elliott Davis
- Dillon Duff, ACCT, Pace & Co., CPA, PC
- William Elliott, ACCT, Porter Keadle Moore
- Marlea Hawkins, ACCT, Mauldin & Jenkins, LLC
- Timothy Heller, ACCT, Thomson Reuters
- Laura Henry, ACCT, Carr, Riggs, and Ingram, LLC
- Nicholas Lewis, ACCT, Gulfstream Aerospace Corp.
- Jarrett Prince, ACCT, Hancock, Askew, and Co., LLP
- Donald Ramey, ACCT, Georgia Southern ROTC Program
- Danielle Sydow, ACCT, C. Doug Collins, III, CPA, PC
- Christian Woodberry, ACCT, Hancock, Askew, and Co., LLP
Logan Worsham, ACCT, Habif, Arogeti, & Wynne, LLP
Beau Barrett, MAcc, Mauldin & Jenkins, LLC
David Colton, MAcc, TJS Deemer Dana, CPA, LLP
Shu Dong, MAcc, Blue Bird Corp.
Yao Qianting, MAcc, GuruFocus.com, LLC
Nathan Hayenga, ECON, Senator Johnny Isakson Office
Albert Sala Codina, FINC, Georgia Southern College of Business Center for Excellence in Financial Services
Brandi Dean, FINC, Habitat for Humanity
Bowen Flowers, FINC, Core Credit Union
Heather Gay, FINC, AgSouth Farm Credit, ACA
Ari Merritt, FINC, Georgia Southern College of Business Center for Excellence in Financial Services
Caroline Nichols, FINC, Synovus
Bradley Thomas, FINC, State Farm/Nicole Guarino, Agent
Krista Whitley, FINC, Durden Banking Co.
Connor Lundrygan, IS/ERP, Bulloch County BOE
Roxie Carberry, LOGT, RJS Logistics
Michael Chunn, LOGT, Veritiv Corp.
Alex Clement, LOGT, Augusta National Golf Club
Joshua Story, LOGT, Tennessee Commercial Warehouse, Inc.
Adam Quas, LOGT, Veritiv Corp.
Steven Dziama, MGNT, Dental Claims Support Management, LLC
Anna Jones, MGNT, State Farm Insurance/Sam Sharpe, Agent
Devin Stovall, MGNT/Entrepreneurship, Stovall & Co., Inc.
Kayla Kilgore, MGNT/Hospitality, Sea Pines Resort
Jacob Carpenter, MGNT/Hospitality, Olive Garden
Stephanie Gray, MGNT/HR, Bulloch County BOE
Edith Sligh, MGNT/HR, Georgia Southern HR, Employment Services
Amanda Donahue, MKTG, Gulfstream Aerospace Corp.
Heather Malinak, MKTG, Disney Worldwide Services
Megan Price, MKTG, Robbin’s Nest/MaddieBea
Lee Yancey, MKTG, Veritiv Corp.
Meredith Amason, MKTG/Sales, Georgia Southern College of Business Development Office
Shaneka Thomas, MKTG/Sales, Georgia Southern Marketing & Communications
BIG Staff News  by Suzanne Hallman

Staff members at the Georgia Southern Business Innovation Group (BIG) have been investing in professional development since being hired at City Campus. BIG is excited to congratulate a couple of staff members for completing courses in recent months.

BIG Business Advisor Suzanne Hallman joined the National Business Incubator Association (NBIA) almost immediately after being hired for the GENIE virtual incubator program. NBIA, the world’s leading organization advancing business incubation and entrepreneurship, offers an incubator management certificate program. The program includes content such as incubator and client funding, mission and strategic planning, facilities management, selecting and serving clients, encouraging entrepreneurial synergy, and more. In order to complete this program, Mrs. Hallman took four, full-day training workshops, completing 24 hours of total training.

Mrs. Hallman began this program in October 2013 and completed her last course requirement for certification at the National Business Incubator Association Training Institute in Portland, OR, in October 2014. “The NBIA program provides a comprehensive overview of the top practices in incubator management,” said BIG Director Dominique Halaby. “We are proud Mrs. Hallman has successfully acquired the skills to aid in the development and growth of the Georgia Southern Innovation Incubator.”

Andi Wilson, BIG administrative coordinator, graduated from the Georgia Academy of Economic Development (GAED) in December. GAED’s mission is to assist community leaders in their economic development efforts by providing an understanding of the critical processes, strategies and components involved in improving their local and regional economies, and achieving economic success in today’s global economy.

The GAED Fall 2014 class featured 40 participants from eight counties in the coastal region. Ms. Wilson was among seven students from Bulloch County. Other counties represented included Bryan, Camden, Chatham, Effingham, Glynn, Liberty, and Screven. Meeting once a month at the Richmond Hill City Center, the class studied topics such as tax digest, consensus building, tourism product development, and ethical decision making. Experts in each subject area presented to the class and were given discussion opportunities during breaks and meals.

