“What’s in a name?” This famous quote from Shakespeare’s Romeo and Juliet gives us the idea that the name of a thing matters less than the actual nature and quality of that thing. While this is often true, it’s also true that names do, in fact, matter. Indeed, more than 60 years of research on the subject has shown that names can affect a wide variety of things, like the grades people earn, the type of work they do, the places they live, even the people they marry.

So, I am excited that the College of Business has been renamed the Gregory M. Parker College of Business. The name change reflects a significant gift from Mr. Greg Parker, founder and CEO of The Parker Companies, to Georgia Southern University. The name change also signifies a new partnership between The Parker Companies and the College. Over time, I expect this partnership will promote a sea change for our region and University. So, what’s in a name, then? In this instance at least, it turns out quite a lot.

First and foremost, the new name signals the value of innovation and the importance of an innovative mindset. Greg Parker built his business by innovating in a space that was considered mature and built out. Combining cutting-edge technology with a relentless drive for customer satisfaction, Parker’s disrupted the status quo and earned a spot on the Inc. 5000 list of fast growing companies, each of the last four years. That same philosophy drives this College. Many schools offer business degrees and business education, but the value and impact of those degrees is being increasingly questioned as costs continue to rise and as programs drift farther from the world of real businesses. Amidst all of this, our challenge is to innovate in this crowded and mature market, so as to produce genuine and better outcomes for everyone. We work every day to combine state-of-the-art scholarship with a relentless drive for excellence and impact, in an effort to produce novel solutions to complex problems and quality leadership for a demanding market.

The new name reflects a singular opportunity for our state. Greater Savannah is poised to emerge as a new center of gravity for this region. As it does, it will draw people, investment and energy to the region. While Atlanta will continue as the brightest star in the southeastern constellation, Savannah offers a unique mix of assets, resources and opportunities, at a time when demand is accelerating, and new possibilities are emerging.

Significant growth in shipping, logistics, tourism, technology and healthcare will spring up around Savannah. The proximity of Fort Stewart, developments in road, rail and nautical infrastructure, along with steady population gains along the I-95 and I-16 corridors provide fertile ground for economic expansion. The network of Parker’s stores has both drawn on and enabled this growth, serving the needs of people on the region’s busy roads and in its growing communities. Georgia Southern is also drawing on and enabling this growth, supplying human and intellectual capital to a market hungry for talent, creativity and leadership. Changing our name to the Parker College of Business cements the relationship and signifies the importance of growing together.

Finally, the new name signals quality and value. Greg Parker built his business on a keen awareness of the market and by strategically aligning his expanding network with emerging opportunities. To quote the Parker’s website, “We strive to raise the bar in everything we do.” Parker’s investment in the College should serve as a signal to students, to faculty and to the community at large that we, too, are raising the bar in an effort to expand our reach and accelerate our impact. This investment signifies the emergence of the Parker College of Business, of Georgia Southern University, and of this region overall as a center of economic activity and opportunity for our State and region.

What’s in a name? In this instance at least, it turns out quite a lot, and, because of this good news, I am more excited about the future of this College than I have ever been.

Allen C. Amason, Ph.D., became the fifth dean of the Parker 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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PROFESSIONAL DEVELOPMENT DAY

COLLEGE EVENT PREPARES STUDENTS FOR CAREERS
At its core, the mission of the Georgia Southern University Parker College of Business is to produce career-ready professionals. Our students are equipped with the knowledge, critical thinking skills, relevant tools and experiential learning opportunities needed for professional success. Offered to Parker College of Business students, Professional Development Day (PDD) provides sessions on relevant “real-world” and discipline-specific topics and the opportunity to network with employers and recruiters prior to the Eagle Expo Career Fair, the University’s largest on-campus career fair, held the following day.

The Parker College of Business hosted the third annual PDD on Tuesday, October 2, starting at 9:30 a.m. Throughout the event, students practiced the networking, leadership and other soft skills they have attained, while employers and recruiters gained access to Georgia Southern’s best and brightest.

During PDD, business students attended conference-like sessions presented by the College’s corporate business partners. Many of the sessions were led by our alumni.

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 brings graduating sales and sales management students and sales professionals together, providing an all-access opportunity for the students and recruiters. The Logistics Roundtable allows students to explore the growing field of logistics and intermodal transportation through interactive panel discussions and open-networking sessions.

For more information or to become involved in Professional Development Day, please contact Danielle Smith, Director of Experiential Learning and Student Engagement, at daniellesmith@GeorgiaSouthern.edu or 912-478-6047. To view the 2018 PDD schedule, visit bit.ly/pdday2018.

