Georgia Southern has been designated a “comprehensive university” by the Board of Regents. Comprehensive universities offer undergraduate and graduate degrees, along with a wide range of programs in the sciences, liberal arts, and professions. Comprehensive universities also have a tripartite mission, which means they must create impact in teaching, research, and professional service.

The College of Business can be thought of as a subsidiary of Georgia Southern University. So, we, too, have a comprehensive mandate, with graduate and undergraduate degrees and multiple programs across a wide range of business disciplines. We also share in the same tripartite mission and so must create value through teaching, research, and service.

Teaching is the area most familiar to most people, and we teach a lot of classes. We teach traditional and non-traditional classes, technical and non-technical, entry-level and advanced. But what we teach reflects the expertise of our faculty and that expertise is informed by our research.

Our faculty includes experts in asset pricing, leadership, monetary policy, supply chains, data analytics, consumer behavior, and strategy, among others. These experts work steadily to expand the boundaries of knowledge and to create solutions for the problems of tomorrow. And these solutions may be implemented in business before they ever appear in textbooks because of our outreach and service. Whether through our various outreach functions, like the Business Innovation Group, or through executive education, public speaking, consulting, or service on editorial boards and in professional associations, our work has impact and affects the economic vitality of our region.

So, we are a comprehensive university and that is a very good thing. Our breadth creates synergies across our teaching, research, and service. Each informs and adds richness to the others, creating impact that would not be possible otherwise. And it is that impact that attracts increasingly more and better students, an engaged and talented faculty, and a growing culture of alumni involvement and investment.

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.

He previously served as professor of strategic management and chair of the Management Department, Terry College of Business, The University of Georgia, prior to joining the College of Business Administration at Georgia Southern.

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*. 
A special moment of recognition took place during the Georgia Southern commencement ceremony on Saturday, May 10 when family members of the late Corey Wilson accepted his posthumous degree. Wilson collapsed in class and died January 17, 2013. He was a junior business major.

In memory of Corey, his parents donated an automated external defibrillator (AED) to the College of Business Administration in May 2013. The portable electronic device can be used by people without medical training when a cardiac emergency occurs. The defibrillator automatically diagnoses and provides a brief electroshock when needed in potentially life-threatening cardiac arrhythmias and provides simple visual and audio commands for the user to follow.

LaunchSAVANNAH First Year Anniversary Celebration

The College of Business sponsored the first anniversary of LaunchSAVANNAH, the Savannah Area Chamber of Commerce’s council for emerging professionals 22-40 years old. On June 17, the celebration took place at the Charles H. Morris Center in downtown Savannah.

LaunchSAVANNAH was established in June 2013, and hosts educational, networking, and philanthropic events throughout the Savannah area for young professionals. For the second year in a row, the Georgia Southern College of Business sponsored this event. LaunchSAVANNAH events host hundreds of young professionals.

“We are excited to continue to be a part of an organization that allows young professionals to develop and grow into community leaders,” said Allen C. Amason, dean of the College of Business. “This collaboration reflects our commitment to Savannah through partnerships with businesses and the community.”

Since Wilson's death, and, as a result of approved funding and donations, 73 AEDs have been installed on the Georgia Southern University campus, in addition to two on Greek Row. Though no training is required to operate an AED, faculty, staff, and students can become familiar with AEDs as part of cardiopulmonary resuscitation (CPR) training provided by certified Campus Recreation and Intramurals (CRI) staff.

For a complete list of Frequently Asked Questions regarding AEDs and Campus AED locations, visit the AED website at GeorgiaSouthern.edu/AED.
On September 24, the College of Business hosted the first ever welcome lunch for our students going from pre-business status to BBA status. This event provided our new business students with a sense of community as they transition to their new standing within the College. Lunch was provided by various Statesboro restaurants, and each student received a “One More Time” College of Business t-shirt. These t-shirts, made from recycled plastic bottles, will let students show their dedication to sustainability on campus (see feature article, “One More Time: Turning Trash to Treasures,” p. 21). Allen C. Amason, dean of the College of Business says, “We’re excited to have these new students join the College of Business family and want them to know they are important to us. By providing them with a ‘One More Time’ College of Business t-shirt, we also show our dedication to them and to the world they live in.”

New Departments

Over the summer, the College of Business went through a small reorganization. During this restructuring, the College added a new department and several department chairs shifted. As of July 2014, the College of Business has six departments: School of Accountancy (director, Tim Pearson), Finance and Economics (chair, Rand Ressler), Information Systems (chair, Camille Rogers), Logistics and Supply Chain Management (chair, Jerry Burke), Management (chair, Bob Hoell), and Marketing (chair, Mike Thomas).

New mydevice Lab

The College of Business is excited to announce the very first “Bring Your Own Device” (BYOD) classroom on the Georgia Southern campus. During the summer, one of the College’s computer labs was converted into a wireless, interactive classroom. This technology will allow students to utilize their own devices, whether a laptop or tablet, as individuals or teams to complete assignments. Faculty and students are anxious to explore the many possibilities for collaboration and experiential learning in this cutting-edge technology classroom. Additional classrooms will be converted to the BYOD classroom format over time.
Georgia Southern University held its 86th annual Spring Commencement ceremonies for graduate and undergraduate students at Hanner Fieldhouse on Friday, May 9 and at Paulson Stadium on Saturday, May 10, respectively. President Brooks A. Keel, PhD, conferred degrees to 612 graduate students and to more than 2,500 undergraduate students. Of those graduating during the Spring Commencement ceremonies, 186 were College of Business undergraduate students and 57 were College of Business graduate students, including two PhD candidates. Students finishing their degree requirements in the summer also took part in the Spring Commencement.

Allen C. Amason, dean of the College of Business says, “As an ’84 graduate of the Georgia Southern College of Business, it’s exciting to see our students embark on their next chapter. Our students are hardworking, and it makes me proud to see them succeed in the real world.” Commencement speakers included Georgia Southern alumna and Georgia Teacher of the Year Jemelleh Coes (’08) for the Graduate Ceremony and the Honorable Nathan Deal, governor of Georgia, for the Undergraduate Ceremony.

Coes shared an inspirational speech about her experiences, encouraging graduates to persevere through life’s trials. “Graduates, when the world tells you that you can’t, look back and say ‘watch me.’ I charge you today to share the road because your purpose and perseverance is a shining model for those to come after you.”

Governor Nathan Deal challenged students to step outside of their comfort zones, emphasizing the importance of education. “If you cling to your comfort zone in the present and refuse to use the knowledge you’ve acquired through your education, you will soon find out that the world will not feel sorry for you. It is your character that becomes your ultimate comfort zone, unaltered by success or failure, magnified by humility, and sustained by love.”

Photos from both ceremonies are available by viewing the Graduation Weekend 2014 Facebook album on the University Facebook page (facebook.com/GeorgiaSouthern). To watch the ceremonies and hear Governor Deal’s full commencement address, visit the University YouTube site at youtube.com/user/GeorgiaSouthernUniv/videos.
On Friday, May 23, the Georgia Southern College of Business hosted its 21st Annual College of Business Golf Tournament at Forest Heights Country Club in Statesboro. The morning round of play began at 8:00 AM, and the afternoon round started at 1:00 PM, both with a shotgun start.

This year’s tournament hosted 37 foursomes, coming from Sylvania, Savannah, Vidalia, Pooler, Eastman, Swainsboro, Clyo, Augusta, and Statesboro. Other players travelled from Florida, Kentucky, and North Carolina. Winning teams included Andy Parrish, Ethan McMillan, John Lee, and Ben Lee; Jeff Deal, Glenn Cardell, Joey Pittman, and Robert Pence; Terry Griffin, Charles Stuckey, Andy Stuckey, and Lance Stuckey; and Carter Collins, Bill Whitaker, Eddie Mills, and Rob Whitaker.

Thanks to our sponsors for helping make this our largest tournament yet. The main tournament sponsor was Wal-Mart Store/Wal-Mart Logistics. Other sponsors included C.H. Robinson, Brodie International, Subway, Farmers & Merchants Bank, Intertechnologies, and Mal-Ad, to name a few. Various prizes and goodie bag items were provided by 58 businesses including Coca-Cola, Chick-fil-A, The Clubhouse of Statesboro, Desoto Hilton Savannah, and Braswell’s.

Thanks also goes to all of the College of Business staff who supported this tournament and volunteered their time to help make this event a success.

“Now in its 21st year, the College of Business Golf Tournament owes its success to the generosity of our alums, the Statesboro community, and area businesses.”

-Allen C. Amason, dean
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The Georgia Southern College of Business, through the North American Mobility Program, hosted Dr. Katia Romero, professor of economics, and Dr. Arturo Bocardo, department chair of economics, from the University of Veracruz (Universidad Veracruzana) during the week of April 14, and in conjunction with the Savannah Council on World Affairs.