“BIG is committed to the development of the Georgia economy,” said Director Halaby. “Through the GAED Leadership Academy, Ms. Wilson has gained the insight and understanding of key programs and practices throughout the state.” The Business Innovation Group is proud of these recent accomplishments and will continue to help its staff grow as experts in their fields.
Tina and Jeff Banks moved to Statesboro from Atlanta in 2002 to start a children's ministry. Along with the ministry, they began Kidovations as an in-home daycare.

After experiencing tremendous growth, Tina opened the first location of Kidovations on Brampton Avenue in July 2009. This infant suite quickly filled up and the couple soon was in search of yet another location. Kidovations found new space close to the Brampton location on Stambuk Lane, opening rooms for ages 6 weeks – 4 years in June 2010. Eventually, Tina and Jeff moved all of the children into classrooms at Stambuk Lane and closed the Brampton Avenue location.

In 2014, they bought the building on Stambuk Lane. Tina and Jeff are currently renovating an empty middle space previously used as storage. This expansion will open a classroom dedicated to after school programs for children 4 and older.

Also in 2014, Tina and Jeff acquired Tiny Tots Daycare on Parker Road in Statesboro. They have been working diligently to bring this location up to the Kidovations standard. This acquisition is a wonderful growth opportunity for the Kidovations Educational Experience.

Tina joined the Georgia Southern Innovation Incubator in August 2014, shortly before acquiring the new location. She was seeking help with employee policies, customer growth, and retention.

The Bureau of Business Research & Economic Development (BBRED) team in the Business Innovation Group (BIG) began pulling market information for Tina to help determine demographics. She also began working with a student team from Dr. Joe Rousseau’s, instructor of management, applied small business management class. The team consisted of Rachel Paule, Arielle Page, Devin Stoval, and Andrew Vaughn.

The students were tasked by Dr. Rousseau to engage with their client to identify and achieve a key strategic objective. Dr. Rousseau said, “They were super performers, exceeding their goal by developing and helping to implement a new ‘Customer-Family Handbook’ and a ‘Best Practices New Employee Handbook.’” This required the students to learn about Kidovations and its childcare business. They met with parents and teachers and secured their clients’ agreement on project goals, the project plan, and timeline. Upon completing their project, the students prepared a project plan report and presented their challenges, bottlenecks to overcome, achievements, and forward action recommendations.

Tina enjoyed working with the student team so much that she is likely to work with another team spring semester to continue improving upon and implementing the recommendations.

Business Advisor Suzanne Hallman said, “I have known the Banks since they opened the Brampton Ave. location. It has been inspiring to see Tina grow her business over the years. As a parent, I feel confident entrusting the care of my child to her and her team while I am at work. I enjoyed working with her on marketing plans in the past, but I am thrilled to be working as her business advisor now to help her with the challenges of managing two large locations.”

Tina continues to work with the Incubator to set milestones and goals to help her reach full-capacity at both Kidovations locations. She is fully deserving of the BIG Entrepreneur Spotlight.
The Business Innovation Group’s (BIG) Bureau of Business Research and Economic Development (BBRED) at Georgia Southern University continued its partnership with Dr. Dora Bock’s, assistant professor of marketing, marketing research students this past fall semester. Students in these classes worked to develop and collect data using phone survey techniques. The information collected from this survey will be used by the First Bank of Georgia to assist with its marketing efforts. The Fall 2014 survey was conducted to gain an understanding of how current and potential customers in the surrounding area view services offered by the financial services industry.

The project provided students an opportunity to gather and analyze data that are highly valued by marketers in the business world. Dr. Bock’s classes also used statistical software and analysis techniques to extrapolate meaning and value from the data. Student callers contacted more than 2,700 people from the five zip codes surrounding the bank in order to obtain a valid sample size. From the students calling efforts, 309 completed surveys were collected.

According to Dr. Bock, “In addition to the telephone surveys mentioned, students also conducted qualitative research, including both focus groups and in-depth interviews to gain a deeper understanding of millennials’ banking preferences. The phone survey data spanned all ages to gain a generalized representation of consumer banking preferences, whereas the qualitative study only looked at the millennial segment.”

In addition to survey research, BBRED also conducts research on other factors that influence economic development in a region. This research includes, but is not limited to, retail gap analysis, economic impact studies, policy impact studies, and event, tourism, or annual contribution studies.

Georgia Southern SBDC Relocates to City Campus, Joins Business Innovation Group

The Georgia Southern University Small Business Development Center (SBDC), formerly located in the Market District on Fair Road, has relocated to the City Campus in downtown Statesboro at 58 East Main Street.