ALUMNI PRESENTERS

- Meghan Murray Campbell, Product Manager @ Triton Digital, BBA Information Systems 2008
- Darrell Coleman, Cofounder @ Distributed Intelligence, BBA Information Systems 2015
- Franklin Dismuke, Co-owner/Founder @ Eagle Creek Brewing Company, BBA Information Systems 1992
- Olin Downs, Owner & SEM Expert @ Social Shark Media, BBA Information Systems 2008, MBA 2011
- Lori Grice, Owner @ Grice Photography, BBA Marketing 1991
- Samantha Grovenstein-Deal, Product Line Manager-Firm Management Solutions @ Wolters Kluwer, BBA Accounting & Information Systems 2005
- Robin Heavilon, Owner @ The Original Maryland Fried Chicken Hot Sauce, BBA Accounting 1979
- Scott Hendley, Owner @ Coastal Canine Training, BBA Management/Entrepreneurship/Small Business 2015
- Chris Hopper, Client Engagement Partner @ Imperastaff, LLC, BBA Information Systems 1999
- Jason Haynes, Senior IIS Administrator @ Assurant, BBA Information Systems 2002
- Jennifer Mack, Attorney/Owner @ The Mack Law Firm, BBA Finance/Risk Management & Marketing 2004
- Paul Newman, Owner @ Statesboro Real Estate/PMG Rentals, BBA Marketing/Sales & Sales Mgt 2005
- Mark Pierce, Exec Dir for Enterprise Business Development @ New Signature, BBA Information Systems 1991
- Cindy Pollack, Principal Consultant @ Manhattan Associates, BBA Information Systems 2012
- David Porter, Regional Sales Manager @ Georgia Ports Authority, BBA Logistics 2001
- Kate Randall, Manager @ Draffin & Tucker, BBA Accounting, MAcc 2009
- Lucas Renfroe, Founding Partner @ FirstPage Marketing, BBA Management & Marketing 2004, MBA 2010
- Trey Scrudder, Examiner @ Federal Reserve Bank of Boston, BBA Finance 2009, MBA 2011
- Cordia Simon, Management Consultant @ Jabian Consulting, BBA Information Systems 2009
- Christian Tucker, DevOps Developer @ GE Digital, BBA Information Systems 2015
- Rusty Williams, Vice President, Delivery @ Stone Resource Group, BBA Rural Economic Development 2005
Georgia Southern University student Edward Legaspi was recognized in February by the University System of Georgia (USG) Board of Regents and the Georgia General Assembly for receiving the Academic Recognition Day Award.

Legaspi, a senior double majoring in accounting and information systems, was nominated by the Parker College of Business for representing the highest scholastic ideals of Georgia Southern. The award is considered one of the greatest academic honors a USG student can achieve.

“To be recognized by my college, the president and the university is probably the highest honor I’ve ever received,” said Legaspi.

“I found the AP courses to be much more rigorous than my other high school courses,” he said. “They really allowed me to get used to the pace of college courses. Each day in class you’re always learning something new and having that prior experience definitely made a difference. Also, it was because of all these hours I was able to pursue my double major and still graduate on time.”

Legaspi earned 30 hours of advanced placement credit work prior to enrolling at Georgia Southern.

“Edward Legaspi was generous with his help and in a technical subject, always more than willing to help a classmate,” stated Brit McKay, Ph.D., professor of accounting.

During his college career, he has served as an information systems tutor, the executive vice president and president of the Eagle SAP® Users Group, which focuses on information systems, and as a member of the University Conduct Board. In addition, Legaspi was named to the President’s List, participated in the BB&T Leaders Program, and placed third in the Microsoft Office Specialist National Championship. He also completed an internship with AFLAC in Columbus, Georgia, where he gained hands-on experience using SAP® Solutions. Legaspi will graduate in May and has accepted a consulting position at one of the Big Four in Atlanta.

“My time at Georgia Southern has definitely helped me prepare for my career,” he said. “My courses gave me experience in a number of different software and technologies being used in business today. Through my extracurriculars, I was able to meet and network with a lot of current and former students, building invaluable connections.”
On December 7 and 8, approximately 2,200 undergraduate and graduate students from Georgia Southern University’s Statesboro, Armstrong and Liberty Campuses received degrees in three Fall Commencement ceremonies. The first graduating class of the Parker College of Business saw 270 undergraduate students walk across the stage and about 70 graduate students.

Georgia Southern Interim President Shelley C. Nickel welcomed the graduates and their families to Fall Commencement. She extended her personal congratulations to the graduates on their academic achievements, recognizing that there is no greater benchmark for the University’s success than a graduate with a great job.

“Each graduate will have his or her own special story about a professor whose inspiration and interest influence that student’s success,” said Nickel. “Caring faculty committed to the success of students are the hallmark of Georgia Southern University.”

During the 1 p.m. ceremony held at Allen E. Paulson Stadium in Statesboro on December 7, Alumnus Chris Riley, chief of staff for Georgia Governor Nathan Deal, congratulated the Class of 2018. He encouraged the diverse body of approximately 1,700 undergraduate and graduate students to keep an open mind, stay focused, serve others and aim high as they move into their careers.

“Set goals, don’t judge and have a good work ethic,” said Riley. “Make sure your servant’s heart is larger than your ego. Do something, and do it right. Surround yourself with a good team. You all have been part of something great. You are a Georgia Southern graduate. You’re an Eagle.”

Alumna M. Ann Levett, Ph.D., Savannah-Chatham County Public School System Superintendent of Schools, addressed the 10 a.m. and 1:30 p.m. ceremonies held at the Armstrong Sports Arena. Approximately 500 degrees were conferred on Armstrong and Liberty Campus students.

Instead of offering advice, she prompted graduates with thought-provoking questions, asking them to consider their participation in activism, legislation, community service, gender equality, caring for the environment and inspiring those who most need help in the community, as they move forward in life.