On April 16, Drs. Romero and Bocardo toured the Georgia Southern University campus and met with students in the Economics Club. The two professors finished their campus tour with a visit to City Campus. Next, they traveled to Savannah to address the Savannah Council on World Affairs on “Mexico—Two Facets of a Complex State.” Drs. Romero and Bocardo addressed renewable energy in Mexico and social and economic implications, respectively. On April 18, the pair returned to the College of Business to meet the faculty on campus and participate in a research seminar, “The Economy of Mexico’s Southern Border,” given by Drs. Greg Brock and Constantin Ogloblin from the Department of Finance and Economics.

The University of Veracruz is located in the capital of Veracruz state, Xalapa. The large state of Veracruz also contains the city of Veracruz, Mexico’s largest port. Further down the region’s coast is Latin America’s largest oil refinery. Dr. Greg Brock, professor of economics, has connections with both Drs. Romero and Bocardo. Both professors helped Dr. Brock and his wife on visits to the University of Veracruz in 2007 and 2010, the latter of which was when Dr. Brock was a Fulbright Scholar.

The College of Business was honored to host Drs. Romero and Bocardo. The North American Mobility Program is an initiative funded by the U.S. Department of Education to explore public policy issues in Mexico, Canada, and the United States. ✹
As part of the Savannah Region International Economic Development Tour hosted by the World Trade Center Savannah and Georgia Power, Genevieve Verbeek, the Consul General at the Consulate General of Belgium in Atlanta, visited campus Thursday, March 27, where she met with University President Brooks A. Keel, PhD, Charles Patterson, PhD, vice president for Research & Economic Development, and representatives from the Development Authority of Bulloch County.

During her visit, Verbeek toured the College of Business building and enjoyed a program at the Center for Wildlife Education. College of Business dean, Allen C. Amason, commented, “Globalization is a key driver of economic development and growth, and Georgia Southern is positioned to become a prominent player in the world of international business. So it makes sense that the Consul General of Belgium would want to visit our campus and meet with our faculty. As I sat and listened, while topics like professional education, student exchanges, and career opportunities in international business were discussed, I was impressed by the scope of the opportunity and by the range of our expertise. I look forward to seeing the College of Business increase its investment and its footprint in the world of international business.”

Verbeek was appointed Consul General of Belgium in Atlanta in 2012. With jurisdiction over the Southeastern states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North and South Carolina, and Tennessee, she also serves 5,000 Belgian nationals and represents and promotes Belgium’s interests, trade, and investments. As Consul General, she works to foster cultural and academic exchanges. ◊
The accounting program at Georgia Southern University, which is independently accredited by AACSB International, offers a four-year bachelor’s degree and a Master of Accounting degree (MAcc). In order to be eligible to sit for the CPA exam, students are encouraged to complete the MAcc.

**BBA in Accounting**

The Bachelor of Business Administration (BBA) in accounting focuses on building the student’s knowledge of general business, auditing, law, tax, and other accounting-related functions.

### Major Courses

- **ACCT 2101** - Financial Accounting
- **ACCT 2102** - Managerial Accounting
- **ECON 2105** - Economics in a Global Society
- **ECON 2106** - Business Economics
- **LSTD 2106** - Legal Environment of Business
- **BUSA 3131** - Business Statistics
- **BUSA 3132** - Applied Stats & Optimization

6 Additional Courses Required in ACCT

### Fraud Minor

The fraud minor consists of 15 additional semester hours of undergraduate education designed to prepare future fraud investigators. The curriculum covers fraud examination, white-collar crime, the criminal justice system, fraud-related legal issues, and forensic interviewing and interrogation.

### MAcc

The MAcc allows students to continue their specialized studies in accounting. Many students who earn the MAcc degree seek careers as certified public accountants (CPA). The curriculum consists of 30 semester hours of coursework that prepares students to take the CPA exam.

### WebMAcc

The WebMAcc is the online MAcc program, and the curriculum consists of 30 semester hours. Students are required to complete two courses during the fall and spring semesters and one course during the summer for 6 consecutive semesters.

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*Core coursework not included.

Requires applicants to take and submit GMAT scores. Applicants are not required to have a degree in accounting but may need to complete prerequisites.
STEVE CHARLIER, certified project management professional, is an assistant professor in the Department of Management. He holds a PhD from the University of Iowa, an MIM from the University of Denver, and a BBA from the College of William and Mary. He has held managerial positions in the information technology, automotive, and entertainment industries and has consulted various federal government agencies and non-profit organizations. His research focuses on the modern work environment and has been published in the Journal of Organizational Behavior and Academy of Management Learning & Education, among others. Dr. Charlier serves on the editorial board for the Academy of Management Learning & Education.

STEPHANIE HAIRSTON, CPA, is an assistant professor of accounting. She holds a PhD from the University of Memphis and an MS and a BS from Wake Forest University. Before coming to Georgia Southern, Dr. Hairston worked at Ernst & Young. She specializes in derivative accounting, auditing, cost of capital, and financial reporting quality.

FARIA HUQ, PhD, Suffolk University, MS, Baylor University, and BA Ohio-Wesleyan University, joins the Department of Finance & Economics as a lecturer. She has several years of teaching experience and has taught classes in economics, statistics, and finance. In addition, Dr. Huq’s research is centered around economic development.

YOON HEE KIM is an assistant professor of operations management. Dr. Kim has a PhD from the University of Wisconsin–Madison and an MBA at The Ohio State University. She has taught undergraduate and graduate courses in operations and supply chain management for the Ivey School of Business. Dr. Kim’s research has been accepted for publication in the Journal of Operations Management and Decision Sciences Journal.

MARIANA SAENZ has joined the College of Business as an assistant professor of economics. She earned her PhD and MS from University of Nebraska-Lincoln, an MS from West Texas A&M University, and a BS from Universidad de los Andes in Bogota, Colombia. While working on her PhD, Dr. Saenz taught courses in international finance, international economics, economic development, macroeconomics, and microeconomics. Her teaching and research interests include economic development, international economics, and applied econometrics and research has been published in the Journal of Economics and Economic Education Research, Comercio Exterior, Southwestern Economic Review, and Estudios Económicos de Desarrollo Internacional.

BEN SKIPPER is an assistant professor of logistics. He earned his PhD from Auburn University and his MS from the U.S. Air Force Institute of Technology. Dr. Skipper has published work in a variety of logistics and supply chain related journals including the Journal of Business Logistics, the International Journal of Logistics Management, and the International Journal of Physical Distribution and Logistics Management. He has received a number of teaching and research awards including a best paper award from the International Journal of Physical Distribution and Logistics Management. Prior to entering academia, Dr. Skipper served for twenty years in the U.S. Air Force, holding a variety of logistics positions and commanded one of the Air Force’s strategic supply operations squadrons.

GLORIA STUART, MAcc and BBA, Georgia Southern University, is a lecturer in the School of Accountancy. She has more than 14 years of experience in accounting in industry and education and served as a visiting instructor of accounting at Georgia Southern for nine years and received awards for her teaching excellence in 2006 and 2012. Her primary expertise is in the area of taxation.
The College of Business Administration at Georgia Southern University together with accounting firm Porter Keadle Moore (PKM) hosted the 2014 Fraud & Forensic Accounting Education Conference May 15–16 in Savannah. The event was held at the Hyatt Regency on Savannah’s West Bay Street.

Topics included the global financing of terrorism, cyber assaults, trends in white-collar crime, investigative techniques, ethics, using new technology, real CSI techniques to catch and prosecute financial crime, the potential for abuse with cryptocurrency (including bitcoins), and eBay mystery auctions.

“Fraud’s a moving target; the bad guys are always trying to stay a step ahead,” said conference chair J. Charles Williamson, director of the Georgia Southern Center for Forensic Studies in Accounting and Business in the College’s School of Accountancy. “It’s not the same criminals doing the same things year after year. That’s why we’re bringing a mostly new slate of speakers to keep investigators, accountants, educators, and attorneys up-to-date and ready to head off the worst threats.”

Speakers during the breakout sessions included the former chief information officers (CIOs) of the Bureau of Alcohol, Tobacco, Firearms, and Explosives and the Air Force, former federal investigators, technology experts, and professors from a dozen universities nationwide.

The event was aimed at executives, internal auditors, certified fraud examiners, certified information systems auditors, CPAs, civil and criminal attorneys, educators, compliance experts, consultants, and anyone involved in fighting financial crime.

“This is one of the most valuable and unique conferences in the country for people in the area of fighting fraud,” said PKM Managing Partner Phil Moore. “We were happy to see so many people in beautiful Savannah.”

Additional sponsors included Dabbs, Hickman, Hill & Cannon, accountants and business advisors.
Mooney Elected Chair-Elect for the Georgia Society of CPAs

Lowell Mooney, professor of accounting and former director of the School of Accountancy, was elected chair-elect in July at the Georgia Society of CPAs (GSCPA) Annual Convention in San Francisco.

A GSCPA member for the past 26 years, Dr. Mooney has a lengthy history of service to the Georgia Society of CPAs. He is a former member of the GSCPA Council and member of the board of directors. He has served as president of the GSCPA’s Southeast Georgia Chapter and as president of the Educational Foundation, in addition to serving on numerous committees and task forces.

Dr. Mooney is also a Certified Management Accountant, Chartered Global Management Accountant, and Certified Financial Manager. He is a member of both the American Institute of CPAs and the Institute of Management Accountants.

