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Fall 2017

## Eagle Executive Magazine

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GEORGIA SOUTHERN UNIVERSITY  
COLLEGE OF BUSINESS ADMINISTRATION

# EAGLE EXECUTIVE

FALL 2017



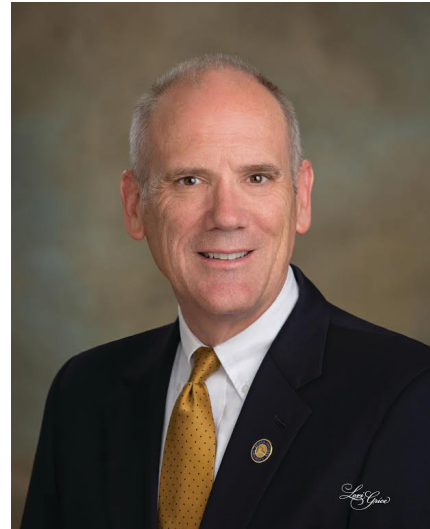
# WOMEN IN BUSINESS

# From the Desk of Dean Amason

Back in the 1990s and early 2000s, a flurry of studies came out on a subject called decision framing. The researchers behind this work were mostly from the fields of psychology and management, but their work has become a part of what we now refer to broadly as behavioral economics. The question they addressed was this: does the way we define and frame a new challenge affect the way we respond to it? As it turns out, the answer is “yes,” and very much so; the way we view an issue and the way we frame it when talking about it to others is a key driver of how we respond to it.

So, if we view and understand a challenge as an opportunity, we tend to be more open and receptive to the changes that result from it. We tend to move a little slower, to analyze a little better, and to focus our attention externally, so as to engage the issue on its merits, with an eye toward finding and reaping the benefits. That is completely different from how we respond to threats. Challenges that are viewed and understood as threats often cause us to close ranks, to focus internally, and to limit the range of options we will consider. We tend to respond to threats by quickly settling on and then clinging to early assumptions and then resisting any suggestions to the contrary. While these different sets of responses, to both opportunities and threats, are consistent and predictable, they are not equally powerful. Indeed, what the research clearly showed was that the threat response was far more powerful. In fact, because it was so strong and so easily recognized, the threat response was given a name, the “threat/rigidity effect.” And this threat/rigidity effect operates at the individual level in groups of individuals, even across whole organizations.

What does this all mean for us in the College of Business? Well, notice that how we frame an issue is largely a matter that we can control. In other words, we have the ability to decide whether we will view various changes and challenges as opportunities or as threats. I’m often asked whether I believe the consolidation with Armstrong State will be good for the College? Do I think the rigorous process of accreditation is really worth all the time and effort?



Or, do I worry about shifting demographics and the increasing competition for good students and faculty in the marketplace? All of these are legitimate concerns and significant challenges. But I choose to frame them, to understand and to talk about them as opportunities. Moreover, I encourage our faculty, staff, students and supporters to do the same thing. Doing so puts us in control, gives us clear vision and helps us respond in a more productive manner.

Make no mistake; we face real challenges that will require innovative solutions, dedicated effort and genuine hard work; however, no problem we face is beyond solution. In fact, I truly believe that the landscape is full of opportunities to adapt, to better serve our market, and to move ever closer to our goal of national prominence. I hope you can see what I see, and I hope you’re excited about it!

A handwritten signature in black ink, which appears to read "A. C. Amason". The signature is fluid and cursive, with a long, sweeping horizontal line at the end.

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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## INTRODUCING THE DEAN'S CLOSET

Organized by the College's Student Ambassadors, the Dean's Closet is available to any student in the College of Business who may need to borrow a suit for an interview or an internship. To request a specific size or speak with an ambassador in regard to borrowing an item, students can email [businessambassadors@georgiasouthern.edu](mailto:businessambassadors@georgiasouthern.edu) or stop by the Dean's Office Monday through Friday, 8 a.m.–5 p.m. If you would like to donate gently used or new items for men and women, please drop them off in the Dean's Office on the second floor of the College of Business in Room 2254.

## TOP 10 BEST COLLEGES FOR BUSINESS IN GEORGIA

The Georgia Southern University College of Business was recently named in the top 10 best colleges for business majors in Georgia by *Zippia*.

*Zippia*, a new website, is dedicated to helping recent college graduates with their careers. In its ranking of "Best Colleges in Georgia for Business Majors," *Zippia* took into account data from the National Center for Education Statistics (NCES) and College Scorecard data from ED.gov on the quality of the business program, how students perform after college, and school performance factors such as admissions rate, graduation rate, average cost of attendance and average amount of debt, among other criteria. *Zippia* looked at data from 40 institutions of higher education in the state and determined which programs offer the best career opportunities for business majors.

The AACSB International-accredited Georgia Southern College of Business offers a bachelor of business administration degree in seven disciplines with emphases in several of the disciplines. Located on the main campus in Statesboro, Georgia, the College of Business has an admissions rate of 52 percent and a graduation rate of approximately 51 percent, with an annual cost of \$21,513, according to *Zippia*. The College also offers graduate programs online, in Savannah, Georgia, and on campus in Statesboro.



# NEW FACULTY

**JUSTIN EVANS, JD**

Assistant Professor  
School of Accountancy  
Moving from Hays, KS

**Education**

JD, Indiana University  
MBA, Indiana University  
BA, University of Texas, Austin

**ISSAM MOUSSAOUI, Ph.D.**

Assistant Professor  
Dept. of Logistics & SCM  
Moving from Fayetteville, AR

**Education**

Ph.D., University of Arkansas  
MBA, University of Arkansas  
MS, Toulouse Business School  
BS, École Nationale de Commerce  
et de Gestion

**DUONG (KATIE) PHAM, Ph.D.**

Assistant Professor  
Dept. of Finance & Economics  
Moving from Orlando, FL

**Education**

Ph.D., University of Central Florida  
MBA, Marshall University  
BA, Foreign Trade University

**JOHN HARRIS, Ph.D.**

Assistant Professor  
Dept. of Management  
Moving from Tallahassee, FL

**Education**

Ph.D., Florida State University  
BS, University of Alabama

**MATTHEW JENKINS, Ph.D.**

Assistant Professor  
Dept. of Logistics & SCM  
Moving from Knoxville, TN

**Education**

Ph.D., University of Tennessee  
MBA, University of Tennessee  
BS, University of Tennessee  
AAS, Pellissippi State Community  
College

**CURTIS SPROUL, Ph.D.**

Assistant Professor  
Dept. of Management  
Moving from Morgantown, W. VA.

**Education**

Ph.D., West Virginia University  
MS, West Virginia University  
MBA, Waynesburg College  
BS, Penn State University

# ALUMNI AWARDS

For more than 40 years, the Georgia Southern University Alumni Association has honored alumni who have distinguished themselves with outstanding professional and personal achievements and those who have loyally dedicated their time and service to the Eagle Nation. The Alumni Association presented its 2017 biennial Alumni Awards at a campus luncheon on Saturday, March 25. The following College of Business alumni were recognized for outstanding achievements in their respective fields.

Mike Davis and Jaimie Hebert, Ph.D., president of Georgia Southern University

**Mike Davis** (FINC, '88), received the Alumnus of the Year in Professional Achievement award. He serves as the executive director and CEO of the U.S. Golfing Association (USGA). He is the senior staff member of the USGA, responsible for managing all aspects of the Association's day-to-day operations, including core functions, essential programs and human and financial resources. Davis provides overall strategic guidance, serves as spokesperson with the internal stakeholders and external constituencies, and represents the USGA's interests within the golf community, courses and clubs, state and regional golf associations, the media and international golf associations. During his time at Georgia Southern, Mike was a member of the Georgia Southern golf team and Sigma Chi Fraternity.

Maj. Gen. Leslie C. Smith and Allen Amason, Ph.D., dean of the College of Business

**Maj. Gen. Leslie C. Smith** (ACCT, '85) received the College of Business Alumnus of the Year Award. He serves as the Deputy Inspector General, Office of the Secretary of the Army. Smith's previous assignment was the Commanding General of the United States Army Maneuver Support Center of Excellence and Fort Leonard Wood. Smith received his commission from Georgia Southern University in 1983 as a field artillery officer. Upon graduation, he entered the army as a chemical officer. Smith has received many awards and decorations including the Distinguished Service Medal, Legion of Merit, Bronze Star Medal, Defense Meritorious Service Medal, Army Commendation Medal and Joint Service Achievement Medal. He also holds an MS in administration from Central Michigan University and an MA in national security strategy from the National Defense University.

# READY, SET, SOAR

## SPRING 2017 COMMENCEMENT

The College of Business conferred degrees on 128 graduate students and 573 undergraduate students on May 5 and 6, respectively. The University welcomed alumnus Ronny Just, governmental relations manager for Georgia Power, and the Honorable Casey Cagle, Lt. Governor of Georgia, as speakers for the Spring 2017 Commencement ceremonies.

As the governmental relations manager within Governmental and Regulatory Affairs for Georgia Power, Just develops and implements statewide strategies for ensuring informed policymaking around energy and environmental matters. He also directs Georgia Power's strategic research relationships with Georgia Southern University and The University of Georgia.

In speaking to the graduate students, Just said, "The most meaningful and maybe the most memorable things you will ever accomplish, your legacy, will be some small act of kindness that probably only a few will ever know." He continued, "That may not be the secret to worldly success. But there is invaluable gratification in secret success."

Cagle, a Georgia Southern alumnus, is a successful entrepreneur and respected former state senator. In 2006, he made history by becoming the first Republican ever elected to Georgia's second highest office. He is currently in his third term as Georgia's Lt. Governor.

Cagle has established himself as a bold leader and champion for education and economic development. As he spoke to the undergraduate students, Cagle emphasized, "No career that you pursue will ever be assured, and while no one can predict the future, what will matter most is how you use your individual talents to persevere through any challenge you face and to make it the most of your potential. At times you might doubt your path, but never doubt yourself. Never put limits on your future, and never hold back."

Quintavius "Quin" Jones (FINC, '17) and his service dog, Beignet.

Photo credit: Statesboro Herald



The management program at Georgia Southern University offers a four-year bachelor's degree with three specializations designed for students who want a broad academic background in various areas of management. This degree integrates the functions of planning, organizing, directing, and controlling of modern profit and non-profit organizations. The management program prepares students for leadership opportunities in a broad range of occupations in every sector of the global economy.

## BBA in Management

The BBA in management offers core courses of study that focus on leadership, strategic planning, entrepreneurship, organizing, human resource management, hospitality management, supply chain management, teamwork and team management, problem-solving, information technology, and quality control, thereby cultivating a foundation tailored for students' special interests and talents.

### Major Courses\*

**BUSA 3131** - Business Statistics

**BUSA 3132** - Applied Stats & Optimization

**BUSA 4131** - Strategic Management

**CISM 3131** - Management Info. Systems

**FINC 3131** - Principles of Corporate Finance

**MGNT 3130** - Principles of Management

**MGNT 3134** - Behavior in Organizations

**MGNT 3234** - Entrepreneurship

**MGNT 3235** - Leadership in Organizations

**MGNT 3334** - Human Resource Management

**MGNT 3430** - Operations Management

**MGNT 4230** - International Management

**MKTG 3131** - Principles of Marketing

**3 Additional Courses Required in MGNT\*\***

## Entrepreneurship/Small Business

For students who are motivated to manage or start their own businesses, this emphasis area is a perfect addition to the management program of study. Courses in this area focus both on small business management and start-up entrepreneurship.

## Human Resource Management

The human resource management (HRM) emphasis prepares students for a career focused on the most important resources of any organization—its people. Students pursuing this specialization will study in the only HRM college program in the region that emphasizes the use of human resource information system (HRIS) software.

