The Executive MBA and WebMAcc

The Board of Regents of the University System of Georgia has recently approved two new online graduate programs for COBA, an Executive MBA (EMBA) and the Master of Accounting (WebMAcc), both to be delivered through distance learning beginning this fall. The two-year lock-step programs will be offered in ten-week sessions.

Executive MBA

The sixteen-course, forty-six hour EMBA is intended for working professionals with seven years experience who are leaders in their organizations. It is geared toward mid- to senior-level professionals looking to advance their academic credentials and will feature a niche focus in entrepreneurial leadership with three interval residencies, including two (2) one-week sessions on campus, at the beginning and middle, and one (1) two-week domestic or international practical experience at the end.

Admission to the EMBA program is competitive and implemented on a rolling-basis. Completed applications are reviewed and seats are filled as decisions are made. A variety of criteria are considered including past academic performance, professional work experience, recommendations, essays, and GMAT scores. Prior to matriculation, all EMBA students will be required to successfully complete a set of non-credit, self-paced learning modules in the areas of finance, accounting, statistics, and economics—the foundation of the Executive MBA.

Only two Executive MBA programs in the U.S. and Canada identify entrepreneurship as their focus, and only three reflect leadership. Of the four schools offering online Executive MBAs, none offers an entrepreneurial leadership niche. Since 92 percent of the licensed businesses in Georgia have fewer than 50 employees, the EMBA with a focus on entrepreneurial leadership will fill this identified educational need.

WebMAcc

The ten-course, thirty-hour WebMAcc will be the only online Master of Accounting program currently offered within the University System of Georgia. The WebMAcc curriculum is the same as the traditional Master of Accounting program, specifically with courses in taxation, financial accounting, auditing, accounting information systems, and business law; as well as business electives in economics, management, marketing, logistics, finance, and information systems to broaden the degree spectrum.

New technologies provide opportunities to develop online communities where students can work in remote groups and faculty can meet and interact with students. Student involvement in this medium will allow live and recorded student presentations and open forum discussion. Professors with experience in the online distance learning arena will engage students with the same quality and rigor of the traditional MAcc program.

The WebMAcc will expand the market for Georgia Southern’s Master of Accounting program’s continued growth. Applicants will need to meet the prerequisites of the traditional MAcc program, including undergraduate courses in financial accounting, managerial accounting, taxation, auditing, and accounting information systems. These courses are the foundation of the undergraduate degree and are critical to the success of students at the graduate level.

The success of the Georgia WebMBA® provides a well-tested approach to online education and a model for these new programs. Students are required to attend an orientation prior to the beginning of their first fall semester. This provides an opportunity for students to meet faculty and fellow students, while training on the technologies utilized in the program. The orientation also includes information on university policies and procedures.

Cathy Addresses Graduation

Dan Cathy, wife, Rhonda, and family are members of Fayetteville’s New Hope Baptist Church where he teaches Sunday School. Dan is a pilot, marathon runner, motorcyclist, trumpeter, and aspiring master gardener.

The Spring 2011 Commencement speaker for undergraduate ceremonies at Paulson Stadium was Chick-fil-A President and COO Dan T. Cathy, reflecting upon the ideals of servant leadership that have propelled the company founded by Dan’s father, S. Truett Cathy, to one of the nation’s largest family-owned businesses and, what is today, a global operation.

After receiving his MBA from COBA in 1975, he served as director, vice president, and executive vice president prior to taking over operations in 2001. Since then, the company has received major market awards including Fast Company’s “Customer First”; Zagat and Today Show’s “First in Service”; BusinessWeek and J.D. Power’s “Top 25”; Restaurant & Institutions’s “Choice in Chains”; and QSR’s “Best Drive Thru.”

Dan, wife, Rhonda, and family are members of Fayetteville’s New Hope Baptist Church where he teaches Sunday School. Dan is a pilot, marathon runner, motorcyclist, trumpeter, and aspiring master gardener.
A Message from Dean Shiffer

External validation. No matter how good we think our business programs are, no matter how valuable we believe our faculty are, and no matter how talented we claim our students to be, until we receive confirmation from an external source, our thoughts, beliefs and claims are self-imposed.

Proudly, we proclaim our AACSB accreditations for the business and accounting programs. This is external validation of the highest form. Every five years we are revisited by the AACSB for adherence to standards that reflect high quality.

Parents are another indirect measure of validation for if they did not believe our message of goodness and high quality, then it is not likely that their sons or daughters would enroll at Georgia Southern. Enrollment continues to grow, so we will assume that parents are confirming the quality of our programs.

Employers continue to seek our graduates, which provides another example of external stakeholders believing in us.

Recently, we have been fortunate to earn other forms of external validation from the media.

U.S. News & World Report issued its annual rankings of business programs. This year—for the first time ever—our MBA program was ranked! U.S. News started with a population of roughly 500 domestic MBA programs and immediately filtered out about 200 that did not glow bright enough to make the radar screen. Of the 295 programs that remained, the magazine combined peer ratings with selectivity criteria to produce an overall ranking. We tied for 121st place in this listing!

