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SPRING 2018

EAGLE EXECUTIVE

GEORGIA SOUTHERN UNIVERSITY COLLEGE OF BUSINESS MAGAZINE

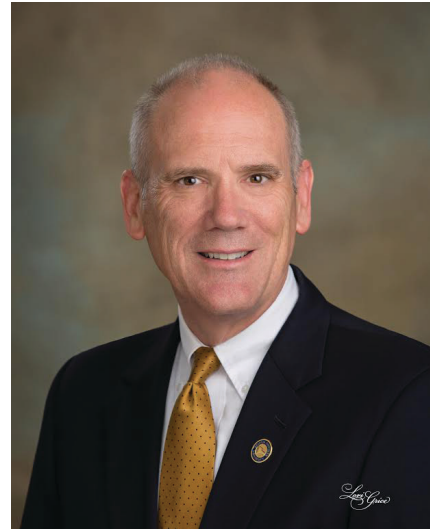


STUDENT SERVICES

From the Desk of Dean Amason

Recently, there has been a lot of discussion about tax cuts, economic growth, windfall bonuses and pay raises. A lot of the talk has focused on the politics of the issue. What will be the long-term effect on the economy and on the national debt? Which groups will benefit the most, and how will the cuts affect corporations versus individuals? Are these bonuses adequate reward for so many of our country's workers, or are they mere window dressing by companies seeking political favor? Can we sustain stronger GDP growth, and will the cuts benefit employment and the broad majority of people? While it has been a spirited and bitter debate, I must tell you that the politics interest me very little. As the famous political scientist, Graham Allison, once observed, where you stand on an issue typically reflects where you sit in the chamber, either on the left or the right. But what does interest me quite a lot is the potential for these tax cuts to impact the College of Business.

As everyone knows, universities like ours depend upon private support. We are a public university, yes. But, as public appropriations for higher education have fallen, universities have had to lean more and more heavily on private giving to support scholarships, to provide competitive hiring packages for faculty, to support new programs and to build innovative learning spaces. Indeed, as the landscape in higher education has grown more and more competitive, private support has become a key driver of competitive advantage. Good students typically have lots of options in choosing a college, and the schools with the deepest pockets have an advantage in recruiting them. Likewise, good and productive faculty are in high demand, and the schools with the deepest pockets can attract, reward and retain the best in every discipline. Perhaps most salient to me right now is the impact on facilities. A cutting-edge building, with a professional look and feel, the most current technologies and a design that facilitates innovation and learning, signals quality and confidence to the marketplace and can be a real difference maker in a school's reputation. That is probably why so many business schools are presently either building or planning to build new facilities in the near future.



And that brings me back, full circle, to the recent tax cuts and to their potential to affect the College. Multiplied over our many thousands of alumni, the economic impacts of these tax cuts will run into the millions of dollars, potentially a great many millions of dollars. And so, I want to take this opportunity to do two things. First, I want to impress upon everyone the urgency of the opportunity. The Georgia Southern College of Business is stronger than it has ever been. We are recruiting great students, hiring great faculty, producing great graduates and driving economic growth in a way we have never done before. But, we are also competing at a new and higher level. By way of analogy, we are sprinting ahead of our pace, and we need your help to sustain it. Second, I want to promise you that every gift—large or small, current or planned, named or anonymous—will be put to good use and will make a positive difference. Put those two things together and you get this: the Georgia Southern College of Business is a very strong investment, and, right now, more so than at any time in recent history, is a good time to invest.

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

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

Influential Leader
Receives Honor



College of Business
Goes to Panama



Student Services



Why I Give





AACSB NAMES LES SMITH 2018 INFLUENTIAL LEADER

For the past two years, AACSB, the international accrediting body for colleges of business, has issued the Influential Leaders Challenge to all of its accredited institutions. The challenge is to honor notable alumni of AACSB-accredited business schools and their contributions toward having a positive influence on society. The nominees represent three categories set forth by AACSB. First, the nominee must be a business leader who has made an impact in advocating for diversity and inclusion. Second, he/she must be a business leader working in a nonprofit or community-based organization that is committed to making a local, regional or global impact on the overall betterment of society. Lastly, the business leader must have directly impacted or helped to forward, change or influence the way business education is delivered at an institution.

The Georgia Southern University College of Business nominated Lieutenant General Leslie C. Smith (ACCT, '85), United States Army, Deputy to the Inspector General, Office of the Secretary of the Army, for the 2018 Influential Leaders Challenge. Lieutenant General Smith is no stranger to receiving accolades. Commissioned in 1983 as a field artillery officer and a distinguished military graduate, Smith entered the U.S. Army as a chemical officer after graduating from Georgia Southern in 1985. In

2001, he assumed command of the 83rd Chemical has Battalion, where elements of the Battalion deployed in support of Operation Enduring Freedom. Following command, he served on the Army Staff in the G-8 as the Deputy Division Chief and Chief, NBC Branch for the Full Dimensional Protection Division. In 2005, Lt. Gen. Smith assumed command of the 3rd Chemical Brigade at Fort Leonard Wood, later serving as the G-3, 20th Support Command (CBRNE), and from 2008-2010, the 25th Chief of Chemical and Commandant of the United States Army Chemical, Biological, Radiological and Nuclear School. In 2010, he became the fourth Commander of the U.S. Army 20th Support Command (CBRNE-Chemical, Biological, Radiological, Nuclear and High-yield Explosives). Prior to his current position in the U.S. Army, Smith was Commanding General of the United States Army Maneuver Support Center of Excellence and Fort Leonard Wood. In 2017, he was named the Georgia Southern University College of Business Alumnus of the Year. Smith has an impressive record, having earned the expert parachutists' badge, the Distinguished Service Cross, the Bronze Star with an Oak Leaf cluster, and the Army Commendation Medal with Oak Leaf cluster. Smith received 22 medals, awards and badges throughout his years of service to our country.



Since graduating from Georgia Southern and, starting in 2008, Smith has played an integral role in the development, mentorship and growth of the University's Reserve Officer Training programs. Since 2008, he has visited at least once a year, engaging campus leadership, mentoring students and serving as an advocate for alumni around the world.

In 2010, Smith became the first chemical officer to command the Army's premier Chemical, Biological, Radiological, Nuclear and High Yield Explosives Command, located in Aberdeen Proving Ground, Maryland, a command with more than 5,000 soldiers and civilians in 17 states on 19 installations and in three to five countries depending on the operational mission. He took an organization that lacked identity and provided it with a purpose while, at the same time, preparing soldiers to deploy to Iraq and Afghanistan and conduct operations in support of the homeland. In 2013, the Army selected Smith to command the Maneuver Support Center of Excellence in Fort Leonard Wood, Missouri.

He became the first chemical officer to command an organization comprised of 35,000 joint servicemen and women with a total of more than 99,000 associated family members and support elements. Smith played a critical role in the team development through combined sporting events, developing a campaign plan that emphasized the team over the individual and reestablishing rapport with the surrounding communities. This outreach resulted in strategic partnerships with University of Missouri Rolla, University of Missouri Springfield, St. Louis Cardinals, St. Louis Rams and Springfield Cardinals.

In late November, the College received word that LTG Smith was chosen as an AACSB 2018 Influential Leader. The announcement of all who were selected as 2018 Influential Leaders came during the AACSB Dean's Conference, February 7-9, 2018, in Las Vegas.

"I am honored and humbled that the AACSB chose a normal man like me for such an esteemed honor. I continue to be amazed by the great training that Georgia Southern provided so many years ago and the doors that it has opened for my family and others. Go Eagles!"

-Lieutenant General Les Smith



COLLEGE OF BUSINESS CONSISTENTLY RECEIVES POSITIVE STUDENT FEEDBACK

by Mike Harris, SGA Senator

Student Government Association
College of Business Senators (l-r): Elijah
Brown, Amber Monkou, Nyla Hall, Alex
Conarton and Mike Harris

College	Experience	Professor Approachability	% Students Who Feel Engaged
Business	8.22	8.05	74.64
CEIT	7.65	7.84	69.02
CHHS	7.48	7.84	72.59
CLASS	7.22	7.96	70.97

The Student Government Association (SGA) at Georgia Southern University is the liaison between the student body and the Georgia Southern administration. The senators in SGA actively seek opportunities to serve the student body to the best of their abilities and ensure that students' opinions and needs are heard through service, growth and achievement. To accomplish this, the College of Business representatives conducted a survey. On Monday, October 30, and Tuesday, October 31, 2017, students had the opportunity to receive Krispy Kreme Doughnuts, SGA Discount Cards and information about upcoming events in exchange for their time in participating in the survey. This project was led by Senator Mike Harris; however, every College of Business senator played a role in gathering more than 300 responses from the student population.

Students who participated in the survey were asked questions pertaining to the approachability of their professors, their personal level of engagement and their overall experience as a student of their college within Georgia Southern. Multiple questions asked students to rate certain experiences on a scale of one to ten while other questions were related to Professional Development Day. The overall results show that students enrolled in the College of Business rate their professors, engagement and experiences higher than those who are enrolled in other colleges at Georgia Southern. The average for business students' overall experience was an 8.22 out of 10, while students in the College of Health and Human Sciences (CHHS) and the College of Liberal Arts and Social Sciences (CLASS) rated their experiences as a 7.48 and 7.22, respectively.

After completing the survey and receiving their incentives, students were able to voice their concerns to their SGA representatives. One of the top concerns was along the lines of College of Business student clubs and organizational presence or lack thereof. While the College of Business is home to more than 20 business-related organizations, students are not aware of the many opportunities they have to get involved. The College's senators are actively working to ensure that College of Business-related organizations are brought to the attention of the students.

This student-conducted survey shows that the College of Business is among the top colleges at Georgia Southern not only in terms of enrollment but also academic success and student satisfaction as well.

COLLEGE OF BUSINESS INCLUDED IN LEADING BUSINESS SCHOOLS OF 2017

Newsweek.com named the Georgia Southern College of Business a Leading Business School of 2017. The AACSB International-accredited Georgia Southern University College of Business seeks to produce career-ready professionals by offering a broad array of high-quality undergraduate and select graduate programs within a learning environment characterized by inspired teaching, relevant research and meaningful service. The College emphasizes close interactions and engagement among faculty, students and the business community. We offer undergraduate degrees in eight disciplines, three master's programs and a Ph.D. in logistics and supply chain management. Our student-centered learning community presents, applies and extends the current boundaries of knowledge surrounding today's dynamic global business environment. We search for new knowledge, both theoretical and practical, and insightful learning opportunities for our students, guided by common values of continuous improvement, excellence, integrity, accountability, respect and sustainability.



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SOUTHERN
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COLLEGE OF BUSINESS

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Georgia Southern College of Business
or GS College of Business*



GEORGIA SOUTHERN COLLEGE OF BUSINESS HOSTS

PROFESSIONAL DEVELOPMENT

DAY

Students in the College of Business were able to participate in professional development courses and hear from representatives from various corporations during the second annual Professional Development Day (PDD) on Tuesday, September 26.

The event began at 9:30 a.m. and allowed students to learn about topics ranging from leadership, interview skills, entrepreneurship, branding and much more. Business classes were suspended for the day for students to attend the PDD conference-like sessions, presented by faculty and the College's corporate business partners.

"Our College has two strategic goals, one of which is to enhance professional development for students. We strive to accomplish this goal through internships, business abroad trips, providing opportunities to interface with industry professionals, experiential learning experiences and research opportunities," said Cindy Randall, assistant dean of the College of Business.

"I learned that there are plenty of opportunities for College of Business students to network. I was able to network throughout the day, which resulted in several chances to interview with employers days after," said Rachel Yarbrough, a student ambassador in the College of Business. "Though I did not get an internship [from those interviews], I received constructive criticism that I later used in my interviews with Gulfstream. The skills taught during PDD were the leadership skills needed to earn my Spring 2018 co-op with Gulfstream."





