GEORGIA SOUTHERN UNIVERSITY - COLLEGE OF BUSINESS ADMINISTRATION

FALL 2016

EAGLE EXECUTIVE

FOLLOW YOUR DREAMS
“If you don’t know where you are going, any road can take you there”; this is a quote from a song by the late Beatle George Harrison. It is paraphrased from the conversation between Alice and the Cheshire Cat in Lewis Carroll’s *Alice in Wonderland*. It is often used to underscore the need for formal processes and statements about strategy and vision. For me, though, it really serves more as a reminder, a mental signpost of sorts, about the importance of ambition and purpose.

Put simply, the purpose of the College of Business is to promote continuous learning about business, economics and the ethical and effective management of information, people and resources. We want our students to be recognized for their competence, professionalism, sophistication and work ethic. We want to inspire them with opportunity and enable them with the most current techniques and a wide array of knowledge. We want our faculty members to be energized and engaged; they should have the freedom and ability to innovate in the classroom and to push the boundaries in their research. We want to invest in them and provide the support they need to create and sustain a collegial learning environment of the highest quality. We want to contribute to the business community and to economic growth and development. We don’t create knowledge for its own sake; knowledge should be applied in order to impact the people of our state and region. Finally, we want our alumni to be recognizable in the business community, supportive of one another and proud of their Georgia Southern degrees. We want them working with one another and doing business with one another, drawing on the common thread that binds them together. Our purpose is to promote continuous learning across all these dimensions and through all of these channels. If we do that and if we do it well, we will be traveling along the right road.

I reflect on this purpose often as I think about all the things we do here in the College. From the creation and evaluation of programs, to the budgeting and stewarding of resources, right down to the way we schedule our maintenance and pay our bills, I try to stay focused on the purpose. Are we doing the right things, and are we traveling on the right road? I believe we are, and I believe this road on which we are traveling is headed toward a bright future. So, in the coming months, as you hear more and more about our *Building A Legacy* campaign and about our efforts to raise our endowment, know that every dollar is an investment in the future and in the accomplishment of our purpose.

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

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

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

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“Turning your passion into your job is easier than finding a job that matches your passion.” – Seth Godin
Lisa Sapp, an academic advisor in the Georgia Southern University College of Business Student Services Center, was nationally recognized and awarded an Outstanding Advising Award – Primary Advising Role from NACADA in the spring. An advisor at Georgia Southern University for the past nine years, in May 2011, she received an MEd in counselor education with an emphasis in student services in higher education from Georgia Southern.

“Being a military veteran and a non-traditional student, there was a lot of anxiety and uncertainty when deciding to pursue an undergraduate degree. Not only did I have my own personal challenges in life, the added stress of college never helped my situation. Lisa always kept me both at ease and confident that my college schedule was in the right hands. She made it easier when deciding which courses complemented others, and, because of this, I feel that I made it through my undergraduate years without added unnecessary stress. Not only did she excel in the duties of her job, I always felt she really cared about me and truly wanted me to succeed, both in college and in life. I wholeheartedly feel she is more than deserving of this nomination and achievement,” said one of her advisees.

Honors Day for the 2015-2016 school year was held on April 6, 2016. On this day, the university honored outstanding students from all disciplines and highlighted outstanding awards such as the “University System Academic Recognition Award,” “The Georgia Southern Alumni Association Scholarship Award,” Outstanding Scholar, selection to the Honor Society of Phi Kappa Phi and other honor societies, and Who’s Who Among Students in American Universities and Colleges. In addition, other students received special awards from their respective departments.

The College of Business was honored to have Mikaela Shupp (MGMT, ’16) receive “The Georgia Southern Alumni Association Award.” This award is presented annually to the graduating senior who has applied for graduation, completed all work in residence, has the greatest number of hours, and has attained the highest cumulative grade point average.

Following the Honors Day Convocation, the College of Business held its annual Honors Day Reception in the Bishop Alumni Center to recognize its scholars.
Spring 2016 Commencement for graduates and undergraduates took place May 6 and May 7, respectively. The graduate commencement welcomed Stephen Harmon, Ph.D., professor and chair of the Learning Technologies Division in the College of Education and Human Development at Georgia State University, and Carol H. Burrell, president and CEO of Northeast Georgia Health System, spoke during the undergraduate ceremony. Nearly 575 College of Business graduates received bachelor, master and doctoral degrees.

Harmon, speaking to the graduate students, exclaimed, “You need to become lifelong learners, adaptive experts and innovative problem solvers! You are at the finish of a long race and at the starting line of a new exciting race! You’re joining an elite group!”

The MBA program had three students graduate with two masters degrees during the 88th Annual Spring Commencement. Joseph Meador graduated with an MBA and an MS in electrical engineering; David Schott graduated with an MBA and a Ph.D. in public health leadership; and Karmen Williams graduated with an MBA and a Ph.D. in public health leadership.

Burrell advised undergraduates to keep in mind that their degrees may not be their ultimate path. “Just as your degree does not entitle you nor does it limit you. The truth is there will be many opportunities for growth.” Burrell continued with, “Make your own definition of success. Don’t fall into the trap of defining your success by what others have accomplished. You can’t let others control your attitude. The only person you should be comparing yourself to is you.”

The University conferred more than 3,300 doctoral, master, specialist and bachelor degrees from its eight colleges during the two ceremonies.
The Georgia Southern University Online MBA has been ranked a Best Online MBA Program for the second consecutive year by *U.S. News & World Report*. This is the second year that *U.S. News* has published its rankings of distance education MBA programs.

*U.S. News & World Report*’s annual ranking, released in March, includes the best online masters degree programs in business administration. Online MBA programs were evaluated on admissions selectivity, reputation for excellence among peer institutions, and academic and career support services offered to students. The Online MBA rankings evaluated schools based solely on data related to distance education MBA programs. Five categories — student engagement, admissions selectivity, peer reputation, faculty credentials and training, and student services and technology — were used to rank distance learning MBA programs.

In a separate ranking, *U.S. News & World Report* ranked the Georgia Southern online graduate business programs (excluding MBA) for a second consecutive year. These programs, which include the Georgia Southern online Master of Science in Applied Economics (MSAE) and online Master of Accounting (WebMAcc), were ranked based upon level of accreditation, reputation for excellence among peer institutions, and academic and career support services offered to students.

“We are always happy to be recognized for providing good value and delivering quality programs. So, it is especially gratifying to be ranked again by *U.S. News & World Report*,” stated Allen C. Amason, dean of the Georgia Southern College of Business. “It’s a compliment to our faculty, staff and alumni, and it motivates us to keep looking forward and working hard.”

To learn more about the Georgia Southern online graduate business programs or the College of Business, visit us at GeorgiaSouthern.edu/BusinessGraduate or GeorgiaSouthern.edu/Business.

Throughout the accreditation process, the College of Business demonstrates its program quality through a rigorous internal assessment and a recurring peer review process conducted by teams of global management education experts.

Dean Allen Amason states, “With more than 15,000 business schools worldwide, and fewer than 5 percent of those schools accredited by the AACSB, accreditation is a strong signal to the market. AACSB-accredited schools meet rigorous standards, are subject to regular review and are committed to continuous improvement. We are very proud that the College of Business at Georgia Southern has been continuously accredited since 1977. Moreover, we are very proud of the hard work and high achievement on which our accreditation was built.”

AACSB accreditation has been granted to 762 schools across 52 countries (May 2016). Within the United States, 517 schools have attained AACSB accreditation.
The College of Business launched a new study abroad program for international business in Spring 2016. The program included MBA and undergraduate students accompanied by Dean Amason, along with logistics and supply chain management faculty members Steve and Janet Moss. In addition to traditional classroom activities, the program featured trips to Barcelona and Madrid to visit businesses and significant cultural locations. Businesses visited included DIPLOCAT, Roca Barcelona, Denso Barcelona, Campofrio Food Group and TechHub Madrid. The interactive visits were facilitated by senior managers at each company including the CEO of Denso Barcelona.

Each company visit was invaluable. Visiting DIPLOCAT gave students an overview of the cultural and economic differences between Catalonia and Spain. Roca Barcelona focused on the design and marketing of bathroom fixtures worldwide and the incorporation of water conservation into the product design, along with style innovations collaborating with designers such as Armani. Denso Barcelona showed students how a Japanese auto parts manufacturer operates in Spain while maintaining Japanese-style management and production systems. The Campofrio visit and interactive case study focused on international expansion strategies, economies of scale and logistics in the processed meat industry. At TechHub, students experienced firsthand an operating start-up accelerator focusing on helping entrepreneurs develop new companies in a community environment.

Students had time to experience cultural sites such as the La Sagrada Familia in Barcelona designed by Gaudi, the gothic district in Barcelona, the Royal Palace and gardens of Madrid, traditional Spanish food markets and more — modern rooftop dining, the Barcelona Olympic Park and the Prado Museum. The highlight of the trip was a full-day guided tour of Toledo, a medieval Spanish city.

What Students Said...

“The two gentlemen that led our visit at Campofrio appeared to really enjoy the work that they do. You could see the passion they feel for the company and the excitement for the future of Campofrio.”