That may or may not sound impressive, but schools occupying the top 75 positions are the usual suspects that make every top list of business schools. It is hard for us to break into that upper echelon. But finishing 121st is terrific as it puts us in the top 25 percent of MBA programs in the country.

The online Georgia WebMBA® program also has grounds to boast. The website Geteducated.com is known for its broad coverage of online degree programs in the U.S. The site even has a special section known as “Diploma Mill Police” where it tries to alert readers to those online programs lacking rigor and standards.

Geteducated.com ranked more than 380 online degree programs on two attributes—student satisfaction and public perception. The Georgia WebMBA® program finished 1st in student satisfaction and 2nd in public perception. Wow! What a terrific testament to the hard work of everyone involved with the WebMBA® program.

We are celebrating our 10th year in operation and this has to be the pinnacle of awards that we could earn—first in student satisfaction!

Our success in delivering online graduate degrees has prompted us to expand our offerings. We developed new degree proposals for an online Master of Accounting degree—to be called the WebMas degree program—and for an Executive MBA degree. I am delighted to tell you that both were approved by the Board of Regents of the University System of Georgia and will launch in Fall 2011.

If you once thought that a graduate degree from your alma mater was impossible due to time or distance, then banish that thought. No matter where you live and no matter what stage your career is in, you could join hundreds of other distance learning students and earn an accredited, externally validated master degree from COBA and Georgia Southern.

Elsewhere in this edition of the Eagle Executive you will read more about these programs. Reconnect with COBA and become a virtual student all over again!

Thank you, thank you, thank you! During the past several months, more blue cards and emails from alumni have come in than usual. While the return ratio is still something like 1 to 9, you really have been keeping me more busy this spring as the weather has warmed.

It has really been great, lately, to hear from some of our international graduates, including Ben Becker (MKT, 1992; MBA 1994) now in Bangkok, Thailand, with MGM Casinos, Tina Klein Ricehi (MKT, 1995) and her family in Ho Chi Minh City, Vietnam; Tim Dais (FIN, 1985) a journalist in Pasig City, Philippines; Ebzan Paulus (FIN, 1994) a Christian church minister in Indonesia; and Dr. Andreas Zangemeiste (GEN BUS, 1992), telecom specialist in Offenburg, Germany. We enjoyed a visit this past month from Fred Van Romandt (MKT, 1987) a restaurant owner in Curacao.
Department News

Finance & Quantitative Analysis

The Center for Excellence in Financial Services held its annual “Financial Services Day” conference with more than 125 students attending. Ed Sibbald, center director, organized the event into three (3) one-hour panels including banking, insurance and financial advisory, and investment services. Representatives from 12 companies attended, many of whom are COBA and Georgia Southern alumni, including Joseph Lanier, BB&T Corporation; Amy Kollman, Wells Fargo Bank; Steve Sanders, Sea Island Bank; Kelly Gerrity, First Southern National Bank; David Beaubian, Citizens Bank of Bulloch County; Madie Martin and Tyler Moore, GEICO; Jack Greene, Northwestern Mutual Financial Network; Cheryl Ndzie, Progressive Insurance; Nicole Guarino, State Farm Insurance; Max Manack, Merrill Lynch; Hal Weathers, Edward Jones; and Shannon Eaves Krantz, First Investors Corporation. Seven students were able to obtain jobs with participating companies including Wells Fargo, Northwestern Mutual, and First Investors.

Information Systems

The department welcomed William Fordham as its newest full-time faculty member in January. He came on board to enable Maria Aviles to devote her full attention to completing a Ph.D. in logistics. Dr. Hye-Man served as the program chair for the Association of History, Literature, Science and Technology 2011 Conference. In December, she and part-time instructor James Smith earned the title of SAP Certified Business Associate with SAP-ERP after completing the SAP certification preparation program and passing the exam. They join John Dyer, Hsiang-Jui Kung, Camille Rogers, Robert Szymbanski, and Abbie Gail Parks (SOA) as SAP Certified professors.

Edna Levernier and Valerie Kasyap prepared themselves to contribute to the department’s SAP@GSU Advantage initiative by attending the SAP University Alliances’ Winter Workshops at Sam Houston State University in January. Kevin Elder, Ron Mackinnon, and Robert Szymbanski attended workshops at the 2011 SAP University Alliances Curriculum Congress; Tom Case also attended the Curriculum Congress to make a presentation on program marketing and promotion.

Camille Rogers presided over the 2010 Conference of the Southern Association for Information Systems (SAIS); she will serve as the chapter’s past president through March 2012. Adrian Gardiner was elected by the SAIS membership to serve as program chair for the 2012 conference. Tom Case, John Dyer, Adrian Gardiner, and Paige Ruttner won the SAIS 2010 Best Paper Award for their “A Linkedin Analysis of Career Paths of Information Systems Alumni” paper.