“Two years ago, as the College administrators discussed how we could best use our resources to enhance professional development, one of our faculty members relayed an event held at another university. That event, a day filled with experiential learning opportunities, was used as a model for our Professional Development Day,” stated Randall.

This year’s event, which had more than 70 sessions available to students, was mostly led by industry professionals representing companies like Hewlett Packard Enterprises, Edward Jones, Equifax USIS and Aerotek, among many others.

Topics for the educational sessions included, “What Is Your ‘IT’ Factor,” hosted by Equifax USIS; “Steps to Successful Startup Business,” hosted by alumnus JT Marburger ('84); and “Secrets of a Recruiter Revealed: What They Really Look for in a Job Candidate,” hosted by alumnus Zach Sines ('08), and many more. A full list of topics and presenters may be accessed at bit.ly/pdday17.

“Professional Development Day is an exciting time for College of Business students. Students have a chance to better understand the expectations of their fields with sessions specifically for their major,” added Rachel Yarbrough, a logistics and supply chain management student. “The day concludes with a Logistics Round Table, giving logistics students a chance to practice their elevator pitch prior to the career fair. These opportunities would not be possible without the support of the College of Business alumni, faculty, staff and volunteers.”

Held in conjunction with PDD, the Eagle Sales Showcase and Logistics Roundtable brought sales and logistics professionals to campus solely for marketing/sales and logistics students, respectively. Eagle Sales Showcase brought graduating sales and sales management students together with sales professionals, providing an all-access opportunity for the students and recruiters.

The Logistics Roundtable allowed students to explore the growing field of logistics and intermodal transportation. Professionals representing third-party logistics (3PL) firms, manufacturers, warehousing companies, distributors, motor carriers and major retailers provided students the chance to gain valuable insights into logistics, transportation and supply chain career opportunities through interactive panel discussions and open-networking sessions. Professional Development Day is held annually the Tuesday before the fall semester Eagle Expo Career Fair, the largest career fair on campus each semester.



For more information or to become involved in PDD, please contact Debbie Hilton, events coordinator, at dhilton@GeorgiaSouthern.edu or 912-478-5050.



EAGLE Philanthropists

FALL TOY DRIVE

The Student Ambassadors, along with the Shriners of Statesboro and Delta Sigma Pi, collected more than 100 toys and donated them to TMT Farms, which distributed the toys to underprivileged families in the community.

A LOOK BACK ON OUR STUDENT AMBASSADORS' ACCOMPLISHMENTS IN 2017



SPRING SCHOOL SUPPLIES DRIVE

The Student Ambassadors turned their attention to school supplies for a local non-profit earlier in 2017. With the help of the Intro to Business classes, 75 backpacks were filled with approximately 730 different school supplies and donated to Fostering Bulloch.



COLLEGE DAYS

The Student Ambassadors represented the College of Business at Bulloch Academy's College Night. The ambassadors talked to potential students about the benefits of attending Georgia Southern University after high school. Many of the students expressed an adamant interest in the program and the ambassadors handed out Georgia Southern College of Business swag and brochures informing the high schoolers about the various majors offered within the College.



PROFESSIONAL DEVELOPMENT DAY

The Student Ambassadors participated in the second annual Professional Development Day hosted by the College of Business. They conducted two sessions, "Time Is Money" and "Progress to Success."

STUDENT AMBASSADOR SPOTLIGHTS



A'Lamar Smith (LOGT, '17), one of the founding student ambassadors, spent four years dedicating his time to helping the College of Business through leadership and service. He was also involved with the Eagle Executive Society-Student Chapter, serving as president. Smith would like to give a special thanks to Dean Amason, Brittany Horn-McLamb, Chris Osborne and Stan Suboleski, Ph.D., lecturer of hospitality management, for all of their help and encouragement. Smith accepted a position with DHL in January 2018.



Rachel Yarbrough completed an internship with BMW in Greenville, South Carolina, during the Summer 2017 semester and is co-oping with Gulfstream Aerospace in spring 2018.

GEORGIA SOUTHERN GREAT, ADRIAN PETERSON, ADDRESSES GRADUATES

Georgia Southern alumnus and 2017 College Football Hall of Fame inductee Adrian Peterson ('01) addressed the graduating Fall Class of 2017 during the University's Fall Commencement ceremony at 2 p.m., Friday, December 8, in Hanner Fieldhouse.

Nearly 1,600 graduates were recognized during commencement activities, with 72 College of Business graduate students and 290 undergraduate students having degrees conferred upon them.

During his address, Peterson encouraged graduates to dream big, set goals, and leave a positive impact on those around them, especially younger generations.

"As we walk across this stage, take everything that you learned here, take it," Peterson said. "You may not need it tomorrow, and you may not need it next week. But somewhere down the line, you're going to need it. More importantly, if you don't need it, you're going to come across somebody in your life who will need it. We are Georgia Southern, so aim and strive for the best."

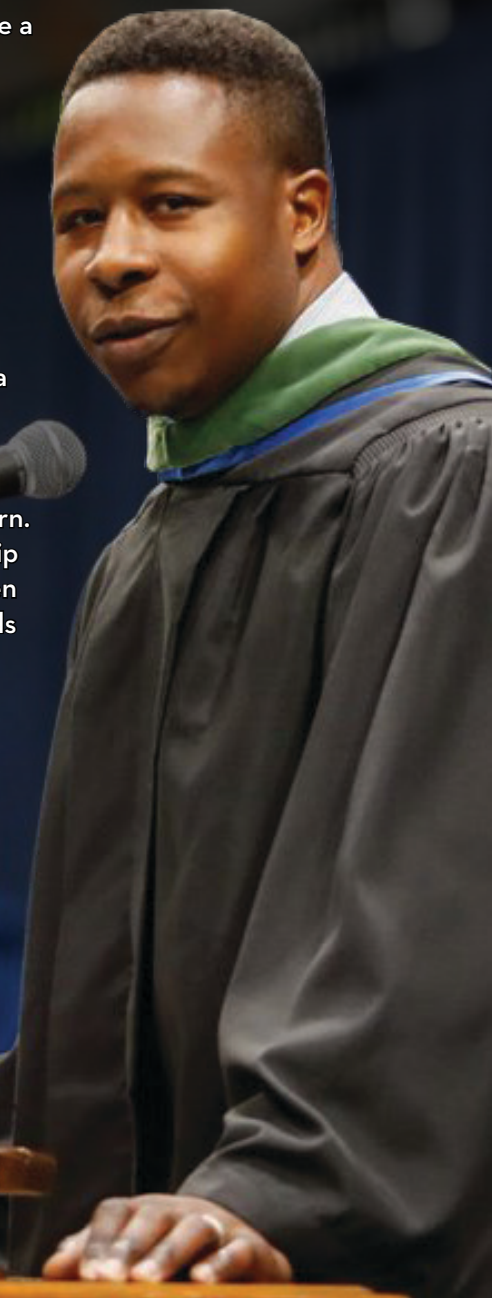
"Go back to your communities, and help the young kids because those are the ones who need it the most," he said. "Some of those will not be fortunate enough to have a mom, a dad, an uncle, an aunt, a grandparent or older brother who will motivate and inspire them to set goals to dream big—so share the wealth."

Peterson, from Alachua, Florida, was a star athlete during his time at Georgia Southern. He led the Eagles Football team to two national titles and three national championship games, and he was the first sophomore to win the Walter Payton Award, which is given to the top player in the nation at the FCS level. Peterson rushed for 100 or more yards in 48 consecutive games, is the National Collegiate Athletic Association Division I all-time leading rusher with 6,559 yards in regular-season contests, and at the time of graduation, he held 30 school and playoff records.

In 2001, Georgia Southern retired Peterson's No. 3 jersey, and, in 2012, he was a unanimous choice for induction into the Georgia Southern Athletics Hall of Fame Class in his first year of eligibility. He was inducted as a member of the inaugural Southern Conference Hall of Fame class in 2009, and, in 2017, he was inducted into the College Football Hall of Fame.

After leaving Georgia Southern, Peterson played professional football in the National Football League (NFL). He was a sixth-round draft choice of the Chicago Bears in 2002 and was a participant in Super Bowl XLI.

In addition to his outstanding athletic career, Peterson has become a champion for anyone with disabilities by publishing a book in 2012 that reveals his struggle with stuttering. *Don't Dis My Abilities*, published by Imprint Publishing, is a story not only of Peterson's struggles but for anyone who is struggling to overcome challenges associated with disabilities. In February 2018, Peterson was named director of student-athlete development for the Georgia Southern football program.



NEW GEORGIA SOUTHERN UNIVERSITY AND COLLEGE OF BUSINESS

As of January 1, 2018, Georgia Southern University is a new university with the consolidation with Armstrong and its two campuses; the main Armstrong campus in Savannah, now called the Armstrong Campus, and a satellite campus in Hinesville, Georgia, now called the Liberty Campus.

On December 12, the Board of Regents of the University System of Georgia (USG) granted final approval for the creation of the new Georgia Southern University, consolidating Georgia Southern University and Armstrong State University.

The consolidation is expected to enable the USG to better serve students, broaden and redesign academic program offerings in southeastern Georgia and reinvest savings into academics to improve student success. USG and the new institution seeks to better support surrounding communities by strategically aligning degree offerings with institutional talents and regional needs.

“The University System of Georgia is committed to serving the southeast and south Georgia regions of our state, and we view [this] consolidation as a long-term investment,” said Chancellor Steve Wrigley. “The new Georgia Southern University ... [is] well positioned to increase college attainment levels in these areas of the state. We will continue to work toward ensuring the success of our students, faculty and staff in partnership with our local communities.”

With the consolidation, the College of Business also underwent a name change, dropping the word “Administration” from the name. The name now better reflects who we are and what we do, which is produce career-ready business professionals through inspired teaching, relevant research and meaningful service.

For the College of Business, the newly formed Department of Economics, headed by Yassaman Saadatmand, Ph.D., will be housed on the Armstrong Campus in Savannah.



FROM FARM WORK TO HOMEWORK:

FIRST GENERATION GRADUATE

from the University Newsroom by Aubrey Trevathan

Born into a family of migrant workers, Scott Castro considered education a luxury beyond his reach. But this past December, the senior accounting major achieved a dream he once thought was impossible.

Castro's parents and his nine siblings never completed high school. Moving homes constantly to work the seasonal crops, hard labor was the only life he and his family had ever known.

But Castro was determined. Early in the morning, while kids his age were sleeping, Castro was up and working in chicken houses in Tattnall County, Georgia, before heading to school. In the afternoons, he helped his family in the fields, then squeezed in homework and studying before a brief night's sleep.

One day, however, an unforeseen opportunity changed his perspective forever.

He was working with a farmer who was struggling to keep up with payroll for his labor. Castro, who had recently taken a computer class in high school and was eager to put his new skills to the test, offered to take a look at the program. After a bit of maneuvering, Castro was able to create a system for the farmer. He didn't imagine much in return.

When the farmer paid him for his work, Castro was taken aback. At that moment, Castro saw firsthand the difference an education could make and the edge it would give him in the workforce. He decided to apply to Georgia Southern, with hopes of breaking the work cycle in his family. It wasn't until he got his acceptance letter to the University that he really felt as though his dream was attainable.