## Hospitality Management

The hospitality emphasis prepares students for entry-level management positions in the restaurant and lodging industries. The mission is accomplished through a competency-based, curricular program designed specifically for the development of future hotel and restaurant managers.

### DEPARTMENT OF MANAGEMENT

GEORGIA SOUTHERN UNIVERSITY

COLLEGE OF BUSINESS

PHONE: 912-478-5161 • FAX: 912-478-1835

EMAIL: [management@georgiasouthern.edu](mailto:management@georgiasouthern.edu)

[GeorgiaSouthern.edu/business/mgmt](http://GeorgiaSouthern.edu/business/mgmt)

### Management Career Options

- Benefits Coordinator
- Branch Manager
- Business Owner
- District Manager
- Human Resources Director
- Materials Manager
- Master Scheduler
- Project Manager
- Quality Assurance Manager
- Store Manager

### Our management graduates have successful careers with

- The Coca-Cola Company
- CSX Transportation
- Georgia Pacific
- Gulfstream Aerospace Corporation
- The Home Depot
- Lockheed Martin Aeronautics
- Norfolk Southern
- United Parcel Service (UPS)
- United States Armed Forces



COLLEGE OF BUSINESS  
ADMINISTRATION

\*Core coursework not included.

\*\*Areas of specialization may require additional courses.

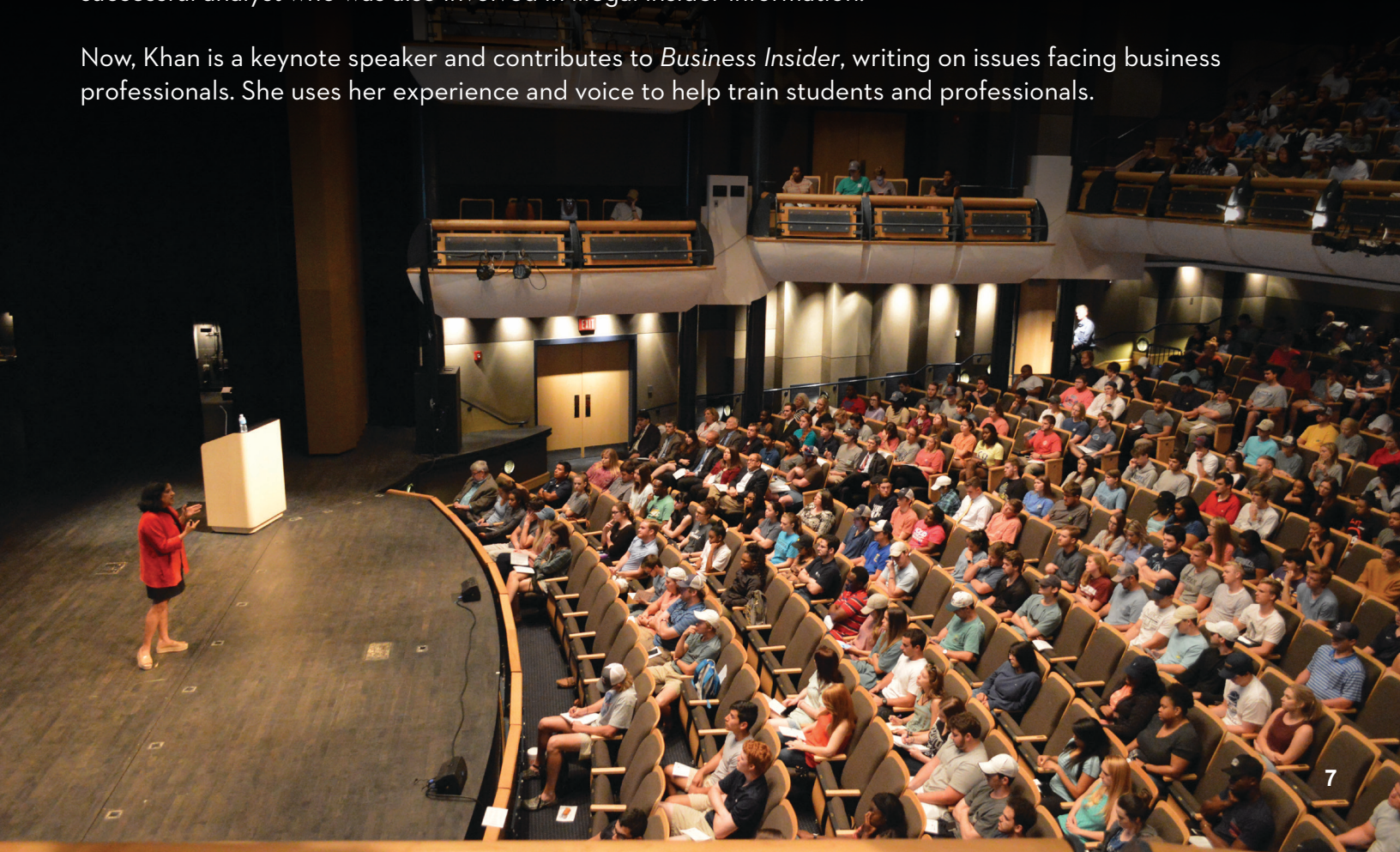
# DISTINGUISHED FORENSIC ACCOUNTING LECTURER ROOMY KHAN

On March 1, 2017, the School of Accountancy, along with the Student Chapter of the Fraud Examiners and the Finance Association, hosted Roomy Khan as the 2017 Distinguished Forensic Accounting Lecturer. If her name is familiar, it is because her story was featured on CBS's *60 Minutes*, "A Rare Look at How Insider Trading Works," and had extensive coverage by numerous media outlets, including *The New York Times*.



Known as "Tipper A," Khan was involved in "Operation Perfect Hedge," which led to the indictment and convictions of more than 90 individuals, including hedge fund billionaire Raj Rajaratnam. She assisted the FBI and SEC by helping them understand the industry and how information was flowing from companies to influential traders on Wall Street. After seven years of undercover cooperation in the largest crackdown on the illegal sharing of confidential information on Wall Street in history, she was sentenced to one year in a federal prison, which she served in Coleman, Florida. Prior to the undercover operations, Khan was a successful analyst who was also involved in illegal insider information.

Now, Khan is a keynote speaker and contributes to *Business Insider*, writing on issues facing business professionals. She uses her experience and voice to help train students and professionals.



# EAGLES ON WALL STREET

by Allissa Lee, Ph.D.

In May, College of Business students spent a week in New York City visiting some of the most integral firms in the U.S. and Global Financial Systems. Visits for Eagles on Wall Street 2017 included UBS, Willis Towers Watson, Zurich, Blackstone, Bloomberg, JP Morgan Chase & Co., the Federal Reserve Bank of New York as well as the New York Stock Exchange (NYSE) and the Wall Street Bull. Each visit varied by content and culture, providing students with a one-of-a-kind experience and insightful information that cannot be replicated otherwise. Social activities included Top of the Rock, a NY Harbor Cruise, a Yankees Game and several opportunities to socialize while enjoying a great meal. Students also explored and enjoyed NYC during their free time by attending Broadway shows, shopping, visiting the 9/11 Memorial and other NYC highlights.

MTA SUBWAY -  
CORTLANDT ST (R/W)  
Manhattan, NY

## LOMBARDI'S

## BLACKSTONE

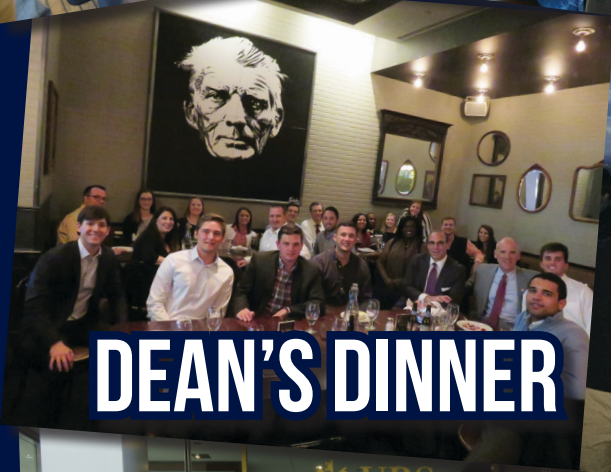
## BLOOMBERG



## HARBOR CRUISE



## NYSE



## DEAN'S DINNER



## TOP OF THE ROCK



## UBS



## WILLIS TOWERS WATSON

Continued student interest is what makes this experience possible. The students, faculty and administration of the Georgia Southern College of Business wish to thank our alumni and friends for helping make Eagles on Wall Street 2017 truly exceptional. We would specifically like to thank Georgia Southern Alumni Andrew Doggendorf (MKTG, '04), Rod Eichler (IND MGNT, '89) and Blake McCollister (FINC, '13) as well as College of Business Friends Jack Jennings (EVP, Willis Towers Watson; Member, Dean's Advisory Board), John Ramos (VP, Société Générale) and Wayne Taylor (CFO, Lendmark Financial Services). Your help is an invaluable component in the program's ongoing success, and we want to send each of you our heartfelt gratitude. For more information about the EoWS Program, please visit [GeorgiaSouthern.edu/business/dfe/eagles-on-wall-street](http://GeorgiaSouthern.edu/business/dfe/eagles-on-wall-street).



# INFORMATION SYSTEMS WELCOMES NEW DEPARTMENT CHAIR

by Cassidy Horton

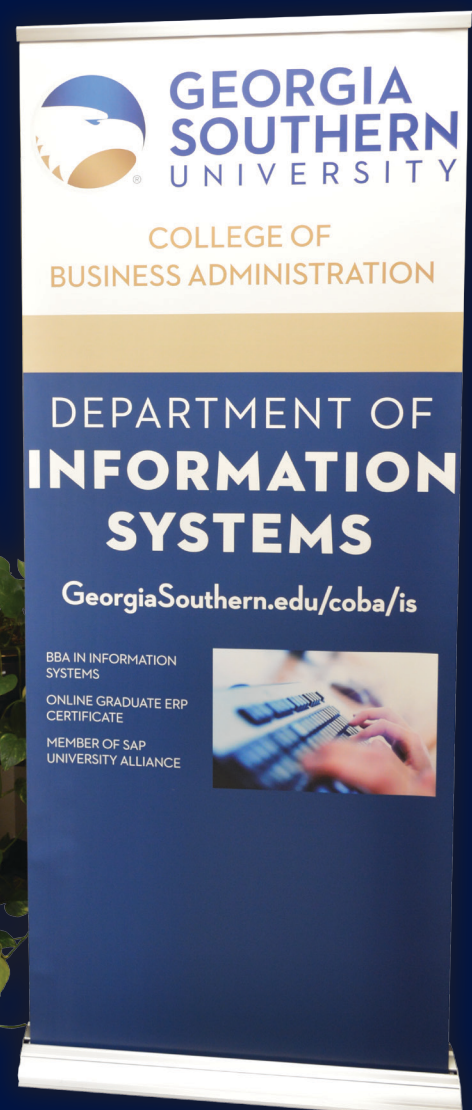
The College of Business is pleased to welcome the new Information Systems Department Chair, Yoris A. Au. He comes to us from the University of Texas at San Antonio (UTSA), where he served as the Information Systems and Cyber Security department chair for the past four years. Au holds a Ph.D. in business administration with a concentration in information and decision sciences from the Carlson School of Management at the University of Minnesota, an MBA from the Katz Graduate School of Business at the University of Pittsburgh and a bachelor's degree in civil engineering from Parahyangan Catholic University in Indonesia.