IS faculty members are in demand among USG institutions and other organizations. Georgia Southern is sharing Christopher Leverett with Armstrong Atlantic State University to cover a class in the Web Bachelor of Science in Information Technology (WSBIT) program. Geoff Dick is being shared with North Georgia College and State University to create and implement graduate and undergraduate information systems courses. Robert Szymbanski will be shared with Georgia State University during Summer Semester 2011 to teach an enterprise resources planning course in the executive Master of Science in Information Technology Management program.

Management, Marketing, & Logistics

Two logistics professors recently completed doctoral degrees. Dr. Yusoon Kim, assistant professor, received his degree from Arizona State University, and Dr. Scott Webb, assistant professor, received his degree from Michigan State University.

Scott Webb, coach, and student team Drew Cameron, J. J. Cavanaugh, Timothy Lavoie, Nicole Lewis, and Matthew Stanyan traveled to Jacksonville, FL, to compete in the 3rd Annual Logistics and Supply Chain Management Undergraduate Case Competition. Logistics Ph.D. student Amit Arora accompanied as the assistant coach as they met competition from Auburn University, Michigan State University, University of Arkansas, University of Maryland, University of North Florida, University of North Texas, and University of Tennessee.

The Savannah Traffic Club hosted its annual luncheon in Savannah this spring and awarded $10,000 in scholarships to Georgia Southern Logistics students, including Rebecca Paull, Kelly Sanders, Stephanie Thomas, Burchard Blackburn, and Jessica Chan.

Bob Hoell has been re-certified as a senior professional in human resources by the Human Resources Certification Institute, the accrediting body of the Society for Human Resource Management. The institute’s purpose is to establish professional standards and recognize professionals who meet the standards.

Trey Denton was awarded this year’s Outstanding Advocate for First-Year Students. The 2011 award was presented by Dr. Chris Caplinger, First-Year Experience program director. He was selected by a committee of students and faculty. Dr. Caplinger and the judging committee made a surprise visit to Dr. Denton’s global citizens class to present the award.

Trey Denton’s Global Citizens Class

Timothy Jahnke, CEO and president of ElKay Manufacturing Company, a leading home and building products and home building industry supplier of bathroom fixtures, sinks, and cabinets, visited campus, spoke to students in Dr. Feruzan Irani’s classes, and presented a program to the Society of Human Resource Management student chapter.

School of Accountancy

Hayley Glisson Moore (ACCT, 2007), CPA, CFE, spoke to Don Berez’s forensic interview and interrogation class in April. Hayley earned a MAcc from Georgia College and State University in May 2010 and is employed by the CPA firm of Deloitte.

Ms. Glisson Moore and the students from Don Berez’s forensic interview and interrogation class.

School of Economic Development

COBA economics alumnus Stephen Rary, CEO of LOFA Industries, Inc., a leading manufacturer of semiconductor and microprocessor engine controls, visited campus and spoke to students and the Economics Club in April.

Godfrey Gibbson, School of Economic Development director, was the keynote speaker at the North Bryan Chamber of Commerce’s annual meeting in April. Godfrey discussed the county’s population growth and regional economic development challenges.

University Ranked 4th in the Nation

Georgia Southern has been named the fourth most popular university in the country by U.S. News & World Report. The ranking is based upon yield of students who opt to enroll following acceptance. Georgia Southern was ranked most popular behind Brigham Young, Harvard, and Stanford Universities, ahead of Ivy League schools, such as Princeton and Yale. Georgia Southern was the only school in the state of Georgia and one of only three in the southeast to make the list.

“Georgia Southern continues its climb in enrollment, academic quality, and national reputation and proves what thousands of Georgia Southern University students and alumni have known for decades,” said University President Brooks Keel. “Georgia Southern provides its students with an excellent education on one of the most beautiful campuses in the United States. The fact that nearly 70 percent of the students we accept decide to attend Georgia Southern is a testament to the greatness of this university.”

U.S. News & World Report’s rankings were taken from the Fall 2009 class, in which 68.7 percent of students who were accepted by Georgia Southern decided to attend.

“Georgia Southern has become recognized for offering the benefits of a major university with the feeling of a much smaller college. Our focus is on the student,” said Teresa Thompson, university vice president for student affairs and enrollment management.

Georgia Southern, a Carnegie Doctoral Research University, offers 115 degree programs through eight colleges, building upon more than a century of academic achievement. It is a top choice of Georgia’s HOPE scholars and is recognized for its student-centered approach to education.