On January 1, 2015, the SBDC began operating from City Campus as part of the Business Innovation Group (BIG). BIG consists of the Center for Entrepreneurial Learning and Leadership (CELL), which includes Georgia’s Enterprise Network for Innovation and Entrepreneurship (GENIE), the Innovation Incubator, and Fabrication Laboratory (FabLab), the Bureau of Business Research and Economic Development (BBRED), and the SBDC; all are part of the Georgia Southern University College of Business Administration. Becky Brownlee, SBDC business consultant, says, “We are excited to join CELL and BBRED in downtown Statesboro at City Campus. We will continue to see clients as normal at the new location.”

“Having all of the components of the Business Innovation Group located at the City Campus will enable us to enhance services to the region’s entrepreneurship and business community,” says Dominique Halaby, director for BBRED and CELL. “The relocation of the SBDC is a key component of our effort to create a business and community development hub for the region.”

The SBDC serves for-profit businesses in a 13-county area surrounding Statesboro. Part of the Georgia Southern College of Business Administration and the Georgia Small Business Development Center Network, the SBDC provides consulting assistance and continuing education programs on a variety of topics that include writing business plans, applying for loans or other financial assistance, QuickBooks, marketing, and more.
The economics program at Georgia Southern University offers two different four-year bachelor’s degrees and one specialization designed to give students a broad knowledge of economics in order to provide a logical structure used in understanding the big picture while emphasizing logical thought and problem-solving skills. In addition, the Department of Finance and Economics offers a Master of Science in Applied Economics as well as a Graduate Certificate in Applied Economics.

**BA in Economics**

With a strong background in liberal arts, graduates of this program are well-prepared for further study or careers in the social sciences—economics, law, political science, or sociology—as well as in business, journalism, and public administration.

- ECON 3131 - Intermediate Macroeconomics
- ECON 3132 - International Trade
- 5 Additional Courses Required in ECON**

**BBA in Economics**

This major is designed to give students a broad knowledge of the field of economics to provide a foundation for professional careers in business and industry or for graduate training in economics.

**Major Courses**

- BUSA 3131 - Business Statistics
- BUSA 3132 - Applied Stats & Optimization
- BUSA 4131 - Strategic Management
- CISM 4130 - Management Info. Systems
- ECON 3131 - Intermediate Macroeconomics
- ECON 3132 - International Trade
- ECON 3231 - Intermediate Microeconomics
- FINC 3131 - Principles of Corporate Finance
- MGMT 3130 - Principles of Management
- MGMT 3430 - Operations Management
- MKTG 3131 - Principles of Marketing
- 5 Additional Courses Required in ECON**

**Emphasis in International Business**

Students who major in economics may choose an emphasis in international business. This curriculum prepares students to deal with the problems and opportunities of international trade, international finance, global economic markets, and multi-national organizations. This emphasis may be taken for the BA or BBA degree.

- ECON 3232 - International Money Relations
- ECON 4431 - International Economic Development

*Core coursework not included.
**Areas of specialization may require additional courses.
MBA Global Business Strategy Team Recognized

One of the student teams in the Georgia Southern University MBA capstone class during fall semester, Global Business Strategy, recently finished in the top 4 percent of the approximately 1,200 graduate level student teams worldwide who competed in the CAPSIM capstone business simulation.

Randy Brunson, Kimberly Collins, Phil Helmey, Matthew Lovett, and Matthew Repella collaborated to achieve their remarkable simulation performance. This group was not the only Georgia Southern MBA student team that was highly successful competing in the simulation this fall semester. Half of the teams in the class scored in the top 10 percent worldwide for the final round of the simulation.

The academically rigorous simulation, widely used by MBA programs throughout the world, involves decision-making related to running a fictitious electronics component manufacturing company for several time periods. Teams make decisions related to all of the functional areas of a company during the course of the simulation by utilizing complex data from a variety of sources and employing analytic tools taught during their MBA education.

MBA/Online MBA Update

The Georgia WebMBA® is a highly-ranked online MBA program that is delivered by a consortium of six AACSB-accredited Georgia universities. At the end of their program, each cohort of WebMBA® students, who complete all of their courses together, selects the most outstanding professor who taught them.

Of the six cohorts that graduated last year, three selected faculty from the Georgia Southern University College of Business as outstanding professors. Jacqueline Eastman, Department of Marketing and WebMBA®, has been recognized as an outstanding professor by six cohorts of students for her course in strategic marketing. John Leaptrott, Department of Management and WebMBA® faculty member since 2012, combines pedagogical techniques with business experience to guide students through his global strategy course. Constance Campbell, Department of Management and a previous award winner, encourages students to increase their ability to manage both themselves and others in her organizational behavior course.