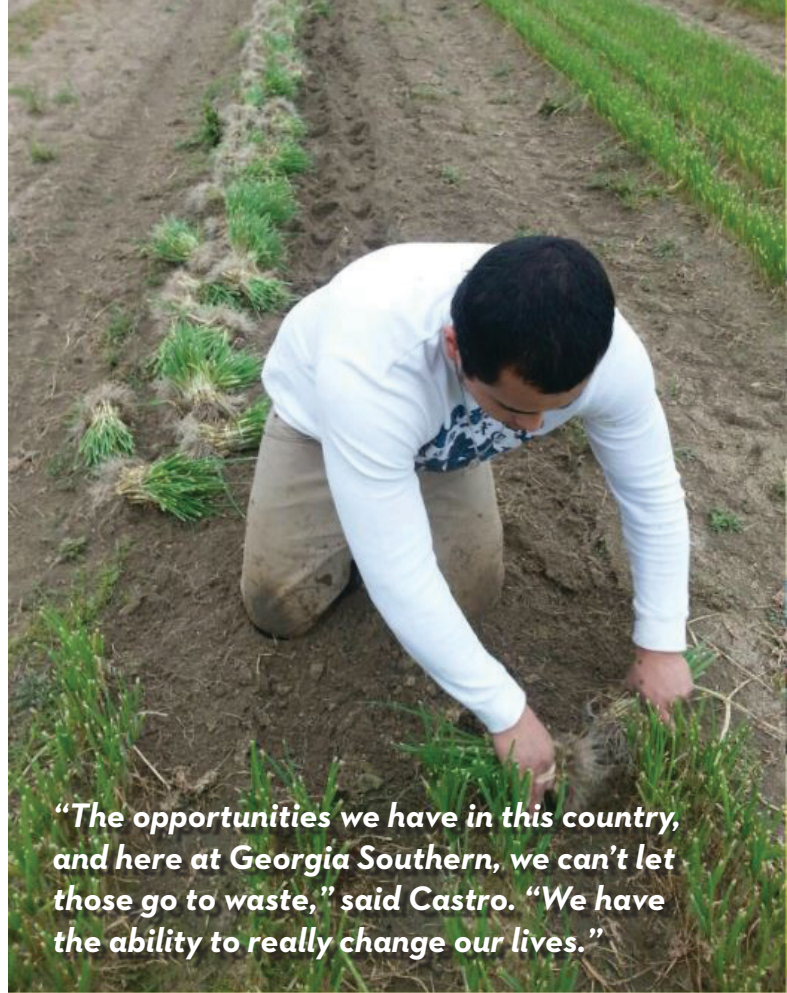
"My family was shocked," he said. "They don't really understand what I'm doing, what I'm working for, or what I'm trying to do for all of us. But they're happy for me."

The support of his family was important, but Castro recognized the need for encouragement from others who were already living out his goals. He found a home in the College of Business and sought the advice of his finance professor, John Hatem, Ph.D., professor of finance, who quickly became Castro's mentor at the University.

Castro was determined to be that mentor for other students like him. As a volunteer for the Migrant Education Program, which advocates for and gives advice to students from similar backgrounds, Castro actively seeks to help others graduate and fulfill their own dreams at Georgia Southern.

"What inspired me before was just to see if I could do it for my family and myself. What inspires me now is helping other students who come from a similar background do the same."

Now Castro has a new dream—to finish his education at Georgia Southern. He graduated in December 2017 (cum laude) with a Bachelor of Business Administration in accounting before starting his master's in accounting at the University this spring. He plans to earn a doctoral degree in accounting, and, eventually, become a professor. The boy who once never dreamed of going to college is now a man aiming for a degree only a fraction of the population ever seek to obtain.



"The opportunities we have in this country, and here at Georgia Southern, we can't let those go to waste," said Castro. "We have the ability to really change our lives."

THE COLLEGE OF BUSINESS GOES TO PANAMA

The College sponsored a successful Business Abroad to Panama the week of December 9-15, 2017. Thirteen business undergraduates (half of whom were logistics majors), one MAcc and three MBA students were led by Leslie B. Fletcher, Ph.D., professor of accounting, after a semester of preparation in the classroom. In addition to visiting sites and engaging in cultural activities, the group met with 13 organizations and their representatives.

by Leslie B. Fletcher, Ph.D.

SUNDAY, DECEMBER 10

Today was a day of sightseeing and being introduced to the Panamanian culture and our surroundings.

At Cinta Costera, we had our first group photo taken at the famous, and colorful, PANAMA sign (right).



We then headed to the Bio Museo (left), which is devoted to the role that Panama plays in biological diversity. We had an architectural tour that explained the meaning of the different structural forms that architect Frank Gehry used in his design of the Panama City landmark.

Next, we headed to Casco Viejo (Old Town), right, for a self-guided tour via scavenger hunt. We photographed flags, churches, the skyline from a rooftop, ourselves eating from a food wagon, and Panama hats, to name a few of the challenges.



MONDAY, DECEMBER 11

We started our day with a drive to Panama Pacifico, a self-contained community being developed on the former U.S. Howard Air Force Base.

Gabriel Sanchez, public relations, explained the 40-year development plan of the company (shown at right with the group). Now in year ten, Panama Pacifico already includes schools, housing, recreational areas, retail establishments, extensive employment opportunities and an airport used for cargo and private aviation.



The FedEx Warehouse, located in Panama Pacifico, takes advantage of the proximity to the Panama Pacifico airport. We donned vests and hardhats to tour the warehouse, below, which specializes in medicine and medical/hospital supplies. Gladiluz Rodriguez, global services manager, emphasized the logistical advantages of FedEx's operations in Panama.



Alvaro Aguilar, deputy director of Pan-Am Chamber, spoke about the economics of Panama, the benefits of using the U.S. dollar as the local currency and the high demand for logistics companies and ship repair facilities. He also discussed ways to attract foreign investment into Panama through the Canal and Copa Airlines' international air hub, both in Panama City.



SeaGate Capital wrapped up our visits for the day. Our speaker, Luigi Jimenez, pictured left with Fletcher, founded the investment company and is VP head of treasury and chair of the board at the Panama Stock Exchange.

Jimenez elaborated on the preference for investing in bonds rather than stock by Panamanians and gender differences in saving and investments in equities; however, he emphasized that a strong, safe, international stock market is critical for the long-term growth and development of Panama.

TUESDAY, DECEMBER 12

We started our day at Copa Airlines (right), the premier airline of Panama. Katherine Luck, sales manager, explained the history of Copa and its low-cost partner, Wingo Air, emphasizing the strategic decisions that management has made when faced with economic downturns and increased competition.



Next, the CEO of Bringmedata, Carlos Thayer, engaged the group with an explanation of how he and his team use data analytics to examine a client's processes and make recommendations for actions to enhance the client's strategic position in its industry.



We wrapped up our day at Casa Bruja Brewing Co., where Founding Partner Jonathan Pragnell gave us a tour of the facilities, from brewing to bottling.

The issues faced by and associated with being a start-up company in a new niche (the craft-brew sector) were identified, along with strategies adopted to resolve them.



WEDNESDAY, DECEMBER 13

This day entailed a drive across the Isthmus of Panama to Colón and the Free Trade Zone on the Caribbean coast. We started the day at Asociación de Usuarios Zona Libre de Colón (right). Director Edwin Chen explained to the group, now including Dean Allen Amason, that the Colón Free Trade Zone is the second largest in the world, second only to Hong Kong.



Our second stop in the Colón Free Trade Zone was at Motta International, a distributor and seller of elite brands of accessories such as Cartier, Chanel and Mont Blanc. Kathia Subia walked us through Motta's showroom and explained the shopping restrictions for walk-in customers. She then directed us to Motta's retail facility, where some of us shopped until we dropped.

Our last stop was at Colón Import/Export (right) where Executive Director Aristides Chiriatti described how the company acquired Sony's warehouse and developed it into the state-of-the-art facility that we toured. Specializing in pharmaceuticals, with and without the requirement for cold or freezing storage, Colón Import/Export provides additive services to the products prior to distribution to its customers.





We closed the day's activities with a special treat—the Dean's Dinner, hosted by Dean Amason and his wife, Cricket (left), at Tomillo Panama.

The venue was an old church converted into a restaurant that served classic Panamanian dishes.



THURSDAY, DECEMBER 14

Today was a big day ... we visited the Panama Canal! Our first order of business was to go to the Miraflores Locks and Visitor Center of the Panama Canal.

Our briefing by Max Olivares, pricing and tolls manager, focused on the recently completed expansion of the Agua Clara Locks to accommodate the larger Neopanamax ships.



After lunch, we headed to the International Federation of Red Cross & Red Crescent Societies. Valeria Araujo, public relations, explained that we were visiting the Central/South American Headquarters. This facility was charged with responding to disasters within 48 hours in that region of the world. In 2017, it responded to ten natural disasters, including the hurricanes that struck the Caribbean.



Our final visit of the trip was to Banco General, a major bank of Panama. Guillermo Inchausti, VP infrastructure, explained that the bank has more branches and ATMs than any other bank, and it wants to increase the use of electronic banking by Panamanians. He also discussed the basics of data security and analytics the bank has put in place.



Our Farewell Dinner was held at Restaurante Tinajas. This experience included traditional Panamanian food and a performance by Panamanian musicians and dancers. Two of our own—Whitney Holt and Landon Barrow—were selected from the audience to join the dancers in their final number.

We'd like to thank all of the companies that hosted us, along with Dean and Mrs. Amason for hosting dinner.





WINNER, WINNER, STEAK DINNER

HONORS STUDENTS GET AN UP CLOSE TOUR OF CRIDER FOODS *by Trey Denton, Ph.D.*

On October 24, 2017, Crider Foods, the global market leader in canned chicken and manufacturer of a variety of other canned and fully-cooked meat products, hosted the College of Business Honors Business Seminar class for a plant tour and dinner.

In the conference room of the Crider Stillmore manufacturing facility, students were first shown an introductory video tour of the facility along with schematics of the plant, and then various company senior administrative officers explained their role and function. Students met and asked questions of not only the founder and president and CEO William “Billy” Crider Jr., but also VP of Human Resources Charlene Powell, VP of International Sales Gary Clay, Complex Business Analyst Phillip Rehberg, and Executive Officer William “Bill” Crider III (FINC, '96). The wide-ranging discussion included the history and evolution of the company, challenges facing a family-owned company, the consolidating retail food industry in the U.S., the great potential of international markets, new product development and testing, and the importance of giving back to the markets where they work and serve (Crider Cares).

Students then donned hairnets and smocks, making their way through an extensive decontamination process before being led on a tour of the plant. The latest developments in canning, food and employee safety, labelling, storage, and logistics were all covered on the tour.

Students were then invited to a steak dinner at the Crider Conference Center, where they enjoyed great food and informal follow-up conversations. Many thanks to the Criders and Charlene Powell who were hosts for the event. Bill Crider and Crider Foods employ many of our graduates. For those of you who might want to know more about Crider Foods, check out its website (criderfoods.com) with videos available for a virtual tour and fact sheets detailing the company’s capabilities and credentials.



FALL 2017 HONORS SYMPOSIUM

Four honors students from the College of Business presented their research projects during the Fall 2017 University Honors Program Honors Research Symposium.

The University Honors Program provides a small college atmosphere that fosters the development of a critical sense of inquiry, a spirit of creativity, a global perspective and an ethic of civic responsibility. A hallmark of the program is the emphasis on bringing ideas to life through undergraduate research, experiential learning and service-learning opportunities. Throughout the year, College of Business honors students participate in company visits and research with a faculty mentor. On November 30, 2017, four business honors scholars presented their research to their peers and various faculty members. Below are the business students who participated in the Fall 2017 Honors Symposium.