Faculty Promoted and Tenured

Edinson S. Bernardes
Promoted to Associate Professor of Operations Management and Tenured

Gerard J. Burke
Promoted to Associate Professor of Operations Management and Tenured

John J. Hatem
Promoted to Professor of Finance

Jin Liu
Promoted to Associate Professor of Quantitative Methods and Tenured

Misty L. Longhuy
Tenured

P. Eddie Metrejean
Promoted to Associate Professor of Accounting and Tenured

Stephanie E. Nipe
Promoted to Associate Professor of Legal Studies and Tenured

Bill Yang
Promoted to Professor of Economics

Eomgyung Zhang
Promoted to Associate Professor of Finance and Tenured
Dan Speight Is Beta Gamma Sigma Honoree

Beta Gamma Sigma (BGS), the honor society sponsored by AACSB International: The Association to Advance Collegiate Schools of Business, inducted J. Dan Speight, Jr., vice chair and chief financial and operating officer of State Bank and Trust Company, Macon and Atlanta, as chapter honoree at its 31st annual banquet in April.

The 2011 BGS honoree earned a BBA in management, cum laude, from Georgia Southern in 1979 and a law degree from the Georgia State Bar of Georgia. He entered banking in the 1980’s and spent more than 20 years as president and CEO of Citizens Bank in Vienna and CEO and CFO of Flag Bank. During his career, Dan has served as president of the Community Banker’s Association of Georgia; director of the Georgia Banker’s Association; chair of the Georgia Banker’s Association, Community Banking Committee; and a management, cum laude, from Georgia Southern in 1979 and a law degree from the State Bar of Georgia. He entered banking in the 1980’s and spent more than 20 years as president and CEO of Citizens Bank in Vienna and CEO and CFO of Flag Bank. During his career, Dan has served as president of the Community Banker’s Association of Georgia; director of the Georgia Banker’s Association; chair of the Georgia Banker’s Association, Community Banking Committee; and a director of the Independent Community Bankers’ Association of America. Under his leadership as vice chair, State Bank and Trust Company has grown to $2.7 billion in assets with 22 offices and 460 employees across middle Georgia. Dan and his wife, Robby, reside in Macon as do their son, Joseph (MGT 2006) and his family. Mr. Speight’s nephew, David Milton, is a current COBA. Only business schools with AACSB accreditation are eligible to have BGS chapters. Inductees to this society receive the highest recognition business students worldwide may receive. The mission of BGS is “to encourage and honor academic achievement in the study of business, to foster personal and professional excellence, to advance the values of the society, and to serve its lifelong members.” The chapter honoree designation is offered to those who have furthered the ideals of the society through outstanding business and managerial leadership.

The Georgia Southern University chapter was formed in 1982 under the leadership of Professor Emeritus Horace Harrell and Dean Emeritus Ori J. James. Both undergraduate and graduate business majors are eligible to join, provided they are in the top 15 percent of the junior class and top 10 percent of the senior class. This year, BGS inducted 33 juniors, 20 seniors, 12 MBA students, and faculty members Robert E. Jackson, John J. Leaptrott, Cheryl T. Metrejean, and Debra T. Sinclair. The 2010-11 BGS scholarship was awarded to Benjamin Woods, pictured below.

Dan Speight and Dean Ron Shiffer

Junior Inductees
Benjamin L. Bailey
Jonathan C. Eargle
Daniel L. Fletcher
Neal I. Groover
Ashley L. Harrell
Alexander T. Hartley
Caitleen B. Herr
Walton B. Howard
Lauren A. Hughes
James F. Hunsdriker
Virginia A. Hunt
Todd A. Iscolino
Brooke K. Jackson
Kelsey E. Johnson
Landon J. Latham

Senior Inductees
Brittanie D. Barber
Keiylene R. Burgess
Katelyn A. Dearing
Nicholas E. Drummond
Delani L. Edison
Justin J. Gillette
Kristopher A. Grayson
Brendan F. Hegarty
Courtney C. Heilman
Dan M. Hester
Jeffrey M. Hupman
Robert S. Kuehl
Paul S. Limo
Christopher J. McGuire

Graduate Inductees
Juanita J. Caudill
Lashay C. Coles
Monica R. Heredia
Patricia L. Myrick
George W. Price
Lisa M. Redington
Corail D. Richter
Kara L. Ritter
Rachel Ryding

BGS Battle Champs

Monteza Bishop, Sasha McCullough, Naonne Nathan, and Jessica Clemmer celebrate at the District Competition in Dublin.

Georgia Southern is the 2011 Battle of the Chapters Champion for Phi Beta Lambda. The award was presented recently at the state conference held in Atlanta’s Westin Perimeter North Hotel. The student team of Jessica Clemmer and Sasha McCullough battled against ten other teams to win the award. Individual awards went to Andrea Sheard, first in Marketing Concepts; Monteza Bishop and Sasha McCullough, third in Emerging Business Issues; and Jessica Clemmer, first in Management Analysis & Decision Making and third in Financial Concepts. In addition, Naonne Nathan won first place in impromptu speech, while Andrea and Jessica will compete at the Phi Beta Lambda National Conference in Orlando, FL, June 23-26.