“Denso has constant innovation on [its] assembly line, manufacturing with more automation each day, but [it] also [has] a very inclusive home feel to make each of [its] workers feel like a part of the bigger picture. The CEO personally shakes hands with people on birthdays to add that personal touch.”

“DIPLOCAT in a way has become the bridge between Catalonia and the rest of the world.”

“Roca is definitely a company that I would enjoy working for. I really appreciate the initiative the company has taken toward water conservation with [its] line of products and the ‘We Are Water Foundation’ [it has] partnered with.”

“TechHub was an amazing organization with electrifying energy as soon as you opened the door. The fresh, openness of the building was inspiring in itself. The strengths were the membership fees and global community ... I would love to come to work at a place like that every day with that kind of energy in the air.”
NEW FACULTY

### Heidi Celebi
Besides working for her family’s multinational business, which manufactures and distributes lower limb prosthetic adapters, Heidi Celebi, ABD and BS, University of Maryland–College Park; and MA, Izmir University of Economics (Turkey), has worked as a research analyst at CoStar in Bethesda, Maryland, and the United Nations in Ankara, Turkey. Her research interests focus on the retail supply chain and the effects of retailer tactical in-store planning on the supply chain. Celebi joins the Department of Logistics & Supply Chain Management as an instructor of logistics. Celebi anticipates receiving her Ph.D. from the University of Maryland–College Park in December.

### Don Cox
Don Cox, Ph.D., Florida State University; MBA, Georgia State University; and BBA, Georgia Southern University, has taught courses in banking, investments, financial management and international finance. He received a North Carolina Board of Governors Teaching Excellence Award (2003) and the Outstanding Teaching Award for the Walker College of Business at Appalachian State University (2000). Cox’s research interests are in stock market efficiency and corporate finance. He has published articles in the *Journal of Finance and Journal of Investing*, among others. He joins the Department of Finance & Economics as a professor of finance and the BB&T Distinguished Chair in Money & Banking.

### Robin Dhakal
Robin Dhakal, ABD and MA, University of South Florida, and two BAs from Warren Wilson College, is set to receive his doctoral degree in economics from the University of South Florida by the end of the year. Before coming to Georgia Southern, Dhakal taught undergraduate economics courses at the University of South Florida as an adjunct instructor. His research interests include development economics and applied microeconomics. At Georgia Southern, Dhakal will teach macroeconomics as a limited-term instructor of economics in the Department of Finance & Economics.

### Amie Ellis
Prior to joining the faculty at Georgia Southern University, Amie Ellis, MS, GMI Engineering & Management Institute; and BS, State University of New York at Buffalo, worked for the Gatton College of Business Economics at the University of Kentucky and Clemson University’s College of Business and Behavioral Sciences. Prior to academia, she spent nearly 20 years in leadership positions at Group Schneider, Delphi Corporation and General Motors Corporation. Ellis will teach operations management and service operations as a limited-term instructor of logistics and supply chain management in the Department of Logistics & Supply Chain Management.

### Scott Ellis
Scott Ellis, Ph.D., State University of New York; MS, Kettering University; and BA, GMI Engineering & Management Institute, joins the Department of Logistics & Supply Chain Management as an assistant professor of logistics. His research interests center on the study of purchasing and supply management processes and functions. Ellis has published in *Journal of Operations Management and Journal of Supply Chain Management*, among others. His research has received *Journal of Supply Chain Management's* Harold E. Fearon 2011 Best Paper Finalist, *Journal of Operations Management* 2010 Best Paper Finalist, and Decision Science Institute’s 2008 Elwood S. Buffa Doctoral Dissertation Award for best dissertation in the decision sciences. In addition, Ellis has 18 years of managerial experience in the automotive industry at General Motors and Delphi.

### Alex Gambill
Since 2010, Alex Gambill, MS, Kennesaw State University; MBA, Mercer University; and BS, Georgia Southern University, has worked for various companies including Coca-Cola Enterprises, PricewaterhouseCoopers, HCL AXON and Deloitte. He joins the Department of Information Systems as a lecturer. A client-facing CISA-certified information systems professional, he has more than five years of consulting experience across SAP security, controls, and governance and risk compliance.
NANCY JACOBS
Nancy Jacobs, Ph.D. and MS, Indiana University; and BA, Clemson University, has worked for software and services development companies including Intergraph and Microsoft. At Intergraph, she managed technical training for mechanical design and operating systems products. At Microsoft, she specialized in web and product analytics, managing teams responsible for the design of big data solutions. As a senior-lead program manager for Excel and SQL Server, Jacobs led planning efforts for new releases, technical requirements gathering and specification, and project management. Jacobs joins the Department of Information Systems as a lecturer.

PATRICK JEFFERS
Patrick Jeffers, CSCP, Ph.D., The Ohio State University; MBA, City University of New York; MS, New York University Polytechnic; and BA, University of the West Indies, Republic of Trinidad & Tobago, joins the Department of Logistics & Supply Chain Management as a limited-term assistant professor of logistics. His research has been published in Decision Sciences Journal and Journal of Global Information Technology Management, among others. Patrick is a member of the AMCIS, DSI, and APICS and is currently working toward CPIM certification.

DAVID JIANG
David Jiang, Ph.D., University of Tennessee; and MBA and BSBA, Appalachian State University, joins the Department of Management as an assistant professor of management. His main research interests focus on integrating entrepreneurship and family business research with outside fields of study. In particular, Jiang is interested in using social psychology to explain how various factors influence entrepreneurship.

JINTAE KIM
With Ph.D.s in applied economics and mathematics from Auburn University and Michigan State University, respectively, an MS, Auburn University; and a BBA, Yonsei University (Korea), Kim’s teaching and research interests in macro-, financial and monetary economics, international trade, money and banking, econometrics, computational finance, forecasting, time series econometrics, commodity prices, Bayesian estimation and Markov-Switching models reflect both disciplines. He has published four articles in mathematics and has two economics articles under review. Kim joins the Department of Finance & Economics as a limited-term assistant professor of economics.

JIE GUO MCCARDLE
Jie (pronounced “J”) Guo McCardle, Ph.D. and MBA, University of Central Florida; and BA, University of International Business and Economics (China), joins the Department of Management as an assistant professor of management. Her teaching focuses on organizational behavior and international management. Prior to joining the faculty at Georgia Southern, she taught at Idaho State University and Western Michigan University. Her industry experience includes seven years managing a global supply chain of industrial products for a major international firm in China.

CHRISTIAN ROSSETTI
Christian Rossetti, Ph.D., Arizona State University; MS, Worcester Polytechnic Institute; and BS, McGill University, joins the Department of Logistics & Supply Chain Management as an assistant professor of logistics. His research focuses on strategic sourcing, aligning goals in buyer-supplier relationships and supply chain structure. Rossetti has published papers in Decision Sciences Journal, International Journal of Physical Distribution and Logistics Management and International Journal of Purchasing and Supply Management, among others. Rossetti’s teaching areas include logistics, production planning and control, and strategic sourcing. He comes to Georgia Southern from North Carolina State University.

JEFF SCHIMAN
Jeff Schiman, Ph.D. and MA, University of Illinois–Chicago; and BA, Calvin College, joins the Department of Finance & Economics as an assistant professor of economics. He is also a research affiliate at the Consortium for Chicago School Research at the University of Chicago. Schiman’s research interests include the economics of education, labor economics and public economics, and he has published on topics including principal and teacher quality, the educator labor market, and the return to classroom instruction time.
The annual Honors Research Symposium was held on April 15 at the Nessmith-Lane Conference Center. Divided into two components, poster presentations and thesis presentations, the symposium showcased the research and creative activities of Georgia Southern’s honors students. Underclassmen presented work based on research carried out in their honors classes and experiential learning projects or the preliminary studies for their Honors Theses in poster presentations; in the thesis presentation portion of the symposium, graduating seniors delivered oral presentations of the results of their Honors Thesis work. Nine College of Business students presented this year. Below is a list of the students, their projects and their faculty mentors.

**Austin Bennett, Accounting**
“The Financial Effects of the Affordable Care Act on Small Businesses”  
Faculty Mentor: Charles Harter, Ph.D., Accounting  
This study examined the new regulations in the 2008 Affordable Care Act and the likely and actual effects of these laws on healthcare costs for small businesses.

**Trevor Camper, Finance & Economics**
“Catch 22: Perceived Issues with Quantitative Easing and the Asset Purchase Mechanism”  
Faculty Mentor: Bill Yang, Ph.D., Economics  
Using the experience of the U.S., Japan and the European Union, this study intends to show that Quantitative Easing can have diminishing and contractionary economic effects.

**Don Faulk, Marketing**
“The Impact of Status Consumption on Luxury Consumption Behaviors: The Influence of Culture”  
Faculty Mentor: Jacqueline Eastman, Ph.D., Marketing  
This study examined why millennials consume for status.

**Austin Glover, Accounting**
“Publishing in the Top Journals: A Cross-Disciplinary Study”  
Faculty Mentors: Lowell Mooney, Ph.D., Accounting, and Axel Grossmann, Ph.D., Finance  
This research determined the probability that faculty will publish in the top journals in their fields, and if the probability of publishing in those top journals is equally likely across accounting, finance and management disciplines.