Clare Fox

"Sales Tax for Reward-Based Crowdfunding Campaigns"
Faculty Advisor: Britton McKay, Ph.D., Accounting

Christian Kerrigan

"Investigating the Effects that Alcohol Has on the Impulse Buying Behaviors of College Students"
Faculty Advisor: Luther "Trey" Denton, Ph.D., Marketing

Brandon Lee

"Marginalized to Mainstream: A Study into Emerging Industry under Stigma"
Faculty Advisor: Steven Stewart, Ph.D., Management

Timothy Miller

"Millennials Managed: How Millennials Perceive and Value Implicit Leadership Traits"
Faculty Advisor: Steven Charlier, Ph.D., Management

HOW TO THRIVE IN THE AGE OF TECHNOLOGICAL INNOVATION

by Caroline Nimnicht

The College of Business School of Accountancy proudly welcomed Kimberly Ellison-Taylor, 2018 Executive-in-Residence and Distinguished Forensic Lecturer to the Georgia Southern Performing Arts Center on January 23, 2018.

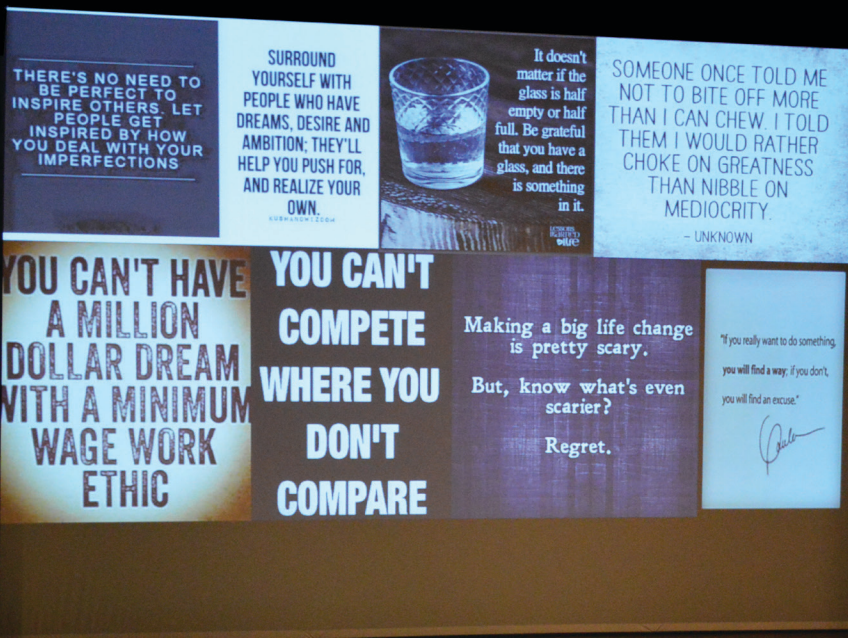
Tim Pearson, Ph.D., director of the School of Accountancy, briefly greeted the audience and presented a quick itinerary of the night before introducing CPA Barbara Evans. Evans is the immediate past chair of the Georgia Society of CPAs and gave great honor and praise to the keynote speaker of the night, Kimberly Ellison-Taylor.

Ellison-Taylor explained how she had a rough start in life, growing up in inner city Baltimore. But, despite her unfortunate upbringing environment, Ellison-Taylor's parents were determined she attend school. When she was in the third grade, she made up her mind that she wanted to be a CPA, "the one who handled the money."

Ellison-Taylor is currently serving as the global accounting strategy director for financial and professional services industries for Oracle America, a leader in cloud solutions and enterprise technology. Previously, Ellison-Taylor served as the global practice team leader for Oracle's health and human services industry practice. Prior to Oracle, she worked in leadership roles at numerous other major companies and organizations, including the NASA Goddard Space Flight Center, Motorola, KPMG and Prince George's County Government.

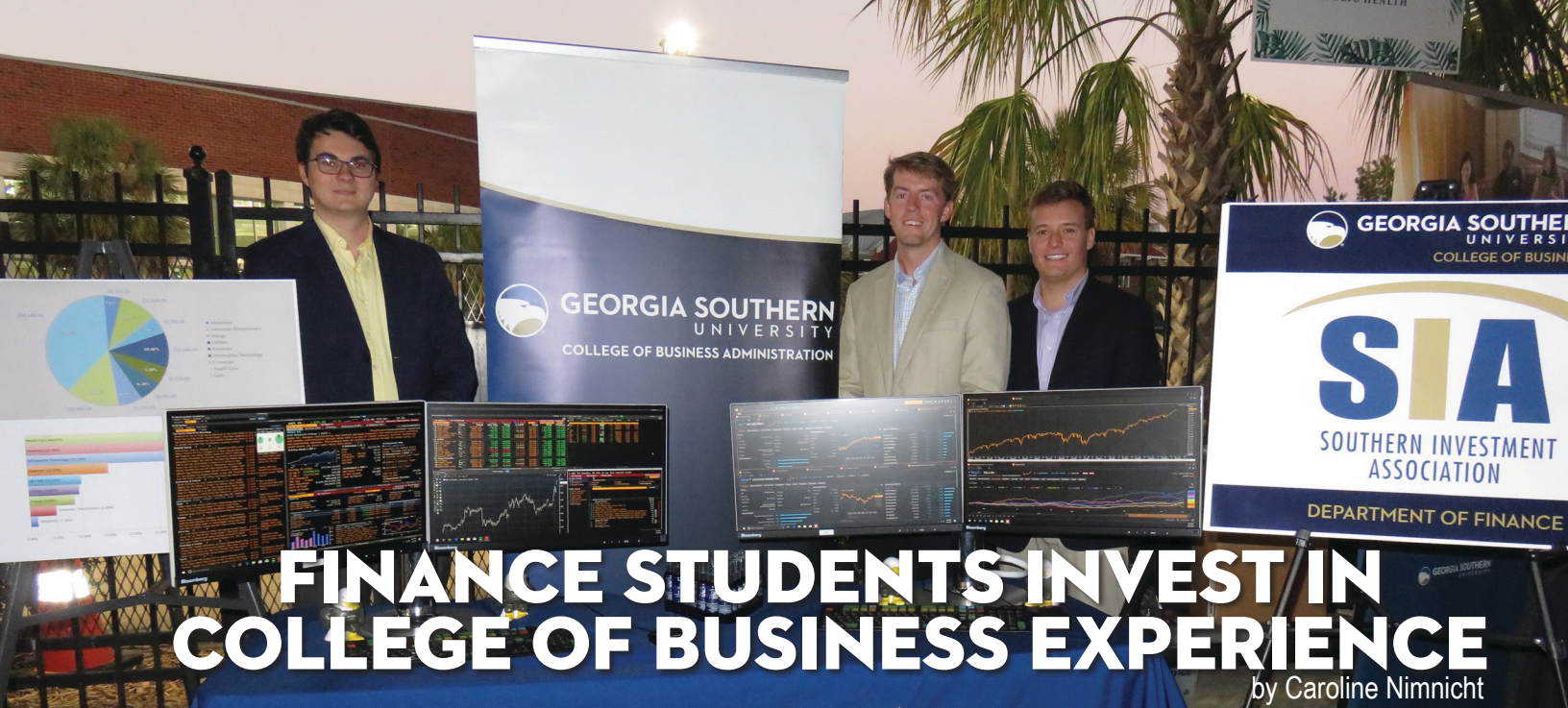
Ellison-Taylor was recognized by *Accounting Today* as one of the 100 Most Influential People in Accounting in 2016 and also by *CPA Practice Advisor* as one of the Most Powerful Women in Accounting for 2016. As of July 2017, she is also a member of the Robert H. Smith School of Business Advisory Board at the University of Maryland, College Park.

In her moving speech, Ellison-Taylor explained how to thrive in the age of technological innovation and, specifically, addressed college students about to enter the workforce.



"With college students being the future leaders of the world creating things that haven't even been thought of yet, everyone should seek and explore the highest credentials you can possibly attain," stated Ellison-Taylor.





FINANCE STUDENTS INVEST IN COLLEGE OF BUSINESS EXPERIENCE

by Caroline Nimnicht

The Southern Investment Association (SIA) is a select group of Georgia Southern University students, founded in 2013, who seek to increase their knowledge and experience in the field of investments and asset management through real-life application of skills learned in the classroom.

The goal of SIA is to provide an opportunity for College of Business students to develop and display investment skills, aiming to achieve respect throughout the University and the broader business community, and to enhance its members' success in obtaining employment.

Since SIA's founding, its members have set their expectations at the highest level and aimed to compete with other student-managed funds. With 17 current members, SIA demonstrates skills in finance, economics, accounting, marketing and other areas through the development and active management of its financial portfolio.

Every student in the organization is Bloomberg and Thompson Reuter Eikon Certified, both tools the SIA utilizes to help in developing and executing its investment strategy. The current investment plan involves following a long-only strategy of value investing in stocks of mid- and large-market capitalization while rebalancing every six months. When defining their investment strategy, members use a defined set of metrics to find undervalued stocks. Each member is assigned a sector and is then tasked with finding two or three stocks that are potential investments in that sector.

According to SIA's faculty advisor, Axel Grossmann, Ph.D., associate professor of finance, "The terminals (equity screeners) allow the students to filter for those stocks that fit our investment strategy. Students obtain further information from the terminals, which they use in their presentations. This additional information may include company news, fundamentals, intrinsic value, etc."

When SIA members go about picking funds they invest in, Grossmann says, "Members pick stocks. Using the Bloomberg and Eikon Terminals, the students filter out stocks that fit the overall investment strategy. Afterward, the students (analysts) use additional information obtained from the terminals and pitch their stocks to the other members of SIA as well as its two advisors (John Hatem, Ph.D., professor of finance, and myself). After all stocks are presented, the students and advisors vote on which stocks will be added to the portfolio."

The SIA's portfolio annual return is 17.09 percent, which includes \$28,973.32 in cash; the portfolio's annual return on invested capital is 23.99 percent; the S&P 500's annual return is 19.43 percent. If considering invested capital, SIA has outperformed the S&P 500 by 4.56 percent.

Through this organization, students obtain real-world investment experience and become certified at the Bloomberg and Thompson Reuter Eikon Terminals while learning useful presentation and analytical skills. The process provides useful experience for actual job interviews.

MAJORING IN LOGISTICS AND INTERMODAL TRANSPORTATION PROVIDES EXCELLENT OPPORTUNITIES

by Tyler Mezza and Jerry Burke, Ph.D.

Beginning in Spring 2017, as a major in logistics and intermodal transportation, Tyler Mezza has found benefits and engaged in experiential learning in several ways. Tyler attended the Georgia Logistics Summit and presented a poster based on a business proposal he developed with a team in his international logistics course, LOGT 4232. Tyler interned in summer 2017 with DeVore & Johnson gaining managerial insights into warehouse operations, customer acquisition and material procurement. In fall 2017, Tyler was selected to travel to Long Beach, California, as part of a case study team representing Georgia Southern University in the IANA Intermodal Expo Student Academic Challenge and completed the BB&T Emerging Leaders Institute certification program. During the fall semester, Tyler also applied for an internship with the Augusta National Golf Club (ANGC) and, through a rigorous application process, was offered the internship.

As the Spring 2018 Merchandising & Logistics Operations Intern at ANGC, Tyler has duties that span many areas of marketing and branding, operations management, and logistics and supply chain management. The first half of this internship is more pertinent to merchandising and operations, while the second half is more relevant to operations and logistics.

Tyler's overall duties include coordinating concurrent projects involving purchases, product specifications, payments and inventory levels; on-sight inventory management during the week of the Masters Tournament, using information systems to direct the logistics team and keep operations and the patron experience unhindered; assisting in receiving, inventory control and product distribution between Club warehouses and storefronts; planning and supervising merchandising area layouts including freestanding fixtures, furniture, equipment, product placement and artwork; maintaining relationships with vendors, third-party contractors, staff and temporary workers to ensure projects develop smoothly; and tracking and analyzing processes to catalyze continuous improvement.

Tyler is interning full-time with ANGC from January through May.