“As a member of this society of new graduates, you’re expected to give more time to our community,” stated Levett. “Georgia Southern is known for producing leaders. What is your next bold move?”

In closing, she encouraged the graduates to appreciate their inner strength and how far they’ve come.

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“I invite you today to reflect on the journey you’ve completed,” said Levett. “You have inspired me and you have inspired others. You’ve inspired people and you have no idea your completion today will inspire them to make a bold move. You have listened to your heart, you have leaned on your colleagues, you have gone out and sought the most available resources to meet this goal.”
A view from Crooked Island of the Chinese port of Yantian Harbor; students were able to compare and contrast traditional and modern use of harbors, how these changes impact the local landscape and how economies have changed in scale and scope due to globalization.

Trey Denton, Ph.D., professor of marketing, explaining the traditional architecture of spirits and doorways in traditional temples.

An introduction to Hong Kong through dim sum.
The view from the top of Lantau Island

The climb up to visit the Tian Tan Buddha (Big Buddha) of Lantau Island

Students in front of Disneyland Hong Kong before they started their behind-the-scenes tour to learn about customer relations and employee recruitment/management strategies

The view from the top of Lantau Island
BARRON’S IN EDUCATION PARTNERS WITH PARKER COLLEGE

The Parker College of Business partnered with Barron’s in Education – Business School Experiential Learning Program this academic year to provide its business students real-world, market-moving information and analysis that business professionals rely on.

Through the generous donation of Max Manack (BUS, 1983) with Merrill Lynch, Parker business students are now able to engage with top business leaders and professionals, C-Suite executives and highly successful investors across the Barron’s community.

The service exposes students to a wide range of careers in global business through real-world application and from the world’s top financial professionals. Business faculty also have the ability to incorporate Barron’s in classroom instruction.

The partnership provides Parker College students a digital subscription to Barron’s, while the College embeds experiential learning and other content and expert commentary to add value to the students’ experience in and outside of the classroom. Students gain knowledge from successful professionals, forming strong connections and a network that will benefit the students beyond their college years.

“The gift to our Georgia Southern University (Parker) College of Business students was made in partnership with Barron’s to provide an educational platform for an on-going ‘deep dive’ into corporate America and its many moving parts. In making this gift, I hope to accomplish for these students an extension of the learning experience beyond the text books into the world of publicly-traded companies and the global financial markets. The ultimate goal is to have a better prepared, better rounded graduate.”

—Max Manack, Senior Vice-President
Manack, Campbell & Associates

“Barron’s presents analysis of the financial sector at a more granular level than most other publications. Through this service, our students gain access to the same resource used by professionals in the industry,” stated Rand Ressler, Ph.D., associate dean. “Thus, Barron’s in Education helps us graduate career-ready individuals who are sophisticated in their ability to appraise the complex nuances of the market.”
**FALL 2018**

**PARKER BY THE NUMBERS**

- **3,464** Total undergraduate enrollment
- **552** Students seeking a business minor
- **476** Students enrolled as accounting majors
- **114** Number of student athletes
- **527** Students enrolled as finance majors
- **4** Total number of business abroad trips since 2017
  - Spain
  - Panama
  - Berlin/Prague
  - Hong Kong
- **95** Number of international students

**Enrollment is up 18% in management and information systems**
HONORS RESEARCH SYMPOSIUM

The University Honors Program hosts its Honors Research Symposium during the fall and spring semesters each academic year. Graduating senior honors students work with faculty advisors on their theses and/or projects, then present their work during the Symposium. During the Fall Symposium, the Parker College of Business had five students present their theses.

**STAFFORD BAUM, ACCOUNTING**
Faculty mentor: Britton McKay, Ph.D., professor of accounting
“Cryptocurrency Fraud: A Look Into the Frontier of Fraud”
The inspiration for this project stemmed from the theory that the public is naïve to the dangers of trading cryptocurrencies. Every day, people lose millions of dollars to cryptocurrency fraud. This project categorizes cryptocurrency frauds into four categories and provides safe crypto-trading techniques to prevent further loss due to crypto-trading.

**CADENCE DWYER, ECONOMICS**
Faculty mentor: Anthony Barilla, Ph.D., associate professor of economics
“Analysis of the Economic Development of Statesboro, Georgia’s Blue Mile: A Structural Approach for Diversification”
Business diversification is consistently labeled as a major goal for the development of an area, especially for downtown revitalization. Using various qualitative analyses and Burayidi’s Scorecard as a format, a new test is proposed to determine the diversity of a downtown and show which areas need to be improved.

**ASHTON GLENN, ACCOUNTING**
Faculty mentor: Thomas Buckhoff, Ph.D., associate professor of accounting
This thesis analyzes the events behind the 2017 Equifax data breach to determine if Equifax acted negligently in its data protection or breach response. This thesis determines Equifax did not act negligently with its breach response and the final court will determine if Equifax acted negligently with its data protection.

**EMILIE JONES, MARKETING**
Faculty mentor: Lindsay Larson, Ph.D., associate professor of marketing
“An Investigation of Web Atmospherics in Online Luxury Branding”
Having an online presence for a retail store has transitioned from serving simply as a new avenue through which a profit can be made to a tool that can be harnessed to express a brand’s personality. The intention of this research is to identify whether luxury brands are currently taking advantage of differential web atmospherics cues in a way that significantly sets them apart from non-luxury brand websites.