Au has a unique blend of technical, managerial and academic experiences in industry, consulting and academia. In industry, he worked as a database programmer and, later, as a software engineer, working with a number of clients on their financial, accounting and parts inventory information systems. He also oversaw a group of network and systems engineers who managed a wide-area-networked information system infrastructure at one of the largest coal mining companies in the world in Borneo, Indonesia.

In consulting, he managed a number of projects designing and developing an online banking application software as well as implementing SAP's financial, accounting, material management and production planning modules. In the 1990s, when the Internet was in its infancy, Au worked with a couple of investors to start and manage an Internet service provider company. He also managed various large-scale IS/IT projects and infrastructures.

Au's areas of research include economics of information systems, cyber security, technology adoption, mobile applications (including mobile payments), cloud computing and big data technology, and crowd sourcing. His research has appeared in a number of leading information systems journals and conference proceedings. His areas of teaching include telecommunications and web application security, both at the undergraduate and graduate levels.

Welcome to the Georgia Southern College of Business and to Statesboro!





# LOGISTICS STUDENTS PARTICIPATE IN THE GEORGIA LOGISTICS SUMMIT

by Aubree Turner

In June, the ninth annual Georgia Logistics Summit welcomed nearly 1,500 participants to the World Congress Center in Atlanta. The Georgia Logistics Summit is the Southeast's premier Logistics and Supply Chain conference. The Summit's main focus this year was on the wave of digitization taking place in supply chains worldwide.

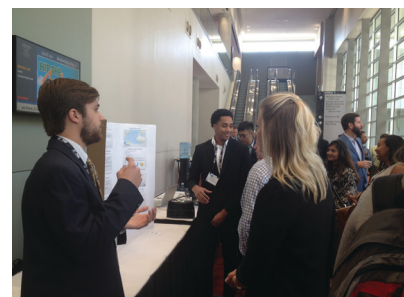
Jerry Burke, Ph.D., chair of the Department of Logistics and Supply Chain Management, along with six Georgia Southern Logistics and Intermodal Transportation (LIT) majors participated in the 2017 Summit. Emily Clark and Dashaune Brown assisted event organizers, including Delores Ross of Mitsubishi Power Systems, in directing attendees and fielding questions about the event. Madeline Conner presented an outline of her honors research project with Christian Rossetti, Ph.D., assistant professor of logistics. Tyler Mezza, Dashaune Brown and Nick Abbadangelo presented projects they developed as part of the coursework in Heidi Celebi's, Ph.D., assistant professor of logistics, international logistics class. Hunter Rasbury joined the other five students in attending educational sessions and career networking events.

While logistics is a booming industry, the aging workforce is a problem. In Georgia, 9,500 logistics jobs need to be filled each year. Many students tend to think "truck driver" when they hear about logistics. In fact, logistics is a process ensuring the availability of the right product, in the right quantity and the right condition, at the right place, at the right time, for the right customer, at the right cost. Intermodal transportation combines the cost and/or service advantages of more than one mode of transportation in an efficient, seamless product movement. The industry has a wide variety of career options including industrial engineers, software programmers, dock workers and air cargo supervisors.

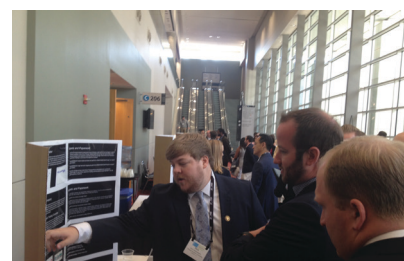
The Georgia Southern LIT degree provides students with the problem-solving skills and supply chain knowledge needed to manage and lead modern organizations. The proximity of the University to the Port of Savannah and Hartsfield-Jackson Atlanta International Airport is an advantage to the program.



Madeline Conner



Tyler Mezza and Dashaune Brown



Nick Abbadangelo



Three Georgia Southern alumni are giving Lahaina, Hawaii, a true taste of Southern hospitality with their restaurant, Down the Hatch (DTH). After years of living in Maui and working in the service industry, Julian Bonfardim, along with his two childhood friends and fellow Georgians, Javier Barberi and David Fincher, decided to open a restaurant and bar catering to the community and guests of Lahaina with their own unique style of Southern Aloha. At DTH, guests find fresh catch with a southern twist. Comforting chicken and waffles with gravy and maple syrup, shrimp po' boys stuffed in housemade baguettes, and Cajun catch with butter and garlic rice are some of the best-selling items on the menu. DTH was also featured on "Diners, Drive-Ins, & Dives," hosted by Guy Fieri, on June 16, 2017, on Food Network.

Julian, one of the three owners of DTH, graduated from Georgia Southern with a hotel and restaurant management degree, now a hospitality management degree, in 2008. Upon graduating, he got a job managing the bars at Philips Arena and the Georgia Dome. It was during this time that Julian realized the direction of his life was up to him and him alone; with that epiphany, he decided to pack his bags and make the move to Hawaii.

The idea for Down the Hatch was a joint effort between all of the owners. Fresh fish and local ingredients were always a natural part of what they envisioned for their restaurant, but the owners struggled when it came to deciding on a name for the place. Several different concepts were considered, but, based on the location (across from the Lahaina Harbor) and a play on the fact you walk "down" some stairs to get into the restaurant, "Down the Hatch" just felt right. "[Owning and operating a restaurant] is hard work that requires dedication and varying amounts of sacrifice, but when you are able to put it all together into a beautiful final product and see the happiness that it gives someone else, it more than makes the sacrifice worth it," said Julian.

The general manager of DTH, Caleb Hopkins ('07), is also a hospitality management graduate from Georgia Southern. Hopkins managed a local bar in Statesboro, Dos Primos, and hired Julian for his first bartending job while the two were in college. Some years later, when Julian started DTH, he jumped at the chance to hire Hopkins as the general manager and sommelier for the restaurant. "With his wine knowledge and experience in high-end restaurants, he is able to elevate the restaurant in ways we never would have thought of," said Julian.

While a bit of luck did play a role in the success of DTH, graduating from the hospitality management program at Georgia Southern helped lay the groundwork for Julian's success. The program taught him that hard work and foresight paves the way for a successful restaurant. The real-world knowledge and practical culinary experience he received from Georgia Southern allowed him to take chances he otherwise would not have been able to. A few of his favorite memories of Georgia Southern are creating a business plan for his "dream restaurant" with Leslie Furr, Ph.D., associate professor of hospitality management, and listening to the practical words of wisdom from Lawrence Stalcup, Ph.D., associate professor emeritus of hospitality management.

To any management student looking to work in the hospitality industry, Julian recommends getting real-world experience. "A college education is great and can open doors for you that would otherwise be closed, but, ultimately, nothing beats real-world, practical knowledge," Julian explained.

# WELCOME TO Fabulous LAS VEGAS NEVADA

## GEORGIA SOUTHERN ENTREPRENEUR TAKES ON VEGAS

by Aubree Turner

*"This program allowed me to get out of my comfort zone, and I connected with so many people. It was just an unbelievable experience."* —Queneesha Gregory

In June, Queneesha Gregory, a senior fashion merchandising and apparel design major with a marketing minor, attended the Women's Business Enterprise National Council's (WBENC) National Conference & Business Fair in Las Vegas, Nevada, for the prestigious 2017 WBENC Student Entrepreneur Program (SEP). The SEP fosters growth for the next generation of women-owned businesses through a tailored entrepreneurial curriculum and mentoring from certified women-owned businesses and Fortune 500 Corporate Members.

Aspiring collegiate female entrepreneurs studying in STEAM (science, technology, engineering, arts and math) or business received mentoring from the most successful Women's Business Enterprises and America's largest Fortune 500 companies while also participating in a tailored entrepreneurial curriculum—a pitch competition awarding \$10,000 in seed capital and experiential learning through off-site visits to Women's Business Enterprises, corporate campuses and accelerators.

Initially, Queneesha did not sign up for the pitch competition but was inspired by her roommate, Mary, to share her company IXNAYHA LLC, a bold and innovative clothing company that provides customers with a free-styling consultation during which a professional pairs the IXNAYHA collection to the customer's closet. IXNAYHA is derived from the pig-Latin word "IXNAY" which means stop. Since Queneesha is from the south, she added HA on the end to give it a southern feel. IXNAYHA signifies a woman who cannot be stopped because she engages fully in economic life. Queneesha attributes her marketing minor with her success because it helped her answer important questions about her company's purpose, target audience and business model.

The SEP exceeded Queneesha's expectations. She gained memorable relationships with corporate mentors, Donovan Casanave and Damean Townsend, from the Shell Oil Company and her WBENC mentor, Denise Walthers, founder and president of the DW Group. She also had the opportunity to meet Suzanne De Passe, producer of one of her favorite childhood movies *Zenon: The Zequel* and the Disney television show, "Sister, Sister."

Because Queneesha finds entrepreneurship personally meaningful and rewarding, she plans on pursuing this career path upon graduation in May 2018. While striving to expand and challenge her mind, in her free time, Queneesha enjoys working on DIY projects, sewing, styling for photoshoots, creating YouTube videos, being involved in the community, traveling and hanging out with close friends.



# WOMEN IN BUSINESS

by Kate Channell

*There is no force equal to that of a determined woman. —Anonymous*

Officially, women in the U.S. could legally be in business starting in the 1800s. Quick fact: Mary Gage opened a U.S. stock exchange for women who wanted to invest in railroads in 1880 (WSJ), and this year, 2017, the highest number of female Fortune 500 CEOs will be recorded at 27, up from 24 in 2014.

More women are in business today than ever. Approximately 9.9 million businesses are owned by women, generating more than \$1.4 trillion in sales and employing almost 7.9 million people (National Association of Women Business Owners, 2015). According to *thebalance.com*, women are now the dominant force in small business ownership, and women are not only starting businesses, but they are staying in business.

Here, we spotlight some of our alumnae who are making a difference in business.



## Jenny Chandler (MGNT, '04; MBA, '06)

*"Never use someone else's opinion as your self-worth."*

Early in her childhood, Jenny Chandler knew what she wanted to do. She wanted to run her family's business, Corrugated Replacements, Inc. (CRI). After starting as the receptionist at age 14, Jenny is now the president of the family business. She worked through the ranks, in every department, ensuring she understands exactly what each job does and requires.

As the president of the company, every day is different and filled with a new set of challenges. Jenny reviews financials, accounting and production reports, and meets with senior management to discuss the work flow and priorities. Jenny is always looking for ways to push CRI to the next level in the industry while ensuring the company is profitable.

*As a female in a male-dominated industry, she is constantly underestimated. Jenny says, "I am often quizzed in order to see if I actually know what I am talking about. I have to prove myself every day."*

Jenny's job is often 24/7, requiring her to work from home at night. She always knew what she wanted to do and knew she would have to make some sacrifices; however, she feels like she has been able to be successful at her job and as a wife/mother. Jenny enjoys watching the business grow and prosper; knowing she has made the right decisions and seeing her employees happy with a high morale are most rewarding to her.

Jenny originally planned to attend another university, but, when her father insisted that she visit Georgia Southern, her mind changed before she left Statesboro. When asked how her college experience prepared her to be president of her family's business, Jenny replied, "College prepared me by giving me the base knowledge. Experience can never replace education; however, I understand management principles and business functions because of my [business] degrees." Currently, Jenny is pursuing a master of science in engineering management.



## Lori Durden (MKTG/LOGT, '92; MBA, '98)

*"Never play the 'woman' card or whine about what you perceive as a man's unfair advantage. Do outstanding work, and you'll be noticed."*

Lori Durden currently serves as the president of Ogeechee Technical College in Statesboro, Georgia. She got her start right here in the Georgia Southern School of Business. At the time, Erk Russell was the head football coach, and Lori had several friends from high school attending Georgia Southern, and it was only four hours from home.