"This internship has been great thus far. My experiences have already amplified the things I learned in [my] classes at Georgia Southern, and I'm certain it will only get better. Both my personal and professional skills are tested every day. ANGC, its history and tradition, and especially its people, are making this a once-in-a-lifetime venture," says Tyler.

Tyler's experience as a logistics and intermodal transportation major is only one out of the 400+ students majoring in the Logistics and Supply Chain Management program.





SHRM STUDENT CHAPTER NAMED GEORGIA CHAPTER OF THE YEAR

The Georgia Southern University Society for Human Resource Management (SHRM) Student Chapter received yet another prestigious award from the SHRM Georgia State Council. During the SHRM Georgia State Conference, the chapter was awarded SHRM Student Chapter of the Year.

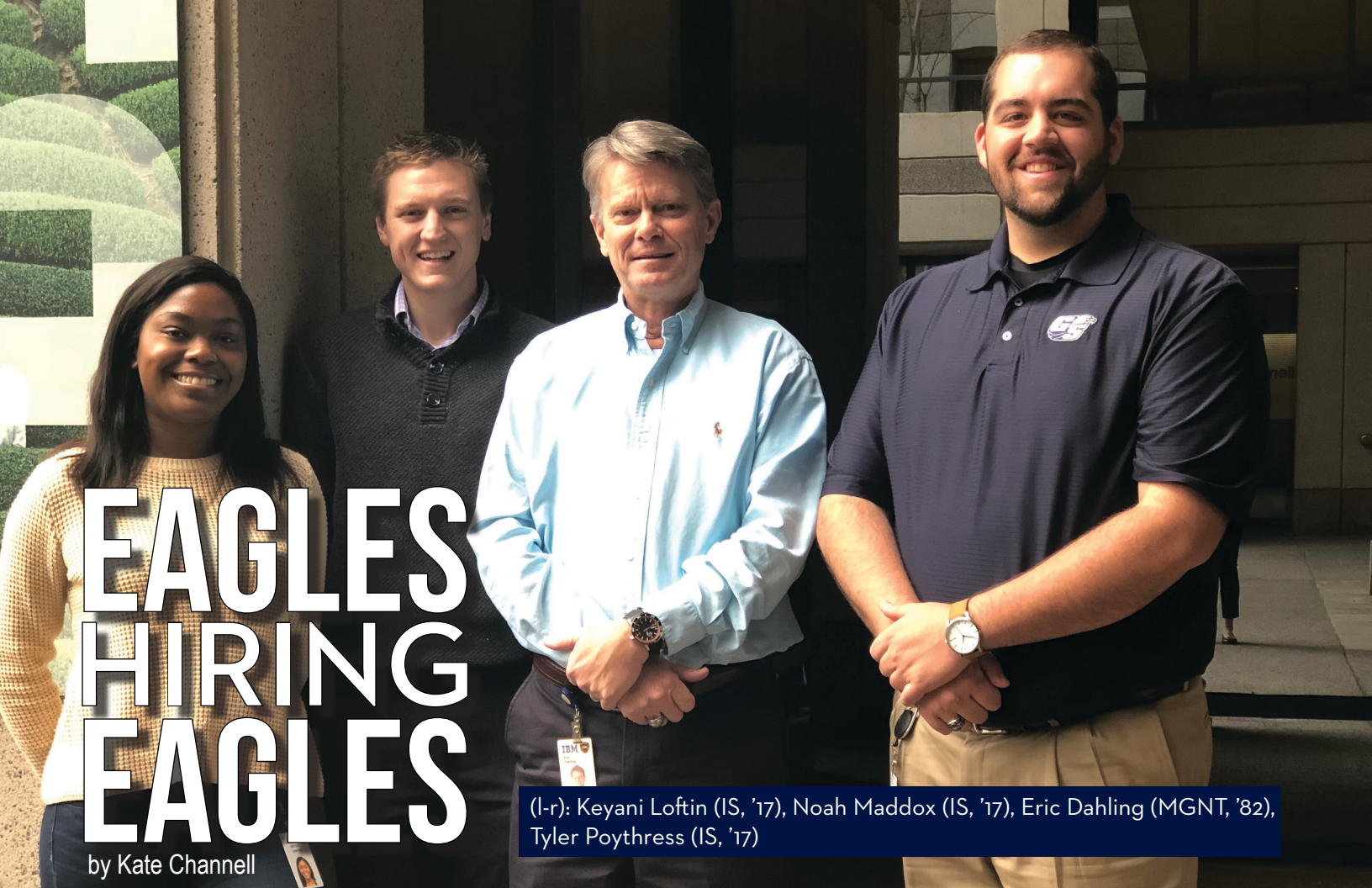
The Georgia State Conference was held on October 8, 2017, at the Jekyll Island Convention Center. The annual conference recognizes the best student chapter in the State of Georgia, the best local chapter and various other chapter awards. In order to be considered for the Student Chapter of the Year Award, the chapter must be nominated.

As the recipient of the Student Chapter of the Year Award, the Georgia Southern SHRM chapter was recognized for its continued efforts to grow membership. In 2017, the chapter saw its highest chapter attendance with a record 59 attendees. This consistent growth in membership and retention over the last year helped the chapter win this award.

“It was an honor to receive the Student Chapter of the Year Award,” stated Georgia Southern SHRM Chapter President Joslyn Ballingall (MGNT, '17). Ballingall continued, “Our chapter worked hard to gain and retain membership over the past year. We also continue to expand our horizons by educating our chapter on human resources in different fields of work, which allows our membership to gain a diverse understanding of the operation in human resources.”

In addition to growing membership, the Chapter invites guest speakers to chapter meetings and focuses on career development of its members. Inviting guest speakers from *Amazon.com*, Eaton Corporation, Bulloch County Schools and others engages the student members, giving them “real-world” perspectives on what human resources looks like in the workplace. The Chapter also offers various career development workshops, such as résumé building, to prepare students for the Eagle Expo, the on-campus career fair each semester. Through the career development workshops, members are better prepared walking into the Eagle Expo as they search for a human resources internship or career.

The student chapter advisors are Steven Charlier, Ph.D., associate professor of management, and David Sikora, Ph.D., assistant professor of management. “The chapter officers worked hard to increase the quality of the topics discussed during each chapter meeting,” stated Sikora. “They did a great job proactively finding great speakers, publicizing the chapter’s meetings, and increasing the chapter’s active membership. It’s great seeing those efforts recognized by Georgia’s SHRM professional membership.”



EAGLES HIRING EAGLES

by Kate Channell

(l-r): Keyani Loftin (IS, '17), Noah Maddox (IS, '17), Eric Dahling (MGNT, '82), Tyler Poythress (IS, '17)

When Eric Dahling, IBM's global sales incentives transformations manager, had some positions open at the Atlanta division of IBM, he turned to his alma mater for talent.

Upon graduating from the Georgia Southern School of Business in 1982, Dahling made his way to IBM in Atlanta. Starting out as a second shift guard, he progressed through the company in administrative roles that included accounts payable, accounts receivable and business analyst. After spending time in each of those roles, he made his way to various management roles, which started with financial analyst. Dahling credits Georgia Southern with giving him the foundation needed for a career in business and the importance of sticking with it; "it" being whatever task is ahead of you. And now, in his role at IBM, he wants to give back to his alma mater by hiring new, young talent.

When hiring, Dahling looks for someone with the right technical skills and the willingness to learn new things; someone who has the drive to be able to be self-taught and develop relevant skills as needed; and someone who is ready to work and has a lot of enthusiasm in a team setting. He finds that Georgia Southern business students have a willingness and desire to learn, while also having some prior work experience.

In the past year, Dahling has hired three College of Business graduates right out of college. He started out by contacting another Eagle Executive (College of Business alumnus) and fraternity brother, Mike Sanders (MKTG, '81), and then one thing led to another with him hiring three recent graduates, Keyani Loftin, Noah Maddox and Tyler Poythress. Here's what they have to say about working at IBM and with fellow Eagle Executives:

"I think working at IBM is an awesome experience because it is such a big company. I have had opportunities to take roles that impact people within IBM globally. I enjoy working on projects for people from literally all over the world and trying to make their jobs easier. That is what I [see] to be the greatest aspect of my job." -Tyler Poythress

"It is absolutely fantastic working with other Eagles right out of college! From being hired by an alum to discussing the latest happenings on campus to talking about the most recent sporting event, there is nothing that could have made transitioning from school to work easier than working with my fellow Eagles." -Noah Maddox

Fall 2017/Spring 2018 INTERNSHIPS

ACCOUNTING

Dane Bailey, TJS Deemer Dana, CPAs, Dublin
Johnna Bailey, Nichols Cauley and Associates, LLC,
Warner Robins
Joseph Bates, Smith and Howard, Atlanta
Taylor Cook, Nichols Cauley and Associates, LLC, Dublin
Ariana Diamond, Nichols Cauley and Associates, LLC,
Warner Robins
Zachary Foster, Edmund and Davis, LLC, Hazelhurst
Austin Hensley, Aprio, LLC, Atlanta
Savannah Melton, Aprio, LLC, Atlanta
Stephen Mikell, Reddick, Riggs, and Hunter, PC, Statesboro
Mary Lee Olliff, Elliot Davis Decosimo, LLC, Augusta
Holly Pargeon, Maulden and Jenkins, Macon
Luther Porcena, East Georgia Regional Medical Center,
Statesboro
Joseph Powell, Schell and Hogan, CPA, St. Simons Island
Kamaria Powell, Gwinnett Medical Center, Lawrenceville
Jaclyn Robelo, Aprio, LLC, Atlanta
Sterling Stipe, Walt Disney World, Orlando, Florida
Thorvaldor Sveinbjornsson, Hancock Askew and Company, LLP,
Savannah

FINANCE & ECONOMICS

Jarrett Alexander, BMC, Atlanta
Nigel Brown, Mt. Olive Baptist Church Trustees, Brunswick
Connell Byrd, Robert Half International, Menlo Park, California
Tanner Eavenson, Northwestern Mutual, Savannah
Jacoby Hardy, World Trade Center, Savannah
Conner Hild, Georgia Southern Athletics, Statesboro
Austin Hinkley, Bureau of Business Research & Economic
Development, Statesboro
Nathan Hriczo, Institute for Divorce Financial Analysts,
Durham, North Carolina
Matthew Janowitz, One Digital, Atlanta
Donald Mathis, Make-A-Wish Georgia, Atlanta
Devin Thompson, Business Operations, Facility Services,
Georgia Southern, Statesboro
Griffin Zahariades, Advice Media, Park City, Utah

INFORMATION SYSTEMS

Troy Greene, Gulfstream Aerospace, Savannah
Kristin Strother, IHG, Denham, UK

LOGISTICS

Shannon Atkins, Main Ocean, LLC, Hanahan, South Carolina
Zach Geurin, Golden Peanut, Alpharetta
Tyler Mezza, Augusta National Golf Club, Augusta

LOGISTICS, CONT'D.