Drs. Eastman, Leaptrott, and Campbell were all in agreement that it is a pleasure to teach in the WebMBA® program. Because the students select the recipients of the Outstanding Professor Award, it is an especially meaningful honor. Anyone who might be interested in learning more about the Georgia Southern University Online MBA can email mba@georgiasouthern.edu, visit GeorgiaSouthern.edu/BusinessGraduate, or call 912.478.5767.
The Georgia Southern Online Accounting program (WebMAcc) was ranked 12th in the Top 30 Online Master’s in Accounting Degree Programs 2015 by online-accounting-degrees.net. In its second year, the WebMAcc offered within the Georgia Southern College of Business School of Accountancy helps students earn graduate degrees with little interruption to their personal and professional lives.

Online-accounting-degrees.net based the rankings on AACSB accreditation and the level of recognition the school has received from three of the most respected college ranking authorities, Forbes, U.S. News, and Academic Ranking of World Universities.

“We believe the recognition reflects the quality of our program, faculty, and students,” says Gordon N. Smith, director of graduate business programs in the College of Business. “Our online and campus graduate accounting programs deliver for our students and their companies.”

Modifications have also been made to the program prerequisite requirements. The prerequisites that unnecessarily made it more difficult to enter the program have been eliminated, and greater emphasis has been placed on applicants’ quantitative skills. These changes make our entrance requirements more consistent with our competitors. The program graduated one of its largest classes during December’s Commencement.

Donnie Williams and Mertcan Tascioglu completed the PhD program in Logistics and Supply Chain Management in December 2014.
Tyler Dunagan’s work sounds like something straight out of the movies. Think *Robinson Crusoe*, *Treasure Island*, and the *Black Pearl* or colonial-era traders traversing dangerous territories in pursuit of supplies. Although the international shipping and logistics industry does not impart the same sense of adventure it once did, the demand on the import/export business is at an all-time high, and Georgia Southern University is doing its part to prepare the next generation of seafarers at the nearly 300-year-old Savannah Port.

Tyler, a ‘13 MBA grad, set his sights on the high seas at an early age. Growing up in land-locked northeast Georgia, Tyler was fascinated by all things nautical. In 2004, when he had the opportunity to attend the U.S. Merchant Marine Academy in New York, he became enthralled with the world of shipping and logistics. “Most people don’t think about where their clothing comes from, or where they get their belongings,” observes the 28-year-old. Tyler spent the next few years earning a degree in logistics and intermodal transportation and, then, went on to be a successful Navy Reserve towboat pilot and lieutenant. After spending the better part of three years living on inland waterways operating towboats and barges, Tyler decided to find an avenue that would combine his love for the sea with his passion for navigation and shipping – one that might also allow him to spend a little more time land-side with his family.

Shortly following Tyler’s start as a vessel planner at Wallenius Wilhelmsen Logistics, he learned that he could complete an MBA entirely in Savannah, home to the second largest port on the eastern seaboard, making it the ideal backdrop for advancement as a maritime professional while pursuing a graduate degree. As he puts it, “I wanted to separate myself from the pack, and Georgia Southern’s Savannah MBA gave me the perfect opportunity to do so.” As an MBA student, Tyler says the continuously hands-on nature of the program equipped him to stand out in his field. The Savannah MBA program offers small class sizes and accessible faculty, and Tyler found it perfect for his desire to learn in a close-knit, challenging environment. His classes gave him the chance to hone his public speaking, group presentation, and Microsoft Excel skills, which he now uses to manage client relationships, analyze revenue streams, and plan the most profitable mix of cargo for each vessel.

In a match-made-in-heaven scenario, right after graduating with his MBA, Tyler received a job offer from Höegh Autoliners AS. Höegh Autoliners has been repeatedly recognized by General Motors as one of the best global automotive suppliers in the world. During his interview, senior management officials told Tyler that, while they wanted logistics experience, they were really looking for someone with a clear desire to go above and beyond. “My Georgia Southern MBA was the key to my success,” Tyler explains. In his words, his MBA gave him a competitive advantage over dozens of others with a similar skill set. Not only did his interviewers believe he could go the distance, his MBA proved that he already had.