Student Kudos

COBA and CIT students have been busy this spring. At the SE DSI annual regional conference in Savannah, students Kadisa Johnson (IT), and Amit Arora (Ph.D. in Logistics) won top honors.

Kadisa won the undergraduate best overall student paper competition with “Are IT Students More Ethical than Non-IT Students When It Comes to Behaviors Related to IT?” Her study was performed as part of an honors class under the instruction of Dr. Cheryl Aasheim, associate professor of IT. Amit won the Ph.D. student paper competition with his paper, “Managing Global Brand Equity,” based upon research he conducted with Dr. Morgan Miles, professor of marketing. The students received certificates and cash awards.

The advertising industry’s largest and most representative competition, the ADDY’s, recognizes and rewards creative excellence in the art of advertising. The Savannah regional ADDY’s awards ceremony, celebrating creative work in marketing, advertising, sales promotion, Internet, and multimedia through regional clubs globally, took place in March. In the student category, the top winners were Matt Rodgers, Best in Show, “Longbeard Vineyards Packaging” and Jessica Rychel, Judge’s Choice, “Scarlet Letter, Cover Editorial Design.” Five graduate students participated in the 2011 Graduate Research Symposium in April. Ph.D. students Sara Liao-Troth and Stephanie Thomas made an oral presentation, “Evolution of Logistics: 20 Years of International Journal of Logistics Management.” Graduate students presenting posters included Rajeshree Joshi, MSCS, “Introduction to Query Optimization in Oracle SQL” Thad Oviatt, MBA, “Automated Bicycle Lock”; and Will Gruver, MAcc, “SAP and the Use of Mobile Capabilities.” Congratulations to these students for their accomplishments!
21st Annual Accounting Day Celebrated

The Zeta Delta Chapter of Beta Alpha Psi and the Georgia Southern University Accounting Association sponsored the School of Accountancy’s 21st Annual Accounting Day Awards Banquet on April 21, 2011. The evening’s events began with a career fair for accounting majors. Fifteen accounting firms and professional organizations with more than 30 industry representatives met with students to discuss full-time positions and internships. The day ended with the annual awards banquet in which the School awarded scholarships.

Beta Alpha Psi President, Brenden Adams, recognized several members for their active participation in Beta Alpha Psi, the accounting honor society, and he presented scholarships to Kenny Douglas, Sara Wilbur, Jordan Giannetti, and Mark Fletcher. Brenden also gave special recognition to Mr. Don Daniels of JetBlue Airways Corporation for his continued valuable support of the Zeta Delta Chapter of Beta Alpha Psi here at Georgia Southern University.

Academic Achievement awards jointly sponsored by the Educational Foundation of the Georgia Society of CPAs and area chapters were presented to LeShai Joshua and Caleb Holloway from the Coastal Institute of Internal Auditors Academic Distinction Award to Cassondra Covington. Ryan Lewis received the Educational Foundation of the Georgia Society of CPAs Academic Excellence Award for being the School of Accountancy’s top graduating senior. This award was presented by Ms. Paula Mooney.

For the first time, the School of Accountancy Accounting Advisory Council presented awards to out-standing accounting majors. Mr. Billy Hickman, a charter member of the Accounting Advisory Council presented these awards to Tavio Adegbite, Sonia Curtis, Matt Dempsey, Kenny Ronald A. Lundstrom Scholarship in Forensic Accounting to Lacey Burkett. Mr. Ronald A. Lundstrom, a long-time supporter of the School of Accountancy and a charter member of both the School of Accountancy Advisory Council as well as the Forensic Accounting Advisory Board, established this award in 2008. The International Student Award sponsored by the School of Accountancy and presented by Dr. Brit McKay went to Qingping Liu. The Paul G. LaGrone Scholarships, established by former Business Dean Dr. Paul G. LaGrone, were awarded to Lauren Hughes and Samantha Williams by Ms. Abbie Gail Parham.

Mr. Jeff Wright, of Draffin and Tucker, LLP, Albany, presented a scholarship to Chris Williamson. Mr. Alex Knight, of Habif, Argeiti & Wyme, LLP, Atlanta, presented scholarships to Kristen Birchett and Allie Jansen. Ms. June Paschal, of Mauldin and Jenkins, LLC, Albany, presented a scholarship to Andrea Mok, of Moore Stephens Tiller, LLC, Brunswick, presented scholarships to Jon Eargle and Archana Shrestha; Mr. William Sammons, of Nichols Cauley and Associates, LLC, Dublin, awarded scholarships to Jessica Farrell and Brooke Jackson.

Dr. Jill Lockwood, interim director of the School of Accountancy, presented the Excellence in Service Award to Dr. Tim Cairney and Excellence in Research Award to Dr. LeVon Wilson.