For someone who thought she always wanted to work in corporate America, Lori never thought she would spend her entire career in higher education. As president of a technical college, Lori interacts with many different groups of people including students, employees, legislators, Technical College System of Georgia personnel and community members, among others.

Lori attributes her success to two simple things—education and work ethic. Lori considers herself a hard worker and is thankful for the mentors who believed in her when she did not believe in herself. Her professors at Georgia Southern helped her develop the technical skills of business management, accounting, and organizational behavior, among others. Participating in Greek life and other student clubs and organizations on campus allowed Lori to hone her leadership skills.

*Lori finds helping both students and fellow employees reach their fullest potential most rewarding. As far as the most challenging part of her career, she says it is juggling professional and personal responsibilities.*

## Ashley Hines Ellis (FINC, '92)

*"Simply work hard and expect to prove yourself through your hard work."*

As a local Statesboro girl, Ashley Hines Ellis knew she wanted to go into business. Georgia Southern was a part of her family's history, starting with her grandfather, Jake Hines. Growing up, Ashley attended summer camps at Georgia Southern and attended the first football game, held at Statesboro High School, under Erk Russell's leadership in 1982. Georgia Southern was a natural fit.

Now, Ashley is the executive vice president of BBWH Insurors. There, she handles all of the life and health insurance accounts and manages a small book of commercial property and casualty clients. She also handles all of the financials, accounting and operational management of the agency. Some days are spent working on clients' renewals or claims, and some are spent focusing on the financial and accounting work on vendor contracts, advertisements and marketing for the agency.

When she first started in the insurance business in the early 1990s, Ashley was one of the few females in sales in the insurance industry. She recalls being quizzed by prospective clients to see how knowledgeable she was and was not insulted but grateful for their questions, allowing her to prove herself and earn their confidence and respect. At the young age of 28, Ashley was offered the opportunity to buy in to the agency as an owner.

As a business woman and mom, Ashley has figured out how to balance it all so that she does not feel like she has had to sacrifice anything. Sales has given her a flexible schedule so that she could build her career and be involved in her two sons', Brannen (14) and Will (11), lives. Ashley is also very active in the Statesboro/Bulloch County community and believes it is her duty to give back to the community she loves.



*Ashley credits her success to God, first and foremost. He has given her great opportunities, along with some amazing people to guide and mentor her along the way. She also credits Georgia Southern for the foundation of her career. From sales classes to management and accounting classes, she was given the tools to be successful.*



## Lori Grice (MKTG, '91)

*"Be true to you!"*

As a professional photographer in Statesboro, Lori Grice knew what she did not want—monotony. She realized she wanted to do marketing after seeing a bumper sticker on Doug Lambert's convertible BMW. The bumper sticker read, "Marketing the Smart Major." With her father's encouragement, Lori realized a business degree would sustain her should her art career fall through.

As a professional photographer and a creative spirit, each day presents new opportunities and challenges. Her career takes her from New York City, working with a corporate client, one day, to working with a family on Sea Island creating a centerpiece portrait for their home the next. Much of her time is also spent digitally retouching files, researching her next project and planning.

Getting to where she is today was not easy. Lori said it literally took blood, sweat and tears. She has had her fair share of challenges; one of the biggest being a cancer diagnosis in her early 30s with a 14-month old daughter. Now, being a 14-year cancer survivor, Lori turns new challenges into new opportunities.

Lori entered the photography industry, a predominantly male one, more than 30 years ago. She quickly realized there was a "good ole boy club" at every level. With hard work and dedication, Lori gained the respect of her peers, and became a leader, helping to make it more acceptable for women to thrive in the industry.

Lori credits Georgia Southern and Marvin Pittman Laboratory School for her success, professionally and personally. She realizes being an artist is a gift, but becoming a successful artist takes skills mastered through the foundation of a great education. Being able to merge her creativity with business acumen gives Lori an edge in business and in the industry.

*Lori finds the most rewarding part of her career is commissioning portraits for an individual or a family. She realizes the commissioned piece may be the last portrait created for that person or family and treats each one as a masterpiece. For Lori, portraits tell a story for generations to come, and treating each portrait as a story differentiates her work.*

## Lisa Tapley Wheldon (MKTG/LOGT, '90)

*"Know your business inside and out. Network regularly... be the one to offer well thought out solutions."*

Lisa fell into her career. She knew she wanted a career that allowed her to meet new people, and sales seemed like the right fit. But then, the Georgia Southern School of Business started a new program within marketing in the logistics field. Now, Lisa has more than 25 years of experience in the transportation industry.

Lisa has worked for trucking companies, steamship lines, and two railroads in operations, customer service, pricing and sales positions. As the director of containerized cargo sales with the Jacksonville Port Authority (JAXPORT), Lisa travels around the country meeting with current and potential container customers like Rooms To Go and Disney. In addition to direct sales, she meets with the ocean carriers operating the vessels calling on JAXPORT, connecting them with the cargo owners. Being in sales with a port authority, Lisa realizes the business she brings to the region raises the employment and economic vitality of North Florida.

Being a woman in transportation in the 1990s was rare. So much has evolved since then, and women are now expected to be in logistics and are respected in the industry. She has also made some sacrifices having a career in logistics. She and her husband manage the household together, making sure one of them is always home with their daughter.



*Lisa enjoys interacting with many different people in various roles within logistics and transportation. She credits Georgia Southern with teaching her discipline and how to work hard. Since she paid for her own education, Lisa was committed to succeeding.*



## Caitlin McIntosh (MKTG, '13)

*"Make genuine connections with people."*

Being a military brat, Caitlin moved around a great deal, but she always knew she wanted to end up in Georgia. She also knew she wanted to enter the business world, which became very clear to her in high school when she made it to the state finals for DECA (Distributive Education Clubs of America). DECA allowed Caitlin to excel in her creativity while being structured.

As a woman in real estate, her biggest challenge is ensuring her safety. In today's world, a real estate agent can never be too careful, which requires a lot of planning so as not to put herself in a potentially dangerous situation. Many times, Caitlin has her customers/clients meet her at the office prior to showing them any listings or taking them on as clients. This way, her staff knows whom she is with and where she is going. Sometimes, she takes another person with her.

Caitlin credits her success to being organized and structured. She believes every challenge and experience is a learning tool, and she applies that knowledge to growing her career.

Even with the challenges she faces, Caitlin enjoys the excitement of telling clients that offers have been made on their homes or that an offer has been accepted. Her clients' excitement is what makes all of the late nights, early mornings and hours of negotiating worthwhile.

Caitlin is a licensed REALTOR® with Harry Norman, REALTORS®, in the Atlanta Perimeter Office. Her weekdays consist of planning, meetings, scheduling, follow ups, closings and driving all over the Atlanta area. Her weekends are packed with showings, listing houses, open houses and meetings with clients.

## Allison Wilkinson (LOGT, '06)

*"Do not settle for anything less than you deserve!"*

Growing up in rural Georgia, Allison Wilkinson was around trains and trucks. Her father's business had her weighing grain trucks throughout her school years. When she got to Georgia Southern and saw a logistics degree was offered, it was right up her alley.

After college, Allison worked for the Department of Transportation but has since changed careers. Currently, she is assistant director of payroll services at Georgia College and State University in Milledgeville, Georgia. In this role, Allison is responsible for making sure all employees from student workers to the president of the university are paid accurately and on-time. Additionally, Allison also manages the system's security, meaning she holds the key to accessing digital human resource and financial records.

When asked what the most rewarding part of her job is, without hesitation, Allison stated, "Helping others and learning new things." Having recently been promoted, she is now over the auditing and reconciliation part of payroll services and finds excitement when everything balances. With new positions come new challenges. Allison often finds it difficult for people to take her seriously, even though she's been in the business world for ten years. Participating in pageants seems to give her a stereotype of being a "beauty queen."

Allison credits her professors for being very involved and helping her hone her communication and presentation skills. Class projects taught her how to be a team player and prepared her for public speaking. Oftentimes, she is complimented on her presentation skills due to the practice she gained at Georgia Southern University and through pageants.



*For Allison, luck and hard work helped her get to where she is today. She uses every opportunity to learn as much as she can in order to be a greater asset. She also suggests getting involved in the community through a civic organization, attending church or going to a Business After Hours event hosted by the local chamber of commerce.*



# 2016

## BY THE NUMBERS

BIG provides students with an understanding of business principles, experience with business operations, and steps to take to successfully launch a new business.



8 Student-Based Projects



60 Student Participants in Pitch/Startup Competitions



1,038 Staff Counseling Hours



COLLEGE OF  
BUSINESS ADMINISTRATION

# LET US HEAR FROM YOU!

☐ Dr. ☐ Mr. ☐ Ms. ☐ Mrs. ☐ Other \_\_\_\_\_ Date \_\_\_\_\_

Full Name (if female, include maiden name) \_\_\_\_\_

Name you prefer \_\_\_\_\_ ☐ Single ☐ Married ☐ Divorced ☐ Widowed

Spouse's Name (if female, include maiden name) \_\_\_\_\_

Did spouse attend Georgia Southern? ☐ Yes ☐ No If yes, Degree/Year \_\_\_\_\_

Your Georgia Southern Graduation Year \_\_\_\_\_ Degree \_\_\_\_\_ Major \_\_\_\_\_

Year \_\_\_\_\_ Degree \_\_\_\_\_ Major \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone Number ( ) \_\_\_\_\_ Business Phone Number ( ) \_\_\_\_\_

Employer \_\_\_\_\_ Business Title \_\_\_\_\_

Business Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Update your contact information at

**GeorgiaSouthern.edu/Business/BlueCard**

We look forward to hearing from you soon!



## GEORGIA WEBMBA RANKED BY *CEO MAGAZINE* 2017 GLOBAL ONLINE MBA RANKINGS

The Georgia WebMBA, the conduit through which the Georgia Southern Online MBA is delivered, ranked in the top 25 for global online MBA programs. Since its launch in 2008, *CEO Magazine* showcases top business schools from around the world. In 2012, the publication launched its annual Global MBA Rankings, profiling MBA, Executive MBA and Online MBA programs. This year, *CEO Magazine* reached out to business schools across North America, Europe, Australia, New Zealand and the BRICS, and received responses from more than 160 institutions. Using a ranking system geared and weighted to fact-based criteria, *CEO Magazine* identified schools that join quality with great ROI and provides students with performance benchmarks for the ranked schools.

## MASTER OF ACCOUNTING PROGRAM AT GEORGIA SOUTHERN RANKED 11<sup>TH</sup> MOST AFFORDABLE PROGRAM

*From the University Newsroom*

The Georgia Southern University Master of Accounting program was ranked No. 11 for 2017 Most Affordable Online College for Masters of Accounting Degrees by *OnlineU*. Georgia Southern offers a MAcc with an annual tuition rate of \$10,305.

The MAcc program objective is to provide graduates with the knowledge and skills for a career in public accounting and consulting. The skills and competencies addressed by this program include learning practical and theoretical concepts, which are later applied on the CPA exam and in life outside of the classroom.

The AACSB International-accredited program provides students with the opportunity to focus on forensic accounting and offers courses in SAP® systems. Other courses offered by the Georgia Southern MAcc program include current legal issues, fraudulent financial reporting, seminar in accounting information systems and tax research, among others. Georgia Southern also offers an online MAcc degree.

The list published by *OnlineU* includes the 25 most affordable online colleges and universities offering masters degrees in accounting. *OnlineU* is a product of SR Education Group, whose mission is to be the most authoritative online resource to help students choose the best school for their career aspirations and budget. It believes objective information about education, careers and educational financing should be easily accessible.