Tyler is one of the newest voyage planning managers for the international shipping giant, overseeing vessel passages to Benin, Ghana, Nigeria, France, Germany, and the Netherlands. Tyler’s work is largely to ensure that the appropriate logistics planning and revenue margins are being met in trade routes from the U.S. to Africa and the U.S. to Europe. While the pressure and demands of the job are weighty, Tyler feels that his MBA, combined with his all-hands-on-deck experience, has thoroughly prepared him for the career ahead. As the old sailing maxim goes, “It’s all in a day’s work!”
Alumni Spotlight: Bernice Banks  
by Carol Lott Waller

Bernice Banks came to Georgia Southern only ten years after it opened its doors to African-American students. Since, at the time, many were questioning the quality of education provided by America's Historically Black Colleges and Universities, Bernice chose to attend Georgia Southern so that her choice of school would not negatively impact her efforts at finding a job after graduation. According to Bernice, Georgia Southern and the, then, School of Business prepared her for the entry-level auditing position at the IRS she obtained after graduation. She says in addition to the 30 hours of accounting required for her eventual first job, the BBA curriculum encompassed the whole business spectrum: finance, economics, communications, and management. Bernice says the BBA courses, along with the part-time jobs she held while in school, primed her for her career.

Bernice worked 32 years in the Department of the Treasury for the IRS and the Treasury Inspector General for Taxation’s Office. After discovering she could not fit all of her duties into an 8-hour day, she chose to either work late or work at home after hours and on weekends. Bernice emphasizes that no one ever told her she had to do this, and she never mentioned to her supervisors that she had done so, but, since she wanted to be at the top of her game, she was willing to put in the time necessary to ensure her finished products were complete, accurate, and timely. Bernice has conducted internal and external audits, developed and analyzed tests to measure organizational performance, interacted with IRS employees and managers, and recommended ways to improve IRS processes. Her various positions sent her throughout the southeast region, which encompasses Georgia, Florida, Alabama, Arkansas, Louisiana, South Carolina, Tennessee, Washington, DC, and Philadelphia, PA, for extended periods of time. Despite the personal inconvenience the travel sometimes caused, Bernice appreciates the exposure to places and experiences she never would have otherwise had.

Since retiring in 2010, Bernice has found her calendar is still quite full. She enjoys visiting with friends and family, fishing, gardening, and showcasing her hand-sewn aprons at vendor shows. In the future, she wants to work to empower people by taking action to make their dreams come true, increasing their financial literacy, and using technology to tap into information to help them. As part of the Georgia Southern First 500, Bernice and many of the other African-Americans who attended Georgia Southern between 1965 and 1985 have re-connected and endowed a scholarship. Bernice offers this advice: “Do your best with any job and find the ‘learning opportunity’ in all that you do.”

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Alumni Spotlight: Jamie Roop

Jamie Roop (BBA, General Business, ’95) is production director and managing partner for Friendly Records, headquartered in Atlanta. As a recording and mix engineer, music and record producer, multi-instrumentalist, composer, sound designer, vocal producer, and voice artist, Jamie has more than 20 years of broad experience in all aspects of audio production. His clients span from writers, bands, and ensembles to Fortune 500 advertising and creative departments with credits that include the original music for The Home Depot, audio post-production and sound design for The Weather Channel, and vocal production for games like Global Agenda. As a popular voice actor, Jamie is notable, most recently, as the radio voice of FATZ Café.

While at Georgia Southern, Jamie was an honor student, Gamma Beta Sigma, in the College of Business Administration, with minor studies in music with emphasis in digital music production & technology, music industry and entertainment law, music composition and theory, and voice performance. He was a founding father of the Pi Kappa Alpha Fraternity, serving on the executive council. He also produced, co-wrote, and voiced for WVGS’s, “The Lax Show,” recorded and produced various songwriters, and played bass in a couple of bands.

“The perspective I gained from my experience with the College of Business Administration while at Georgia Southern assuredly prepared me for leadership roles in business and industry and continues to contribute to my ongoing success even today,” Jamie reflects. He can be reached at Jamie@friendlyrecords.com.
To connect the Eagle Executive network, the College of Business is putting on a handful of exciting events, Eagle Executive Exchanges, through the Eagle Executive Society. The first in the series happened on September 18 in Statesboro at the Georgia Southern Golf Course. The next Exchange event took place on October 23, when we invited our Atlanta College of Business alumni to Maggiano’s at Perimeter Mall in Dunwoody. This event was sponsored by the Bank of North Georgia, an organization that boasts more than a few members of the Eagle Nation in its ranks. Another exchange took place on January 15 in Augusta at the Savannah Rapids Pavilion. The event was sponsored by Georgia Bank & Trust and proved to be very successful.

Upcoming Eagle Executive Exchange events will be held at Spanky’s in Pooler on March 26 and in Macon on June 4. Mark your calendars now to attend an event near you.

These events are open to all Georgia Southern College of Business graduates and business owners. For more information about the Eagle Executive Society or its events, call 912.478.5050 or visit us online at GeorgiaSouthern.edu/coba/eexexchange.
Starting at the Top is a compilation of lessons about executive leadership that Patrick G. Blanchard learned from his family, mentors, and experiences. The title of the book mirrors Mr. Blanchard’s intention to convey to readers how to “start at the top” with an executive mindset. Throughout the book, emphasis is placed on the importance of building relationships with people of high character, as the author states that the “influence of other people in each of our lives cannot be overstated.” Readers will explore a variety of topics pertaining to executive leadership such as developing executive leadership skills, intelligence and ethics, and making a positive first impression. The purpose of this book is to guide readers to look, think, and act like leaders by adopting and developing an executive mindset. Starting at the Top is available on Amazon.