**MATTHEW KEANE, MARKETING AND LOGISTICS & INTERMODAL TRANSPORTATION**
Faculty mentor: Jacqueline Eastman, Ph.D., professor of marketing
“Predicting Thrill-Seeking Behaviors”
Known as the Type-T personality, extreme sensation-seeking individuals constantly seek out new experiences that will stimulate their minds and frequently find their thrills by participating in extreme sports. The goal of this study is to determine various factors that will influence an individual’s thrill-seeking behaviors by analyzing how the variables of risk aversion, status consumption, innovativeness and social media use affect an individual’s adventure-seeking tendencies.
For more than ten years, our forensic interview and interrogations class taught by Don Berecz, senior lecturer with the School of Accountancy, has visited Southeast Bulloch High School to conduct mock employment interviews. Students earning their Fraud Examination Certificate apply the concepts learned in the classroom and put them into practice while also helping high school seniors become more comfortable with the interview process and interviewing, in general.

With the help of their Southeast Bulloch English teachers and as part of the career development section of the class, the high school seniors created résumés and completed applications for jobs that they would like to have. Each high school student chose the job for which they would interview and then tailored a résumé to that specific job. Examples of jobs the students interviewed for were welder, receptionist at a hospital and fast food manager, among others. Our seniors getting ready for employment positions themselves conducted interviews based on the jobs the high school students identified. Our students prepared an evaluation of the high school students’ résumés and applications, appearance, confidence, comfort, attitude, expressiveness and oral communication skills.

Many of our students have never been in the interviewer’s seat. Topics covered in the forensic interviews class include verbal and nonverbal cues, preparing interview memoranda and obtaining and preparing legally-admissible admission statements.

The forensic interviews class focuses on how to read nonverbal language. While the high school students were not aware of the goals of this exercise for our students, the mock interviews allowed for genuine and unbiased answers from the interviewee. The interviews started with the norming question “Tell me about yourself,” to get the interviewee comfortable and for the interviewer to judge how the person behaves when giving truthful information. From there, the interviewer asked about strengths and weaknesses and why the student chose a particular field, among other questions.

A learning outcome of the forensic interviews class is to learn how to convince the interviewee to open up by gaining their trust and understanding. According to senior accounting student Victoria Liggett, “Being able to converse with the students and get them to open up to a complete stranger so that we could get to know them was the real learning opportunity. This exercise was [a] good [experience] because it taught us how to handle awkward conversations and how to keep a conversation going when people don’t want to talk.”

This experiential learning activity has also been conducted at Statesboro High School and will expand to Portal High School in Spring 2019.
In Spring 2017, Constantin Ogloblin, Ph.D., associate professor of economics, embarked on a project with the University System of Georgia to create and develop a high quality, low cost to students course package for ECON 2106 Principles of Microeconomics. The project, initially funded by the USG Affordable Learning Georgia (ALG) grant, is estimated to result in total students’ savings of more than $200,000 per academic year. The proceeds from the package sales are used for scholarships to further help students cover their costs and reward their achievements. All course materials are available to Georgia Southern students enrolled in the course through Folio, which provides the most convenient and friendly learning environment. The affordable course materials are available nationwide under a Creative Commons license.

Even though the grant ended, the development and implementation of course materials continues. Now, the emphasis is on integrating interactive learning tools, including those facilitating active learning in the classroom.

“I’ve been classroom testing [the interactive tools] since Fall 2018 and will continue [to do so] this spring. My intention is to share my experiences [system] wide,” states Ogloblin.

ECONOMICS STUDENTS PRESENT RESEARCH AT CONFERENCE

In February, six economics students attended the 56th annual Academy of Economics & Finance (AEF) conference in St. Petersburg, Florida. During the two-day conference, our students participated in the Undergraduate Student Paper Competition and presented research during the Labor Economics and Public Policy programs.

Christopher Caster and Jessica Longoria competed in the economics discipline and Nathan Insel in the finance discipline. Caster and Longoria presented their research titled, “Wage Effect of Smoking” and “What a Pain in the Rear?” respectively; while Insel presented his research, “Trader Anticipation of Golden & Death Crosses: A Self-fulfilling Prophecy?” The undergraduate research was sponsored by Michael Toma, Ph.D., Fuller E. Callaway Endowed Chair.

Three other students coauthored research with Richard McGrath, Ph.D., professor of economics, and Toma. McGrath, along with Daoprakai Khamsay and Paige Toraya, presented, “State Level Pull Factors and Employer-Sponsored Work Visas in Immigrant Location Choices” and “The Effects of Macroeconomic Change on Immigrant Location Decisions,” respectively; while Morgan Rushing presented with Toma, “Migration Across the United States.”

“This was an amazing opportunity,” stated Paige Toraya, senior economics student. “It allowed me to experience other undergraduate students’ work, understanding the monumental amount of time and energy that these students have spent on their research.”
Thirty-three business students received the BB&T Leadership Institute Student Leadership Certification in October after participating in the second annual BB&T Emerging Leaders Certification Seminar at Georgia Southern University Statesboro Campus.