# AACSB ACCREDITED

# Ph.D. Students



**Tiffany Hedrick**

Augusta, Georgia

**Education**

MBA, Georgia Southern University  
BS, Finance and Economics,  
Georgia Southern University

**Research Interests**

Service operations and logistics



**Ata Karbasi**

Esfahan, Iran

**Education**

MBA, Semnan University  
BS, Yazd University

**Research Interests**

Purchasing and negotiation, supply chain coordination and business analytics



**Melanie Hinterplattner**

Steyr, Austria

**Education**

MA in Supply Chain Management,  
University of Applied Sciences of  
Upper Austria  
BA in Process Management in Health  
Care, University of Applied  
Sciences of Upper Austria

**Research Interests**

Supply chain design and audit,  
healthcare supply chain management



**Nihar Kumthekar**

Vadodara, India

**Education**

MBA in Global Logistics, S P Jain  
Center of Management  
BS, Birla Vishvakarma Mahavidyalaya

**Research Interests**

Supply chain integration, innovation  
and servitization in manufacturing



**Brett Hockman**

Port Byron, Illinois

**Education**

MBA with concentration in  
Supply Chain Management,  
Western Illinois University  
BBA, Western Illinois University

**Research Interests**

Risk, supply chain efficiency and  
sustainability



**Huiling Liu**

Shanghai, China

**Education**

MBA, Thunderbird School of Global  
Management, Arizona State  
University  
BS, Northeastern University at  
Qinhuangdao

**Research Interests**

Supply chain management, sourcing  
strategy, logistics management  
and buyer and seller relationship



**Anas Irfan**

Karachi, Pakistan

**Education**

MBA, University of Edinburgh  
MS in Logistics & Supply Chain  
Management, Cranfield University  
BS in Applied Accounting, Oxford  
Brookes University

**Research Interests**

Supply chain risk and finance, buyer-  
supplier collaboration



**Mason Packer**

Douglasville, Georgia

**Education**

BS in Operations Management,  
Georgia Southern University

**Research Interests**

Supply risk management, supply  
chain integration and secondary data  
analysis



# SUMMER 2017 INTERNSHIPS

## ACCOUNTING

Charles Beeghley, Aprio, LLP, Atlanta  
Jeavonni Brisbon, Savannah Sharks, Savannah  
Elijah Brown, Clayton Paulk & Associates, Tucker  
Darla Bumgardner, Georgia Living Management, Inc., Statesboro  
Elizabeth Carter, Susan Nubern, CPA, Statesboro  
Kirsten Elder, Southern Company, Georgia Power, Atlanta  
Quenyatta English, Universal Child Care, Augusta  
Clare Fox, Cherry Bekaert, CPA & Advisors, Augusta  
Coleman Hinson, Colonial Group, Inc., Savannah  
Chan Hughes, Premium Peanut, LLC, Douglas  
Alan Lark, PriceWaterhouseCoopers, Atlanta  
Joseph Maxwell, Gulfstream Aerospace Corporation, Savannah  
Sara Mccorkle, Bulloch County Sheriff's Office, Statesboro  
Kelli Mixon, Nichols, Cauley, & Associates, LLC, Atlanta  
Kelsey Monaghan, Aprio, LLP, Atlanta  
Bradley Morgan, World Trade Center, Savannah  
Eric Nelson, MarketSource, Inc., Allegis Group, Alpharetta  
Ashley Sikes, Southern Nuclear, Plant Hatch, Baxley  
Brianna Smith, Turner Broadcasting, CNN Center, Atlanta  
Robert Stouffer, Coca-Cola, Randstat, Atlanta  
Alexis Swan, Americold Logistics, LLC, Atlanta  
Blake Tolbert, Zaxby's Franchising, LLC, Athens  
Katherine Wagner, RaceTrac Petroleum, Inc., Atlanta  
Andrew Wildes, W&W Farm Supply, Inc., Alma

## FINANCE & ECONOMICS

Gabriel Acosta, Northwestern Mutual, Savannah  
Devin Alexander, Georgia Southern RAC, Statesboro  
Jarrett Alexander, BMS, Ailey  
Uche Alexander, PowerGen, Port of Spain, Trinidad & Tobago  
Artemie Amari, EBNY Financial, LLC, New York, NY  
Bryan Barron-Ponce, AT&T Acquisition, St. Louis, MO  
Harry Butler, BPD Sumpter, LLC, Columbia, SC  
Alexander Cameron, Bensussen Deutsch & Associates, LLC, Seattle, WA  
Caitlin Carrier, Georgia Southern BBRED, Statesboro  
James Christian, Monsanto, Direct Contact, Inc., St. Charles, IL  
Carson Crane, Medicine Cabinet, LaGrange  
Kyle Crew, Graham & Company, Birmingham, AL  
Joseph Durham, Berkadia Commercial Mortgage, LLC, Atlanta  
McLendon Eberhardt, Planters First Bank, Macon

Zachary Frangi, InterContinental Hotels Group, Atlanta  
Maxwell Garrahan, Fidelity National Financial, Jacksonville, FL  
Andrew Gomez, Georgia Department of Revenue, Atlanta  
Bryan Henry, Cardinal Health, Dublin, OH  
Austin Hinkley, State Farm, Guarino Agency, Statesboro  
Jordan Kaminer, United Parcel Service, Atlanta  
George Lavallin, Moorhouse Consulting, Ltd., London, England  
Andrew Levine, United Parcel Service, Atlanta  
Austin McCranie, Enterprise Holdings, Roswell  
Justin McLain, Kimmerling Holding Group, Marietta  
Michael Reddaway, Suddath Company, Jacksonville, FL  
Carl Siegle, Boudreaux Investments, Lanier Realty, Statesboro  
Jack Szymczak, Novelis, Inc., Atlanta

## INFORMATION SYSTEMS

Joseph Arcieri, American Family Life, Columbus  
Alexander Calta, ScanSource, Greenville, SC  
Jonathan Chiza, Enterprise Car Rental, Statesboro  
Brandon Coggin, Berkley Specialty Underwriting, Atlanta  
Darren Craft, Gulfstream Aerospace Corporation, Savannah  
Kimberly Densmore, DAK Americas, Columbia, SC  
Taylor Doyle, Intelsat Corporation, Ellenwood  
Jake Ellis, KPMG, LLP, Risk & Compliance Center, Atlanta  
Jonathon Hollis, Young Entrepreneurs Across America, Statesboro  
Thomas Lloyd, CCLD Networks, Atlanta, and Ft. Lauderdale, FL  
Nathan Lovett, Accenture, PLC, Atlanta  
Daniel Marin, Textron, Bell Helicopter, Ft. Worth, TX  
Kelly Mulder, DAK Americas, LLC, Columbia, SC  
Sharmita Porshia, Center for Teaching & Technology, Georgia Southern University, Statesboro  
Patricia Simonsen, National Aeronautics & Space Administration, Kennedy Space Center, FL  
Chase Tierney, KPMG, LLP, Risk & Compliance Center, Atlanta

## LOGISTICS

John Abbadangelo, Allegiance Customs Brokerage, Fayetteville  
Robert Brabenec, Coyote Logistics, Alpharetta  
David Brewer, DHL Supply Chain, Frankfort, KY  
Kyle Brown, Georgia Ports Authority, Savannah  
Emily Clark, C.H. Robinson, Atlanta  
Dakota Clifton, Georgia Ports Authority, Savannah

Collin Cook, Textron, Specialized Vehicles, Augusta  
 Jake Cote, Schneider National, Inc., Atlanta  
 Joshua Deen, Southern Company, Atlanta  
 Michael Formont, Murphy Hoffman Company, Gainesville  
 Jarret Humphries, C.H. Robinson, Atlanta  
 Elizabeth James, Claxton Poultry, Claxton  
 Dylan Jenkins, Courier Express, Marietta  
 Sydney Johnson, Target Corporation, DC 3810, Port Wentworth  
 Matthew Meyer, DTH Expeditors, Inc., College Park  
 Tyler Mezza, MORSCO, Devore & Johnson, Suwanee  
 Evan Mitchell, Hubach Group, LLC, Savannah  
 Zachary Mize, Volume Logistics, Gainesville  
 Patrick Nursey, Coyote Logistics, Alpharetta  
 Nickolas Shields, C.H. Robinson, Atlanta  
 A'Lamar Smith, Enterprise Holdings, Conyers  
 Kenneth Smith, UTC Aerospace, Charlotte, NC  
 Andrew Stephens, Gulfstream Aerospace Corporation, Savannah  
 Christian Stephens, 165th ANG Logistics Readiness, Savannah  
 Christopher Stephens, TICO, Savannah  
 Dalton Stubbs, Global Lead, LLC, Cape Town, South Africa  
 Cason Suttles, Werner Enterprises, Omaha, NE  
 John Willis, Textron, Specialized Vehicles, Augusta  
 James Wyborn, Americold Logistics, LLC, Atlanta  
 Rachel Yarbrough, BMW Manufacturing, Spartanburg, SC

## MANAGEMENT

Nicolas Anderson, CrossFit Verus, Alpharetta  
 Joslyn Ballingall, Ross Stores, Atlanta  
 Cason Belding, Young Entrepreneurs Across America, Statesboro  
 Zachary Brown, Garbutt Construction, Dublin  
 Caitlin Buzzeo, Marriott, Barony Beach Club, Hilton Head, SC  
 Caroline Campbell, Hilton, Hampton Inn, Statesboro  
 Elizabeth Campbell, Talk of the Town, Roswell  
 Robert Carroll, Congressman Rick Allen, Washington, DC  
 Caitlyn Curdie, Sea Pines Resort, Hilton Head, SC  
 Kodi Day, Conference Services, Statesboro  
 Chaise Dukes, Savannah River Nuclear Solutions, Aiken, SC  
 Connor Fitzpatrick, Jackson Healthcare, Alpharetta  
 Bryce Huckabee, Amerigraphics Inc., Martinez  
 Reid Hudson, Cintas Corporation, Vidalia  
 Amani Jamall, American Boiler Manufacturers, Vienna, VA  
 Maleia Johnson, State Farm, Gawron Agency, Stockbridge  
 Rebecca Johnson, Stars and Strikes Entertainment, Alpharetta  
 Jose Landin, One&Only Ocean Club, Paradise Island, Bahamas  
 Rebecca Leavy, Outside Hilton Head DMC, Hilton Head, SC  
 Casi Lee, Omni Hotels, Hilton Head, SC  
 Corine Martins, Belk Emerging Leaders Program, Cumming  
 Rushea Mayo, Crab Trap, Fernandina Beach, FL  
 Madison McCluskey, Nolan Transportation Group, Roswell  
 Timothy Miller, Tricare Family Medicine, Statesboro  
 Aron Mgalu, Holiday Inn, Statesboro  
 Haley Napier, Sui Generis Health, Marietta  
 Luke O'Cain, Sea Island Resort Company, Sea Island  
 Brandon Penatzer, Gulfstream Aerospace Corporation, Savannah  
 Xxavier Robertson, Westin Peachtree Plaza, Atlanta

John Robinson, Gulfstream Aerospace Corporation, Savannah  
 Bailey Rogers, Marriott, North Charleston Marriott, Charleston, SC  
 Soumanou Savi Goura, Fellowship of Reconciliation, Nyack, NY  
 Phillip Sapp, Dogwood Inn and Suites, Richmond Hill  
 Samantha Seebachan, Piece of the Cake, Inc., Atlanta  
 Crystele Seya, Viracon, Statesboro  
 Sean Stillings, United Rentals, Savannah  
 Jacqueline Taliercio, Omni, Amelia Island, Fernandina Beach, FL  
 Robert Tuggle, Twin Rivers Land & Timber, Hawkinsville  
 Matthew Turner, Atkinson Oil Company, Sandersville  
 Jared Warner, Amelia Island Golf Club, Fernandina Beach, FL  
 Godfrey Waterton, Marriott Commons, Stone Mountain