Dr. Mooney has received numerous awards for his teaching, research, and service activities, including the Georgia Society of CPAs’ Outstanding Accounting Educator Award, the Eugene Bishop Award for Sustained Excellence, and the Beta Alpha Psi Outstanding Advisor Award at Georgia Southern University.

Mooney Elected Chair-Elect for the Georgia Society of CPAs

The Georgia Society of CPAs is the premier professional organization for CPAs in Georgia, with almost 14,000 members throughout the state.

Dr. Mooney holds a doctorate degree in accounting with a minor in management information systems from The University of Georgia. At Georgia Southern, he teaches accounting principles, management accounting, and accounting information systems at both the undergraduate and graduate levels.

11th Annual Forensic Accounting Lecture Series

The Georgia Southern University Center for Forensic Studies in Accounting and Business hosted its 11th Annual Forensic Accounting Lecture Series on March 11 at the Performing Arts Center (PAC). This year’s address, “My Career Since I Graduated from Georgia Southern,” was presented by Jason Moran, special agent in charge for the Federal Deposit Insurance Corporation, Office of Inspector General.

The Forensic Accounting Lecture Series supports the Fraud Examination and the Forensic Accounting programs in the College of Business School of Accountancy.

These programs integrate the accounting, auditing, and investigative skills used to yield analyses and results suitable for use by the courts as the basis for resolution and focus on providing students with intensive fraud prevention and detection training.

Mr. Moran has more than twenty-two years of experience in the Inspector General community investigating many types of white-collar crimes. He started his career as an auditor with the United States Department of Interior in Washington, DC, and later worked with the United States Department of Education in Atlanta.

Mr. Moran grew up in Coastal Georgia and obtained a BBA in finance from Georgia Southern and an MS in administration from Central Michigan University. He currently resides in metro Atlanta with his wife, Chanda, and their two children, Keyra (15) and Jason II (12). Mr. Moran is a member of the Forensic Accounting Advisory Board.
The Center for Excellence in Financial Services, along with the Georgia Southern University College of Business, hosted the 8th Annual Georgia Southeastern Regional Community Bank Symposium on April 3 at Forest Heights Country Club in Statesboro. The Georgia Bankers Association and the Georgia Southern College of Business co-sponsored the event.

During the conference, Joe Brannen, president and CEO of the Georgia Bankers Association; Roger Tutterow, professor of economics at Mercer University; Rob Cochran, CFO for the Brand Banking Company; Omar Esposito, senior relationship manager with the Federal Home Loan Bank; and Thomas Hinkel, vice president and director of Compliance Services at Safe Systems, presented on various topics ranging from the economic outlook and loan demand in Southeastern Georgia to technology and retail banking. Thomas Dujenski, FDIC regional director-Atlanta; Kevin Hagler, the commissioner of the Georgia Department of Banking and Finance in Atlanta; Joel Palmer, assistant deputy comptroller in the Office of the Comptroller of the Currency in Atlanta; and Steve Wise, vice president-Community Bank Supervision of the Federal Reserve Bank of Atlanta, participated in a panel discussion on regulatory perspectives.

Edward H. Sibbald, director for the Center for Excellence in Financial Services at Georgia Southern said, “Our annual Symposium addresses issues and challenges that are current, relevant, and timely for community bankers. The focus this year was on interest rate risks and issues surrounding the use of innovative technology to provide retail banking services. These topics replaced credit issues for the first time in five years—a very positive sign that the worst is over in terms of loan defaults, and bankers are once again setting their sights on promising future initiatives.”

The Center for Excellence in Financial Services is a business center within the College of Business. The Center provides services to financial service companies, as well as business and civic associations involved in banking, risk management, insurance, and financial planning. In addition, the Center assists in student career planning and placement upon graduation. For more information on the College of Business internship program, contact Jim Davis at 912.478.5820 or jimdavis@georgiasouthern.edu.

The Center seeks to provide community banks with services in four broad areas: industry information services and custom-designed training for bank management and board of directors; performance consulting services in areas of financial assessment, revenue enhancement, asset and liability management, strategic planning, and risk management; regulatory examination preparation assistance in terms of developing effective, streamlined strategic plans, risk management analysis and reporting programs, and compliance assessment; and applied situational research and market share analysis.

The Georgia Bankers Association is the trade and professional organization representing the interests of banks and thrift institutions in the state of Georgia. Virtually every institution is a member. ◊
On April 11, information systems alumni gathered in Alpharetta to reconnect. Darren Bridges ('96), president of Safe Systems, Inc., hosted the annual reunion.

During the reunion, Allen C. Amason, dean, provided a brief update on the College of Business and University, while Dr. Tom Case, professor of information systems, took the opportunity to publicly thank Safe Systems for endowing a new information systems scholarship and encouraged everyone in attendance to remain engaged with the University and its programs.

We are striving to continue this annual event as a Computing Technologies Alumni Reunion by opening the invitation to information technology and computer science alums as well as information systems majors, double majors, and minors. Ideally, this event will become a University alumni event for Georgia Southern University graduates who hold IT positions, no matter what degree they earned as a student.

Angelia Huggins ('91) deserves the bulk of the credit for the success of this reunion. She helped plan the event from securing the date and venue to coordinating the catering to collaborating with the Georgia Southern University Office of Alumni Affairs on marketing the event and enabling alumni to register online. Angelia claims that this is a labor of love for her, but words are not enough to express our gratitude for her willingness to take charge and making this event happen.

The annual spring reunion in Atlanta is just one of several avenues for staying in touch with fellow alumni and the IS program. College of Business alumni who majored or minored in information systems are encouraged to join the LinkedIn group named Georgia Southern University–IS Alumni & Friends or the Facebook group–Information Systems majors at Georgia Southern—that reaches many recent graduates and current students. The quarterly Americas’ SAP Users’ Group (ASUG) – Georgia chapter meetings have also become mini-reunions, providing opportunities for program alumni to connect, advise, and mentor current students.

The IS program hopes to have several opportunities to engage alumni during the upcoming academic year including a table at the Georgia Southern University tailgate prior to the Georgia Tech game (September 13) and a Technology Association of Georgia on campus program on Friday, October 31. IS faculty members and students will also be at the ASUG-Georgia chapter meeting on September 19. Details for the Spring 2015 Computing Technologies program are in the preliminary planning phase. So, thanks, again, to Darren Bridges, Angelia Huggins, and all of the other Georgia Southern University IS alumni who made this event a success.
The Georgia Southern Logistics Association (GSLA) is gearing up for another big semester. GSLA is a student-run organization that seeks to create career-related opportunities for students majoring in or interested in logistics. Under the guidance of Drs. Monique Murfield and Chris Boone, GSLA has plans to make Fall 2014 one of its best semesters yet. After a kick-off meeting on August 27, GSLA will host a “3PL Industry Night” in September at which students will interact with representatives from two major third party logistics providers, C.H. Robinson and Exel. In October, GSLA will host a “Career Fair Prep” event aimed at helping students improve their résumés and hone their networking and interviewing skills prior to the Fall 2014 GSLA Roundtable, scheduled for October 28 in the Nessmith-Lane Conference Center.

The Roundtable is GSLA’s largest event allowing students opportunities to engage with managers from global, national, and regional logistics and supply chain firms during interactive panel sessions and an open networking session. The spring event hosted more than 180 students and 46 managers from 23 different companies. With the growing number of firms that support the program and are interested in hiring logistics graduates, this fall’s event is expected to be even bigger.

The operations management (OM) group has revamped the OM emphasis area within the BBA in management major. These changes were driven by a need to update our program for graduate students with skills and abilities that are highly valued by employers.

Proposed changes are partially based upon recent surveys of employers conducted by The Chronicle of Higher Education and the Association of American Colleges. These surveys revealed three key trends regarding the outcomes employers in business and non-profit sectors truly value from college programs (Sternberg, 2013):

1. Students with capacity to think critically, solve complex problems, and communicate clearly;
2. Students who demonstrate ethical judgment, intercultural skills, and continuous learning; and
3. Emphasis on application of skills over acquisition of a discrete body of knowledge.

By redesigning the curriculum for the BBA in management with emphasis in OM, the College of Business aims to prepare students not only for their first jobs upon graduation but also to be life-long learners. Furthermore, the systems-view characteristic of all courses in operations management embodies these three key trends.
The National Society for Human Resource Management (SHRM) office in Alexandria, VA, has awarded a Merit Award designation to the Georgia Southern University College of Business SHRM student chapter for providing exceptional growth and development opportunities to its student chapter members.

The Georgia Southern SHRM student chapter provides an avenue for human resource (HR) and other business students to participate in hands-on HR-related activities, aside from simply attending required college classes. According to Dr. Feruzan Irani Williams, chapter faculty advisor, “It is a great opportunity for students to get involved in their chosen career[s] and to practice leadership skills. I believe this experience will have a positive impact on their future career[s]. Recruiters today are looking to see if students have shown initiative during their college careers and getting involved in business organizations, like SHRM, is a good way of demonstrating this.”