Accounting Day is made possible through the generosity of many organizations support Georgia Southern’s accounting program. Many thanks go to the following corporate sponsors: Becker Professional Review; Cherry, Bekaert & Holland, LLP; Dubbs Hickman Hill and Cannon, LLP; Draffin and Tucker, LLP; Elliott Davis, LLC; the Georgia Society of CPAs; Gifford Hillegass and Ingwersen, LLP; Habif Argeiti and Wyme, LLP; Hancock Askew and Co., LLP; KPMG, LLP; Mauldin and Jenkins, LLC; Moore Stephens Tiller, LLC; Nichols Cauley & Associates, LLC; Smith and Howard, PC; Thigpen Jones Seaton & Co., PC.

For more information on any of our accounting programs, please contact
School of Accounting, P.O. Box 8141 • Room 2203, Statesboro, GA 30460-8141,
Phone: (912) 478-2228, E-Mail: dsneathen@georgiasouthern.edu; Website: http://coba.georgiasouthern.edu/depts/acc/.
From the Directors

MAcc

As we look forward to our WebMAcc program going online in the fall, I am excited about the Master of Accounting Program at Georgia Southern and how we are growing. It is not just size, which has been trending positively for several years, but the quality and breadth of applicants.

In crunching the numbers, we see that fewer than half of the applicants come from our undergraduate program, approximately 15 percent completed their undergraduate degrees fewer than half of the applicants come from our outside Georgia, just over 20 percent of the undergraduate program, approximately 15 percent completed their undergraduate degrees outside Georgia, just over 20 percent of the applications come from students at other Georgia institutions, and almost 20 percent of the applications are from international students. Many of the more than 50 percent of our students coming from outside Georgia Southern are attracted to our Forensic Accounting program.

As our footprint is widening, the quality of these students is getting better. The current students' average GPA is approximately 3.25, and their GMAT scores average 510. This new applicant pool average 3.36 and 535, respectively. The 3 to 5 percent jump in these indices is exciting!

Please let us hear from you at dsneathen@georgiasouthern.edu.

MBA

Georgia Southern University’s Master of Business Administration (MBA) program has gained national recognition and ranking in the U.S. News and World Report’s latest set of rankings. The university’s MBA program was ranked 121 of 295 programs in the country. The program currently has 177 students and offers a variety of different classroom settings including classes on the university’s main campus in Statesboro, in Savannah, and online. MBA programs play a vital role in business education, especially for working people who cannot attend full-time because of family or financial reasons.

For more information on any of our graduate programs, please contact COBA Graduate Studies, P. O. Box 8050, Statesboro, GA 30460-8050; (912) 478-5767; mba@georgiasouthern.edu; http://coba.georgiasouthern.edu/grad.htm.

Jean-Christophe Demarta

In his capacity as vice president advertising for The New York Times Global since 2006, Jean-Christophe Demarta (MKT, 1986; MBA, 1988) is responsible for advertising sales across an extensive portfolio of the company’s publications and digital platforms. The New York Times Global is represented by 35 media agencies across the world and has offices in New York, Paris, London, Frankfurt, Dubai, Hong Kong, Tokyo, and Singapore.

Jean-Christophe joined The New York Times Media Group, in 1999, as advertising director for Europe, the Middle East, and Africa at the International Herald Tribune, a post he held until 2006. Prior to this, he was deputy managing director advertising at the French newspaper Le Monde and previously held media research and marketing positions at Medias & Regies of the Publicis Advertising Group.


Sam Evans

Sam Evans (MAcc, 2009) received his degree in accounting from the University of Georgia. After earning his master of accounting at Georgia Southern, Sam began his career as a staff accountant with Hancock Askew & Co., LLP, in Savannah. This past January, he received the Certified Public Accountant (CPA) designation from the Georgia State Board of Accountancy, created in 1908 to adopt rules and enforce standards for licensure. Sam is now an active member of the Georgia Society of Certified Public Accountants.

Currently, Sam is serving as an ambassador of the Savannah Area Chamber of Commerce and is active in the Cystic Fibrosis Foundation and Benedictine Military School.

An avid sportsman, Sam participates in local softball and golf leagues.

WebMBA® Ranked #1 and #2

The Georgia WebMBA® program has been ranked #1 out of 382 online programs in student satisfaction. Geteducated.com, the Internet graduate degree program monitor, recently ranked all online programs by two dimensions: student satisfaction and public perception. The WebMBA® came in first in student satisfaction and second in public perception out of the 382 ranked programs.

“What a tribute to the ten plus years of hard work by Executive Director Joe Becchi and the faculty who have worked with hundreds of students online to earn this recognition,” remarked Dean Ron Shiffller.

The Georgia WebMBA® program is known for its quality, affordability, and student commitment. It offers professionals an opportunity to earn an accredited, accelerated online MBA degree without interrupting their work and personal lives. It is offered by six University System of Georgia schools, Columbus State University, Georgia College and State University, Georgia Southern University, Kennesaw State University, Valdosta State University, and University of West Georgia, all accredited by AACSB International: The Association to Advance Collegiate Schools of Business, the premier accrediting body for business degree programs.