The two-day seminar allowed students to learn directly from business professionals and engaged students in focused small group discussions on leadership styles.

“By the end of the program, students are equipped with practical tools and strategies that can be used in their everyday lives and in the business world they are about to enter,” stated Don Cox, Ph.D., the BB&T Distinguished Chair in Money and Banking and coordinator for the program.

Students from all majors and within various programs participated and completed two, three-hour sessions led by Jasmine Edmonds, a student leadership senior fellow from the BB&T Leadership Institute.

The program is based on the model that beliefs drive behaviors and seeks to give students a better understanding of their individual leadership styles and how they can become more effective leaders. The BB&T Leadership Institute offers a world-class approach to leadership development that helps organizations create dynamic and effective leaders, increases employee retention and improves the bottom line.

In 2017, the College of Business received its first invitation to participate in the program from Jason McMillan, senior vice president and regional corporate banker for BB&T Corporation in Savannah and trustee of the Georgia Southern University Foundation.
PARKER
COLLEGE OF BUSINESS
GEORGIA SOUTHERN UNIVERSITY

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Available on iOS & Android

Search Georgia Southern Business,
Georgia Southern Parker College of Business
or GS Parker College of Business
Students pursuing careers in logistics and intermodal transportation (LIT) in the Parker College of Business are preparing for and connecting to careers in a program that is recognized by the Intermodal Association of North America (IANA) and its member companies.

The Bachelor of Business Administration (BBA) in LIT degree was recently spotlighted by the IANA and has received scholarship awards from the organization since 2016. During the 2017-18 academic year, more than 50 LIT graduates began management careers with IANA member companies.

The program emphasizes the integration of all modes of transportation, especially surface, to efficiently move goods through supply chains. The program connects coursework to careers in business logistics.

With close proximity to the Port of Savannah and the many freight movement companies in the region, the program meets the managerial workforce needs of the freight transportation sector. Other areas students prepare for through the program include demand forecasting and facility location decisions, which are relevant to broader supply chain applications.

Through five courses focused on freight transport within the program, the BBA in LIT extends learning beyond the classroom by incorporating industry and student-led events such as the Georgia Logistics Summit, the IANA Intermodal EXPO Academic Challenge Annual Student Competition and the Logistics Roundtable.

The Logistics Roundtable is hosted by the Logistics Association, the student organization for the LIT program, in both spring and fall semesters. During the roundtable, managers from more than 30 freight transportation companies participate in panel sessions and career networking. Many of the managers participating in the Logistics Roundtable are alumni of the program.

In addition to these activities, students take a course based solely on a case study. This approach leverages a containerized freight challenge faced by a local organization. Past cases have included overcapacity challenges of ocean carriers, congestion at marine port gates, rail-freight pricing with third-party logistics competitive responses, freight-haul routing optimization and motor carrier capacity crunches.

To learn more about the AACSB-accredited LIT program, visit GeorgiaSouthern.edu/bbalogistics.
Curtis Sproul’s, Ph.D., fall strategic management (BUSA 4131) class proved to have a group of seniors to place in the top three in the world in the Global Business simulation. The assistant professor of management’s class gives students a real-world application to use concepts learned throughout the business curriculum and allows students to integrate the functional areas of business to include manufacturing, marketing, distribution, retail, and sales and service strategy. The students must implement a strategy and form a competitive advantage in order to succeed within the simulation.

The group of seniors, consisting of Daniel Coble (MKTG), Ben Evers (FINC), Justin Moore (MKTG) and Will Riley (LOGT), chose to implement a cost leadership strategy that allowed them to automate production thereby lowering the cost of the product and stealing market share from their competitors. During the simulation, the students also decided to increase the wages of their employees allowing them to hire better skilled workers and keep the best workers with the company, boosting the internal equity of their company. With sustainability being important, the team incorporated green initiatives to boost the company’s image rating. With marketing and advertising, they were able to push the product to many more people which in turn, improved their performance within the simulation. By being the cost leader, the team was able to reap the benefit of offering a better quality product at a lower cost to the consumer.

Throughout the simulation, the team of seniors was able to adjust the forecast to get the numbers where they thought they needed to be. “The simulation gave me a lot of hands on learning and showed me the different aspects of a business,” stated Justin Moore. “I’ll be able to take [what I’ve learned in this class] with me in the real world.”
Five students on the Georgia Southern University Sales Team landed jobs with AT&T after competing at the first-ever AT&T B2B Sales Program National Sales Competition, October 18–20 in Dallas, Texas.

Business students (l-r above) David Stulack, Catherine Reece, Layla Enayati, Madalynn Keen and Britt Lee represented the University as one of 12 teams invited to compete in the final round of the competition.

“The students worked hard on this case and have enjoyed working with AT&T,” states Linda G. Mullen, Ph.D., co-director of the Center for Sales Excellence at Georgia Southern. “This has given the sales students some great opportunities for career growth.”

Although the team did not win the competition, each team member scored a job opportunity with AT&T through a summer internship or in the B2B Sales Development Program.

“The AT&T National Sales Competition was an unforgettable experience where we were able to network with students from around the nation, get to know more about the AT&T culture and so much more,” said Stulack. “I’m also very proud to say that everyone on our team received a job offer.”