Pat Blanchard (MKTG, 1966), vice chair board of directors, First Bank of Georgia, Augusta, is recognized for his career accomplishments in business, including being elected to 20 terms on the board of directors of the Community Bankers Association of Georgia; named 1994 CEO of the Year by The Augusta Business Journal; Georgia’s Top 25 Performance CEO’s by The Atlanta Business Chronicle; and, recognized as one of the most influential citizens in the Augusta area by Augusta State University (now Georgia Regents University Augusta). A member of the Georgia Southern College of Business Hall of Fame and honorary member of the U. S. Signal Corps Regiment, Mr. Blanchard has served on the southeastern board of directors, national nominating committee, Bank Administration Institute; national community bank advisory council, Deluxe Check Corporation; and, as an advocate for the CBA in the legislature and the Congress.

Young Alumni Board

The College of Business at Georgia Southern created the Young Alumni Board to serve and support graduates of the College of Business with programs and communication uniquely tailored to their needs. Being a member of the Young Alumni Board gives alumni the chance to have a voice and advocate their interests and needs. Membership is open to all College of Business graduates 40 and under who are nominated by faculty, staff, or a Dean’s Advisory Board member. The Young Alumni Board will cultivate a strong bond among graduates while continuing to involve members with the College of Business.

This year’s Young Alumni Board is comprised of 34 graduates from across the country. Founded in 2014, the board is charged with outreach and engagement to the College of Business’s young alumni community. The board’s mission is to develop initiatives that link students to alumni, foster a culture of giving, and support the College’s goal of excellence in education. To view the members of the Young Alumni Board, visit GeorgiaSouthern.edu/coba/yab.
Class Notes

ACCOUNTING

David Marshall Luckie (1970, Kappa Sigma), Griffin, is executive director of the Griffin-Spalding Development Authority. David is the 2014 Winner of the Rip Wiley Award for Professional Excellence presented by Georgia Economic Developers Association. His wife is Faye. Email: dluckie@comcast.net.

Michael W. Skinner (1973), Savannah, is a partner in Skinner Barndollar Lane, CPAs, Savannah. His wife is Debra Gunn Skinner. Email: mskinner@sblepa.com.

William R. Hickman (1974, Sigma Nu), Statesboro, is a partner/CPA at Dabbs, Hickman, Hill, & Cannon, LLP Statesboro. His wife is Jo Ann Hickman, and they have 2 sons and 3 grandchildren. Email: billyh@dhhccpa.com.

Frank L. Gaudry (1975, Sigma Chi), Macon, has retired. His wife is Mary Anne. Email: fgaudry47@gmail.com.

Janice “Jan” Wood Duncan Miller (1977), Statesboro, is a CPA with Denmark & Brown PC in Statesboro.

BUSINESS EDUCATION

Julian I. Deal (1960), Statesboro, has retired. He is chair of the Georgia State Board of Accountancy. His wife, Frances Smith Deal, is a 1967 accounting alumna. Email: jideal@nctv.com.

A. Alwyne “AL” Burnsed (1963), Ridgeland, SC, is owner of Al Burnsed Associates. His wife is Elyse. Email: alburnsedassociates@yahoo.com.

Roy “Lamar” Garrard, Jr. (1964), Lincolnton, has retired. His wife is Ruth.

Walter F. Garvin (1965), Statesboro, has retired. His wife is Dottie Donaldson Garvin, and his daughter is Lucy Brinson. Email: waltergarvin@nctv.com.

ECONOMICS

Mark Lowell Rawson (1975), Berkeley Lake, is a senior analyst for the Southern Company, Atlanta. His wife is Robin Pickett. Email: mlrawson@att.net.

C. Douglas (Doug) Collins, III (1976), CPA, Statesboro, owns his own CPA firm in Statesboro. His wife is Nancy Newton. Email: cdc@nctv.com.

Lovett Bennett, Jr. (1978, Phi Delta Theta), Statesboro, is an attorney who owns his own practice in Statesboro. Lovett received one of the 14th Annual Justice Robert Benham Awards for Community Service presented by the State Bar of Georgia. He serves on the board of directors for Ogeechee Area Hospice, and is a judge of the Municipal Courts for the Cities of Brooklet and Register. His wife is Missy Mallard Bennett. Email: bennettlawfirm2001@yahoo.com.