Dr. Robert C. Hoell, chair of the Department of Management, praised Dr. Irani Williams and the student chapter leadership for the award. “Organizations like SHRM allow our students to see how their coursework will benefit them in the future,” said Dr. Hoell. “I know we have been successful with these awards for many years, and the chapter continues to grow in both size and recognition. These sorts of awards can really give our students an edge on the competition when it comes time to find employment.”

The SHRM student chapter organizes and participates in a number of meetings and activities each year. In the past year, the Chapter has participated in the American Foundation for Suicide: Out of the Darkness Walk (March 2014) and held a successful canned-food drive. The Chapter also held a successful fundraiser in Fall 2013. Members partnered with Yankee Candle Fundraising to set up catalog packets, actively sold candles, and earned a 40 percent profit from everything they sold. This was a rewarding experience for the chapter.

During fall and spring semesters, the Chapter invites speakers from the business and campus communities to present at Chapter general meetings. In the past academic year (2013-14), speakers included Joey Persico from Gulfstream, Jeannie Sullivan from System Administrative Services, Paul Michaud, VP of HR at Georgia Southern University, Jeff Grant, director of HR for the City of Statesboro, and Emily Turknett from Aerotek. In Fall 2014, confirmed speakers include Gary Gawel from Georgia Southern, who will speak about sexual harassment; Dr. James Stephens, MHA director at the Jiann-Ping Hsu College of Public Health, Georgia Southern, who will speak about HR careers in healthcare; and Kat Holzmiester from Sherwin-Williams, who will speak about recruiting.

In addition to the on-campus activities, the SHRM chapter students participate in networking opportunities by attending meetings of professional SHRM chapters in Savannah (sponsoring chapter), Atlanta, and Statesboro. Moreover, the students have participated in internships at Gulfstream Aerospace Corporation, PVH Corporation, RaceTrac, and Nestlé, to name a few.

SHRM is the world’s largest association devoted to human resource management. Representing more than 275,000 professional and 19,000 student members in more than 140 countries, the association serves the needs of HR professionals and advances the interests of the HR profession.

For more information about the Chapter, contact Dr. Feruzan Irani Williams, associate professor of management in the Georgia Southern University College of Business, at 912.478.5527 or firani@georgiasouthern.edu.
Misty L. Loughry, professor of management, is passionate about helping students learn to work well in teams. Team skills are among the top qualities that employers seek when they hire college graduates. Yet employers and scholars agree that the ability to work well in a team setting is a common deficiency in college graduates, even though group work is often required in college courses.

Dr. Loughry and her colleagues have been working for more than a decade on the CATME SMARTER Teamwork System, which provides free web-based tools to help university faculty members use teamwork more effectively. Faculty members around the world have found the system to be useful, and its popularity continues to grow. The system has been used by more than 5,300 instructors at nearly 1,000 institutions in 57 countries, with more than 250,000 unique students. Many of these students have used the system multiple times during a single course and in many courses during their programs of study. The system is called “CATME” after its peer evaluation instrument, the Comprehensive Assessment of Team Member Effectiveness.

The project began in 2002, when Dr. Loughry was on the faculty at Clemson University. A member of the engineering education faculty, Matthew Ohland, invited her to join a group of engineers from several different universities who were seeking National Science Foundation support to create a peer evaluation instrument that was simple, reliable, and valid. Dr. Loughry had studied teamwork and completed a dissertation on peer control in organizations while she was earning her PhD from the University of Florida. She encouraged the research team to develop a peer evaluation instrument that would be useful across disciplines, rather than only in engineering classes.

Drs. Loughry and Ohland reviewed the literature to identify individual team-member behaviors associated with better team performance and conducted two large surveys of students to select good statements to measure these behaviors. Analysis of these data, aided by Clemson Psychology Professor DeWayne Moore, allowed the team to learn how students perceived that the different types of effective teamwork behaviors were related. The process resulted in measures of five types of contributions that team members make to their teams: contributing to the team’s work, interacting with teammates, keeping the team on track, expecting quality, and having relevant knowledge, skills, and abilities.

Drs. Loughry, Ohland, and Moore published a “Likert-style” instrument measuring these five types of behaviors and a description of how the instrument was developed in Educational & Psychological Measurement in 2007. Likert instruments contain multiple similar statements about the variable being measured. Those completing the instruments make judgments about each statement, by indicating the degree to which they agree with the statements. These instruments are widely used in research to determine the degree to which people answer the differently worded items consistently.

To create a peer evaluation instrument that would be shorter and easier to use, the broader research team, which included five additional engineering faculty from other institutions, worked to create a Behaviorally Anchored Rating Scale (BARS) version of the identified five categories. This style of instrument provides descriptions of common behaviors typical of high, medium, or low performance in each of the areas, so raters have to make only one decision about how each team member behaved in each category of contribution. The BARS format also helps students understand how they should and should not behave in order to contribute effectively to their teams.

The research team noticed that most instructors who used peer evaluations asked students to complete pencil-and-paper evaluations during class while the students were seated next to each other, which discouraged candid responses. Therefore, they put the new instrument online, partnering with a software consulting firm known for its expertise in web-based security to create an infrastructure that would keep the data safe. This administration not only creates more convenience and confidentiality for students completing peer evaluations, but it analyzes the data and provides information to instructors to make it easier for them to notice teams and students who are having problems so they can offer guidance.

In 2012, the research on the development and validation of the instrument was published in Academy of Management Learning & Education, the top management education journal and, since then, has been among the most frequently downloaded articles from the journal’s website.
One of the members of the CATME research team, Richard Layton of Rose Hulman Institute of Technology, worked with undergraduates to create a computer-based system to assign students to teams based on instructor-specified criteria. The tool, called Team-Maker, was modified and added to the CATME website in 2007. Dr. Loughry worked with Drs. Layton and Ohland and Purdue graduate student George Ricco on the validation study for this tool. It was published in *Advances in Engineering Education* in 2010.

With the support of a second National Science Foundation grant, Drs. Loughry, Ohland, and Layton, along with Industrial Organizational Psychologists David Woehr and Eduardo Salas, expanded the materials available to help faculty use teamwork more effectively. They developed a “Rater Calibration” tool to help students learn to accurately rate teamwork behaviors. They created a new website, www.CATME.org, to provide information to instructors. Dr. Loughry led those efforts and works with a website designer to keep the website current. After discovering many of her students were unfamiliar with meeting agendas, meeting minutes, and team charters, she created templates for these documents and added them to the website.

The research team created the CATME Users Group on LinkedIn to encourage faculty to share ideas about how to use teamwork effectively. The team is currently working to develop web-based teamwork training modules for instructors to assign to students to combat the frequent problem of student team members lacking teamwork skills. They are also working to develop more effective ways for colleges to ensure that their students are learning team skills throughout their programs of study. They published a paper on that topic in the *Journal of Marketing Education* in 2014. In the future, the team hopes to make changes to the CATME system to make it easier for colleges to track students’ performance as team members across classes and teams.

Dr. Loughry and her colleagues have earned a number of awards for their CATME work, including the 2009 Premier Award for non-commercial courseware that enhances engineering education, the 2011 MED Best Symposium in Management Education and Development Award, and the 2013 Maryellen Weimer Scholarly Work on Teaching and Learning Award. Dr. Loughry was personally recognized with the Georgia Southern University 2012-2013 Scholarship of Teaching and Learning Award, the 2013-2014 Georgia Regents’ Scholarship of Teaching and Learning Award, and the College of Business Administration 2014 William A. Freeman Award for Outstanding Professor.

The research team conducts presentations about the CATME system at various academic conferences. Meeting with her colleagues and talking about how to improve the system and new ways to help students learn to work together more effectively are among the things that Dr. Loughry enjoys most.

**Marketing Update**

At the Association of Consumer Research’s 2014 North American Conference, Jacqueline Eastman and Lindsay Larson presented their working paper coauthored with Dora Bock, “The Impact of Materialism on Feeling Financially Inadequate: An Exploratory Study.”

In the Fall 2014 issue of *Psychology & Marketing*, Lindsay Larson and Trey Denton will have an article titled, “eWOM Watchdogs: Ego-Threatening Product Domains and the Policing of Positive Online Reviews.” This article reports the findings of research funded by a 2013 College of Business research grant.

During the American Marketing Association’s 2014 Summer Marketing Educator’s Conference, two conference papers were presented by Georgia Southern University scholars. Jackie Eastman, Dora Bock, and Lindsay Larson presented, “Millennial Money Matters: The Impact of Perceived Knowledge and Perceived Risk on Retirement Investment Decisions,” and Jackie Eastman, Doctoral Candidate Heather Monteiro, and Bradley University scholars Rajesh Iyer and Heidi Rotter presented, “Millennials’ Media Attitudes and Use: The Impact of Extroversion and Introversion.”

In the summer and fall at the Society for Marketing Advances (SMA), Association for Consumer Research (ACR), and American Marketing Association (AMA) conferences, Jackie Eastman, Dora Bock, and Lindsay Larson will present their research on financial knowledge and decision making.
The City of Hinesville Partners with BBRED

The Bureau of Business Research and Economic Development (BBRED) has partnered with the City of Hinesville to help prepare for the development and future success of a new family entertainment center. Before pursuing this project, the City of Hinesville wanted to ensure that demand for this development could be sufficient and sustainable. BBRED found the project could be a success in this area, and it is now underway to be the top priority of the new Hinesville Development Authority.