## MARKETING

Moe Al Aqran, NX Direct, Atlanta  
 Haley Anderson, SalesDialers, Savannah  
 Taylor Anderson, Better Baseball, Marietta  
 Calvin Baker, Sack Company, Statesboro  
 Ross Barnett, LOA Fitness for Women, Statesboro  
 Jennifer Benitez, Epitome Boutique, Atlanta  
 Christopher Brazil, Training Legends, LLC, Marietta  
 Thomas Buchanan, HercRentals, Inc., Bonita Springs, FL  
 Natalie Carney, RandLuxury, Inc., New York, NY  
 Victoria Cates, Tom James Company, Atlanta  
 Rachel Clardy, Farmers State Bank, Dublin  
 Caitlin Colbert, Cleveland Indians, Cleveland, OH  
 Justin Dowdle, Coyote Logistics, Alpharetta  
 Adam Entwistle, Conquer Media, St. Simons Island  
 Perry Grimsley, Georgia Wakeboard Lesson, LLC, Kennesaw  
 Lily Hammett, JES Holdings, LLC, Columbia, MO  
 Michael Hayes, Live Nation Entertainment, Atlanta  
 Evan Hilburn, Tri-Made Marketing, Atlanta  
 Tanner Holt, Southern Nuclear, Plant Hatch, Baxley  
 Madison Hyde, The Intern Group, Ltd., London, England  
 Matthew Jones, State Farm, Operations Center, Dunwoody  
 Matthew Jordan, Flight Safety International, Savannah  
 Lauren Klein, ProUnlimited, Novartis, East Hanover, NJ  
 Anna Lassiter, Savannah Master Calendar, Savannah  
 Alana Mcshane, DMC Atlanta, Inc., Atlanta  
 Katherine Miller, Flight Factory Entertainment, Statesboro  
 Sydney Needham, Lennox International, Atlanta  
 Merrill Nelson, Ciner Resources, Atlanta  
 Tara Orr, Target Corporation, Savannah Mall, Savannah  
 Aashik Patel, Laura Franklin & Company, Statesboro  
 Mary Phillips, Uline Corporation, Buford  
 Zoe Powers, Young Entrepreneurs Across America, Statesboro  
 Rebecca Pressburg, H.L. Franklins Healthy Honey, Statesboro  
 Andreina Reilly, Pederson Worldwide Companies, Maui, HI  
 Raya Scott, Around Campus Group, Statesboro  
 Leah Scrybalo, PocketMoney, LLC, Duluth  
 Dylan Whalen, Georgia Department of Transportation, Atlanta  
 Lakai Whatley, Sherwin Williams, Charleston, SC  
 Caroline White, Georgia Ports Authority, Savannah  
 Seth Yarus, Alpha Epsilon Pi Headquarters, Indianapolis, IN

# Why I Give

## The Longs

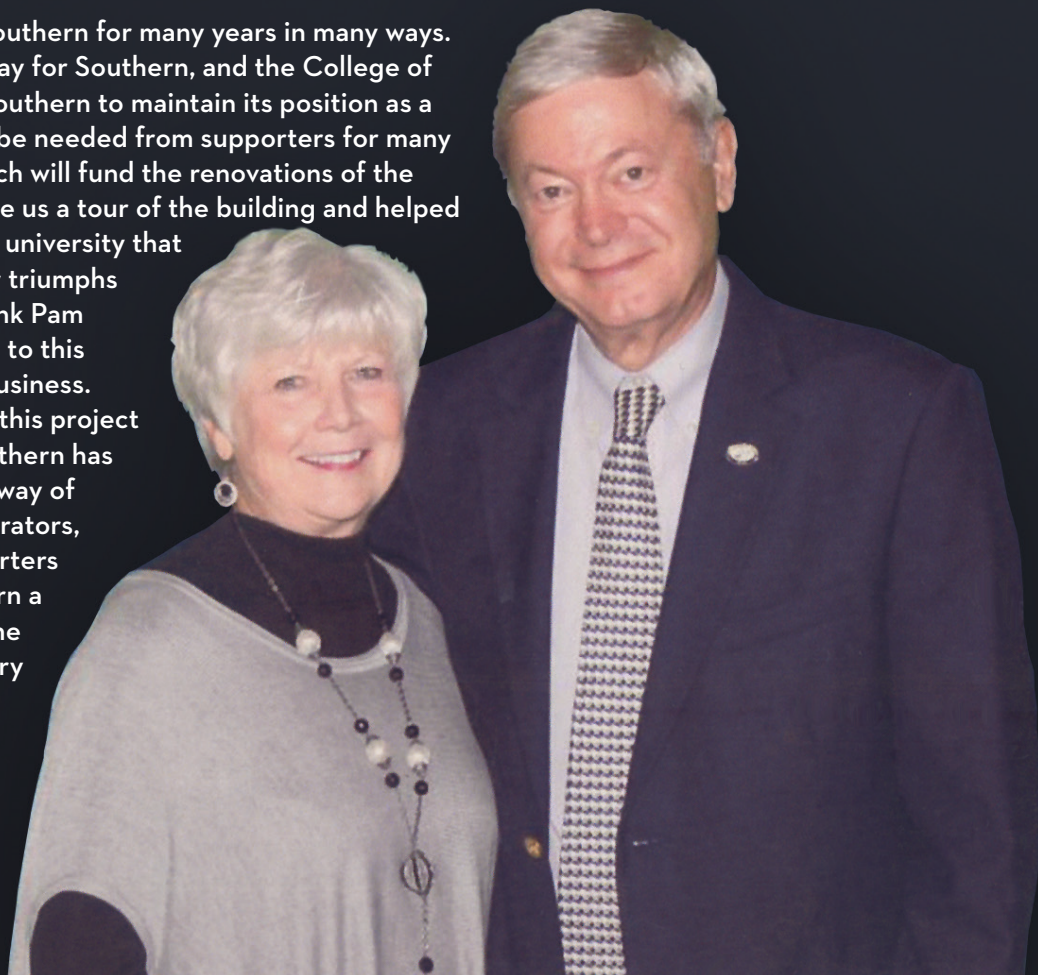
*Cary ('72) &  
Ellen Payne Long ('72)*

The name Georgia Southern has always been synonymous with excellence in education. Just driving through the beautiful campus, you can feel the prestige of this wonderful institution that has produced so many graduates who have gone on to make our region, state, country, and world a better place. It has been exciting to watch the growth of our alma mater over the years. Ellen and I met while attending Georgia Southern and were married after graduation in 1972. At the time we graduated, about 6,000 students were enrolled. Now the enrollment exceeds 20,000, and the growth continues as new students seek quality education. The phenomenal growth at this institution is due to the quality of education that one can receive here. I graduated with a Bachelor of Business Administration with an emphasis in accounting, and Ellen graduated with a Bachelor of Science in education with an emphasis in early childhood education. I feel that the education we received at Georgia Southern helped prepare us for life. I recently retired after 45 years in the public accounting arena. Most of those years were spent as a partner in a local CPA firm. I owe so much of my success through the years to the quality education that I received in the School of Business all those years ago.

As parents, Ellen and I always instilled in our children the same values that our own parents instilled in us: the value of a college education from a genuine institute of higher learning. We were blessed to have children who worked hard to achieve their career goals. Our daughter, Marti, graduated from The University of Georgia with a Bachelor of Science in education and also received a Master of Education degree with an emphasis in communication science and disorders from Valdosta State University. Our son, Marc, graduated from Georgia Southern and received both a Bachelor of Science in Sport Management with a minor in business and a Master of Education with an emphasis in special education.

We have been giving back to Georgia Southern for many years in many ways. We give to the Athletic Foundation, A Day for Southern, and the College of Business. We realize that, for Georgia Southern to maintain its position as a leader in educating students, funds will be needed from supporters for many projects, such as Building A Legacy, which will fund the renovations of the College facilities. Pam Jones Stovall gave us a tour of the building and helped us visualize how we wanted to thank the university that had been instrumental in so many of our triumphs through the years. I cannot begin to thank Pam enough for assisting us in paying tribute to this great university and to the College of Business. Ellen and I have made a commitment to this project because of the impact that Georgia Southern has had on our lives over the years. It is our way of saying thank you to professors, administrators, staff, students, alumni, and all our supporters for making our beloved Georgia Southern a shining light for education in the past, the present, and for the future. It is necessary to maintain a state-of-the-art facility to attract top students to the College of Business. Please join us in supporting the Building A Legacy initiative.

GO EAGLES!



# Bob Hoell

I believe in education, especially the lifelong desire to learn something new. To encourage that in a student goes above and beyond what my peers and I can deliver in the classroom. A gift of any kind helps close the gap between tuition and the total cost of attending the University.

I give to the Department of Management as well as to the Women's Volleyball team. As the chair of the Management Department, I can see how effective a gift can be, whether it's dispensed as a scholarship or to help fund student travel and research. Four specific foundation funds help benefit students in the Management department, and I hope you would consider giving to one of them.

Department of Management - a general, overall fund, used for operations and students not specified in any other foundation account. Code 0895

Hospitality Management - allows Hospitality majors to travel beyond the university to see high-end hotel and restaurant operations. Code 0438

The Society for Human Resource Management - allows the student chapter of SHRM to operate and to travel to regional and national SHRM events. Code 0637

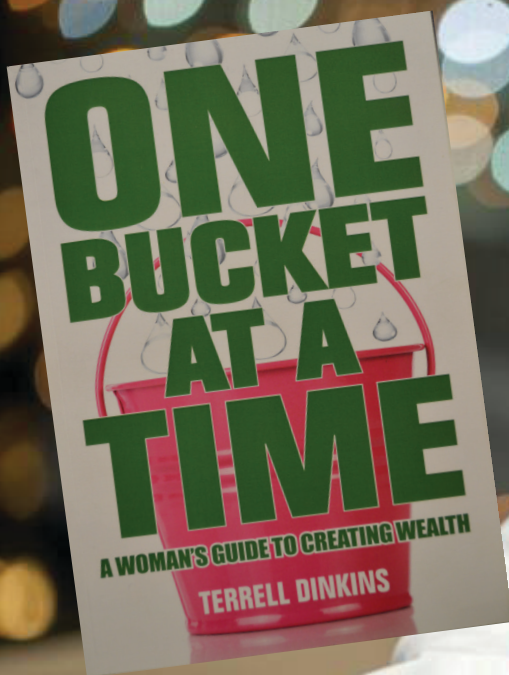
The Blount Scholarship in Entrepreneurship - established by Leonard and Betty Blount in 2006, this fund awards the highest performing entrepreneurship and innovation student each year. Code 3611

Any of these four accounts would greatly benefit from your donation. Just as I, and other Management faculty, have found, these greatly benefit students in the BBA Management degree, and we can see immediate impact from any gifts.

And Women's Volleyball? Why? Well, I played recreationally for 30 years, and it is great to watch our team develop. I try to make as many of the home games as possible, and it is always enjoyable. This is an easy way to give back to our student athletes, many of whom are also College of Business students.

I know my dollars can help. I see it directly as a result of my position in the College. Just a small expenditure can send a student to a national professional meeting, creating an impact on their career, and name exposure for the College and the Department. For others, it allows for the purchase of textbooks, or supplements a laptop or other technology cost. I'm proud to be able to help the University, the College and the Department. I hope you can find a way to help as well.