FINANCE

Randall E. Griffin (1986), Evans, is president of CSRA Business Lending, Augusta. He is a member of the first Georgia Southern football team, a current member of the Georgia Southern Athletic Foundation Events Committee and the board of the Georgia Bankers Association Leadership Division. His wife is Laurie B. Griffin. Email: rgriffin@csradc.org.

Brian Brennan (1995), Marietta, is executive recruiter at 4C Connect, Alpharetta. Email: bbrennan@4cconnect.com.

Elizabeth (Beth) Dawkins Antonakos (1998, Alpha Delta Pi), Lincolnton, an office manager at Lee Builders, Inc., Lincolnton, is married to Clayton Antonakos, and they have three children, Jack Ross (9), Sims (5), and Collie (4). Beth assists her husband with their business, Lee Builders Inc. She is an active member of Lincolnton United Methodist Church. Email: bethantonakos@hotmail.com.

Wendell Dustin Durden (2001), Cobbtown, is an executive VP at Pineland Telephone, Metter. He was named general manager and executive VP of Pineland Telephone in March 2014. Wendell is co-chair of Candler County Archway Partnership and a member of the East GA State College Foundation Board of Trustees. He and his wife, Sherrie Thompson, are the parents of Daniel (10), Abigail (8), and Samuel (2).

Daniel Lynn Yonchak (2012, Pi Kappa Phi), Evans, is a management trainee at Queensborough National Bank & Trust Co., Martinez. He is married to Jessica Nicole Reed Yonchak. Email: dyonchak@qnbtrust.com.
INFORMATION SYSTEMS

Justin Lucas Dunn (2002, Sigma Chi), Savannah, a key account sales manager at Coggins Promotional Advertising in Savannah, will celebrate 10 years with Coggins Promotional Advertising Inc. in October. His wife, Neilie, recently started her own Public Relations Company by the name of Neilie S. Dunn Public Relations. She is also a Georgia Southern graduate in public relations. They have two sons, Cullen (5) and Ryves (3). Justin says, “Life is good, and Go Eagles!” Email: jdunn@cogginspromo.com.

“Buddy” Robert A. Lichty (1991, Phi Mu Alpha), Martinez, is owner of SHARPE Shooters and Shooters Indoor Range, Augusta. Buddy retired from IT business consulting in May 2013; purchased Shooters Indoor Range in March 2012; and opened a new outdoor range - SHARPE Shooters on August 29, 2014. He just became Columbia County's only current hunter education volunteer instructor with the Dept. of Natural Resources. His wife is Julia Thesing. Email: blichty@sharpeshootersaugusta.com

Ron Stalnaker (1998), Statesboro, is associate CIO at Georgia Southern. His wife is Brett Barney. Email: rwstal28@gmail.com.

MANAGEMENT

Patrick “Pat” G. Blanchard (1965, Alpha Tau Omega, Beta Gamma Sigma, Delta Sigma Pi), Augusta, is retired vice chair of First Bank of Georgia, Augusta. He recently authored the book, Starting at the Top available from Amazon (see story on page 33). Pat is married to Gwen. Email: patblanchard@executivemanagementreview.com.

Deborah E. Scott (1971), Atlanta, is president of Simply Superior Homes, Atlanta. Email: debbie@simplysuperiorhomes.com.

Bryan R. Burke (1985, Sigma Chi), Statesboro, is president of BBWH Insurors, Statesboro. He is married to Beth Averitt Burke. Email: bryanburke@bbwins.com.

MARKETING

Douglas Harold Lambert (1971, Pi Kappa Phi), Statesboro, is president of Southeastern Hospital IT Services Inc., Statesboro. His wife is Karen Flowers Lambert. Email: doug1088@doc.com.

William W. Brickell (1977, Kappa Sigma), Mt. Pleasant, SC, has retired. His wife is Cynthia Cooper Brickell. Email: bbrickell@aol.com.

David Biscan (1990, Alpha Tau Omega), Johns Creek, is owner/principal at Biscan Consulting, LLC, Johns Creek. Email: Biscan_David@yahoo.com.

MACC

Brad Foster (2006), Douglas, is a CPA/staff accountant at Clements, Purvis, & Stewart PC, Douglas. He is married to Haley Moore Foster. Email: bradafoster@gmail.com.

Susan Seedarsan (2007; MBA, 2006; Beta Gamma Sigma), Orlando, FL, an audit specialist/CPA at Pinnacle, Maitland, FL, is AICPA Licensed in PA and FL. Email: Sseedarsan@gmail.com.

Sonia Dismukes (2011; ACCT, 2010), Statesboro, is a homemaker/mom. She passed the CPA exam in 2011 and worked for an accounting firm until her son was born. Her husband is Matthew Dismukes. Email: sonia24@me.com.