BBRED conducted research by performing a multipart analysis comparing the city of Hinesville to 11 similar communities. Comparing each community, BBRED determined the success factors that may lead communities to have market potential for family entertainment centers. These success factors included median household income, child population, poverty rate, and sport and recreation spending. Households with children are found to be the most frequent visitors to any family entertainment center, thus, BBRED segmented each family household into four groups based upon earnings. In addition to comparing success factors and segmenting family households, BBRED also ranked Hinesville in comparison to similar communities.

The City of Hinesville ranks the highest among similarly-sized communities in the area for sports and recreation spending, median household income, and mainstream and accumulated wealth families. With all aggregated research, BBRED found the family entertainment center to be a viable economic development project worth pursuing and congratulates the City of Hinesville on its latest endeavor. BBRED has been taking the role of providing economic research and policy analyses for more than three decades.

“To be successful in the family entertainment industry, entrepreneurs must find the right mix of attractions for their local market,” said Dominique Halaby, director for the Center for Entrepreneurial Learning and Leadership. “By comparing Hinesville to communities of similar economic and demographic profiles, we found favorable conditions exist for a family entertainment center in the city.”

The goal of BBRED is to provide intense and customized understandings of local communities and beyond. BBRED prides itself on useful and timely research and is always ready to serve any government agency or private sector business.

Entrepreneur Lecture Series With BANGS Shoes CEO

On April 9, the Georgia Southern City Campus hosted an entrepreneurial speaker, Hannah Davis, who discussed her inspiring journey leading to having her own shoe company and brand. Hannah Davis is a young entrepreneur whose brand, “BANGS,” focuses on humanitarian efforts and contributing to global sustainable change. Students learned from Davis’s real life entrepreneurial lessons and successes.

The “BANGS” brand was inspired and originates from the Chinese character that translates, “to help.” This company’s philosophy is to invest in long-term sustainable change and to change the way consumers think about social development. “BANGS” is partnered with six different non-profit organizations that have made it their mission to contribute to sustainable change. Each colored pair of shoes represents support of the mission of a certain partner and non-profit organization, and 20 percent of net profit is donated. Such partners and non-profit organizations help to build wells and sanitation systems in Africa, keep financially disadvantaged students reading all summer, alleviate poverty, and more.

Hannah Davis’s goal is to “stand on issues” as she grows her company and brand globally. The Georgia Southern City Campus is proud to have hosted Davis as an entrepreneur guest speaker for students to ask questions and absorb knowledge on what it is like to be a successful entrepreneur. This event is another example of how the Georgia Southern City Campus works to equip entrepreneurs in an effort to create more jobs for a more sustainable economy. For more information or further inquiries, please email Suzanne Hallman, business advisor, at shallman@georgiasouthern.edu.
Are You Ready to “Go Local”?  
by Jonathan Chambers

In a packed, recently renovated, vintage future fabrication laboratory (fab lab), local community leaders from Statesboro had the chance to hear from a team of Georgia Southern University College of Business entrepreneurs. The Go Local team was featured at the June Business After Hours, and its members were invited to speak about their innovative mobile app. Go Local is an innovative, local event app that organizes a local town’s activities and events and filters them in an elegant and effective way based upon the personal interests of each user.

The team, led by Jonathan Chambers, local business owner and entrepreneur, has already achieved some success by winning the first ever 3-Day Startup (3DS) at Georgia Southern and Savannah’s Fast Pitch business competition hosted by the Creative Coast. Chambers was given a microphone and two minutes to capture the attention of the buzzing room. He was able to uniquely grab their attention and capture the audience by telling his story of living in Statesboro and the importance of being connected with his local community. “It’s all about connecting: Connecting people to each other, businesses to their target customers, venues to their attendees, and all of us to our local economy.” Chambers then invited everyone present to stop by the Go Local information table to meet the team and sign up to receive exclusive, initial access to the mobile app when it is released.

“People who live in small towns often think ‘there is nothing to do’ when, in fact, there is a whole hidden culture of things to do. It’s just a matter of being informed about them so we can engage with them,” said Chambers. “We want to gain the support of Statesboro to launch our app, here at home, in hopes to duplicate our success in other cities like Savannah, Athens, Macon, and beyond. We want to change the landscape of how people connect with their local community. Local is where we all live; it’s where we should go, too.”

The Go Local team recently signed a one-year agreement with the City Campus Incubator to help launch its app with the greatest success possible. The team’s hope is that, by 2016, Go Local apps will be in use all over Georgia, the Southeast, and even pushing into west coast states like California.

“It is exciting to have Georgia Southern University students and Statesboro locals seeking to build the local community and economy. This is an amazing opportunity to support our local talent and to continue to put Statesboro on the map and build a stronger, more engaged community,” says Dominique Halaby, director for the Center for Entrepreneurial Learning and Leadership.

“It’s bigger than events and activities. It’s bigger than a mobile app or cool technology. It’s about connecting people to each other. It’s about living in a more engaged community, being in the know, and not missing out on opportunities to plug in. It’s about connecting,” stated Chambers. ♦
The Georgia Southern University Small Business Development Center (SBDC), a business outreach service of the College of Business, celebrated 17 years of serving small businesses in southeast Georgia in July. The Center’s mission is to enhance the economic well-being of Georgians by providing a wide range of educational services for small business owners and aspiring entrepreneurs. The SBDC does this by providing business training programs in a classroom setting and one-on-one consulting with small business owners and managers. The Center provides these programs in thirteen counties, spanning communities from Vidalia to Savannah.

The SBDC offers a variety of business training programs to the public including starting a business, marketing, digital marketing, human resources, financial management, and more. One of the most popular programs in the Georgia Southern SBDC’s service area has been Maximum, a series of courses designed to help small business owners move their businesses forward. In the past few years, the Georgia Southern SBDC has provided several programs including Maximum Marketing, Maximum Contact, Maximum People, and Maximum Retail to several communities in southeast Georgia to educate business owners on marketing, online technology, hiring employees, and retail operations.

One-on-one consulting services run the gamut including assistance with business plan development, financial projection development, marketing plan development, technology assistance, managing employees, human resource compliance, accounting software setup, and strategic planning, among others.

Business owners can utilize the SBDC’s helpful tools to gain insights into their businesses and plan for the future. The SBDC’s Financial Benchmark Analysis allows owners to analyze their industry ratios on a convenient dashboard. Pricing Assessments enable owners to appropriately price their products and services to make a profit. Also, owners and entrepreneurs can project sales and cash flows through the SBDC’s Financial Modeling Service.

The SBDC also has a number of marketing tools available to help existing businesses. Marketing Audits offers a comprehensive look at all aspects of a business’s marketing plan; Search Engine Optimization Analysis provides an in-depth analysis of a business’s total web presence; and the Market & Demographic Analysis offers resources to help entrepreneurs find their customers, competitors, and vendors.

Finally, the Center has many management tools to help business owners effectively develop, manage, and grow their businesses. The SBDC’s Human Resource Audit is a complete review of hiring practices and employment policies. The Strategic Organizational Assessment collects and evaluates the perceptions of key employees and identifies critical issues facing a company. The Business Health Check provides a top-down analysis of the overall condition of a business. The Retail Assessment gives an outside perspective of the internal and external aspects of a business’s retail locations. The SBDC’s Strategic Planning Retreat involves facilitated off-site strategic planning to help develop a business plan and grow.

These powerful tools can help owners grow their businesses. The Georgia Southern SBDC offers these consulting tools and services to businesses at no cost, and they work. SBDC clients consistently outperform the average Georgia business in terms of sales growth. The SBDC’s 2013 impact report concluded that established businesses receiving long-term SBDC assistance had sales growth of more than 15 percent while the average Georgia business had sales growth of about 5 percent. SBDC clients also hire more people. Established businesses receiving long-term SBDC assistance had employment growth of more than 13 percent while the average Georgia business had employment growth of about 2 percent.

If you know someone with a small business who is looking for assistance, the Georgia Southern SBDC can help. Contact Joy Johnson at 912.478.7232 or joyjohnson@georgiasouthern.edu for more information on the SBDC’s programs and services.
International Student Has Passion for Making the Impossible Possible

You may have already read about Ugochukwu Francis Okechukwu. He was featured in Georgia Southern Magazine's summer edition, highlighting his TEDx Creative Coast speech.

Okechukwu embodies everything Georgia Southern’s City Campus hopes to radiate as a hub for regional innovation. He is full of passion, dedication, and curiosity. He sees through failures, and thirsts for knowledge.

As a child in Nigeria, Okechukwu spent his time dismantling household items to better understand the fundamentals of engineering and science. He pushed to overcome obstacles and taught himself app development in a country where everyday life was challenging. He and his brother started a tech company, developing applications for local radio and TV stations. Although he earned a degree in physics from the University of Ibadan in Nigeria, he wanted to learn even more about engineering.

“I knew if I gained a degree in engineering from the United States, I would be exposed to the latest technological advances and could bring knowledge and experience back to my business,” he said.