## ALUMNI AUTHOR SPOTLIGHT by Cassidy Horton

### Book Review: *One Bucket at a Time*

*One Bucket at a Time: A Woman's Guide to Creating Wealth* is a blueprint for building a positive net worth by financial advisor and Georgia Southern alumna, Terrell Dinkins. According to the author, this book is dedicated “to women who have the potential for financial greatness but fall victim to themselves and the unknowns of wealth building.” In this short but action-packed book, Dinkins shares her secrets to achieving financial security by creating four different money buckets: a short-term bucket, a mid-term bucket, a long-term bucket and a guarantee bucket. She follows up by sharing her personal top ten wealth-building tips that have kept her out of financial trouble and have allowed her to continue to fill her money buckets over the years. The book also includes helpful worksheets for readers to take notes, create a budget, discover spending habits, fill their own money buckets and so much more. *One Bucket at a Time: A Woman's Guide to Creating Wealth* is available on Amazon.

Terrell Dinkins is a passionate and dedicated financial advisor, wealth empowerment speaker and author. She graduated from Georgia Southern University in 1989 with her BBA in finance and banking. She then went on to obtain her MBA from Mercer University and completed the executive program for financial planning at The University of Georgia. Dinkins also obtained the Chartered Financial Consultant (ChFC®) designation from The American College of Financial Services. She currently resides in Lake Spivey, GA, where she is a wife, mother and an active member of Lake Spivey Chapter of Jack and Jill of America, Inc., and Henry County Toastmasters. Dinkins is also an active life member of Alpha Kappa Alpha Sorority, Inc., and The Twenty Pearls Foundation. To learn more about Dinkins, visit [OneBucketNation.com](http://OneBucketNation.com).

# ON THE FLY

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# ANNUAL REPORT

## *Student Experience*

The Georgia Southern College of Business understands the impact of the student experience and provides its students with myriads of activities that contribute to student development, both personally and professionally. Throughout academic year 2016-2017, our business students participated in Professional Development Day (PDD), numerous case competitions and in the National Millennial Community (NMC), among other endeavors contributing to their professional development.



## STUDENT AMBASSADORS

The Student Ambassador program allows upper-level College of Business students to serve as peer leaders for the College by facilitating in classrooms and being resources for new students. In its first year, the program saw tremendous successes in the introduction to business classes and in service projects. During the 2016 fall semester, the Student Ambassadors hosted a canned food drive and donated 4,945 cans of food to the Statesboro Food Bank. In the 2017 spring semester, the Student Ambassadors turned their attention to school supplies for a local non-profit. With the help of the intro to business classes, 75 backpacks were filled with approximately 730 different school supplies and donated to Fostering Bulloch.

## EAGLE EXECUTIVE SOCIETY — STUDENT CHAPTER

The Eagle Executive Society-Student Chapter connects current Georgia Southern students with a network of more than 22,000 College of Business alumni. The Chapter hosts two annual events: Doing Business on the Golf Course and Business Dinner Etiquette. The Society is a membership-based club, open to all College of Business students (majors, minors and graduate students) with an annual membership fee of \$30, which includes a t-shirt and free admittance to all student chapter events.



## MEET THE FIRMS

The annual Meet the Firms event, hosted by the School of Accountancy, brings accounting students and employer representatives together during the recruiting season for accounting firms. Recruiters are often searching for interns and full-time opportunities in the fall. Students are coached on professional dress, body language, proper etiquette, making a good first impression, delivering an elevator pitch and résumé writing prior to the event. The reputation of the accounting program and accounting graduates is validated by the number of quality firm recruiters competing for Georgia Southern students.

## PROFESSIONAL DEVELOPMENT DAY

The first of its kind at the Georgia Southern College of Business, the new annual Professional Development Day (PDD) consists of breakout sessions, much like that of a professional conference, for business students to attend to learn about the various majors the College offers, study abroad trips, interviewing skills and how to brand oneself, among many other topics. Scheduled in conjunction with the Eagle Expo Career Fair hosted by the Office of Career Services and the largest career fair on campus each semester, corporate partners of the College of Business conduct sessions to help students with the skills they will need upon graduation.



## EAGLE SALES SHOWCASE & BOOTCAMP

As part of Professional Development Day, the annual Eagle Sales Showcase allows graduating sales and sales management students an opportunity to learn through workshops, interacting with sales professionals and providing all-access opportunities to sponsors from Aerotek, Briggs Equipment, C.H. Robinson, Enterprise, Fastenal, Graybar, Mutual of Omaha, Nolan, OTR Capital, TEKSystems, Tom James and TQL.

During the spring semester, the Eagle Sales Showcase Bootcamp provides senior sales students the opportunity to learn through rotating sessions, interacting with sales professionals. Each session lasts 25 minutes, and professionals from each company rotate around the room, working with students to answer a list of questions recruiters found hardest for new graduates to answer – think speed networking. Students and sponsors agree the best part of the event is the companies looking specifically for students interested in sales being able to network in order to build relationships leading to employment and prepare for life after graduation.



## GSLA ROUNDTABLE

The Georgia Southern Logistics Association (GSLA) hosts the bi-annual Logistics Roundtable as part of Professional Development Day. This event allows students to explore logistics-related careers. Each semester, student officers and members of GSLA work with the guidance and leadership of logistics faculty to plan, organize and execute the Roundtable. More than 300 students and 60 professionals from 30 different firms attended the events in 2016-2017. Professionals representing third-party logistics (3PL) firms, manufacturers, warehousing companies, distributors, motor carriers and major retailers provide students opportunities to gain valuable insights into logistics, transportation and supply chain career opportunities through both interactive panel and open networking sessions.

## ACCOUNTING DAY

Held each spring, the School of Accountancy's annual Accounting Day provides accounting students a networking opportunity and recruiters a sneak peek of the talent for the fall recruiting season. During the event, scholarships and awards are presented to students and faculty. During the Spring 2017 Accounting Day, 49 students received scholarships.



## NATIONAL RETAIL FEDERATION STUDENT CHALLENGE BIG PITCH COMPETITION

The National Retail Federation (NRF) Student Organization is dedicated to promoting the interest of retail education, networking, service and retail career development. A team of Georgia Southern students received **first place** at the KPMG-sponsored 2017 Student Challenge, the annual business case competition for NRF Student Association members to demonstrate their creativity and business acumen to retail executives. The Georgia Southern College of Business team competed against the University of North Texas and the Wharton School of the University of Pennsylvania in the final round of competition.

## NATIONAL MILLENNIAL COMMUNITY — FROM THE STUDENT PARTICIPANTS' PERSPECTIVE

Founded in January 2016, the National Millennial Community (NMC) was created to change the conversation about millennials in the workplace. Community members regularly participate in “think tank” conference calls with business/media executives and public sector leaders, providing millennial input and perspective on a host of business and social interests. Membership in the NMC provides great potential for students to expand their networks and forge relationships that will lead to internship and job offers upon graduation. Georgia Southern College of Business students are the sole representatives from the state of Georgia.

### TIMOTHY MILLER

“Through the NMC, I have traveled and met with peers from across the country and numerous businesses, such as Coca-Cola, Hilton Worldwide, Ernst & Young and UPS, among others, who have opened their doors to those involved in the NMC, while also speaking on behalf of Georgia Southern, its students and millennials worldwide. Being involved in the Community allowed me the opportunity to work with large national and multi-national companies and experience the corporate world. I learned how to have formal and open conversations with executives, addressing their concerns from a millennial’s perspective, while maintaining my genuine character through ideas and opinions in a humble, thought-provoking manner. Participation in this exclusive community was an amazing opportunity that provided so much to the members and only asked for us to express ourselves in return.”

### NGOC LE

“Being involved in the National Millennial Community was an amazing experience for me. I never thought I would have the chance to have conversations with top executives from major companies, and the NMC made that happen. Knowing that future employers care and are willing to learn more about my generation is a great encouragement for me. On top of that, I considered my trip to Atlanta last November with the NMC to be the highlight of my undergraduate experience. I learned so much on this trip, not only through the conversations with the executives but also through my interactions with the members of the Community. This group of people has a lot to offer and attending trips like this was an eye-opening experience for me.”

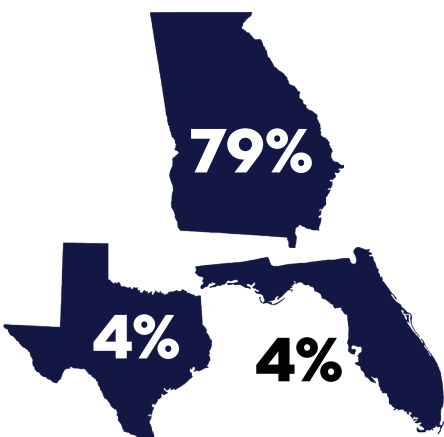


(l-r): Steve Charlier, Ph.D., associate professor of management; Ngoc Le; and Timothy Miller

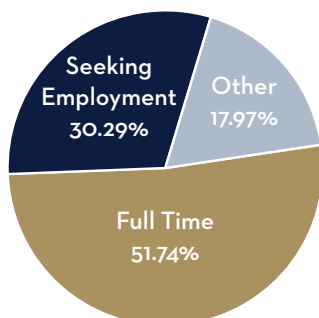
# ANNUAL REPORT

## *Student Facts*

### 2016 GRADUATING STUDENTS' EMPLOYMENT BY STATE (TOP 3)



### 2016 PRIMARY STATUS AFTER GRADUATION



### 2016 STARTING SALARIES (AVERAGE & TOP 3)

Average Overall Salary	\$49,217
Info. Systems/Bus. Intelligence	\$61,667
Economics	\$62,500
Logistics & Supply Chain Management	\$65,000

### FALL 2016 ENROLLMENT

First-Time Freshmen applications for Fall 2016: **9,351**  
**18%** of the University's students are in the College of Business  
 University Enrollment: **20,673**  
 College Undergraduates: **3,364**  
 College Masters: **339**  
 College Ph.D.s: **6**

### FALL 2016 INCOMING FRESHMEN STATS

SAT - 1107  
 ACT - 24.3  
 GPA (high school) - 3.34

# ANNUAL REPORT

## Faculty Research

The Georgia Southern College of Business specializes in human capital, our students, and intellectual capital, our faculty members and the research they conduct. Throughout the year, College of Business faculty and staff had 251 unique articles published in recognized academic journals.

Lindsay Larson, Ph.D., assistant professor of marketing, and Jackie Eastman, Ph.D., professor of marketing, were quoted in *The Wall Street Journal* on October 26, 2016, regarding a 2016 analysis conducted on millennials and their views of retirement.

Alan Mackelprang, Ph.D., assistant professor of operations management, received the 2016 Carol J. Latta Memorial Decision Sciences Institute (DSI) Emerging Leadership Award for Outstanding Early Career Scholarship. The Latta Award criteria include excellence in research, teaching and service to DSI.

Jeff Schiman, Ph.D., assistant professor of economics, along with Ben Ost (University of Illinois at Chicago) had an article on first-year teachers' absence rates (counting only sick and personal days, not professional development) and how these rates correspond to their workloads (e.g., class size, years of experience) published in *Economics of Education Review*, volume 57, April 2017.

Jerry Burke, Ph.D., chair, Department of Logistics and Supply Chain Management, co-author of "On Academic Rankings, Unacceptable Methods, and the Social Obligations of Business Schools," in the June 2017 volume of *Decision Sciences Journal*, examined business school rankings and the loss of information for decision-makers (e.g., students and parents) due to methods employed by rankings organizations. The paper received media attention in the *The Wall Street Journal* and *Chicago Tribune* and was the topic of an online article from AACSB International.

The Department of Finance and Economics developed a low-cost-to-students course package, implemented in all (10) sections of ECON 2106 Business Economics, starting in Fall 2017. The project, funded by the USG Affordable Learning Georgia (ALG) initiative, is estimated to result in total students' savings of \$206,960 per academic year. The proceeds from the package sales will be used for scholarships to further help students cover their costs and reward their achievements. The package, developed by the instructors who teach the course, ensures consistency in the topic coverage, learning objectives and assessment standards while accommodating and encouraging the diversity of learning styles. All course materials are available to students through Folio, which provides the most convenient and friendly learning environment.