**Laura Elizabeth Willimon, Accounting**
“The Evolution of the Annual Report to Shareholders”  
Faculty Mentor: Britton McKay, Ph.D., Accounting  
This study examined the evolution of the annual report to shareholders between 2005 and 2014.

**Nathan Hayenga, Finance & Economics**
“The Effect of Doctors Without Borders on Low- and Middle-Income Countries in Sub-Saharan Africa”  
Faculty Mentor: Bill Yang, Ph.D., Economics  
This research studied the relationship between the activity of medical disaster-response humanitarian aid and the rate of growth in developing economies.

**Yolande Neil, Information Systems**
“Web Scraping the Easy Way”  
Faculty Mentor: John N. Dyer, Ph.D., Information Systems  
This paper demonstrated web scraping using Data Toolbar to expose academicians, students and practitioners to its concept and necessity.

**Mikaela Shupp, Management and Spanish*”
“A Human Resource Approach to Improving an Alternative Break Experience”  
Faculty Mentors: Trey Denton, Ph.D., Marketing, and Katy Kaesebier  
An exploratory study that examined the selection processes of seven unique alternative break (AB) programs to identify characteristics that maximize the development of students and the impact of AB programs.

*Mikaela Shupp, who won “The Georgia Southern University Alumni Association Award,” is pictured on page 9.

**Jasmine Smith, Information Systems**
Faculty Mentor: Thomas L. Case, Ph.D., Information Systems  
This investigation focused on the evolution of accounting information systems and their controls for limiting misconduct in financial and accounting processes.
An Interview With Mikaela Shupp (MGMT, ’16)

Q: Where are you from; tell us a little about your family.

I’m from Douglasville and graduated from the International Baccalaureate program at Douglas County High School. My older sister recently graduated from the University of West Georgia. My mom is a clinical lab quality analyst at Children’s Healthcare of Atlanta, and my dad owns Bath Restorations, a kitchen and bathroom remodeling business. We also have four dogs. I have lived on the same street as my cousins and grandparents my entire life. I am grateful to have such a close and supportive family.

Q: Why did you choose Georgia Southern; why did you choose your major?

I chose Georgia Southern because the campus felt like home when I came to visit. The faculty and staff greeted me by name, and it was as if I were being welcomed into a new family. I loved the size of the campus and felt Georgia Southern had the most opportunities to offer.

I chose to major in management because the degree has a great amount of flexibility. Essentially every organization is a business, so I knew I would be able to apply this degree in any setting. I chose Spanish as a second major because I have always loved the language and the culture. The two degrees complement each other well.

Q: What part of your College of Business education did you like the most and why?

I liked the real-world application projects I worked on in my classes most. The professors continuously strived to give us real-world examples that went beyond the textbook. For example, in my Honors business seminar, we visited Viracon in Statesboro to see the operations of a manufacturing company. In small business management, Professor Stewart had us create a business plan for a local hair salon, and our ideas actually impacted what decisions the owner made. And, in Professor Mullen’s sales class, we had to shadow a sales manager for a day. These not only forced us to get into the field, but it also exposed us to potential jobs.

Q: What do you like to do in your spare time?

When I’m not playing intramural sports, I have my nose in a book. Reading is a stress reliever for me. One of my favorite reads of all time is The Last Lecture by Randy Pausch and Jeffrey Zoslow.

Q: You were very involved with service learning trips. How did you get involved, what did you do and what did it mean to you to do those service learning trips?

As a freshman, I participated in the Building Undergraduate Involvement in Leadership Development (BUILD) program. The program allows freshmen to serve the Statesboro community while learning to be a leader at Georgia Southern. I fell in love with the BUILD program, and I felt connected to the community. I continued with the program and was a BUILD leader for two years, allowing me to learn valuable leadership and teamwork skills.

Through BUILD, I learned about alternative break trips (AB trips). AB trips are week-long service experiences that allow students to address social issues while impacting the communities they’re serving. I have been on seven AB trips and was a leader for four of those. I loved these trips so much that I completed my thesis on a topic that encompassed the AB program. I hope to continue as an active citizen and am excited to be a wish granter for the Statesboro area Make-A-Wish Foundation!

Q: What are you doing now; what are your plans for the future?

After applying and being accepted by three graduate programs, I decided to take a year to gain experience and really dig to find out what field I would like to pursue. Presently, I’m completing a human resources internship with Jacobsen, a Textron Company, in Charlotte, North Carolina. Within the next two years, I plan on earning a graduate degree and working in global human resources for about five years before getting a Ph.D. My end goal is to become a business professor in hope of inspiring students, as my Georgia Southern professors did time and time again.
On April 27, 2016, the School of Accountancy hosted its 26th Annual Accounting Day. The event started with awarding certificates to students for their outstanding performance in accounting principles. Alumna and guest speaker Tammie Williams (ACCT, ’98; IS, ’98; MAcc, ’15), controller for Turner Broadcasting, spoke about her career and encouraged the students to follow their own paths, stating, “Public accounting, corporate accounting and governmental accounting are all great opportunities, but there is no one path, [and] you will find where you belong.”

Following the speech, Williams represented Turner Broadcasting at the spring Accounting Day career fair. The fair had 17 employers present, engaging with more than 80 students to network and discuss internship and employment opportunities.

The annual banquet following the career fair hosted 220 students, accountants, and faculty and staff members. About $38,000 in scholarships were awarded to more than 45 students.

The School of Accountancy and the College of Business are very grateful to the recruiters who came to Accounting Day to hire our best and brightest. We wish to thank the donors who provided financial support to our accounting students and programs to make this annual event possible. “Accounting Day is a fantastic way to end the school year,” said Tim Pearson, Ph.D., professor and director of the School of Accountancy, “and we are looking forward to next year’s event.”

The Georgia Southern AACSB-accredited WebMAcc is identified as one of the 25 Most Affordable Top Ranked Online Masters in Accounting 2016 by Bestmastersdegrees.com. The program, in its third year, is ranked the number seven Most Affordable Top Ranked Online Masters in Accounting. Graduate tuition, which includes fees, for the WebMAcc is $8,728. The WebMAcc, delivered fully online by the same faculty teaching on campus, requires classes in accounting information systems, advanced accounting, current legal issues, fraudulent financial reporting and tax research.

“I am very proud of the work our faculty have done in developing engaging course platforms and highly effective instructional outcomes,” stated Tim Pearson, Ph.D., director of the Georgia Southern School of Accountancy. “This would not be possible without the technology tools and the online instruction expertise services that Georgia Southern has made available for building learning environments online that work. Our graduates are well prepared for the challenges facing professional accountants, and it’s nice to be recognized for preparing our graduates well and in a cost-effective way.”

According to the American Institute of CPAs (AICPA), a masters degree in accounting ensures the education requirements needed to obtain CPA credentials are met. The AICPA also stresses the importance of meeting these requirements early in a student’s educational career because employers look favorably upon it.

Bestmastersdegrees.com analyzed 55 schools offering an online masters degree in accounting or MBA with accounting concentration. It then reviewed rankings from other major publications like Forbes magazine, The Princeton Review and U.S. News & World Report.

To learn more about the Georgia Southern University College of Business graduate programs, visit GeorgiaSouthern.edu/BusinessGraduate.

Tom Buckhoff, Ph.D., associate professor of accounting, was selected as the Association of Certified Fraud Examiners (ACFE) Educator of the Year. The Educator of the Year award, established in 2002, is presented to an ACFE member who has made outstanding contributions to anti-fraud education. Buckhoff received the award during the ACFE global annual conference in June.
The information systems program at Georgia Southern University offers a four-year bachelor's degree with three specializations designed to prepare graduates to increase business agility and competitiveness through the application of information technology (IT).

BBA in Information Systems

The information systems (IS) degree is first and foremost a business degree. IS students gain a solid foundation in business and become computer savvy through hands-on experience with the latest technologies.

Major Courses

- **CISM 2230**: Advanced Java
- **CISM 3134**: Data Communications
- **CISM 3135**: Systems Analysis & Design
- **CISM 3333**: ERP Systems Using SAP
- **CISM 4134**: Database Management
- **CISM 4135**: Project Management & Development
- 2 Approved 4000 or 5000 level ACCT electives

Business Intelligence (BI)*

The BI emphasis focuses on the use of information technology to identify trends and hidden patterns in an organization's data and external environment, and then predicts how these trends and patterns will impact the organization's activities and ultimate success. Students pursuing this emphasis will be prepared to assist companies in the identification and development of competitive strategies, as well as in the management of corporate knowledge. They will also receive an SAP America Certificate and be eligible for SAP's TERP-10 Certification Program. Potential employers include a wide array of medium and large businesses across all types of industries.

Enterprise Resource Planning Systems (ERP)*

The ERP emphasis focuses on large, complex information systems that integrate business processes across an entire organization. Because the number of IS professionals with these skills is low, this is a high-demand area. Students pursuing this emphasis will be prepared to assist companies in the selection, implementation and support of such systems. Potential employers include consulting companies, ERP developers, as well as thousands of companies that adopt or wish to adopt ERP systems.