The AT&T National Sales Competition gauged students’ abilities to present AT&T business solutions that best address customer needs. The teams were given a case involving a fictional insurance company that encountered problems with its adjusters and use of information technology. The teams had to present a solution, explain how their products applied to the customers’ challenges, answer questions and close the sale.

“This experience provided me and my team with real-life business problems and taught us how to remain poised and professional when overcoming objections,” said Enayati. “Throughout this experience, it has been so exciting to take what we have learned in the classroom and apply it to a real-life scenario.”

The Georgia Southern University Parker College of Business is a Sales Education Foundation Top Sales University. Established in 2007, the Center for Sales Excellence supports and promotes our students pursuing careers in sales. The Center, located in the Parker College, gives students the opportunity to gain experience with sales role play in dedicated labs, with many of our students competing at national sales competitions. The Center also works to bring students together with companies in the industry looking to hire fresh, new talent. To get involved with the Center for Sales Excellence at Georgia Southern, email Linda Mullen, Ph.D., or Lindsay Larson, Ph.D., at lgmullen@GeorgiaSouthern.edu or lindsaylarson@GeorgiaSouthern.edu, respectively.
“Education is one of the most important aspects of a community. It’s the key to the future success of a community and the smartest investment in a community.”

– Greg Parker, founder & CEO
The Parker Companies
In November 2018, Georgia Southern University College of Business received the single largest individual gift in University history from Greg Parker, founder and CEO of The Parker Companies. With that gift, the College is now the Gregory M. Parker College of Business.

THE EARLY YEARS

Greg Parker thought about going to law school after graduating from the University of Georgia; however, he traded law school for wearing a change belt, pumping gas, cleaning windshields, checking antifreeze and checking the air in customers’ tires. He got his start in the convenience store business, opening his first retail store in Midway, Georgia, in 1976 with influence from his father being a gas distributor in Glennville, Georgia.

THE PARKER PHILOSOPHY

It’s better to give than to receive is one of the principles of Parker’s. The Parker name has long been synonymous with giving back to area schools, local hospitals and its customers, dedicated to the communities their stores serve. Needless to say, Parker is passionate about education. Through his Parker’s convenience stores, he launched the Fueling the Community program in 2011, which supports public and private schools in every community Parker’s does business. “I truly believe that education is the rising tide that lifts all ships and that education has the power to make communities stronger, to offer opportunities and to transform lives,” stated Parker. The Fueling the Community program has distributed more than $150,000 annually to public and private schools throughout Georgia and South Carolina.

Parker is known for his commitment to technology, innovation and charitable giving. The new name ties the College to a successful entrepreneur and to a powerful brand that is associated with high-quality service and products.

“At Georgia Southern, we’re focused on student success and meeting the workforce needs of our region and the state,” said University Interim President Shelley C. Nickel. “This bold investment in our students will increase that effort and provide even greater opportunity for the leaders and entrepreneurs of tomorrow.”
In 2012, Parker saw first-hand in an economics class the type of students Georgia Southern is educating. He served as a guest speaker and was extremely impressed by the thoughtful questions presented by an undergraduate student named Jeff Bush (ECON, ’13). After his interactions with Jeff, Greg offered him a position as The Parker Companies’ director of fuel operations, which Greg says turned out to be one of the best decisions he’s ever made. “Jeff is a rock star and was promoted in January to the president of Parker’s at the age of 32,” stated Parker. “He’s a great example of the remarkable talent at Georgia Southern as well as the amazing career opportunities that are available for graduates right here in our community.”

In addition to the PBSP, Parker’s gift also creates the Parker Business Scholarship Fund. This part of the gift will be used to attract students with the potential for competitive offers from other universities and will enable recruiting and retention of greater numbers of the best and brightest students, making the Parker College of Business a destination of first choice for students across the state and region.

“We want to have a really profound relationship with the business college, and we want to create a conduit of opportunity — not only from Parker’s to the University — but have a conduit of talent from the university back.”

- Greg Parker, founder & CEO
The Parker Companies

NEW PARKER PROGRAMS
Through this investment and partnership, Parker hopes to make a lasting impact on the business community of coastal Georgia through the Parker Business Scholars Program (PBSP). The PBSP program will provide personalized professional development and educational enrichment opportunities to a select group of rising seniors (listed on pg. 31) each year in the Parker College of Business. Implemented in Fall 2019, the PBSP will include specialized coursework, unique professional opportunities, leadership development activities and corporate site visits and other experiential learning opportunities. The Parker Companies, Greg Parker and the dean of the Parker College will have direct involvement with the program and the students, ensuring the program’s success. Parker will serve as an Executive in Residence and mentor, speaking to classes and hosting the Parker Business Scholars regularly. Parker hopes this partnership between The Parker Companies and Georgia Southern University will offer world-class opportunities for students to excel in the classroom and beyond. Parker “fully expect[s] that [the Parker Scholars] will be Georgia’s next generation of business leaders, entrepreneurs and innovators.”