Patrick Moseley, RBW Logistics, Augusta
Kelly Mulder, DAK Americas, Charlotte, North Carolina
Alan Norsworthy, Freeman Company, Atlanta
Joshua Smith, DeVore & Johnson, MORSCO, Kennesaw
Curtis Williams, Devore & Johnson, MORSCO, Kennesaw
Rachel Yarbrough, Gulfstream Aerospace, Savannah

MANAGEMENT

Briannah Arrington, Walt Disney World, Orlando, Florida
Brandon James, Media Marketing, Statesboro
Naarah Johnson, Six Flags Over Georgia, Austell
Richard "Britt" Jones, Bear's Club of Jupiter, Jupiter, Florida
Dillon Levins, Morrison Healthcare, East Georgia Regional
Medical Center, Statesboro
Mitchell Mayes, Heatcraft Lennox, Stone Mountain
Wendi Meuse, College of Business Events Coordinator,
Statesboro
Forest Mitsch, Omni Hotels and Resorts, Hilton Head Island,
South Carolina
Tori Moody, LNO, Inc., Martinez
Brandon Penatzer, Gulfstream Aerospace, Savannah
John Robinson, Gulfstream Aerospace, Savannah
Shannon Traylor, Emory Conference Center, Crestline
Hotels and Resorts, Atlanta
Whitley Wilkinson, Kay Jewelers, Statesboro
Tammy Williams, BMW Manufacturing Company, LLC,
Spartanburg, South Carolina

MARKETING

Marley Burke, Chick-fil-A, Statesboro
Caitlin Colbert, Cleveland Indians Baseball, Cleveland, Ohio
Lauren Dennard, Sea Pines Resort, Hilton Head Island,
South Carolina
Macy Flick, UP Market Media, Inc., Statesboro
Lauren Gentry, Target Corporation, Savannah
Rachel Harber, PLayer ATL, Milton
Jordan Hibbett, Student Media Marketing, Statesboro
Emilie Jones, Boys & Girls Club, Statesboro
Katelyn Law, Boys & Girls Club, Statesboro
Jared Mushro, Holiday Inn, Statesboro
Cecilia Robinson, Nonna Picci, Statesboro
Coleman Sturkey, Independent Imports, Inc., Vidalia
Michala Waczkowski, Chick-fil-A, Statesboro
Caroline Whitehurst, Turner Contracting Solutions, Brooklet

MBA

Jake Abraham, UBS Financial Services, Basel, Switzerland



Student Services

by Kate Channell

Student Services is more than simply advising students through their college experience and the courses needed to complete a program. It is about complementing the learning environment and supporting student success, taking into account the “whole” student, which involves the development of a living and learning environment that integrates academic and student activities outside of the classroom. This allows students to develop intellectually, emotionally and vocationally as well as expanding their abilities to serve as leaders and bring about change.

The Georgia Southern University College of Business Student Services Center (SSC) was started in 2011, moving toward its current concept of having dedicated advisors for all business students.

The GS Business SSC provides a single point of service and referral for answers to questions concerning curriculum, graduation, internships, registration, transfer credit evaluation and campus resources such as Financial Aid, Career Services, Academic Success Center, Student Disability Resource Center, Writing Center, Health Services and Student Support Services.

Our advisors strive to grow our business students by helping them to develop some of the soft skills needed to be successful in today’s global business world—taking responsibility for their decisions, following through with plans and keeping appointments.



Mission Statement

To facilitate the development of every student’s personal and intellectual potential by assisting with the advisement of sound educational plans of study consistent with the intended major of the individual student and to provide support to enable students to achieve their personal, educational and career goals



By the Numbers

- 3,600 College of Business Students
- 11 advisors
- 375-425 students per advisor



Our center prepares each new advisor through a rigorous, in-house training program. Part of this training includes one-on-one meetings with veteran advisors to allow the new advisors to get to know their teammates and see the various advisement styles. Additionally, with the support of the Office of the Provost, advisors participate in university-wide, on-going training with various other student service offices on campus, like the Academic Success Center, Military Science, Financial Aid, Career Services and Student Disability Resource Center, among others.

Recently, the GS Business SSC announced an expansion. This new model includes a junior/senior SSC, separate from the freshman/sophomore center. With specialized advisors for underclassmen and upperclassmen, students will have a more individualized experience, meeting specific needs for the varying student populations. Junior and senior students are often focused on experiential learning, résumé writing, career fairs and business abroad trips, whereas freshmen and sophomore students need help adjusting to college life, learning appropriate study skills and selecting their majors.

SSC Life Cycle

Summer: SOAR Sessions

August: Fall Semester Begins
(Schedule Adjustments, Add/Drop, Attendance Verification, Waitlist and Override Requests, Financial Aid Issues)

September Through November:
Advisement

May: Begin 15 SOAR Sessions—Georgia Southern's Orientation, Advisement and Registration

November: Evaluate Transfer Credits and Advise Incoming Transfer Students for Spring

January: Repeat for Spring Semester



Newest advisors Brittany Nichols and Jahmal Rainey.

The College of Business SSC is often the leader on campus when it comes to all that student services encompasses. For instance, the College of Business is the only college on campus to have a success coach. The success coach, instituted in 2013, is a specialized advisor who works with students experiencing academic difficulty—think academic intervention. Our success coach, Liz Noles, helps students identify factors that contribute to academic difficulty and then helps them develop individualized plans for improvement. The advantage here is the specialized attention received by the students to help get them back on track with completing their degree programs.



College of Business advisors also conduct research, often presenting their findings at the National Academic Advising Association (NACADA) regional and national conferences each year. Research topics range from advising non-traditional students to promoting autonomy to a two-advisor model utilizing a success coach to examining the “advising as teaching” model. Recently, Trevor Bruffy, one of our business student advisors, has been working on a model of advisement for last-semester seniors that utilizes a group setting.

Success Coach Workshops

Avoiding Common Pitfalls
Study Tips
Time Management



College of Business Student Services Center advisors and staff

Simply put, our advisors in the College of Business are the best. Many procedures and processes are in place to ensure our students know what is expected of them. From setting up an appointment to advising them on their programs of study, our students understand the value of having their own Student Services Center. With the teamwork exhibited by the advising staff, each student's best interest is at the heart of what they do each day.

Qualities of an Excellent Advisor

- *Background in Higher Education, Counseling, Social Services, Education or Other Relevant Area*
- *Caring and Ability to Hold Students Accountable*
- *Patient, Attentive to Detail, Excellent Listening Skills*
- *Multi-Tasker*
- *Ability to Promote Autonomy and Empower the Student*
- *Passionate about Working with College Students*



The marketing program at Georgia Southern University offers a four-year bachelor's degree with three separate specializations targeting major marketing sectors to allow students to focus on a career path best suited to their interests.

BBA in Marketing

The Bachelor of Business Administration (BBA) in marketing involves a comprehensive study of the concepts, techniques, and tools for developing marketing strategies and programs. Students are prepared to help organizations decide which consumer groups to serve, which product and services to produce, and how to set appropriate levels of promotional effort, pricing, and other considerations in generating sales.

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 3430 - Operations Management

MKTG 3131 - Principles of Marketing

MKTG 4131 - Marketing Research

MKTG 4136 - International Marketing

MKTG 4137 - Marketing Management

5 Additional Courses Required in MKTG**

Fashion Merchandising**

The Fashion Merchandising emphasis is designed to provide you with a broad knowledge of business and marketing while stressing the areas of fashion and retailing.

FMAD 3231 - Fashion Fundamentals

MKTG 3135 - Principles of Retailing

FMAD 3232 - Principles of Merchandising

MKTG 4132 - Retail Store Management

Retail Management**

The Retail Management emphasis is designed to address retail-specific issues as well as consumer behavior in the marketplace.

MKTG 3135 - Principles of Retailing

MKTG 4135 - Buyer Behavior

MKTG 4132 - Retail Store Management

Sales and Sales Management**

The Sales and Sales Management emphasis serves the needs of students interested in sales and sales management as a potential career opportunity.

MKTG 3133 - Professional Selling

MKTG 4232 - Advanced Selling

MKTG 4133 - Sales Management

DEPARTMENT OF MARKETING

GEORGIA SOUTHERN UNIVERSITY

COLLEGE OF BUSINESS

PHONE: 912-478-6625 • FAX: 912-478-1523

EMAIL: mktg.coba@georgiasouthern.edu

GeorgiaSouthern.edu/business/mktg

Marketing Career Options

- Advertising
- Event Marketing
- Market Researcher
- Product Manager
- Public Relations Specialist
- Retailing
- Sales Manager

Our marketing graduates have successful careers with

- Belk, Inc.
- The Coca-Cola Company
- Enterprise Rent-A-Car
- Fastenal Company
- Graybar Corporation
- Gulfstream Aerospace Corporation
- The Home Depot
- JCB, Ltd.
- McAfee, Inc.
- Target Corporation
- Toys "R" Us, Inc.
- United Parcel Service (UPS)



*Core coursework not included.

**Areas of specialization may require additional courses.

COLLEGE OF BUSINESS STUDENT

ATHLETE

Breakdown

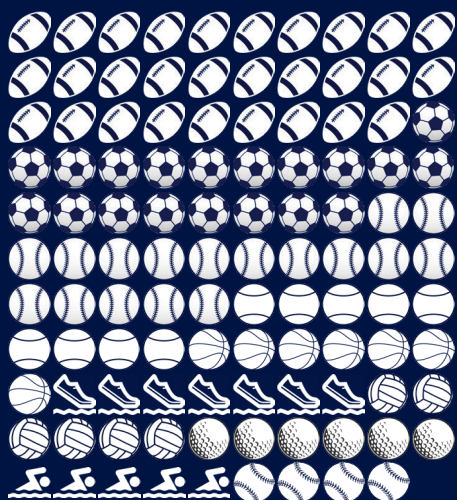
MALE ATHLETES

75

FEMALE ATHLETES

34

BY SPORT

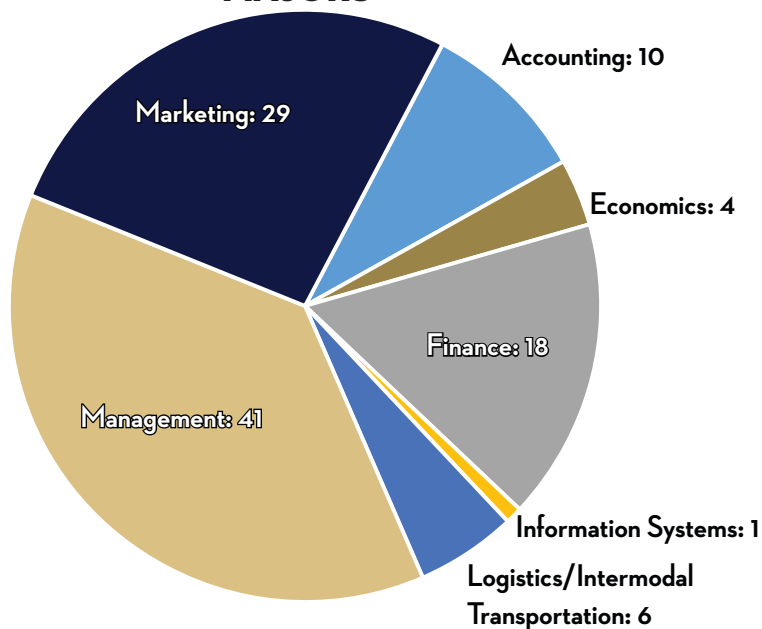


29 FOOTBALL
17 BASEBALL
13 MEN'S SOCCER
7 WOMEN'S TRACK & FIELD/CROSS COUNTRY
6 WOMEN'S SOCCER
6 MEN'S GOLF
6 VOLLEYBALL
5 MEN'S BASKETBALL
5 WOMEN'S SWIMMING
5 MEN'S TENNIS
4 SOFTBALL
4 WOMEN'S TENNIS
2 WOMEN'S BASKETBALL

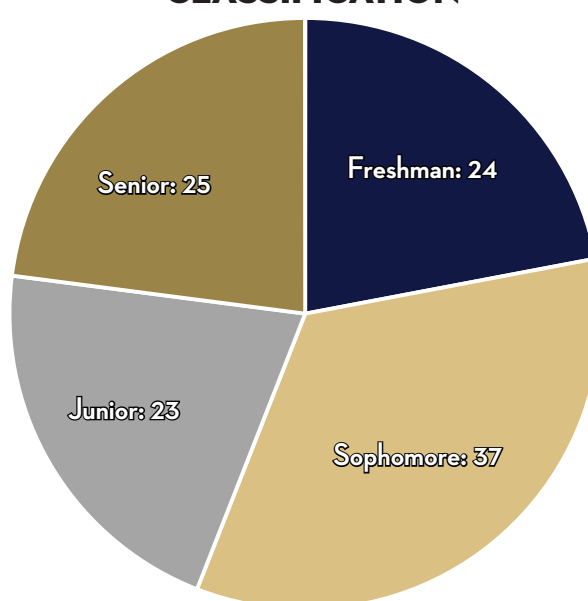
AVERAGE GPA

3.16

MAJORS



CLASSIFICATION





Pipeguard Robotics, a student-led innovative solution by a team from the Massachusetts Institute of Technology (MIT), was named the winner of the 2017 BIG Pitch competition, sponsored by the Georgia Southern College of Business and the Business Innovation Group (BIG).