Enterprise Security (ES)*

The ES emphasis focuses on the development and administration of security policies as they pertain to the management of information systems. Students pursuing this emphasis will be prepared to assist companies in the design, implementation, and management of secure information systems and networks. In today's security-conscious world, virtually every organization is a potential employer of students who pursue this option.

*Core coursework not included.

*Areas of specialization may require additional courses.
EAGLES ON WALL STREET

by Alissa Lee, Ph.D.

Undergraduate students from the College of Business spent May 9 – 14 visiting UBS, RBC Capital Markets, Willis Towers Watson, AIG, Blackstone, Bloomberg, JP Morgan, NYMEX (New York Mercantile Exchange), TIAA and the Federal Reserve Bank of New York, which are among the most preeminent Wall Street firms and most important participants in the U.S. and global financial systems. Each visit was unique and provided students with rare inside perspectives into the financial systems and opportunities to network and connect with industry analysts, associates, directors, vice presidents and other executives for a truly once-in-a-lifetime experience.

Andrew Doggendorf (MKTG, '04) and other members of the UBS Prime Services team spoke to the students with a focus on hedge fund performance and structure as well as compliance.

Jack Jennings, College of Business Dean’s Advisory Board member, hosted the visit to Willis Towers Watson, where the students learned about different types of FINEX insurance, and had dinner at San Marzano.

Charles Heller (FINC, '08), associate director and senior credit review officer, and Paul Szczepanski, managing director and head of U.S. Credit Review, spoke to the students at RBC Capital Markets about the structure, history and objectives of RBC.

The students visited NYMEX, a physically organized commodities exchange to help envision what open-outcry trading was like. The NYMEX trip this year is the last, as the historical trade floor is closing in December.
The highlight of the group social activities was the sunset harbor cruise in New York Harbor. The cruise provided students with an opportunity to relax for a few hours and socialize.

The students visited AIG, where a large panel of AIG managers and executives from the AIG Investments Group discussed their various roles in municipal bonds, high-yield corporate bonds, high-grade public credit and alternative equity, among others.

A night was spent attending a Yankees’ game.

At Blackstone, a panel of associates and analysts talked about their individual journeys to the firm, discussed their day-to-day jobs — how each day was different from the other — and noted tips for success at any firm. Students also learned about Blackstone and its overall objectives and approach to investing, followed by a Q&A session with the panel.

Student interest makes this experience possible; however, the students, faculty and administration send a heartfelt thank you to alumni, friends of alumni and others who help coordinate visits. This year we would like to thank Georgia Southern alumni Mr. Charles Heller (FINC, ’08), Mr. Andrew Doggendorf (MKTG, ’04), Mr. Jim Van Epps (MGMT, ’77) and Mr. Jason Van Epps (FINC, ’10) as well as Georgia Southern College of Business friends Mr. Jack Jennings (Dean’s Advisory Board member), Mr. Wayne Taylor (CFO, Lendmark Financial Services) and Mr. John Ramos, of Société Générale. Without their efforts in hosting a visit or helping to secure visits, the level of student experience would not have been nearly as extraordinary. ☞
The 2015-2016 winner of the Ulysses S. Knotts, Jr. Information Systems Award, which goes to the outstanding graduate in Information Systems (IS), was Chris Brinson. Brinson, a cadet in ROTC, holds the rank of Cadet Lieutenant Colonel. He was the top graduating senior from the IS program, earning a 3.91 grade point average. In addition to completing his degree in four years, Brinson worked within the IS department as a Java tutor and CISM 2530 (Microsoft Office) tutor for 15-20 hours per week. His work ethic extended past the classroom and into ROTC. He spent the last four years in the Georgia Southern Eagle Battalion, where he was the highest ranking cadet of all ROTC students on campus, serving as Battalion Commander at the rank of Cadet Lieutenant Colonel. Under Brinson’s leadership, the ROTC Eagle Battalion won the prestigious MacArthur Award, which is presented to the top ROTC program from each of the eight brigades, competing for a third time (2009, 2010 and 2015). Brinson attended Georgia Southern University on the Zell Miller Scholarship and the 4-year Merit Scholarship provided by the ROTC program. He received his commission on May 6, 2016, and has gone on to be a signal officer on active duty.
During April 6 and 7, four principles of transportation students attended MODEX 2016 Student Days in Atlanta along with Jerry Burke, Ph.D. (department chair) and Bill Griffin (instructor). Activities included touring the trade floor and experiencing various technologies for state-of-the-art material handling. Students also participated in site visits to see how large-scale operations streamline processes with modern material handling equipment. This trip was made possible by generous support from the Intermodal Association of North America (IANA) as well as the Material Handling Institute (MHI).

IANA Scholarship funds also supported travel to Atlanta in April for the 2016 Georgia Logistics Summit, at which several students presented posters in the Student Showcase.

In June 2016, six students and three faculty toured the Port of Savannah as guests of David Porter (LOGT, '01), regional sales manager, Georgia Ports Authority, who provided an overview of the port and its strong positioning for future economic growth in the region.

The top graduating student in logistics and intermodal transportation, Danielle Hutchings (shown above with Marc Scott), was recognized and received an IANA Scholarship from the Logistics and Supply Chain Management Department on Honors Day.
The Georgia Southern University Society for Human Resource Management (SHRM) Student Chapter received its tenth annual Merit Award for 2015–2016. The Merit Award is given to SHRM student chapters for providing superior growth and development opportunities to its student chapter members. Of 206 schools from across the United States that applied for the award, 163 winners were identified.

The annual Student Chapter Merit Award program, which began in 1972, recognizes chapters for outstanding activities and projects in the following areas: student chapter requirements, chapter operations, chapter programming and professional development of members, support of the Human Resource profession and SHRM engagement.

“These chapters truly represent the future of the HR profession,” said Susan Post, SHRM-SCP, East Divisional director at SHRM and lead for SHRM’s Student Programs. “Their achievements go above and beyond their everyday academic and work commitments, and we applaud the positive impact their efforts have on their schools, their local communities and beyond.”

Currently, Georgia Southern University’s SHRM Student Chapter is building on the partnership signed with the local Statesboro SHRM professional chapter. Plans for the upcoming year include a joint Georgia Southern–Statesboro SHRM campaign targeting local businesspeople, human resources practitioners and Georgia Southern University students to increase the level of awareness of HR and the local area.

Every semester, hospitality management students take one or two student-based trips. Often in the fall, they go to Orlando, visit Darden’s corporate headquarters and tour various world-famous hospitality assets. Each trip is arranged in terms of content and transit. During the trips, students often cook in demos or competitions, tour facilities to gather information for analysis or career opportunities, and visit operations with a mind’s eye toward being customer-centric and experiencing the recipient’s perspective. Other times, they see how things work behind the scenes. These students also facilitate working trips, such as the one at the Heritage Golf Classic, in which students work at a national golf outing and get paid while experiencing a unique but growing segment of the recreation arena.

Robert C. Hoell, Ph.D., SPHR, associate professor of management, has received three College of Business research grants and been awarded the Bank of America Faculty Award, the W. A. & Emma Lou Crider Award for Excellence in Teaching and the Martin Nesmith Faculty Award for Distinguished Service. He is a member of the International Association for Human Resource Management’s Steering Committee for the Higher Education Partnership Initiative. Prior to his appointment as chair of the Department of Management, Hoell served, previously, as interim chair of the Department of Construction Management and as interim chair of the Department of Management.
The Sales Education Foundation (SEF) named Georgia Southern University in the 2016 “Top Universities for Professional Sales Education.”

The SEF recognized the Georgia Southern University Center for Sales Excellence for preparing students for successful careers in professional selling and helping to elevate the sales profession.

Linda Mullen, Ph.D., associate professor of marketing and director of the Center for Sales Excellence, explained why the Center for Sales Excellence is as successful as it is. “With placement rates in the range of 95 to 100 percent and yearly salaries for professional sales representatives averaging more than $60,000, the program is not only educational but beneficial immediately upon graduation.” Other factors such as pre-graduation job offers, high career satisfaction and low turnover rates are some of the other reasons Mullen noted as to why the program is so successful.

Sally Stevens, SEF executive director, noted that companies should have an increased focus on partnering with university sales programs. “Top sales organizations should take note of the programs featured in our listing and consider developing partnerships with these innovators, who are educating the next generation of professional sales people,” she said in the 2016 Annual Letter from the Editor.

For information on partnering with the Georgia Southern Center for Sales Excellence, contact Linda Mullen at lgmullen@georgiasouthern.edu.

The competition, which is specifically for sophomores and juniors, has corporate sponsors who pay the expenses of the students and faculty advisors. These sponsors, along with accompanying faculty, serve as judges during the competition.