He applied to a few universities but chose Georgia Southern because its staff was the most helpful and understanding in assisting him with all the necessary paperwork to be able to study in the United States. City Campus faculty and staff first met Okechukwu when he participated in its first 3 Day Start-Up (3DS) event in February. He was the developer for Go Local, a local event mobile app. He had already developed 12 apps, including the Georgia Historical Markers app and a few others for Georgia Southern.

After participating in the Fast Pitch competition with the Go Local team, Okechukwu shared his aspirations and ideas with the City Campus team. It accepted him into its student incubation program and will work with Okechukwu to provide valuable business services he needs to continue to develop his company. Okechukwu is currently working on a project to encourage STEM in younger generations. When the Fab Lab opens, he may be one of the first clients to be able to develop a working prototype.

Okechukwu’s father used to say to him, “Why are you looking? Learn.” Okechukwu inspires us by saying, “Challenge yourself! Be ready to fail. Take a risk. Persevere. But above all, never stop learning. Only then will you see the evolution from the impossible to the possible.”

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Seven years ago, J.T. Marburger was not all that familiar with recycling. Today, he knows more about recycling and turning recyclable material into consumer goods than most. In 2007, J.T. was approached by Coke Recycling to start turning recycled plastic Coca-Cola bottles into branded merchandise. He started researching polyethylene terephthalate (PET) and the process used to turn plastic bottles into polyester yarn and fabric. In 2013, Marburger opened plants in Guatemala and El Salvador running and producing recycled PET (RPET) merchandise.

J.T. started in pharmaceutical sales right out of college. He soon realized he did not love that particular career and wanted to do more, so he joined his mother’s firm, Incentive Marketing, in 1990. During his time as president of Incentive Marketing, J.T. secured his first major contract with Turner Time Warner. The partnership with Turner Time Warner opened many doors, allowing him to develop strong relationships with Turner Sports affiliates, which include MLB, NASCAR, NBA, NFL, and NHL. He would go on to grow the company from a $200,000 a year business to $6 million before merging with CorpLogoWare fifteen years later. As president of CorpLogoWare, J.T. grew the company again from $10M to $45M in three years.

In 2008, J.T. severed ties with CorpLogoWare and started Insignia Promotions in Atlanta. Insignia Promotions provides environmentally friendly, repurposed waste into branded merchandise to other companies, which include some of the largest brands in the world. In 2009, RPET merchandise was sold in 22 different countries and grew to 41 countries in 2010. Then, in 2012, Renew Merchandise was born from Insignia Promotions. Renew Merchandise’s focus is to offer recycling programs for companies looking for affordable alternatives to improve their environmental impact. According to company officials, “Companies around the world are rapidly turning to recycled PET (RPET) products to provide customers with eco-friendly branded merchandise while maintaining top quality and comfort.”

When Coke Recycling approached J.T. in 2007, little did he know the magnitude of turning recyclable plastic bottles into promotional merchandise such as reusable bags, hats, and shirts, among other promotional items. Since 2007, J.T. has partnered with McDonald’s, various MLB teams including the Atlanta Braves, Chicago Cubs, Arizona Diamondbacks, Texas Rangers, and Cincinnati Reds, FIFA World Cup, and the Olympic Games. J.T. was awarded the exclusive contract for the worldwide distribution of RPET for the Coca-Cola Company in 2009. All RPET uniforms and t-shirts show the iconic Coca-Cola contoured bottle with a number in it. That number represents the number of bottles used to create the item. Today, all Braves employees are outfitted in RPET uniforms. Prior to the London 2012 Summer Olympics, J.T. opened a currently, J.T. is working with college campuses around the nation to build sustainability programs that allow the campuses’ recycled plastic bottles to be turned into licensed college apparel.
London office for Insignia Promotions which was named one of Think London’s “Top 100 Companies to Watch.” J.T. has also worked with the Tennis Industry of America and Penn Tennis to recycle tennis ball cans, turning them into shirts, sweat bands, racket bags, etc. Most recently, J.T. has been working with Chick-fil-A to find a sustainable use for its famous Styrofoam cups. He has found a way to turn recycled Styrofoam into a number of Chick-fil-A branded merchandise, including reusable cups, pens, and name tags.

Currently, J.T. is working with college campuses around the nation to build sustainability programs that allow the campuses’ recycled plastic bottles to be turned into licensed college apparel. “We are very excited that Georgia Southern, my alma mater, has decided to join our fast-growing list of partners,” said Renew President J.T. Marburger. “We want students involved in the project to gain real world experience while being eco-minded, and this is a great way to do both.” In addition to working with his alma mater, J.T. has also started working with the University of Oregon, Tulane University, and the University of South Carolina.

The College of Business is working with J.T., along with the Center for Sustainability (CfS) and the University Store, to launch RPET Georgia Southern licensed and branded apparel One More Time. Over the summer, College of Business classes started the branding phase of the project. The branding phase will continue into the fall semester, culminating into a marketing plan developed by the MBA strategic marketing management class. One More Time merchandise will be sold at the University Store and online at onemoretimemerchandise.com. Other retail points of sale will be determined going forward.

With the help of on-campus student organizations, student ambassadors will spread the word about the new sustainability program, getting their classmates and peers excited about the endless possibilities that our campus recycling program will offer. The Georgia Southern Center for Sustainability will be a key component to this project. Funded by a student-proposed sustainability fee since 2013, the Georgia Southern CfS provides sustainability education and outreach for the campus community with a speaker series, an academic concentration in sustainability, and campus sustainability initiatives such as “No Impact Week.” Named one of the top green universities in the country by The Princeton Review for the past four years, Georgia Southern will deepen its commitment to sustainability even further through the partnership with Renew Merchandise.

J.T. has strong feelings about students gaining experience while in college, which is why it is so important to him that our College of Business students be involved in this project starting at the ground level. “In today’s job market, employers are looking for more than a degree,” says J.T. “Hopefully, this project will build Georgia Southern College of Business graduates’ résumés and provide a competitive advantage to our graduates in the job market.”

For more information and to follow the progress of One More Time, go to facebook.com/gsonemoretime or twitter.com/gsonemoretime.
Graduate Studies Update

Health economics is a new course in the Master of Science in Applied Economics (MSAE) program. Designed by Dr. Christopher Brunt, assistant professor of economics, the course will bring students to the forefront of health economics and policy. Beginning in the first week of the course, students will be immersed in theory and empirical methods used to answer current health policy problems. In addition to regular discussion of recently-published scholarly articles, students will be shaped into empirical scholars through a required experiential project using a nationally representative sample of U.S. physicians.

Dr. Brunt is a leading expert in Medicare Part B and has published numerous articles on Medicare coding fraud and access to care. His research, centering on crucial policy issues such as Medicare coding fraud, the effects of imperfections in the reimbursement system on access to care/quality, insurer market power, racial health disparities, and the unintended consequences of the Affordable Care Act, has been published in prestigious economics journals including Health Economics, Journal of Regulatory Economics, International Journal of Health Care Finance and Economics, and Applied Economics.

A New Look for the MBA in Savannah

The MBA in Savannah has a new look. Fall 2014 started a new 10-5 week module format for the 45-year-old program. With classes still being held in the Coastal Georgia Center on Fahm Street in Savannah, the new format will allow working professionals to complete their degrees in about 15 months. “We are excited to be able to offer the same rigorous MBA curriculum in an abbreviated amount of time to cater to the working professional looking to advance his or her career,” said Allen C. Amason, dean of the College of Business. While maintaining its 30 credit-hour curriculum, the MBA in Savannah will look more like a cohort-model program with a fall intake only. The program is designed for students to take two classes in their first 10-week module, followed by one class in the following 5-week module. This will repeat again the following semester, with the final two semesters consisting of two courses during 10-week modules.

For more information on the Georgia Southern College of Business MBA program and other graduate business programs, please visit GeorgiaSouthern.edu/BusinessGraduate.
We continue to see new firms coming to campus on recruiting trips, and our MAcc and Forensic MAcc students continue to open new doors finding jobs throughout the Southeast and beyond. Prior to the Accounting Day Awards Banquet in the spring, recruiters representing firms from Miami to Washington, DC, came to talk to our students and collect résumés. Those meetings were followed by the awarding of more than $50,000 in scholarships to our undergraduate and graduate students. In September, we will welcome 25-30 firms to our main recruiting event, “Meet the Firms.” Once again, new firms and new opportunities will be available to our students.

The PhD program in Logistics and Supply Chain Management currently has two cohorts of students actively engaged in dissertation research. These students are delving into areas of contemporary interest in supply chains including interdisciplinary projects between aspects of information systems or technologies and supply chain performance (Maria Aviles, Scott Cox, and Akhadian Harnowo), supply chain resilience (Willis Mwangola), risk management in healthcare networks (Stephen Spulick), inventory management efficiency in a retail product network (Cesar Ayala), and cross-cultural perceptions of consumers toward sustainability (Mertcan Tascioglu). During the fall semester, several fourth-year students will seek career opportunities and present some of their research at annual international conferences of the Council of Supply Chain Management Professionals in San Antonio, TX, and the Decision Sciences Institute in Tampa, FL.