The MIT team won the \$10,000 award for its sustainable solution that will detect leaks inside pipes. The soft body robot uses innovations in sensor membranes and the soft body drone to find leaks long before they become catastrophic with the objective of reducing the amount of clean water lost to leaks daily.

"It's an elegant and practical solution to a vexing and widespread problem," said Allen C. Amason, Ph.D., dean of the College of Business at Georgia Southern University. "I salute Pipeguard Robotics for their innovation and their hard work; they are going to save their clients a lot of fresh water, as well as a lot of money. I also salute the Ocean Exchange and all the participants in this year's event. We are happy to be involved."

In addition to the winning grant recipient, seven additional collegiate innovators presented sustainable solutions to a distinguished group of conference guests representing business and industry, entrepreneurs, academia, government and non-governmental organizations. Schools represented in the final round were from Arizona State, Columbia, Cornell, MIT, Oregon State, Rutgers and University of Texas-Austin with solutions for precision agriculture, risk management for hydrology, waste heat to energy, water conservation in power generation, wind energy and energy storage.

In November 2017, You Wu, cofounder of Pipeguard Robotics, was selected by *Forbes* in the 2018 30 Under 30: Manufacturing & Industry list. According to *Forbes*, "[Pipeguard Robotics is] an elegant solution to a big problem—more than 20% of the world's clean water is lost to pipe leaks. Pipeguard is contracted with Wise County, Virginia; the Lingang Industrial Zone in Shanghai; and Monterrey, Mexico."

GEORGIA SOUTHERN NAMED ONE OF THE MOST AFFORDABLE ONLINE MBA PROGRAMS IN THE COUNTRY



Georgia Southern University's AACSB-accredited online MBA program has been recognized as one of the most affordable online MBA degree programs by *BestCollegesOnline.com*.

OnlineMBA

Georgia Southern was ranked No. 15 out of 50 programs considered. *Best Colleges Online* considered accreditation, tuition and other rankings and recognition when compiling the list of the top 50 most affordable online MBA programs. "We are grateful to get this acknowledgement based on the price of the program," said Gordon Smith, Ph.D., director of Graduate Business Programs for the College. "More notable is the value of the education our students receive because of the quality of the program, their peers and the faculty."

A total of 255 accredited colleges and universities listed by the National Center for Education Statistics (NCES) College Navigator offering online MBA programs were reviewed for the *Best Colleges Online* Most Affordable Degrees ranking. The programs considered in the ranking have graduate tuition and fees listed below \$23,500. *Best Colleges Online's* mission is to simplify the college search process and to provide expert insights into the best accredited online universities across the United States.

To view the most affordable online MBA programs list in its entirety, visit bestcollegesonline.org/most-affordable/online-mba/. To learn more about the Georgia Southern College of Business graduate programs, visit GeorgiaSouthern.edu/businessgraduate.

GEORGIA SOUTHERN'S ONLINE MASTER OF ACCOUNTING PROGRAM RANKED IN TOP 25

Georgia Southern University's online Master of Accounting (WebMAcc) program has been ranked in the top 25 by *Master's Programs Guide* online ranking for 2018.

Georgia Southern's WebMAcc program is offered through the AACSB-International accredited School of Accountancy in the College of Business and was ranked 24th out of 50 programs nationwide evaluated by *MastersProgramsGuide.com*. The site chose programs for its list based on affordability, accreditation and commendation, student satisfaction and support services and online accessibility to determine a program's ranking.



"The faculty of the School of Accountancy are committed to providing the best possible educational experiences for our students," said Tim Pearson, Ph.D., director of the School of Accountancy. "[This] most recent recognition from *Master's Programs Guide* is great validation of the effort our faculty put in every day for all of our students."

Having only launched in January 2013, the WebMAcc program has been ranked as a top accounting program by numerous ratings groups. The WebMAcc boasts a curriculum that mirrors the on-campus program, utilizing the same experienced faculty with access to the same resources.

The program is a 30-credit hour, online program geared toward full-time professionals. With course work delivered over six semesters, graduates can enter careers in accounting and related fields with solid professional research problem-solving and analytical skills.

"While being ranked so highly and so often since 2013 is noteworthy, this was never the goal," Pearson said. "It is only through the continued success of our students that the quality of the faculty and program is validated. We continue to grow and improve the courses we offer to match the needs of the accounting profession."



Attendees of the Fall 2017 Decision Sciences Institute Annual Meeting

PH.D. STUDENTS PRESENT AT NATIONAL CONFERENCES

by Caroline Nimnicht

The College of Business at Georgia Southern University welcomed Melanie Hinterplattner and Nihar Kumthekar to our Ph.D. in Logistics and Supply Chain Management Graduate Program this academic year.

Melanie Hinterplattner, from Steyr, Austria, earned an MA in supply chain management and a BA in process management in health care from the University of Applied Science of Upper Austria. Her research interests include supply chain design and audit and healthcare supply chain management.

Melanie presented her research on network analysis in healthcare systems at the Council of Supply Chain Management Professionals (CSCMP) annual conference in September. Melanie and her co-author, Markus Gerschberger, applied social network analysis to a healthcare setting, comparing the Austrian and Singaporean healthcare systems according to their network structures and efficiency.



Nihar Kumthekar, from Vadodara, India, earned an MBA in global logistics from the S.P. Jain Center of Management and a BS from Birla Vishvakarma Mahavidyalaya. His research interests focus on supply chain integration, innovation and servitization in manufacturing.

In November, he presented his research at Decision Sciences Institute (DSI), the international professional organization that provides a platform for academicians and practitioners from multiple disciplines (including, but not limited to information systems, analytics and supply chain), to present and share research with an aim to improve decision making pertaining to systems, technology and processes. He presented one of his current research projects titled, "The Moderating Effect of Firm Size on the Relationship Between Customer Collaboration, IT Capability, and Firm Performance," at the Decision Sciences 48th annual meeting held in Washington, D.C. This research focused on whether the relationship between implementation of IT in larger firms results in better collaboration with customers as compared to smaller firms. Nihar was also accepted as a participant in the Doctoral Student Consortium at the DSI conference.

In May 2018, Nihar will present to the Production and Operations Management Society (POMS), an international professional organization that is specific to production and operations management professionals, in Houston, Texas. He will be presenting research on operational cycles. "It is a new concept that I am developing with my advisor, Alan Mackelprang, Ph.D. It primarily tries to analyze patterns in operational performance of manufacturing firms," stated Nihar.

WHY I GIVE

BILLY & JO ANN HICKMAN

I was born in Statesboro and graduated from Statesboro High School; so, it seemed obvious that, if I went to college, it would be Georgia Southern. I am a first-generation college student. I graduated from Georgia Southern College in 1974 with a BBA in Accounting. While at Georgia Southern, I met my wife, Jo Ann Ray Hickman, also a first-generation college graduate.

In my freshman year, I pledged and was initiated into Sigma Nu Fraternity. My Sigma Nu brothers and the other relationships that I have made at Georgia Southern helped shape my business and personal life.

At Georgia Southern, I received an excellent education that prepared me for my profession as a Certified Public Accountant (CPA). After graduation in 1974, I went to work at Dabbs and Deal, now known as Dabbs, Hickman, Hill & Cannon, LLP. I have now been there for 43 years.

Why do I give to Georgia Southern? Georgia Southern has given my family so much. It is a family tradition. Jo Ann and I graduated from Georgia Southern. Our son, Rhett, is a Double Eagle with a BBA in finance and a Master of Accounting (MAcc). Our son, Rusty, attended Georgia Southern for two years before transferring to Georgia Tech. Both of our daughters-in-law, Heidi Hewitt Hickman and Rebecca Holt Hickman, graduated with BSED degrees from Georgia Southern.

Jo Ann and I chose to give back by endowing a scholarship for a south Georgia, first-generation student working on a MAcc. In fact, Jo Ann and I have named Georgia Southern University in our wills for a major contribution. The Dabbs, Hickman, Hill, & Cannon, LLP firm has an endowment that annually benefits two Georgia Southern University accounting professors to use for their professional development. Our firm knows that, without top professors, we will not attract and graduate great students.

Jo Ann and I are avid supporters of Georgia Southern football and basketball. We also make financial contributions to those programs.

I am very fortunate to be the chair of the Board of Trustees for the Georgia Southern University Foundation. I also serve as vice chair of the School of Accountancy Advisory Council.

We need to remember that Georgia Southern is one of the major economic generators in southeast Georgia, and, with the consolidation with Armstrong, the new Georgia Southern University will be the number one economic generator in southeast Georgia. It is my belief that the Georgia Southern-Armstrong consolidation is going to be extremely beneficial for all three campuses.

You see, without Georgia Southern, I do not know how my life would have turned out. My father died after I graduated from high school, and my mother had no money to pay for my college. Georgia Southern provided me the future that I now have. I owe a lot to Georgia Southern University, and I will continue being a True Blue enthusiastic supporter and contributor.



"In our firm, almost 70 percent of our accountants are Georgia Southern graduates. Our firm owes a lot of our success to Georgia Southern." -Billy Hickman

TOM CASE

Why do I give? Because I know it makes a difference. Because it is an investment in something that I believe in. Because I know how much any gift of any kind is needed by our evolving programs, colleges and university. When I began my career 36 years ago, the annual *Day for Southern* fundraiser was just a few years old. I was given the opportunity to make a payroll deductible pledge before I received my second paycheck, and I did. And, I have done so every year since. Why did I make a pledge so soon after moving to Statesboro? In part to say “thanks” to the department and college for giving me a chance to prove myself and in part because of the stark differences between the resources available at UGA, where I completed my Ph.D., and Georgia Southern.

In the mid-1980s, Dean Ori James asked me to transition from management to information systems. I spent two summers at AACSB faculty development institutes designed to meet the short-supply and burgeoning need for information systems educators. My travel costs and institute tuition were covered by Foundation funds, fundamentally changing the trajectory of my career. It made a difference.

For ten years, I served as department or acting chair. Managing a department budget teaches how challenging it is to stretch limited operating funds and appreciation of how Foundation funds help. In the early 2000s, Dean Ron Shiffler challenged each college program to develop a competitive niche or differentiator. Information systems chose enterprise systems (ES). This choice meant investing in and sending our faculty members to week-long development programs to enable them to incorporate ES exercises into their courses. Once again, Foundation funds enabled us to cover costs of these programs, and, once again, altering career trajectories of multiple IS faculty members. It made a difference.

Programs, colleges and universities continuously evolve. ES continues to evolve, putting pressure on the IS program to make sure that its faculty members keep pace through participating in faculty development programs. Continued investment is needed to ensure ongoing success. New investments are needed to enable the IS department and college to build our data analytics and cybersecurity programs—initiatives that are sorely needed but for which resources are currently in short supply. I continue to give because I am confident that continued investment in the department’s ES initiative will continue to benefit our students and supporting the development of data analytics and cybersecurity will open new career opportunities for our students.