Students benefit from a web-based MBA program with the same quality and service as our on-campus programs. Tuition rates are significantly lower than at most AACSB-accredited schools, and applicants without undergraduate degrees in business administration benefit from self-paced, pre-program modules.

Previously, the Georgia WebMBA program has been recognized in U.S. News & World Report, Business Week online, The Princeton Review, and USA Today. More information is available at http://www.webmbaonline.org.
Charles E. Bostick, Jr. (LOG, 1995) started his career in logistics with J.B. Hunt Transport as a fleet and regional manager in the Atlanta terminal, later becoming a dedicated manager for Procter & Gamble in Albany. Soon after, he received a promotion to regional operations manager in Hunt’s Dedicated Midwest Division, then to senior regional operations manager in Dallas, TX.

In 2005, Charles left Hunt to join Vantix Logistics as director of transportation, operation, and pricing. Vantix is a division of MeLane Foodservice, a Berkshire Hathaway company. Charles is an active member of the Council of Supply Chain Management Professionals, American Frozen Food Institute, Food Shippers of America, American Trucking Association, and the Transportation Law Council.

Charles is married to Keisa Brown (LOG, 1998), and they have two daughters, Sarah, a UGA alumna, and Rachel, a Georgia Southern graduate in education. He and his family have resided in Thomasville since 1984. ♦

Glen Waters (BS ECON, 1976; BBA ECON, 1978) followed a career in insurance with Cotton States Insurance Company and later earned the Associate in Claims professional certification from the Insurance Institute of America. He has spent the past 29 years in the claims department at Cotton States.

During his college years, Glen was known around Statesboro as a singer, guitarist, and songwriter. He is still recording music and performing, recently having performed a solo concert at Statesboro’s Averitt Center.

Glen and his wife, Susan, a Georgia Southern alumna, have two daughters, Sarah, a UGA alumna, and Rachel, a Georgia Southern graduate in education. He and his family have resided in Thomasville since 1984.

Kyle Burcher (FIN, 2006) is currently pursuing a Pharm. D. degree at The University of Georgia. He is also chapter president and chair of the American Pharmacy Association Academy of Student Pharmacists and has served on the Board of the Georgia Pharmacy Association.

In 2010, Kyle received the Atlanta Academy of Institutional Pharmacy’s Outstanding Student Award and Scholarship and will be representing UGA at the national patient counseling competition in Seattle, WA. ♦

Tina Riehle (MKT, 1995) began her career as a sales trainee for ConAgra Foods, Orlando, FL. She later returned to Frankfurt, Germany to be with her family, becoming employed with the Andrew Lloyd Webber Musical Group as a client service manager in its musical production department.

Her marriage to Matthias took her to Paris, where she became a client service director for Publicis, the third largest multinational advertising and communication agency in France, which includes the luxury brand group L’Oréal. The couple began their family in 2000 and had two children Nina, age 11, and Niclas, age 7. In 2006, the family moved to Warsaw, Poland, following her husband’s promotion at Nestlé and again in 2010, to Ho Chi Minh City, Vietnam, for another Nestlé promotion.

Their children attend an international school because of the enormous number of expatriates who currently live in Vietnam. Tina is currently a partner in a new business in the fashion design industry. She has worked hard to integrate her family in the various cultures in which they have lived, enjoying every minute of it. “No regrets! It is exciting for all of us,” she says. ♦

Tara Prindle (MKT, 2007) began working with Target Corporation as an assistant manager leader in Charleston, SC. Shortly after, she received an opportunity to work for her sorority, Alpha Delta Pi, in its Atlanta office. As executive administrative assistant, Tara was able to assist the director and management team in colonizing the Theta Zeta chapter at Washington and Lee University and was chosen to participate in ADP’s 2008 Leadership Seminar.

In 2009, Tara was promoted to collegiate relations coordinator, responsible for initiation at the organization’s 138 chapters. As part of this responsibility she served as the vendor liaison for ADP’s National Convention in Orlando, FL, and at the 2010 Leadership Seminar represented Herff Jones, jeweler to ADP, as on-site badge and jewelry sales coordinator. ♦

Tina Riehle

Kyle Burcher

Glen Waters

Tara Prindle
The 2011 Awards of Excellence for faculty and staff were presented at a banquet and ceremony held at Spring Hill Suites Hospitality April 15, 2011.

The Eugene M. Bishop Award for Sustained Excellence
Mark Yanochik

Mark Yanochik is often described as a quiet storm, not aggressive, just effective. His students describe him as helpful, approachable, well-prepared, and enthusiastic. And, yes, his hat and shoes always match!

Since 2008, when the School of Economic Development launched the master of science in applied economics online, Dr. Yanochik’s teaching contributions have been superb. He prepared and taught two courses that achieved success from the start. Dr. Yanochik has become a key player in the School’s corps of online instructors.