In 2012, Parker saw first-hand in an economics class the type of students Georgia Southern is educating. He served as a guest speaker and was extremely impressed by the thoughtful questions presented by an undergraduate student named Jeff Bush (ECON, ’13). After his interactions with Jeff, Greg offered him a position as The Parker Companies’ director of fuel operations, which Greg says turned out to be one of the best decisions he’s ever made. “Jeff is a rock star and was promoted in January to the president of Parker’s at the age of 32,” stated Parker. “He’s a great example of the remarkable talent at Georgia Southern as well as the amazing career opportunities that are available for graduates right here in our community.”

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We want to attract the ‘best and brightest’ to the Parker College of Business, and, ultimately, to keep those graduates in our community. Doing so will be transformative for students and for the region, as we increase the talent pool, expand opportunities and attract new businesses to Georgia,” stated Parker.

The final part of Parker’s gift focuses on faculty research. The Parker Faculty Research Support Fund is designed to encourage business faculty research. Because research is essential to the academic reputation of the College, to the scholarly currency and legitimacy of the faculty, and to the overall value proposition of the College as a leading academic institution, Parker knows, through faculty research, students will benefit through valuable hands-on research experience. This, in turn, helps enhance Georgia Southern’s prestige as a first-choice business school.

THE PARKER EXPERIENCE

Through hard work and dedication to his company and communities, it is easy to see why Parker believes it is important to always strive to be the best version of yourself by focusing on continuous improvement, evolution and growth. He believes it’s important to take care of your body and your mind to reach your full potential. In 2014, Parker expanded the Fueling the Community program to include local healthcare by providing a $1 million donation to begin renovating and expanding Memorial Health’s emergency department and Level 1 trauma center in Savannah. Understanding the importance of both education and healthcare in a community, The Parker Companies contribute regularly to see its communities thrive, dedicated to making education, healthcare and culture accessible to everyone in the region.

Today, Parker operates 56 stores across Georgia and South Carolina, often recognized as one of America’s top convenience store companies. In 2018, The Parker Companies received the Convenience Store News Food Service Leader of the Year award. His company has also been included on Inc.’s list of the fastest growing private companies in the United States for four consecutive years.

“This $5 million gift signifies a new partnership between The Parker Companies and the College,” said Allen C. Amason, Ph.D., dean of the College. “It will enhance the quality of teaching and learning and scholarly activities while raising the profile of the Parker College of Business and Georgia Southern across the region, state and nation. This partnership is a significant step forward in preparing more highly qualified students for the workforce.”

JEFF BUSH, MOVIN’ UP

On January 1, Jeff Bush (ECON, ’13), was promoted to president of The Parker Companies, after having served as chief operating officer for the past two years. As chief operating officer, Bush oversaw the daily operations of all 56 retail stores throughout southeast Georgia and South Carolina and focused on personnel, fuels, pricing, supply and logistics. Prior to being named COO, Bush was handpicked to become the convenience store company’s director of Fuel Operations after impressing Greg Parker, who served as a guest speaker in an economics class at then Armstrong State University.

Bush has also owned small businesses in the past, opening his first when he was 14 and his second when he was 16. He has worked with the Center for Regional Analysis, assisting in the research and development of “Savannah’s Economic Outlook.” Bush has a breadth of knowledge from management experience to analytical insight throughout his career.

Originally from Lewes, Delaware, Bush joined the U.S. Army as a forward observer at the age of 19. He quickly rose to the rank of staff sergeant, earning the Combat Action Badge, Iraqi Campaign Medal and 14 other awards and medals. While in the Army, he was selected as the Ft. Stewart Non-Commissioned Officer of the Year and received the Maj. Gen. Aubrey Newman Award for Leadership Excellence. Since then, Bush was a Presidential Scholar and cum laude graduate, earning a B.A. in economics from Armstrong. Recently, he was named to the Georgia Southern University Alumni Association’s 40 Under 40 Class of 2018. Other accolades Bush has received include Savannah Morning News’ GenerationNext Rising Star of Business and Convenience Store Decisions’ List of 40 Under 40 to Watch.
GEORGIA SOUTHERN AND CITY OF HINESVILLE TO BUILD BUSINESS INCUBATOR FUNDED BY $1.5 MILLION IN GRANTS

Designing and launching a new business can be difficult. Georgia Southern University will soon provide expanded resources for entrepreneurs in Hinesville with the addition of a new business incubator.

On September 7, 2018, Georgia Southern and the City of Hinesville Development Authority received a $750,000 grant from the U.S. Department of Commerce’s Economic Development Administration (EDA) to help fund the construction of a business incubator, which will be led by Georgia Southern’s Business Innovation Group (BIG). The organization connects start-ups with industry and faculty experts to assist in various stages of business, while providing hands-on experience for student entrepreneurship interns and allowing them to see what it takes to start a business.

The Hinesville Development Authority is providing an additional $750,000 grant, bringing the total to $1.5 million in support for the business incubator, which will support overall growth to the area.

“I applaud the Hinesville Development Authority and City Manager Kenneth Howard on their steadfast vision and determination for helping Hinesville residents in starting and growing their business,” said BIG Director Dominique Halaby. “As such, I am excited to begin working with them to successfully execute that vision and to make this incubator a reality.”

The Hinesville incubator will be adjacent to a new public library and within close proximity to Georgia Southern’s Liberty Campus. Made possible by the Coastal Regional Commission’s regional planning efforts, the new facility will house approximately 5,000 square feet to accommodate 12 new business clients.