Most of the Foundation funds available to the IS department are student scholarship accounts and depend on contributions from alumni and faculty to have monies available to award to students. More scholarships are needed. Every year, hard decisions must be made and deserving scholarship applicants must be turned away. One endowed Foundation account (Spoolstra) can be used to fund faculty development; more are needed to ensure that faculty members keep pace with the latest technologies.

Money is not the only gift that can make a difference. Alumni have inspiring career stories that should be shared. You can make a difference by simply telling your story, so I challenge you to find a way to gift some of your time, get in front of our students and make a difference.

In closing, I’d like to share some thoughts on areas where additional support is needed. First, I would like to see the College and University create and solicit funds to provide need-based funding for students who are one course or one semester short of graduation, are not eligible for further financial aid and lack the money to finish. I would also like to see the College and University create one or more accounts to help students achieve discipline-specific certifications. Many students who could benefit from certification do not have the money to pay for it. Since professional certifications help students launch careers in well-known companies, it would be ideal for the College and University to help them earn these.



CLASS NOTES

ACCOUNTING

Lieutenant Roland Martin Berry (1972), Kathleen, is currently serving as an assistant governor for Rotary District 6920 for Houston & Peach County Rotary Clubs. He completed ten years of service on the Perry United Methodist Church Administrative Board and is currently a member of the Perry VFW Post 6126.
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Gregg D. McAlister (1972), Knoxville, Tennessee, has retired from Oak Ridge City Schools and is now the business manager for the University of Tennessee.
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Carl Bennett Balkcom (1975), Macon, is president of Balkcom Cabinet & Millwork, Inc. He is married to Sue Ann Balkcom. Email: balk44@bellsouth.net

James A. Fields (1975), Johnson City, Tennessee, is a principal for Wiseman Fields and Company, PC.
Email: jfields@wfcpc.com

James Kelly Brooks (1984), Folkston, is a Superior Court Judge, Waycross Judicial Circuit. He is married to Nancy Brock Brooks. Email: jkellybrooks@windstream.net

Robert Molloy (1985), Palm Harbor, Florida, is the senior vice president and Chief AML Officer for Raymond James Financial, Inc., St. Petersburg, Florida.
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David R. Edwards (1986), Carrollton, is the Georgia State president for Bank of Ozarks. He has appeared in *Atlanta Business Chronicle's* "2017 Financial Quarterly Who's Who, Areas Top 100 Leaders in Finance." He is married to Katherine Pyle. Email: edwardsdavidr@icloud.com

Kimberly Bernethy Hartsock (2000; MAcc 2001), Suwanee, is a partner at Warren Averett in Atlanta. She is a graduate of the Regional Leadership Institute class of 2016 and is currently serving on the Finance Committee of Susan G. Komen in Dallas, Texas. Kimberly lives in Suwanee with her husband, Steven, and three children.
Email: kimberlysock@gmail.com

Kimberly Clubb Pucciariello (2009), Statesboro, sixth grade math and science teacher at Southeast Bulloch Middle School. She is married to Jordan Pucciariello.
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FINANCE & ECONOMICS

Paul M. Davis (1971), Grayson, is a retired senior director for Norfolk Southern Corporation in Atlanta. He is married to Gail Hall Davis. Email: pmdghd@comcast.net

John Stan Cook (1985), Fort Valley, is the chief operating officer and executive vice president for Colony Bank, Fitzgerald. He is married to a 1986 Georgia Southern accounting graduate. Email: stan.cook@colonybank.com.

Shawn Maloney (1992), Loganville, is the director of strategic accounts at NICE Actimize. He is part of the President's Club and an active volunteer at church. His wife is Debbie Maloney.
Email: shawnmaloney01@gmail.com

Ferrell Shaun O'Quinn (1994), Jesup, is the owner of O'Quinn & Associates, Inc. He loves playing golf and attending home football games with his family. Shaun was recently named Small Business of the Year by the Wayne County Chamber, Small Business Leader 2009 Wayne County Chamber, received the Golden Eagle award given by the Boy Scouts, Country Financial Representative of the Year 2014 and is a six-time All American for Country Financial which is one of the highest marks Country Financial awards. He is married to Holly O'Quinn.
Email: shaunoquinn@hotmail.com

Michael Royal (1995), Grayson, is founder and president of Partners Risk Services, LLC, in Johns Creek. He's the immediate past chair of the Georgia State Board of Education and has been reappointed to the seventh Congressional District for the State Board of Education.
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INFORMATION SYSTEMS

Wray Dean Upchurch (1980), Suwanee, is the product management manager at DataPath Inc., Duluth. He is married to Laurie Upchurch, a 1981 Georgia Southern graduate. Email: wupchurch@bellsouth.net

Fernando Matute (2002; MBA 2004), Bjärred, Skåne, Sweden, is now a customer pricing analyst for Alfa Laval in Lund, Skåne. Email: fernando.matute@alfalaval.com

Samantha Alridge-Taylor (2013), Atlanta, is the project manager for ORTEC International.
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LOGISTICS & SUPPLY CHAIN MANAGEMENT

Lee Eric Braswell (1995), Waynesboro, is a partner for T.C. Strategies. He is married to Jamie Braswell.
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Jacob Dierdorff (2004), Alpharetta, is the inventory control/logistics manager for Fermob USA in Cumming.
Email: jacobd810@gmail.com

Nicole Lee (2010), Charlotte, North Carolina, is the director of operations for Saddle Creek Logistics Services. She is married to Patrick Lee.
Email: nicole.helena.white@gmail.com

Michael Jason Sizemore, Jr. (2010), Grovetown, is the logistics coordinator for Warren Baptist Church in Augusta. Email: msizemore10@gmail.com

Nicholas Rosensweig (2013), Mount Holly, North Carolina, is the shipping supervisor and junior transportation manager for Mann + Hummel Filters, LLC in Gastonia, North Carolina. Email: niryo@bellsouth.net

Wesley Amick (2016), Cartersville, is an associate IT advisor for KPMG, LLP in Atlanta. Email: wesleyeamick@gmail.com

Aaron Isolda (2017), Lilburn, is the management trainee for ArcBest in Conley. He received his Georgia Southern Six Sigma Green Belt certification. Email: adisolda1@gmail.com

MANAGEMENT

John Milligan (1985), Colleyville, Texas, retired from Verizon in 2016. A year ago, he started a management consulting business focusing on process improvement through Lean Six Sigma techniques. In early 2017, he joined the board of directors for Community Storehouse, an organization that serves underprivileged children. He is married to Sheryl McGowan. Email: john.milligantx@gmail.com

John Keith Wilson (1988; MBA 2003), Sandersville, was promoted to vice president of administration, safety, and human resources at B-H Transfer Co., a year ago. He is married to Susan Croome Wilson.
Email: jkwilson@bellsouth.net

David Randel Weldon (1990), Moultrie, is the CEO for Southwest Georgia Community Action Council, Inc. He is married to Lynn Lofton Weldon.
Email: rweldon@swgacac.com

Darek D. Wright (2002), Statesboro, is the manager of inventory control for Hugo Boss. He is part of an international test team implementing SAP-EWIM as a new warehouse management system. He is married to Kartachia Charles-Wright. Email: darekwright@outlook.com

MARKETING

Richard Chandler Avery (1986), Dacula, after 31 years with Kraft Foods as associate director of sales, recently began working with TreeHouse Foods as business development manager in the Condiments Division. He is married to Kimberly Hill Avery. Email: ravery972@bellsouth.net

Jeffrey Ellington Ducey (1987), Savannah, is in his 27th year with AbbVie Bio-Pharmaceutical Company as a senior immunology specialty representative. He is married to Cheryl Heck, and their son, Garrett, was a Fall 2017 incoming freshman at Georgia Southern University.
Email: jeff.ducey@abbvie.com

Lori Hutchison Grice (1990), Statesboro, is the owner and artist for Lori Grice Photography, Inc. She was selected to be in the Leadership Southeast GA class of 2017. She is married to DeWayne Grice, a Georgia Southern entrepreneurship graduate. Email: lori@lorigrice.com

MBA

Wyndell Corrie Dykes, Jr. (1988), Hoover, Alabama, is the delivery manager for Experis. He is married to Betty Duncan Dykes. Email: wyndell_dykes@bellsouth.net

Henry Wilson Wright (1989), Murfreesboro, Tennessee, is the finance/reimbursement manager for Community Health Systems, Franklin, Tennessee.
Email: flavolfan@yahoo.com

Karen Alison Taylor (2000), Pooler, is the manager of ODA core activities for Gulfstream Aerospace Corporation, Savannah. She is married to Jerry Ray Taylor, Jr.
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Leisha Slowikowski Bowman (2005), Birmingham, Alabama, is responsible for graphic design and marketing for Vineyard Brands. In May 2017, she and her husband, Brian, welcomed their second baby, Quinn.
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MACC

Thomas Chase Matthews (2016), Savannah, is a staff accountant for KRT, CPAs P.C.
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GENERAL BUSINESS

Alvin B. Dickson, Jr. (1972), Appling, is a retired John Deere supply manager and is now a home cruise agent for Cruise Brothers. He is married to Karen M. Dickson.
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Philip Alan Reaves (1986), Statesboro, is the director of grocery for Braswell Food Company. He is married to Betsy Lynn Reaves. Email: alanreaves@braswells.com

DEVELOPMENT NEWS

An outstanding education driven by rigorous academics and programs is a long-standing tradition in the College of Business. That tradition continues and grows today. For students, making the connection between classwork and how it applies in the business world can be a catalyst for improved academic performance and career success. The College of Business is committed to providing experiential learning opportunities that make that connection between classroom learning and the business world. Opportunities like Professional Development Day and business abroad trips to places like Spain, Panama, Berlin, Prague and Wall Street are just a few of the opportunities available to students.

Providing opportunities for alumni, friends and students to interact and engage in deeper conversations builds strong relationships that cross generational and geographic boundaries. Alumni continue to demonstrate their commitment to each other by advocating for the hiring of our alumni and students. In fact, a number of companies almost exclusively hire College of Business alumni and students.

Our network of alumni and friends reaches from coast to coast and from north to south as well as globally and in every business sector of the world. By being part of that network, our alumni, friends and students benefit from enhanced opportunities for success. The College enjoys a large number of loyal alumni, friends and students who demonstrate their passion for the College consistently. I call these special people the Heart of the Eagle.

So, how do you get the most from our alumni and friends network? By being active; by participating in events and networking opportunities; by keeping in touch with each other and the College; by updating your contact information, job title and employer; by connecting with the College's LinkedIn page; by making an "out of the blue" phone call to former classmates to reconnect; or by making a financial commitment to help our students get the most out of their education.

Without your support for the Business Excellence Fund and other College programs, it would be hard to create the network and quality learning opportunities above and beyond traditional academics. Much of the cost for experiential learning opportunities comes from the College's Business Excellence Fund. The Business Excellence Fund is financed by our alumni and friends. The College would like to increase the number of students who can participate in these programs, but the only way is with your support. Become the Heart of the Eagle!

For more information on how you can become more involved or provide financial support, call me at 912-243-4366.



William J. Slayton

Help us locate other alumni!



HELP US BRANCH OUT

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.



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**AACSB
ACCREDITED**

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

College of Business Honors Reception	April 4
Last Chance Career Fair	April 5
Faculty/Staff Awards Banquet	April 20
IS Reunion	April 21
Accounting Day	April 25
College of Business Graduate Brunch	May 4
Graduate Commencement	May 4
Armstrong & Liberty Campus Commencement	May 4
Statesboro Campus Commencement	May 5
UMass Tailgate	September 8
Tailgate at Clemson	September 15
South Alabama Tailgate	October 6
App. State Tailgate	October 25
Troy Tailgate	November 10
Tailgate at Georgia State	November 24