In research, he has earned the Associate in Risk Management designation from the Insurance Institute of America in three fields: risk assessment, risk control, and risk financing. Since 2008, a new stream of research focused on risk management has resulted in three refereed articles in internationally recognized journals. He is a fellow of the Ludwig von Mises and Independent Institute.

Dr. Yanochik is pleasant, polite, and easy to get along with, a team player; and, a faculty member to rely upon. As junior or senior faculty, researchers, or teachers, we could all use a page from the Mark Yanochik book.

The William A. Freeman Professor of the Year & Jane White Marketing Scholar Award
Jacqueline K. Eastman


Eastman has taught marketing on the BBA and MBA levels and is currently teaching online in the Georgia WebMBA program. She has been vice president for programs and president for the Association of Marketing Theory and Practice and is currently serving on the editorial review boards for the Journal of Marketing Theory and Practice and Marketing Education Review.

Prior to coming to Georgia Southern, Eastman’s Department of Management, Marketing, & Logistics, Dr. Eastman was a professor of marketing and economics at Valdosta State University and served as MBA director there from 1995 to 2000.

Dr. Eastman is very deserving of these two awards for her leadership in teaching and marketing research.

The W. A. & Emma Lou Crider Award for Excellence in Teaching & The Martin NeSmith Faculty Award for Distinguished Service
Mark D. Hanna

Mark Hanna has taught everyone from entering freshmen, to upper classmen, to graduate students while teaching more than six different courses since 2007. He has received positive feedback from students and strong student ratings on the technical material being taught. One alumna explained this commitment to excellence, saying “emphasis on continuous improvement techniques combined with a priority of respect for people was something we didn’t hear from other professors, yet we knew inside it was not only profoundly true, but critical for being successful managers in the emerging business world.” Another attributed his professional success to the lessons learned in Dr. Hanna’s class.

He has made curricular contributions in terms of journal articles, teaching briefs, workbooks, and textbooks both here and abroad. He has often noted Deming that a good teacher’s aim “should be to give inspiration and direction to students for further study.” We may all, like this year’s winner, live up to that aim.

CObA Faculty Award for Outstanding Research
Bill Z. Yang

Bill Yang’s research record since 2005 includes 10 publications in well respected academic journals; 5 acceptance or publications in the last 18 months, and a total 32 journal publications to date.

Recent research includes studies on competitive improvements from environmental regulation, inverted yield curves, incidences of recession, and two-part pricing policies that account for irrational behavior of sunk-cost effects. Dr. Yang is a well-respected researcher, teacher, and mentor.

The Rutherford Award for Excellence in Teaching and Service in the MBA
Russell Kent

Since his arrival at Georgia Southern, Russell Kent has been an active contributor to the MBA program, teaching organizational behavior, entrepreneurship, and global widespread market recognition by many of the nation’s top food companies that trust their brands’ reputations to Crider.

Crider choose Georgia Southern’s teaching role for support because he believes it is the core function of the University and because several family members, including his wife, Ann, and son, Bill, are Georgia Southern business alumni.

In his speech, Crider contrasted the commitment to excellence in teaching to the commitment to quality and service in business and thanked faculty and staff for their service. Thank you, Mr. Crider!

The W. A. & Emma Lou Crider Award for Excellence in Teaching was established in 1988 by W.A. “Billy” Crider, Jr., in honor of his parents. They started the family business, Crider Poultry, in Douglas. Billy Crider developed the current Candler County facility when he moved to Matter in the 1970’s. Today’s fully integrated operation includes the original fowl plant, a canning plant developed in the 90’s, a cook plant built in 2003, and a freezer plant added in 2005. Family owned and operated, Crider represents six decades of family commitment to quality and service. The company has enjoyed solid growth and increasingly.

The M. Albert Burke Faculty Award
Karen Hamilton

Karen Hamilton received a bachelor’s degree from the University of Rhode Island, a master’s from Penn State University, and a Ph.D. from Florida State University. She is honored as the recipient of the M. Albert Burke Faculty Fellowship Award for assistance to students in the classroom, moderated professional sessions, co-authored scholastic research, and collegiate service.

The Brown & Williamson Faculty Award
Mike Thomas

Tommy Sandefur, a Georgia Southern business major, was CEO of Brown & Williamson Tobacco Corporation in Macon. The Brown and Williamson Award evolved from an internship program for Georgia Southern students, who received training at Brown & Williamson. COBA’s general faculty meeting room, adjacent to Coca-Cola Plaza, also bears his name as a result of a significant donation to the building fund, made low profile and anonymously as an executive of one of the largest tobacco companies in America.

Mike Thomas, this year’s recipient, shares many of the Tommy Sandefur’s characteristics. He came to Georgia Southern in 2008 after receiving his MBA and Ph.D. from Southern Illinois.

He is consistently among the top teachers in the department, well liked by students and faculty, and has recently published in the Journal of Marketing Management. In addition, he frequently steps forward to fill service needs in the department, filling in for classes and courses.