Aaliyah and Scott also had the experience of meeting one-on-one with business representatives and with students from across the U.S., making valuable contacts. In turn, corporate representatives have the opportunity to connect with student participants and possibly recruit them.
At age 17, Ralph Sikes (IS, ’84) found his passion without really knowing it. His first car, a ’66 Mustang coupe, which he bought for $1,100, was the ticket. Immediately upon buying this car, Ralph took it to the mechanic for a safety check and some minor repairs. Little did he know the ’66 Mustang would end up in the shop a couple more times before his dad decided to buy Ralph a small tool box with Craftsman tools and a Chilton’s repair manual for early Mustangs. Within a year, Ralph became the go-to mechanic for his family and friends. Repairing cars allowed him to learn problem-solving skills while doing something he enjoyed.

Ralph credits a local classic car shop in Cumming, Georgia, for allowing him to turn his passion into a sustainable way of life. Once he visited the shop, he knew he wanted to have a ’66 Mustang built as a full restomod—a classic-looking car and interior body with a modern drive line and suspension. Once the shop had completed about a third of the work, it started to have financial problems and closed. Ralph began looking for other shops in the area to complete the project but was disappointed with the poor quality and lack of skilled professionals. Keeping his relationships with the manager and skilled paint and body talent at the shop that closed, he realized he had a unique opportunity before him to assemble a top-notch team to start a high-quality custom shop.

In April 2009, Ralph opened his shop, American Resto Mods in Buford, Georgia. Going into this venture, he often questioned if he was doing the right thing with the economy being in a slump. With Atlanta being one of the top ten classic car markets in the nation and watching several of his competitors close their doors, his shop succeeded due to having the right people involved. Many of his competitors’ clients ended up finding American Resto Mods to complete projects for them.

Seven years later, there are only a few things Ralph would have done differently with American Resto Mods—mainly, starting out with a smaller staff and funding an outstanding build that could have built the brand around the country. Once married and with a family, he stopped participating in the classic car hobby due to time and money. “I should have stayed involved to maintain and build contacts as well as keep a pulse on the industry,” states Ralph.

While maintaining American Resto Mods, Ralph also works in the IT industry. When the IT business slows, he spends a day or two each week at the shop doing everything from developing marketing plans, to working on a show or event, to discussing build plans with customers and his technicians.

Ralph’s advice: “Having the right people involved is key. Take time to build strong relationships with vendors, business leaders and potential customers and employees. Shop your competitors as they are often more willing than you’d imagine to share business and industry insights. Then, go for it!”
Steve Hein, Wildlife Artist and Freedom’s Handler

Steve Hein (FINC, ’83) is no stranger to many, but you probably don’t know a lot about him. Steve, originally from Los Angeles, California, was fascinated with the “natural world” starting at an early age. He states, “Whether chasing lizards in the orange groves of California, setting box traps in the woods of Ohio, developing archery skills in Indiana or fishing in Georgia, the wonders of wildlife [have] had a grip on me.” Currently, Steve serves as the director of the Wildlife Center on campus and Freedom’s handler.

After receiving an undergraduate finance degree, Steve was set on obtaining his MBA; however, his attention would soon be diverted to art. Throughout his youth, he spent time drawing and painting wildlife. To his surprise, he was able to sell a few paintings locally before attracting the attention of Ducks Unlimited, The National Wild Turkey Federation and, eventually, Georgia Power Company and Coca-Cola. In ’83, Steve was invited to have an original painting auctioned at the Quail Unlimited National Banquet in Charleston, South Carolina. At the auction were several hundred people and three other artists with paintings to be auctioned that evening. By the end of the night, Steve’s painting took the highest bid of $2,800. This proved to be a positive motivator for Steve to embark on turning his passion of being a wildlife artist into reality.

Then, in 1990, Georgia Southern University was once again in the running for a national championship in football. During a home televised play-off game, the camera focused on a bird flying overhead, and the announcers proclaimed it our national symbol and institutional mascot, but the bird flying overhead was a turkey vulture. Little did Steve know that the chance encounter with a turkey vulture would lead to the beginning of the 18-acre, multi-million dollar center in the heart of campus, the Center for Wildlife Education. Steve states, “I am truly in the business of wildlife; without a modest understanding of business principles and the support of corporate America, [this] dream would not have taken flight!”

Steve attributes the pursuit of his passion to his parents, who encouraged him to try the wildlife artist thing, and the falconer he met in Griffin, Georgia. Having the knowledge of training, hunting and caring for raptors, coupled with Georgia Southern University’s interest in securing a live bald eagle, landed him as Freedom’s handler.

When asked “what was the best advice you received when you started to pursue your passion as a career,” Steve states, “Work through your emotions so that you can reason your behavior in order to best be prepared for the unintended consequences … there are almost always unintended, unexpected consequences to our actions.”

Some advice from Steve, “Slow and steady most often wins the race.” If you’re thinking about pursuing your passion, “taking the internal journey is more important to success than overcoming external obstacles. Know why you are doing what you’re doing, and know your unique qualitative and quantitative measures for success.”

In the mid-80s, Steve was named Georgia Ducks Unlimited “Artist of the Year” and met a practicing falconer (someone who hunts wild quarry with a trained bird of prey). Within a year, he was hunting with a red-tailed hawk named Maggie. At this point, Steve’s time was divided between wildlife art, falconry and being a dad.
Daniel Host, Wireless Consultants

Dan Host (ECON, ’06) loves to help people. So, when he came up with a business plan to help business owners with their cell phone bills, he turned that passion into his career. Dan is a natural when it comes to sales. He got his start in sales in middle school selling candy, which he continued throughout high school. Then, in college, he got his first “real” sales job with an ALLTEL Wireless reseller. After a year, he realized he could make more money with little overhead if he opened his own wireless retail store in Statesboro. After a couple of years in the industry, Dan received a phone call from the hiring manager with SouthernLINC, a division of Southern Company, and accepted a job in business-to-business sales.

Spending eight years with SouthernLINC, Dan discovered a problem with business phone bills—they were full of extra charges and services not being utilized by the business customer. He started to help people “fix” their bills—in industry terms, getting rid of the “fluff.” His managers started noticing, and he was told to stop saving people money. This opened Dan’s eyes to starting his own business, one that helped people with their phone bills. With the help of a previous client from SouthernLINC in Belleville, Georgia, Dan had his first client for Wireless Consultants. Dan credits much of his success to his first client, Emmett Daniel, Jr., along with Sean Murphy and current general manager, Rick Hutchison, who gave him sound business advice to make smart business decisions as a start-up and for growth.

David Hoyle’s (MGMT, ’88) passion is people. Always having been in the service industry and enjoying working with others, David turned his passion for people into serving one cup of coffee at a time. He states, “I love serving coffee and developing relationships with my guests.”

David’s dream was to own his own business. With an entrepreneurial spirit, about three years ago, an opportunity presented itself that he knew he could not turn down. After falling in love with coffee five years ago, David realized the dream of owning his own business could become reality through coffee. He credits his family for their support of him to being able to pursue this dream. Growing up, David and his siblings were raised to follow their dreams; and, because of his family’s unwavering support, he knew that anything was possible.

Looking back, David would only do a few things differently. If he had to do it all over again, he would make sure he had more money as a start-up. He had no idea the amount of money he would go through getting his business started. When starting your own business, David suggests doing lots of research. He also says he would have saved more money, found an investor and researched grants and small business loans prior to getting started. “If you can’t begin now, start laying the ground work for when you can,” states David.

With all of that being said, David advises if you are thinking about pursuing your passion as your career, “Do it now. There is never a perfect time because life will always get in the way” — sage advice he heard prior to starting Cool Beanz Espresso Bar in downtown Statesboro.
James Marlow, Radiance Solar, LLC

James Marlow (MKTG, '83) is walking on sunshine — literally. In 2007, he founded Radiance Solar, LLC, in Atlanta, which specializes in turnkey solar power installations. His interest in solar technology started in high school. As a young boy, James remembers his dad teaching him about technical things and working with people. At Georgia Southern, Don Self, one of James's marketing professors, inspired him to go into marketing; and Harris Lancaster mentored him at Lotus Development, while Congressman Doug Barnard mentored James in politics.

For 30 years, James has worked for and with some of the most successful companies, taking early stage technology to market. While finishing his marketing degree, James's dream was to work for IBM, a dream that came true for him when IBM acquired Lotus. His days at Radiance Solar are not that much different than his sales days with IBM and Yahoo!. On any given day, James might be with customers on a roof, making a presentation, or speaking at a conference or event. James says, "[My days] often start early and end late. There are lots of meetings, time with customers, emails and phone calls on the run." An article he recently read and one he can identify with said that creating a startup company is "a constant state of war." Doubts are natural when it comes to starting a new business, but by surrounding yourself with smart, hardworking people, you can overcome them.

He says creative problem solving is a key skill and having confidence that you are going to do your best is important. Being the founder of a solar company is no different than any other start up. James found the old adage, "you will need twice as much money and time as you think," was very accurate. The best advice he can give to others looking to start a new business is, "You can never start early enough! A great love of reading is something I find really helpful." 

Barry Hensley, SecureWorks

Barry Hensley (IS, '86) knows security. During his 24-year military career, IT security was a critical element in every network installed whether in a garrison or in support of combat troops deployed. At the height of his military career, Barry worked with an elite group of cyber forces to operate and defend the Department of Defense (DoD) networks. It was during this time that he realized the severity of security issues facing the U.S., and he wanted to commit his professional career to be part of the solution. Now a retired Army Colonel, Barry is the vice president of the Counter Threat Unit (CTU) at SecureWorks.