This fall, students in our first WebMAcc cohort will graduate with their Master in Accounting degrees. The majority of our WebMAcc students are already employed, but they are seeking to qualify to become certified public accountants (CPAs). This program combines the accounting core with electives in enterprise resource planning (ERP) focused around the SAP platform. We are excited to see this group successfully complete the degree program as it continues to generate interest.
Resident Historian Says Farewell

Lewis M. Stewart, assistant professor emeritus of finance, came to Georgia Southern in 1970 after earning a BS in business from Harding University and an MBA from Texas Tech and teaching at Texas Tech, Mississippi State College for Women, and Lubbock Christian College, where he also ran the bookstore. Mr. Stewart taught finance, economics, accounting, and management courses from freshman through graduate level until his official retirement in 1999. He also directed the on-campus finance school for the Georgia, Florida, South Carolina, and North Carolina Farm Credit System for three years. In 1978, Mr. Stewart became the first director for the Southeast Georgia Small Business Development Center, and, in 1979, he began the first Business School publication specifically intended to reach out to alumni, The Update. Having worked with five deans, Mr. Stewart has watched Georgia Southern grow from a small college to a regional university and the Division of Business evolve, first, to a School and, then, to a College.

Even after retirement, Mr. Stewart continued to serve business alumni, as alumni editor of the Eagle Executive and, later, as alumni director for the College of Business. He will continue to serve the College of Business on the Dean’s Advisory Board. With two grown sons, two adult grandchildren, and three great grandchildren, Mr. Stewart and his wife, Charlene, find that retirement is just as busy as work. The Stewarts reside in Statesboro.

Save the Dates!

A Day for Southern

The annual A Day for Southern, held on September 9, marked the start of a new academic year at Georgia Southern University.

Since 1998, the campaign has raised more than one million dollars annually. During A Day for Southern, local businesses, individuals, and Georgia Southern faculty and staff provide much-needed financial support for University programs not covered by state funding. Your gift helps fulfill educational needs and makes scholarships possible. This year’s campaign began August 21 on campus.

If you are interested in joining the Eagle Executive Society, please designate your gift to account number 0797.

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

A list of all College of Business Giving Opportunities may be found at GeorgiaSouthern.edu/coba/donate.

Savannah State - Military Appreciation Tailgate, September 6, 2014
Georgia Tech - Tailgate at Georgia Tech, September 13, 2014
Eagle Executive Exchange - Statesboro, September 18, 2014
Appalachian State - Family Weekend Tailgate, September 25, 2014
Homecoming - Welcome to Hollywood, October 6-11, 2014
University of Idaho - Homecoming Tailgate, October 11, 2014
Eagle Executive Exchange - Atlanta, October 23, 2014
Logistics Roundtable, October 28, 2014
Dean’s Advisory Board Meeting, October 30-31, 2014
Fall Commencement & Events, December 12, 2014
Eagle Executive Exchange - Augusta, January 14, 2015
Eagle Executive Exchange - Savannah, March 12, 2015
Dean’s Advisory Board Meeting, April 30-May 1, 2015
Eagle Executive Exchange - Macon, June 4, 2015
Alumni Spotlight: Sharon Ponder
by Leah Moss

Sharon Jester Ponder (ACCT, ’94) is the corporate comptroller for Bennett International Group, a Georgia-based logistics and transportation company headquartered in McDonough. Sharon oversees all accounting aspects of the 22-entity company. When she is not working on the expansion of Bennett into the field of oil rigging, Sharon is a voice for the local business community where she is a leader of developing businesses and assists in bringing jobs to the south metro Atlanta area. She brings light to issues involving infrastructure and schools.

During her time at Georgia Southern, Sharon was president of Delta Sigma Theta Sorority and still keeps in touch with her sisters. In 1993, Sharon was crowned homecoming queen.

After graduating, Sharon felt challenged being a female in the accounting and transportation industries. Initially, she started as an insurance accountant with Marsh and McClennan Insurance Brokerage firm before becoming a junior staff accountant at First Data Corporation. Desiring to be closer to home and away from Atlanta traffic, Sharon obtained a job at Bennett. Now, her 17 years with the transportation company has resulted in a successful career. She is happy to work under a female CEO and has found the balance between raising a family and building a career she is passionate about.

Sharon is happily married to Reginald Ponder. They have three children, Jordon (14), Nigel (8), and Lauren (6). Sharon loves spending time with her family and expanding her knowledge of pipe yard, transportation, logistics, and warehousing.

Alumni Spotlight: Gerry Logue
by Leah Moss

Gerry Logue (MKTG, ’76) is the senior vice-president of NBC Marketing Digital and Print Creative. Since he was a child, Gerry has been interested in and fascinated by popular culture. Now, his curiosity and passion are reflected in his successful career working on the launches and promotion of national TV shows. His responsibilities include developing creative advertising campaigns for primetime and late night shows like The Voice, The Tonight Show with Jimmy Fallon, and The Blacklist.

Before his time at NBC Entertainment, Gerry spent many years at Grey Advertising—first as executive creative director and then as president. He was the creative mastermind behind advertising for many hit ABC-TV and WB primetime shows. He was also an integral part of launching InStyle magazine, the W Hotel brand, and several hit Broadway shows and musicals. Gerry has also held SVP creative director positions at both Lifetime Network and Oxygen Network.

“The College of Business played a key role in helping to set a solid direction for my career path in the media and entertainment business,” Gerry said. During his time at Georgia Southern, he was able to channel his childhood passions into a business and marketing education. After graduation, his first job was at a marketing research firm in Atlanta.

Other than the challenges of accounting, Gerry enjoyed all of his classes in the College of Business Administration, especially marketing. Now, after many years in New York City, he resides in sunny Los Angeles. His favorite part of the job is diving into a new pilot and discovering creative new ways to launch the series and make it a “must see” hit. For him, the reward is seeing novel campaigns become new, vital pieces of the pop culture spectrum.
40 UNDER 40: 11 COLLEGE OF BUSINESS ALUMNI HONORED

On August 1, the Georgia Southern University Alumni Association announced the 40 Under 40 inaugural Class of 2014. This honor recognizes young alumni that are leading the way in business, leadership, community, educational, or philanthropic endeavors. The forty were chosen by a selection committee based on their professional expertise and achievements, as well as dedication to charitable and community initiatives.

The College of Business was represented by 11 of the 40 honorees. This Class of 2014 aspires to uphold the core values of Georgia Southern University of integrity, civility, kindness, collaboration, and a commitment to lifelong learning, wellness, and social responsibility.

Out of over 75,000 living alumni, more than 30,000 are under 40 years old. 40 Under 40 honorees not only represent the excellence of the University’s young alumni, but also demonstrate the positive contribution and remarkable achievements for which Georgia Southern graduates are known. For a complete list of the 40 Under 40 Class of 2014, go to http://bit.ly/40under402014.

Congratulations to the College of Business Alumni named in the 40 Under 40 Class of 2014!

TRIP ADDISON (MBA, ’09), Deputy Director, Governor’s Office of Planning and Budget, Atlanta

RUSSELL KEEN (Finance, ’99), Vice President, Government Relations & Community Engagement, Georgia Southern University, Statesboro

KATE CHANNEll (Marketing, ’01; MBA, ’03), Director, Marketing & Media, Georgia Southern University College of Business Administration, Statesboro

JENNIFER MOCK (Finance, ’04), Attorney/Partner, The Mock Law Firm, LLC, Statesboro

JASON EPPS (Management, ’99), National Customer Manager, Kraft Foods, Rogers, AR

YVONNE PARKHURST (MBA, ’06), High Performance Team Services Manager, USA Rugby, San Diego, CA

RYAN FOLEY (Management, ’03; MBA, ’05) Vice President for Student Affairs, Ogeechee Technical College, Statesboro

BRAD SHEFFIELD (MBA, ’03) Sr. Vice President, Retail Lead/Bank Support Manager, Sea Island Bank, A Division of Synovus Bank, Statesboro

KIM HARTSOCK (Accounting, ’00; MAcc, ’01) Partner, Warren Averett, LLC, Duluth

JUSTIN WRIGHT (Management, ’02; MBA, ’03) Director of Independent Sales, Great Southern Wood Preserving, Dothan, AL

SUSAN HERRING (Accounting, ’99) Director, Initial Phase Operations Finance, Gulfstream Aerospace, Pembroke
YOUR JOURNEY IS OUR BUSINESS

- MAcc & Online MAcc
- MBA & Online MBA
- MS in Applied Economics
- ERP Certificate
- PhD in Logistics

GeorgiaSouthern.edu/BusinessGraduate
ACCOUNTING

Woody Davis (1966), Warner Robins, is a partner/CPA with Nichols, Cauley & Assoc. LLC. His wife is Marie Dickson Davis. Email: wood4128@aol.com.

Andy Sharp, CPA (1985), LaGrange, is senior regional manager and CPA at MEAG Power, Atlanta. His wife is Angela. Email: asharp@gmail.com.