Lisa Sapp, academic advising coordinator for Student Services Center within the College, received the Outstanding Academic Award in the Academic Advising Primary Role category during the 2016 NACADA Annual Conference held in Atlanta, October 5-8, 2016. The award is given annually in recognition of demonstrated abilities as an advisor in an international competition.

Student Services Advisors Trevor Bruffy, Scott Curley and Mikaela Shupp presented at the National Academic Advising Association (NACADA) Region IV Conference in Jackson, Mississippi, March 29-31, 2017. Their presentation, "Academic (Ed)visors: Examining the Advising as Teaching Philosophy," examined the importance of learning outcomes in advisement in an effort to move beyond prescriptive advising, resulting in a richer educational experience for our students.

## Faculty/ Staff Awards

**William A. Freeman Outstanding Professor Award**  
Axel Grossmann, Ph.D., associate professor of finance

**Gary M. Davis Excellence in Research Award**  
Steve Charlier, Ph.D., assistant professor of management

**W.A. & Emma Lou Crider Excellence in Teaching Award**  
Britt McKay, Ph.D., associate professor of accounting

**Martin NeSmith Faculty Distinguished Service Award**  
Kathleen Gruben, Ph.D., associate professor of marketing

**Tomlinson & Bond Families Staff Excellence Award**  
Debbie Hilton, events coordinator

**Rutherford Excellence in Teaching and Service in the MBA Award**  
Steve Stewart, Ph.D., assistant professor of management

**Donald D. Howard Faculty Award**  
Chris Brunt, Ph.D., assistant professor of economics

**J. Daniel Speight Banking Excellence Award**  
Allissa Lee, Ph.D., assistant professor of finance

**Dabbs, Hickman, Hill and Cannon Accounting Scholar**  
Brian Dowis, Ph.D., assistant professor of accounting  
Stephanie Sipe, Ph.D., professor of legal studies

**Business Innovation Group Entrepreneurial Outreach Award**  
Ben McKay, research specialist

**Jean C. & David G. Spoolstra Faculty Award**  
John Dyer, Ph.D., professor of information systems

**Porter, Keadle, Moore, LLC Faculty Fellowship in Accounting**  
Leslie Fletcher, Ph.D., professor of accounting  
Eddie Metrejean, Ph.D., associate professor of accounting

**Jane White Marketing Scholar**  
Linda Mullen, Ph.D., associate professor of marketing

**Michael W. Skinner School of Accountancy Excellence Award**  
Lowell Mooney, Ph.D., professor of accounting

**College of Business Faculty Enrichment Award**  
Kwabena Boakye, Ph.D., assistant professor of logistics

**Bank of America Faculty Award**  
David Sikora, Ph.D., assistant professor of management

**M. Albert Burke Faculty Award**  
Amanda King, Ph.D., associate professor of economics

**Ron & Barbara Shiffler Faculty Award**  
Alex Gambill, Ph.D., lecturer of information systems

**Olivia Suggs Flanagan Faculty Fellowship for Outstanding Teaching or Research Award**  
Tim Cairney, Ph.D., associate professor of accounting  
Stephanie Hairston, Ph.D., assistant professor of accounting

# ANNUAL REPORT

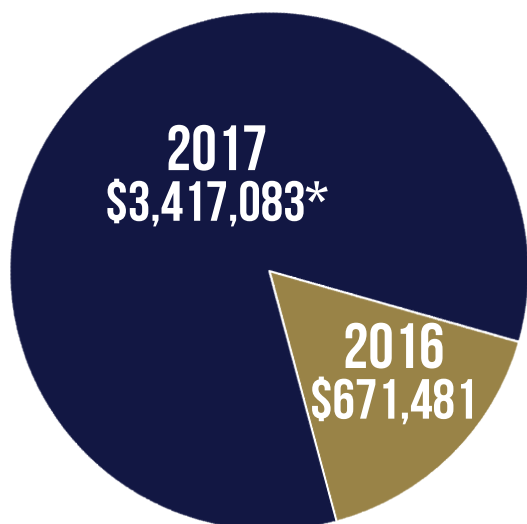
## *Endowments & Gifts*

Your gifts are truly appreciated. Whether it is supporting specific departments and schools within the College or the College's Business Excellence fund, support from our alumni and friends is critical to the success of our students. The College of Business continues to attract new donors and engage existing donors who want to help shape the future of the College of Business. While the 2017 fiscal year is behind us, our students need your help every year to ensure that they continue to receive the quality business education that is the legacy of the College of Business. We invite you to join us in celebrating the success of last year. We also invite you to be a part of this year's success with your financial support. To learn more about how you can help, call 912-478-2277.

## TOTAL ENDOWMENTS

**\$6,600,902**

### TOTAL PLEDGES



*\*includes significant planned gift(s)*



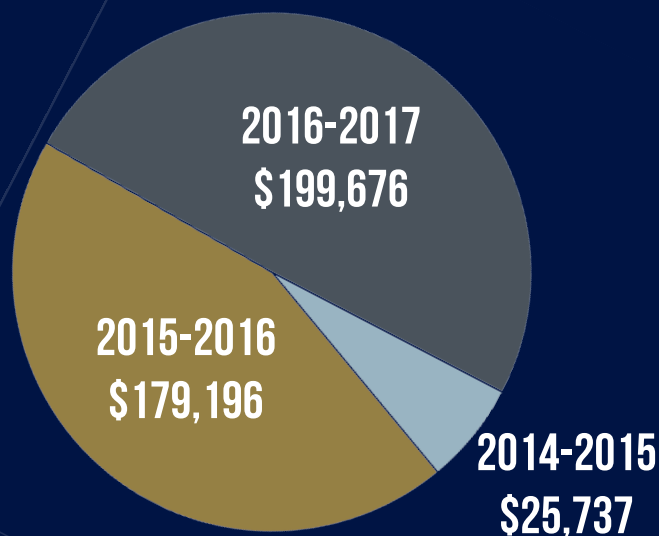
## BUILDING A LEGACY

Georgia Southern University College of Business

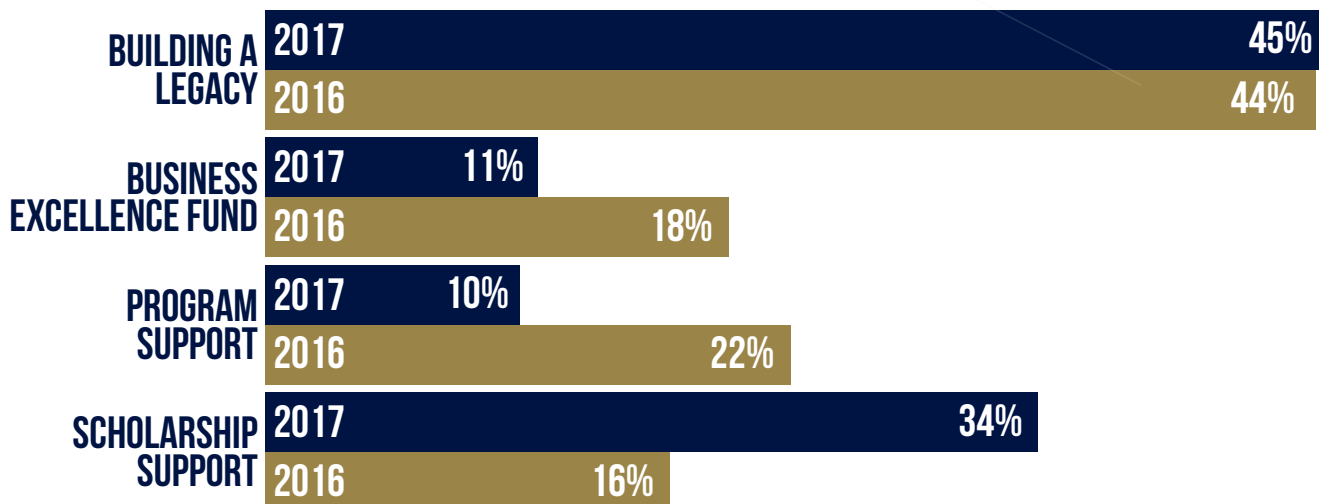
**TOTAL RAISED: \$711,800**

PLEDGES & GIFTS

### GIFTS & PLEDGE PAYMENTS



### WHERE DONORS DIRECTED THEIR GIFTS





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# DEVELOPMENT NEWS

In each issue of the *Eagle Executive*, we include a “Why I Give” section that features individuals who have made the College of Business a priority of their philanthropy. Answering the question of why a person makes a gift can be a complex one. For some of us, it was instilled in us by our parents. For others, it develops over many decades. Some give because they believe in the mission. For still others, they want to repay somebody’s kindness. Sometimes, they do it as a way to remember the important people in their lives. The reality is that the reasons people give can be as unique and varied as snowflakes. Unlike snowflakes that soon melt, the legacy these donors are building will last forever.

From my perspective as a person who “asks,” we want people to understand our mission. We want them to reflect and consider their philanthropy. If we ask for a gift and get an answer immediately, we have missed the mark. Because, you see, raising money is an outcome, not the primary goal. What we fundraisers really hope to accomplish is to create an army of people who are passionate, committed and willing to increase the impact the College of Business has on the lives of our students and alumni.

Throughout the years, many people have invested significant time, talent and treasure to create the College of Business. That legacy has inspired and motivated tens of thousands of students to reach new heights. We are extremely grateful to the alumni, students, faculty, staff and friends who continue to build the legacy.

*William J. Slayton*



## WELCOME, MELANIE SPARROW

Melanie Sparrow, the new development coordinator, is from Athens, Georgia, and earned her bachelor’s from UGA. She spent several years teaching environmental education and working for nonprofit organizations before coming to Georgia Southern to earn her master’s degree in social science. During her master’s program, she was responsible for program development and outreach with the Botanic Garden and the Center for Sustainability. She most recently served as manager of the Statesboro Main Street Farmers’ Market, where she focused on community development and event coordination. Melanie enjoys traveling and outdoor activities in her spare time. She serves on the Friends of the Zach S. Henderson Library board as the Farmers’ Market representative and the Environmental Education Alliance of Georgia as the coastal regional director. “[I’m] looking forward to working in the College of Business as a part of the Office of Development,” states Melanie.



If you know other College of Business alumni, we'd like to hear from them, no matter where they are!  
Direct them to fill out the blue card at  
**[GeorgiaSouthern.edu/Business/BlueCard](http://GeorgiaSouthern.edu/Business/BlueCard)**



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#### The Eagle Executive

Please forward any items of interest or other inquiries to

**COLLEGE OF BUSINESS ADMINISTRATION**  
**GEORGIA SOUTHERN UNIVERSITY**  
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The EAGLE EXECUTIVE is published twice a year as a service to Georgia Southern College of Business faculty, staff, students, friends and alumni by Georgia Southern University, College of Business, Office of Marketing & Media, Suite 3356, P. O. Box 8109, Statesboro, GA 30460-8109.  
Phone: 912-478-5926; Fax: 912-478-5340  
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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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All academic programs in the College of Business are accredited by AACSB International: The Association to Advance Collegiate Schools of Business.



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



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



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Georgia Southern University College of Business

# SAVE THE DATE

 Professional Development Day	September 26
 BIG Pitch	October 10
 Homecoming & Tailgate	October 14
 Dean's Advisory Board Meeting	November 3–4
 Young Alumni Board Meeting	November 4
 Georgia State @ Georgia Southern Football Game	November 4
 Tailgate @ App. State	November 9
 Tailgate @ Coastal Carolina	December 2
 Graduate Brunch & Commencement	December 8