As the vice president of CTU, headquartered in Atlanta, Barry manages a team of security researchers comprised of some of the best security experts on today’s cyber threats. Additionally, Barry is also responsible for the Cyber Threat Analysis Center comprised of GIAC-certified analysts at the tip of the spear in protecting its clients 24/7/365.

Barry came to be passionate about cyber security through Lt. Gen. (Ret) Charlie Croom, along with his chief of staff Colonel (Ret) Gary McAlum. Both Gen. Croom and Colonel McAlum were passionate about protecting DoD networks and inspired Barry to make security his passion. Barry says, "I soon realized that our IT security problems were beyond technology but just as critical to the people and processes around those technologies."

He continues, "I also saw [Gen. Croom’s and Colonel McAlum’s] drive for doing the hard right versus the easy wrong as the risks were too high to accept anything less than perfection."

Looking back, Barry would have a greater balance of technical training (e.g., computer science) with that of business (e.g., MBA). Success of the business fuels the resources needed to grow a world-class security team, while a technical background provides the credibility needed to lead an expert team. Barry credits his success following his passion to leveraging previous experience, namely acting as director of the Army’s Global Network Operations and Security (AGNOSC) in Washington, D.C. Barry’s advice to those considering following their passion as a career is, “Surround yourself with people that share the same passion but also with those you can trust. Have fun with it, and remember [your] greatest professional and personal accomplishments are the relationships [you] have and keep. That is the key ingredient to success.”
BIG Receives Grant for Veterans Business Outreach Center

The Business Innovation Group (BIG) at Georgia Southern University announced in June the receipt of a grant from the U.S. Small Business Administration (SBA) to fund a Veterans’ Business Outreach Center (VBOC) at City Campus in downtown Statesboro.

Georgia Southern is one of six locations to receive funding through this SBA $1.5 million grant, bringing the total number of VBOCs to 19 nationwide.

“This new Veterans Business Outreach Center supports veterans in leveraging the great skills and qualities they developed during military service toward being a successful business owner,” said Terri Denison, SBA’s Georgia District director. “Traits like leadership, self-motivation and discipline are instilled in veterans, and it greatly prepares them to be entrepreneurs. Nearly 10 percent of all U.S. small businesses are veteran-owned, and that is a number we would like to see continue to grow.”

The grant, offered by SBA’s Office of Veterans Business Development, enables each VBOC to provide entrepreneurial training, comprehensive business assessment and mentoring to active duty service members, veterans and service-disabled veterans, National Guard and Reservists and military spouses interested in starting or growing a small business.

“It is a great honor to be named one of only 19 Veterans Business Outreach Centers in the United States,” said Dominique Halaby, director of BIG. “We are excited to add this new program to our growing list of services at the Business Innovation Group and to be in a position to help Georgia and South Carolina veterans, active duty service members and their families in launching and growing their own business(es).”

States and regions were selected as potential VBOC sites based upon “Boots to Business” program demand, military installation and transitioning population data. The VBOC grant funding competition was open to eligible institutions of higher learning, private organizations or businesses, non-profit community-based organizations, state, local or tribal governmental agencies and non-profit organizations. Each award is made for a base project period of 12 months, with one 12-month renewal option period.
Dozens gathered at the nearly finished Fabrication Lab (FabLab) and Innovation Incubator on June 16, 2016, during the Statesboro Chamber of Commerce's monthly Business After Hours event. The event gave the community a sneak peek of the new space.

The Georgia Southern University College of Business is excited to announce the opening of the new downtown addition at City Campus. The FabLab provides access to equipment and various pieces of technology such as Computer Numeric Control (CNC) machines and 3D printers to aid local entrepreneurs in developing prototypes with the hopes of achieving their goals of creating tangible products for market.

The City Campus expansion also includes the Innovation Incubator, which is a “think space” for collaborative work among entrepreneurs with a view into the FabLab. The incubator includes 20 office spaces of varying sizes for entrepreneurs to lease.

Starting at $75 a month, the center rents work stations and private rooms for individuals to brainstorm ideas and to create their visions. Along with private space, individuals will have access to professors, mentors, advisors, investors, patent lawyers and several other resources necessary to be successful.

Business Strategy Coach Jill Johns believes this will become a hub of innovation not only for Statesboro but also for the surrounding areas. “For local entrepreneurs, the Innovation Incubator is the ideal springboard to launch a business. Daily access to business advisors, mentors, resources and training, coupled with formal and informal networking opportunities creates the perfect environment for success,” said Johns. “We are excited that the Innovation Incubator will play a crucial role in strengthening the local entrepreneurial ecosystem,” she added.

The official grand opening of the Innovation Incubator and FabLab took place on September 9, 2016, where the community came out to see the working machines and some of the entrepreneurs who are currently occupying space in the incubator. The alley between City Campus and the FabLab/Innovation Incubator, Smith Alley, has been landscaped and includes a living wall. The living wall, also known as a vertical garden, is part of the sustainable design of the newly renovated building. Smith Alley is also available by reservation for events.
The Master of Accounting (MAcc) program at Georgia Southern University continues to attract bright students, major firms and world-class faculty to join its ranks. Last year brought a promising new class of more than 40 future accountants, CPAs and Certified Fraud Examiners. Many of these students have already experienced the School of Accountancy’s unique mix of tangible classroom learning combined with the vast knowledge-base of the accounting faculty members. Having expert faculty members who are so accessible and so heavily invested in the success of their pupils puts MAcc students at a tremendous advantage as they expand their professional horizons. Whether landing their first internships or building their résumés, graduate accounting students can call upon faculty members, alumni and peers to connect them to valuable opportunities for professional growth. Meet the Firms, Accounting Day and the accounting student listserv continue to serve as the chief catalysts for students to find their niche in the field, and participation in each of these activities is always impressive.

The School of Accountancy began offering two new graduate certificate programs this fall semester. The Certificates in Taxation and in Forensic Accounting are both now accepting applications. These certificates enable Master of Accounting students to gain specialized knowledge while pursuing their MAcc degrees. The required courses can be integrated seamlessly within the MAcc program of study. Certificates can also be completed independently. Classes in the tax certificate include taxation of corporations & partnerships, advanced tax planning and research, taxation of pass-through entities and multi-jurisdictional taxation. This certificate allows current and future tax professionals to deepen their understanding of the field and better serve the needs of the accounting and business communities. The Forensic Accounting certificate evolved from the Forensic Accounting concentration and prepares students for careers investigating white-collar crime and offering litigation support. In the aftermath of Sarbanes-Oxley and the ensuing increased regulations, demand for forensic accountants continues to skyrocket. Faculty and staff are excited about the possibilities these new offerings will bring to current and prospective graduate students.

As a whole, the Master of Accounting program is growing in size and notoriety. The WebMAcc has recently garnered multiple awards for its value and academic rigor. As one of the few AACSB-accredited, fully online Master of Accounting programs, Georgia Southern WebMAcc graduates take pride in the exceptional quality of their online education. The School of Accountancy and the Graduate Business Programs Office are looking forward to promoting the strength of the existing MAcc program and the exciting development of the new certificate options. Go Accounting Eagles! ☺
While the summer temperatures in South Georgia linger trying to convince us otherwise, the so-called lazy days of summer are behind us, and we are well into the Fall 2016 semester. The MBA program staff works throughout the year to recruit qualified, talented students. The MBA office experiences no lazy days of summer. In fact, summer is when we start to get busy.

The College of Business has offered the Master of Business Administration (MBA) in Savannah for more than 40 years. In fact, the MBA was offered in Savannah before it was available in Statesboro, yet we often find, when talking with prospective students, they are unaware of the Savannah campus. It is time to change that!

Originally, Savannah classes were held at Savannah State, but today’s professional MBA students attend class at the Coastal Georgia Center. Located near downtown, the Coastal Georgia Center, operated by Georgia Southern, opened in the mid-1980s and has been enlarged and updated to suit the needs of Georgia Southern business students. The classrooms and computer labs are spacious and modern with essential and current technology.

In Fall 2014, the College of Business introduced an accelerated, 14-month MBA, specifically designed for our professional Savannah students. Students complete a rotation that includes three courses over a traditional fifteen-week semester, which is divided into two condensed semesters.

The “10/5” schedule requires students to complete two courses over a ten-week period, attending each course one night per week. Immediately thereafter, students complete the third course, attending class two nights a week, but over a shorter, five-week period. The “10/5” course sequence is repeated and then followed by two, ten-week semesters, enabling our professional MBA students to complete the 30 credit-hour, 10 course MBA in a little more than a year.

The demographics of our Savannah MBA students differ from those on our Statesboro campus. On average, our Savannah students have been working eight to ten years. They represent small entrepreneurial startups, huge multi-national corporations and everything in between. Our graduates have been business people, medical professionals, educators, scholars and a coffee barista. The students’ professional and life experiences add enormous value to the classroom experience.