Rachel Lauren Neely (2012), Evans, is a senior auditor at Cherry Bekaert, LLP, in Augusta. Email: rneely5336@gmail.com.

MBA

David Lehmon Brantley (1973), Richmond, VA, has retired from Signet Banking Corp, where he was an executive VP & treasurer. His wife is Julie Greer Brantley. Email: brave_dantley@yahoo.com.

Nathan C. Coleman (1982), Banner Elk, NC, has retired. He is married to Martha A. Coleman. Email: ncoleman@frontiernet.net.

Charles Harvey Dubberly (1990; general business, 1983; Sigma Pi), Richmond Hill, is general manager/owner of TV Center & Appliance, Savannah. His wife is Zelda. Email: tvcenter@comcast.net.

Sharon Kelly Powills (2007), Chicago, IL, is CFO of No Limit Agency, Chicago, IL. No Limit Agency made INC 500/5000 in 2013 and 2014 and Top 20% in 2013 and Top 40% in 2014. The company has 25 employees. Sharon's husband is Nick. Email: sharon@nolimitagency.com.

Loren Waldo (2010), Richmond Hill, senior management sales development at Gulfstream Aerospace, Savannah, was promoted in Dec 2013 to senior manager, product support sales development. His wife is Melanie. Email: lorenwaldo@yahoo.com.

REGIONAL ECONOMIC DEVELOPMENT

Russell “Rusty” Kelly Williams, Jr. (2005, Delta Chi and Omega Delta Kappa), Roswell, is a recruiting manager for The Intersect Group, Atlanta. He and his wife, Kelly Kimbrough Williams enjoy Georgia Southern football. Email: russellkwilliams@gmail.com.

We would like to apologize to Lee R. Tompkins, Jr., for misspelling his name in our last issue.
2014 was a great year for the College of Business. Our Eagle Executive Exchange events, ‘Connecting the Eagle Executive Network,’ were held in Statesboro, Atlanta, and Augusta. We received great feedback from all who attended one of these events. Each Exchange hosted a diverse group, representing different age groups, various degrees, and mixed occupations. Needless to say, the True Blue roots connected everyone who attended and holding the Exchanges more often than once a year was the most heard request at the end of the evening. If you missed the one in your city, keep an eye on our e-newsletters for information on the next one near you. Savannah, we’re coming your way on Thursday, March 26 from 5:30 to 7:30 PM at Spanky’s in Pooler. Mark your calendars and make plans to join us. If you’re interested in helping us put together an Eagle Executive Exchange in your area, please contact our office at 912.478.5050.

Preparations are still underway for a much-needed renovation of the College of Business building. I’m excited about the plans I’ve seen so far and can’t wait until we’re able to share the full vision with you. I believe it will make us a more exciting, compelling option for students seeking a top-notch business education. At the same time, our administration continues to work to offer our students the most comprehensive, academically challenging curriculum available. Just this month, our Online MBA program was ranked 18th in the nation (and the top ranked in the state of Georgia) by U.S. News and World Report, and our complete Online Graduate Business program excluding MBA was ranked 21st. Naturally, anything we do to build our brand impacts the value of your business degree, too.

None of this can happen without the investment of our wonderful alums and friends. Why should YOU give back to the College of Business? BECAUSE YOUR GIFT MAKES A DIFFERENCE! YOU can invest in the lives of our students through scholarships, faculty support, and naming opportunities that fund capital improvements. Although we love gifts that we can use now, we also appreciate planned gifts. Did you know you can give through your life insurance policy, sale of stock, or through your will? We love it when people tell us they’ve put Georgia Southern in their estate plans, and we’d like to help insure those funds go to the area YOU want to support. This can be done through very simple documentation, and I would be happy to assist you with it. Even choosing to be a member of the newly revamped Eagle Executive Society benefits the College of Business, and this can even be accomplished through a monthly draft.

The bottom line is we need YOU. Together we can grow the brand and reputation of the College of Business; we can continue to increase the value of your business degree, and most importantly, pave the way to a brighter tomorrow for our current and future students.

Go Eagles!
YOUR JOURNEY IS OUR BUSINESS

Do you have a story you’d like to share with the College of Business to be included in an upcoming Eagle Executive magazine?

Share your journey with us by emailing business-marketing@georgiasouthern.edu

We’d like to thank everyone who contributed their efforts to making this issue of Eagle Executive possible.

All academic programs in the College of Business Administration are accredited by AACSB International, The Association to Advance Collegiate Schools of Business.

The College of Business Administration is a member of the National Business Incubation Association (NBIA), the world’s leading organization advancing business incubation and entrepreneurship.

The College of Business Administration is a member of the Association for University Business and Economic Research (AUBER) and the Graduate Management Admissions Council (GMAC).

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