Jeff Morris (1991), Franklin, TN, is regional operations director at DaVita, Brentwood, TN. His wife is Karen. Email: jmorris99@me.com.

Tonya Duncan Miller, CPA (1992), St. Simons Island, is finance director at the Glynn Co. Board of Commissioners, Brunswick, and a member of the Rotary Club. She is married to Tracy Miller. Email: tonyaduncanmillner@gmail.com.

Traci Hall Best (1997; 1991 Communications), Savannah, was promoted to coastal region supply chain mgmt. operations supervisor for Georgia Power in November 2013.

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

Shelly Cich (2003), Buford, is director of business at Comcast Spotlight, Alpharetta. She is married to Bryan Cich, and they have two children, Madison (5) and Beau (1). Email: shellycich@comcast.net.

Julianne Cushen (2007), Palm Harbor, FL, is an accountant at Southeast QSR, Clearwater, FL. Julie is engaged to Joel Katz. The couple plans to wed on October 11, 2014 in Tampa, FL. Email: jmcushen@yahoo.com.

Ryan Brihson (2008), Dublin, is a senior CPA with TJS Deemer Dana. Ryan is a member of AICPA and GSCPA. His wife is Chassie Brihson. Email: ryan.brihson@tjsdd.com.

Deanna Davis (2009), Statesboro, is CFO of Gerralds Vidalia Sweet Onions, Inc. She also sells crop insurance through Southland Crop Insurance, LLC. Email: davis_48@yahoo.com.

Jessica Morris Gulayets (2009), Pooler, is plant controller at Kerry Inc., a food manufacturing facility in Savannah. Her husband is Anthony Gulayets. Email: jmorri46@gmail.com.

BUSINESS ADMINISTRATION

Reid Clark (1986), Canton, is now a loan officer at Silverton Mortgage. He was Loan Officer of the Year in 2013. His wife is Marjorie Erlich.

ECONOMICS

Robert Kellogg (1985), Ellijay, is a teacher and coach at Gilmer County High School. His wife is Linda Searcy Kellogg. Email: robert.kellogg@gilmerschools.com.

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

FINANCE

Melanie Frasier Jones (1990), Indian Trail, NC, is an administrative assistant for the Office of Comptroller of Currency. Her husband is Rickey Jones. Email: Rjones5310@aol.com.

Ryan Schneider (1991), Savannah, is president of Pier Commercial Real Estate Management and Pier Commercial Real Estate Brokerage, LLC. He is a member of the boards of the YMA of Coastal GA and the Small Business Assistance Corporation. Email: ryan@piercommercial.com.

Evan Eric MacClellan (1994), Palatka, FL, is a risk control consultant for the Florida League of Cities Orlando, FL. Email: emacclellan@flcities.com.

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

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

HOTEL/RESTAURANT MANAGEMENT

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

P. Rex Bartles (2011), Evans, is assistant director, FNS at Morrison Management, Statesboro, currently assigned as assistant director of Nutrition at East GA Regional Medical Center. Email: rexbartles@iammorrison.com.
INFO SYSTEMS

Matt Janofsky (1984) is a software engineer for Red Book Connect/Macromatix. Matt generously supports the IS major by underwriting a scholarship that bears his name.

Sanjeev “Sam” Pathak (1997) was on hand at the IS reunion and continues to be one of the College of Business’s most engaged alumni, participating in many Atlanta-area alumni and student recruiting events.

James Hall (2004) is currently technology director at MaxMedia.

Matthew Dawkins (2007), is an SAP consultant with Accenture.

Yetunde Akinola (2011) is currently an SAP advanced purchasing analyst for Caterpillar, Inc.

INTERNATIONAL TRADE

Elizabeth Matherne (2001), Cumming, is partner at Matherne Immigration Partners. She is a member of both Florida and Georgia bars. Email: Joe.S.Matherne@gmail.com.

Michael Sterling (2010), Jacksonville, FL is a pricing analyst for Landstar. He is married to Sarah Dewsbury Sterling. Email: msterli1@gmail.com.

LOGISTICS

Elizabeth Ruis (2004) is now a school teacher with Colquitt County Schools. She worked for Saddle Creek Transportation for five years before relocating with her family. She is married to Lanie Ruis. Email: liz5860@hotmail.com.

MBA

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

Rachel Clift (2012), Savannah, is now a staff accountant at the Savannah Chamber of Commerce. She was a founding member of LaunchSAVANNAH. Email: rachellelift@hotmail.com.

Justin Gillette (2012), Atlanta, is tax staff at Smith & Howard. Email: Justin.j.gillette@gmail.com.

MARKETING

Larry Harrison (1970), Dalton, is now retired. He is a Kiwanis Club member and past president and serves on the finance committee at the First Methodist Church. He is married to Sarah Sanders Harrison. Email: larry.harrison@charter.net.

Dewey Hollman (1987), Atlanta, is now the senior director of Ciber’s Oracle Higher Education Consulting after a recent promotion in January, 2014. Email: irockatl@gmail.com.

MACC

Hunter Fountain (2006), Tucker, is a senior auditor/CPA at Nichols, Cauley & Associates in Atlanta. He is married to Jessica Pitt Fountain. Email: hunterfountain@gmail.com.

Susan Seedarsan (2007), Orlando, FL, is an audit specialist/CPA at Pinnacle in Maitland, FL. She is licensed in Pennsylvania and Florida and received her MBA in 2006. Email: seeedarsan@gmail.com.

Doug Carlson (2008), Columbus, OH, is now the senior charitable funds auditor for the Ohio attorney general. He obtained his CFE designation in January 2012 and is married to Corrine Negrelli. Email: daxelc@gmail.com.

Emily Cannon (2010), Metter, is now CFO at Coastal EMC in Midway. Email: Emily.cannon@coastalemc.com.

Jason Dulin (2012), Savannah, is a special agent for the IRS – criminal investigations. He is married to Martina Fruitrell. Email: jasondulin4@yahoo.com.

MIS

Mike Panullo (1980), Hiram, is the payroll manager at Southern Company. His wife, Cindi McPherson Panullo, also attended Georgia Southern. Email: mfpanull@southernco.com.

In Memoriam

First, let me say thank you to all who attended one of the regional President’s Receptions this year. It has been great getting to know you, hearing stories about your time at Georgia Southern, and, learning how the foundation you received from earning your business degree at Georgia Southern helped catapult you into your career. We have amazing alumni who have been in very interesting jobs, have made some outstanding achievements in their careers, and have great affection for their alma mater.

Our new Eagle Executive Exchanges will begin in fall, starting with one in Statesboro on September 18. These events are part of “Connecting the Eagle Executive Network,” and are an opportunity to get together with other members of your community who graduated from the College of Business—a time to get to know each other and to exchange business cards, ideas, and stories about your days at Georgia Southern. You may be surprised to learn that someone you have known for years also graduated from Georgia Southern.

The College of Business is getting a facelift, bringing the interior of the building into the 21st century, and much more is to come, including building a financial center/trading room, something currently found in many larger business colleges nationally. This room will have a glass outer wall, allowing students to see the ticker tape and making them aware that they are part of an outstanding business college. Naturally, costs are associated with this undertaking, and so, we are embarking on a capital campaign to raise the much-needed funds to cover these costs.

On April 5, we held our first College of Business Scholarship Luncheon, which provided a face-to-face opportunity for our scholarship recipients to express their gratitude to our donors. The scholars and their benefactors were given time to connect on a personal level, sharing their achievements and goals, and putting real faces with scholarship donors and recipients. Please take time to view the “Thank You” video from this event at http://coba.georgiasouthern.edu/donate/.

Assistant Director of Development Gordon Hunter has put together new programs, set to begin in the fall, to keep our business alumni connected, as well as helping our graduates standout in the workplace:

The Mentor Program, to give current business students access to career advice, résumé critiquing, or a mock interview with an alumnus. If you are interested in being a mentor, contact Gordon (ghunter@georgiasouthern.edu);

The Student Executive Society, a student-run organization exclusive to College of Business students, will provide a hands-on approach to engage students in business opportunities, equip them with skills not taught in the classroom, and connect them with alumni working in the students’ desired fields to better prepare them to enter the professional environment;

The Young Alumni Board, comprised of College of Business alumni, under the age of 40, will engage other young alumni and welcome graduating students in their respective cities. If you would like to nominate someone for this board (or self-nominate), please contact Gordon.

We could not do any of this without our donors. To all of you who have already invested in the College of Business, we cannot thank you enough. Needless to say, in order to remain relevant and competitive, we must create additional scholarship opportunities, raise our endowment, and fund more study abroad programs. Higher education has become very competitive, and, even though the College of Business at Georgia Southern attracts top students, we can only keep them if we are able to offer the equivalent financial support as our competitors. Therefore, we need you! Please consider investing in the College of Business. To learn more about giving opportunities, please contact me at 912.656.4243 or pamjones@georgiasouthern.edu.
Dean Amason, along with faculty and staff of the Georgia Southern University College of Business, would like to thank the Dean’s Advisory Board members for their generous support.


Back row (L to R:) Allen Amason, Don Wiggins, Margot Dawkins, Cindy Randall, Pam Jones, Bill Wells, and Lee Thompson.