The College of Business faculty who teach in the MBA program hold terminal degrees and maintain expertise in their fields through ongoing research. They enjoy the added challenge of teaching experienced professionals who are truly invested in their education.
The following business students have completed internships, obtaining curricular practical training (CPT) during the summer under internship supervision of their training partners shown. Thank you to our sponsors offering CPT internships in the College of Business. The experience and academic credit they receive will help them secure immediate employment upon graduation.

**ACCOUNTING**

Kimberly Benedict, The Lodge at Bethany, Statesboro  
Bishal Bhatta, PricewaterhouseCoopers, Atlanta  
Jeremy Corwin, Pedrick & Company, Hinesville  
James Craft, Georgia Bureau of Investigation, Decatur  
Brendan Eckard, InterContinental Hotels Group, Atlanta  
Alexis Hackman, Porter Keade Moore, Atlanta  
Summer Hughes, Melmoth Foods, LLC, Dublin  
Brice Knight, Tammy M. Dyal, CPA, Hazlehurst  
Sam Leathers, Boy Scouts of America, Black Creek  
Andreina Maldonado, Cedar Creek Motorsports, Inc., Claxton  
Kristen Mason, Wanda J. Ussery, CPA, Fitzgerald  
Emily McClendon, Family Health Care Center, Statesboro  
Calleigh Simpson, PDQ Accounting, Greensboro  
William Smith, Tanner Health Systems, Carrollton  
Emily Snider, Sweat & Associates, CPA, Wrightsville  
Gelene Soleyn, GEICO, Macon  
Daniel Thomas, HoneyBaked Ham Company, LLC, Alpharetta  
Cera Weaver, LBA Group, Jacksonville, FL  
Marta Yelvington, Hancock Askew & Company, Savannah

**FINANCE & ECONOMICS**

Richard Bentley, Northwestern Mutual, Macon  
Benjamin Brannen, National Distributing Company, Atlanta  
Stephen Ellis, Coldwell Banker Intercoastal Realty, Rincon  
Nicholas Fancher, Vulcan Materials Company, Astatula, FL  
Jeremy Griffin, Conway MacKenzie, Inc., Atlanta  
Matthew Kamph, YMCA Retirement, New York, NY  
Ryan Kelly, Cerner Corporation, Kansas City, MO  
Jordan Kim, Re/Max Accent Realty, Richmond Hill  
Alyson Laing, Delta Airlines, Atlanta  
Ty Pierce, Dark Horse Fitness, Warner Robins  
Evan Pruitt, AgSouth Farm Credit, Statesboro  
Pietro Ribeiro Turquetto Caneo, Pacific Investment Management Company, New York, NY  
Leah Roles, First Data Corporation, Atlanta  
John Rusca, State Farm, Guarino Group, Statesboro  
Tyler Sills, BTIG, LLC, New York, NY  
Ricky Taylor, Cintas Corporation, Lawrenceville

**INFORMATION SYSTEMS**

Victoria Gilbert, Textron LDP, Augusta  
Kyrsten Miles, World Trade Center, Savannah  
Victoria Morgan, General Motors Corporation, Roswell  
James Rogers, GEICO, Macon  
Reid Tammen, Textron, Bell Helicopter, Fort Worth, TX  
Matthew Wood, InterContinental Hotels Group, Atlanta

**LOGISTICS & SUPPLY CHAIN MANAGEMENT**

Carlos Aguilar Aguilera, Ozburn Hessey Logistics, Brentwood, TN  
Wesley Amick, DHL Supply Chain, McDonough  
Rebea Ansley, Norfolk Southern, Birmingham, AL  
John Autry, Georgia Ports Authority, Savannah  
Justin Deal, DHL Supply Chain, Fairburn  
David Dekoskie, R+L Global Logistics, Atlanta  
Kimberly Densmore, Ports America, Savannah  
Hunter Grodner, Norfolk Southern, Atlanta  
Eric Harrison, The Collaborative Firm, LLC, East Point  
Patrick Healy, Devore & Johnson, Kennesaw  
Ashley Heap, Norfolk Southern, Atlanta  
Joseph Holtzclaw, R+L Global Logistics, Atlanta  
Ryan Karjala, McNaughton & McKay Electric Company, Norcross  
Kolby Kates, Coyote Logistics, Alpharetta  
Jordan Kelleher, Jehovah Hawkins Inn, Long Island, NY  
Mouath Khashoggi, Advanced National Agency, Jeddah, Saudi Arabia  
Tyler Kilgore, Tennessee Commercial Warehouse, Savannah  
Connor Lockhart, Georgia Ports Authority, Savannah  
Deonte Love, Schneider Logistics, Inc., Atlanta
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<td>John Sevier, Georgia Ports Authority, Savannah</td>
<td>Tyshajuan Stevens, Enterprise Holdings, LLC, Columbia, SC</td>
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<td>Charles Shepherd, Nutritional Resources, Inc., Grovetown</td>
<td>Abdulrahman Sultan, Frozen Sun, Inc., Statesboro</td>
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<td>Alexander Smith, PepsiCo/Frito-Lay, Kathleen</td>
<td>Dai Chavon Williams, Marriott Grande Ocean, Hilton Head Island, SC</td>
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<td>William Smith, Future Forwarding, Atlanta</td>
<td>MANAGEMENT</td>
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<td>Joshua Spradley, Unique Logistics, LLC, Atlanta</td>
<td>William Bright, Neff Rental, Savannah</td>
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<td>John Staton, Textron ISC, Augusta</td>
<td>Joshua Deen, AgSouth Farm Credit, Baxley</td>
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<td>Matthew Steffner, Lenox International, Inc., Atlanta</td>
<td>Jiva Fein, Augusta Sportswear Group, Augusta</td>
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<td>Andrew Taylor, Triangle-J Logistics, Inc., Collins</td>
<td>Alex Joyner, C.H. Robinson, Atlanta</td>
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<td>Morgan Brodmann, Skidaway Steamers, Savannah</td>
<td>Scott Kelly, Global Lead, LLC, Atlanta</td>
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<td>Meghan Caffrey, Emory Conference Center, Atlanta</td>
<td>Marque Lenon, Jr., Georgia Southern Athletics, Statesboro</td>
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<td>Courtney Clizbe, Peak Enterprises, Norcross</td>
<td>Michelle Mazur, DB Athletics, Palatine, IL</td>
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<td>Katherine Coffee, Emory Conference Center, Atlanta</td>
<td>Brittany McMinn, QuestGroup Executive Search, Atlanta</td>
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<td>Derrione Felton, Jason's Deli, Atlanta</td>
<td>Charvea Myles, Aerotek, Inc., Savannah</td>
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<td>Catherine Foreman, Columbia Sussex, Hilton Head Island, SC</td>
<td>Brittan Nocera, Cintas Corporation, Savannah</td>
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<td>Austin French, Target Distribution, Midlothian, TX</td>
<td>Hannah O'Malley, Gulfstream Aerospace Corporation, Savannah</td>
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<td>William Gilbert, Livingood Appliance, Pooler</td>
<td>Theodore Pope IV, Target Distribution, Tifton</td>
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<td>Thomas Gilmer, Tugaloo Gas Company, Seneca, SC</td>
<td>Kendall Rogers, Belk Southern, Mt. Pleasant, SC</td>
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<td>Russell Gunby, Franklin Automotive, Statesboro</td>
<td>Lindsey Rogers, Burlington Stores, Inc., Los Angeles, CA</td>
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<td>Alexa Harvey, The Westin, Hilton Head Island, SC</td>
<td>Mila Saitowitz, Marietta Drapery &amp; Window, Marietta</td>
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<td>Hanna Heller, Marriott SpringHill Suites, Savannah</td>
<td>Trisha Schepers, AroundCampus Group, Chapel Hill, NC</td>
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<td>Robert Hilker, Marriott Barony Beach Club, Hilton Head Island, SC</td>
<td>Tyler Schuster, AEP International, Indianapolis, IN</td>
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<td>Mikayla Hoffmann, Buffalo Wild Wings, Pooler</td>
<td>Megan Sircy, Courtware Solutions, Inc., Acworth</td>
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<td>Gabrielle Howard, Primeline Digital, Greenville, SC</td>
<td>John Solomon, Wolverine &amp; Associates, Duluth</td>
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<td>Alyssa Hubbard, Jebediah Hawkins Inn, Long Island, NY</td>
<td>Christopher Stewart, R+L Global Logistics, Atlanta</td>
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<td>Hunter Inglett, SportsMEDIA Technology Corp., Jacksonville, FL</td>
<td>Camden Thomas, Fab’rik Boutique, Atlanta</td>
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<td>Layne Livingston, Walt Disney Parks and Resorts, Inc., Orlando, FL</td>
<td>Ansley Thrift, Georgia Municipal Gas Authority, Kennesaw</td>
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<td>Shelby Ludwig, Spartina 449, Daufuskie Island, SC</td>
<td>Anna Waters, Nordstrom, Belk, Savannah</td>
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<td>Bailey Munson, Meijer, Bloomfield Hills, MI</td>
<td>Madison Zak, Keller Williams Realty, Lake Oconee</td>
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<tr>
<td>Jasmine Nichols, VeryVera Enterprises and VVT, LLCs, Augusta</td>
<td>27</td>
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OF WHAT’S GOING ON WITH YOU

Alumni! Remember the “Blue Cards” Lewis Stewart used to send out? They are now online. Help us stay in touch with you by visiting GeorgiaSouthern.edu/Business/BlueCard

We look forward to hearing from you soon!
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When Georgia Southern is ranked, the value of your business degree increases.

Did you know that participating in annual giving aids university rankings, and rankings influence potential students, employers and supporters?

Your gift to the Georgia Southern College of Business is vital to our ability to be a leader in global business education. Every gift, regardless of size, makes a difference. Consider doubling your gift with your employer’s matching gift.

Your alma mater is Building A Legacy. Start Building Your Legacy now.

Visit GeorgiaSouthern.edu/Business/donate to start Building Your Legacy today.

SAVE THE DATE

- Professional Development Day: September 27
- Student Lunch with the Dean: September 27
- Eagle Expo: September 28
- Georgia Tech Tailgate in Atlanta: October 15
- Dean’s Advisory Board/Young Alumni Board Meetings & Dinner: October 27-28
- BIG Pitch/Ocean Exchange: November 9-11
- Homecoming Tailgate: November 10
- Georgia State Tailgate in Atlanta: November 19
- Graduate Brunch, Russell Union: December 9
- Commencement, Hanner Fieldhouse: December 9
- Spring Student Appreciation: January 26, 2017
As proud alumni of Georgia Southern University, John and I bleed blue and white. Giving back to our alma mater is very important to us. After all, this institution has given us more than we could ever imagine. Not only did it provide us with the resources and tools to become successful adults, but we also met here, and now call Statesboro home. If someone had told us eight years ago that we would end up coming back to live in Statesboro, we would have laughed. Funny how that works! We’ve been married for just a little over four years, welcomed our first Future Eagle in April and couldn’t imagine calling anywhere else home.

Giving back has been super easy with the monthly payment plan. Each month, our commitment is automatically drafted from our checking account, and we receive a receipt via email. It’s really that simple, and we honestly don’t have to think about it until it’s time to pledge again during A Day for Southern. In our efforts to give back, we decided that we would divide our pledge between two colleges: the College of Business and the College of Health and Human Sciences. We’re committed to a lifetime of giving to Georgia Southern (at least until college tuition payments start in 18 years).
Georgia Southern has been a part of my life for as long as I can remember. Growing up on a farm between Statesboro and Savannah, we had opportunities to participate in activities on the college campus and, over the years, saw first-hand the positive impact Georgia Southern made on the local community. My brother Don and I both graduated from Georgia Southern, and our parents, Robert and Jane Cox, were actively involved in supporting all aspects of the University. Starting the football program, building the stadium, participating in *A Day for Southern* and supporting the Botanical Garden are just a few of the ways they supported Georgia Southern. Education was always a priority in our family and not going to college after high school was never an option. Our “choices” were basically which college and what field of study.

When our dad passed away in 2001, we established the Robert T. Cox Scholarship at Georgia Southern in his memory to continue his legacy of “making a positive difference”: the approach that he practiced every day. The scholarship was renamed the Robert and Jane Cox Family Scholarship after our mom passed away in 2013.

Over the past 20 years, Gariel and I have made numerous donations to Georgia Southern. Taking advantage of the corporate matching gift program provided by my employer, Automatic Data Processing (ADP), let us increase the value of those donations. Although we are now both retired, we have found ways to increase our contributions to Georgia Southern that benefit us as well. We donated shares of appreciated securities accumulated during my career with ADP to give Georgia Southern the benefit of the stocks’ current value without having to pay taxes on the proceeds if we had first sold the shares and then donated the funds. Gariel recently made Georgia Southern a beneficiary in his will to benefit the university in the future and provide financial aid to deserving students. With Pam Jones Stovall and Chris Johnston’s help, we have been able to establish two additional scholarships—the Hall, Cox and Burchett Family Scholarship and the James W. and Helen Doris Burchett Family Scholarship—that celebrate our family members and the important role education has played in our lives.

When we learned about the plans to expand and renovate the College of Business building, we wanted to be part of the success of this effort. Together with my brother, Don, and his wife, Carole, we are jointly naming a room in the College and hope others will be inspired to do so as well.

---

*Sue Cox (’76) & Gariel Burchett*

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Luther (Trey) Denton, Ph.D.

When my wife, Wendy, our three very small children and I arrived at Georgia Southern in 1989, we knew it was magical. Not only did it possess great beauty, it also possessed something intangible—a feeling that permeated our walk through campus and every interaction with the faculty, staff, and students that we met that day. We could feel the culture of kindness. That culture is still here.

At Georgia Southern, you can pursue your intellectual curiosity amid people who care and who go out of their way to make others feel special. This isn’t just an educational institution… it is a home; it is a way of being; it is a commitment to continue to learn and to care; to take care of one another and the resources that we steward; to conduct ourselves with kindness. Georgia Southern is a home that goes with you wherever you roam. This is why it is important to me to give back.

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“In my international marketing class, my goal is to help students realize that the world is considerably smaller and friendlier than they thought. Along the journey, students discover that people from other cultures have more similarities than differences, and trade is much easier than ever expected.” — Trey Denton, Ph.D.
Named gifts to the Building A Legacy initiative afford an opportunity for the College of Business to honor donors and for donors to honor those held in high esteem. Donors will be recognized by a plaque at the entrance of the area they name. Pledges may be made over five years.

For further information about these Legacy naming opportunities, please contact the College of Business Office of Development and Alumni Relations.
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- Sue Cox and Gariel Burchett
- C.H. Robinson Company
- Carol and Tom Case
- CEV Statesboro
- Claude Howard Lumber Company, Inc.
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- Morgan Derst
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- Zeta Delta Chapter No. 143

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- Wendy and Trey Denton
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- Olivia Flanagan
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Spencer Windham
Nancy and David Womack
Jonathan Woodard
Bill Zang
The thought of raising $12 million (private) dollars can be overwhelming, but I’m excited about what our building is going to look like when we finish the process! We will be as competitive as any other College of Business in attracting 21st century students. We will have a state-of-the-art Financial Learning Lab and “The Hub,” a place for students to hang out, study or just relax, and a flexible space for our board meetings, career fairs, lunch and learns, and celebration of College of Business students and graduates. Currently, we have to rent space from other colleges/divisions on campus to hold these functions. It will be GREAT to be able to do everything in our own space!

The plans are set, and we are excited and ready! I want to take this opportunity to publicly thank those who have already come forward to lead the way in raising the needed funds. By naming rooms in the College, these alumni are creating a legacy for themselves, while investing in our students and our future. Won’t you consider joining them in giving back to the college that prepared you for a great start in life? The truth is, we need many, many more to join the team for us to be successful in our Building A Legacy initiative. We need YOU! I’d love to have the chance to share the full plan with you and further discuss all of the giving opportunities. You can make a difference that will impact generations to come!

Pam Jones Stovall
pamjones@georgiasouthern.edu
912-478-2227

Our sincere thanks to

Gary Baker (MKTG, ’71)
Bernice Banks (ACCT, ’77)
Jarvis Barnes (IS, ’78)
Tommy Bond (MGMT, ’73; MBA, ’75)
Teri Brennan (ECON, ’94; MBA, ’95)
Sue Cox (BUS, ’76) & Gariel Burchett
Carole (ACCT, ’78) & Don (GEN BUS, ’78) Cox
Cedric D. Henry (MGMT, ’84)
Jo Ann (EDU, ’74) & Billy (ACCT, ’74) Hickman
Donald Howard (GEN BUS, ’73)
Margaret & Jack Jennings (Parents)
Michael Johnson (MBA, ’07)

Danny Johnston (ECON, ’75)
Victoria N. (HHS, ’80) & Thomas (ACCT, ’73) Jones
Ellen Payne (EDU, ’72) & Cary (ACCT, ’72) Long
Sanford Loyd (ACCT, ’77; MBA, ’93)
JT Marburger (MGMT, ’84)
Kimberly F. (OFF ADM, ’82) & Billy (IND MGMT, ’83; MBA, ’90) McLeod
Sharon Jester Ponder (ACCT, ’94)
Gail Reed (ACCT, ’80)
Michael Sanders (MKTG, ’81)
Frank Shipes (ACCT, ’69)
Ralph Sikes (IS, ’84)
Jane & Thomas (MKTG, ’69) Tharpe

In Memoriam

Robert D. “Bob” Coston
Professor emeritus of economics and former associate dean, College of Business, passed away on Thursday, July 7, 2016.

Jerry W. Wilson
Professor emeritus of marketing and logistics, retired chair, Department of Marketing, Savannah, passed away on March 18, 2016.
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We’d like to thank everyone who contributed their efforts to making this issue of Eagle Executive possible.

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

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A Women in Business feature is in the works for an upcoming Eagle Executive. If you’re a successful woman, with a career in business in today’s fast-paced world, we want to hear from you.

Email us at business-marketing@georgiasouthern.edu.