“We commend the City of Hinesville for creating new opportunities for the community to grow and thrive,” said EDA Deputy Assistant Secretary for Regional Affairs Dennis Alvord. “This project will help strengthen the local economy by providing a facility where entrepreneurs can develop new businesses.”

BIG is committed to developing a vibrant entrepreneurship and innovation ecosystem for southeast Georgia. Through innovative and entrepreneurial thinking, BIG assists local communities in achieving their dreams of becoming local entrepreneur hubs. By creating these opportunities, business incubators provide physical and developmental benefits to local entrepreneurs.
The eighth annual Ocean Exchange, hosted in Savannah, featured the fourth year of the BIG Pitch Award sponsored by the Georgia Southern University College of Business and the Business Innovation Group.

The winner of the 2018 BIG Pitch Award in the amount of $10,000 was Vita Inclinata by a team from Seattle University. Vita Inclinata is a leading developer of chaotic motion control systems, providing counter-swing systems to military agencies, private contractors and local governments for improved human safety and operating efficiency.

Allen Amason, dean of the Parker College of Business, commented after the award was announced. “Vita’s load stability system has the potential for huge impact. Certainly, they are to be applauded for developing a device that will actually save lives. The pitch was compelling, and they’ve come a long way already. So, we’re happy this award will help them make the next big step in development. We’re honored to be a part of such a significant event.”

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 NGOs. Schools represented in the final round were from NYU, Yale, Brandeis, UC Santa Barbara, Texas State, Boston University, Virginia Commonwealth, and the Monterrey (Mexico) Institute of Technology and Higher Education with solutions in fields of energy, robotics and agriculture/aquaculture.
first-floor classrooms are equipped with the latest in audiovisual presentation systems, wireless Internet service, and executive-style seating. The Armstrong Center was carefully designed to attract the area’s professional community, which is great for our MBA program. In addition to the auditorium and boardrooms, the Center has meeting rooms, a banquet room, and a large ballroom that make it ideal for workshops, trade shows, exhibitions and other events.

The year 2018 was a milestone for another reason other than the MBA program’s move from the Coastal Georgia Center. The College decided to relocate its Graduate Programs Office (GPO) and MBA director to the Armstrong Center as well. You can find us in Suite 217 on the second floor. We do not expect the relocation to have any negative impacts on the College’s masters-level programs; the Ph.D. program is managed by a separate organization. Karen Wells and Chandler Maxwell, our graduate assistant, remain in our current Statesboro location (Suite 3300) to provide support to our Statesboro-based programs and program advisors, while Kevin Woodbridge, in our Armstrong office, will support our MBA programs. Joanna Kirk, our administrator in Savannah, keeps everything running smoothly. You may reach any of us at 912-478-5767.

You may also email us at any of the following addresses: mba@GeorgiaSouthern.edu, macc@GeorgiaSouthern.edu or msae@GeorgiaSouthern.edu. We are very excited about our new home in Savannah and hope that you will stop by and let us give you a tour.
Full-time professionals and distance learners earning a Master of Accounting degree online through the WebMAcc Program at Georgia Southern University are enrolled in the most flexible online program at one of the top 50 schools for accounting degrees in the country, according to Onlinemasters.com.

According to Onlinemasters.com, which ranks programs based on academic quality, student success and affordability, the fully-online WebMAcc program offers students access to courses and preparation for life as an accountant with little disruption to their personal and work lives.

“We are grateful to be recognized by Onlinemasters.com as a top accounting program,” said Tim Pearson, Ph.D., director of the Georgia Southern School of Accountancy. “This continues the tradition as the program has been highly rated by eight various rating groups since 2016. We are highly regarded and recognized for the quality and affordability of our program.”

The Bureau of Labor Statistics reports the need for accountants and auditors is on the rise and that employment opportunities are expected to grow 10 percent from 2016 to 2026. Georgia Southern’s Parker College of Business is preparing students for this through courses such as financial reporting, current legal issues and taxation, among others, while also teaching valuable skills to help students innovate and develop new methods for driving financial success and managing financial data.

The WebMAcc is a two-year program that requires students to take two classes during the spring and fall semesters and one class during the summer for six consecutive semesters. Each student is part of a cohort that works to complete the program together. To learn more, visit GeorgiaSouthern.edu/parker/soa/webmacc/.

The Georgia Southern University Parker College of Business is AACSB accredited, while its School of Accountancy holds a separate accreditation from AACSB—a distinction held by only 180 accounting programs worldwide.

GRADUATE BUSINESS PROGRAMS OFFICE INTRODUCES TWO NEW FACES

Joanna Kirk (BS in Interdisciplinary Studies, Old Dominion University; AS in General Studies, Tidewater Community College) joined the Office of Graduate Programs in the Parker College of Business as its administrative assistant in Fall 2018. Joanna comes to Georgia Southern from the Muscogee County School System in Columbus, where she held positions as varied as attendance/office clerk, kindergarten teacher and Title I tutor. Previously, Joanna taught fourth grade for five years in Fayetteville, North Carolina. Along with being a teacher, she was also a special education paraprofessional in Texas and a cheerleading coach in Virginia. In 2011, she earned the Wheat Paraprofessional of the Year award from Wheat Middle School in Cleburne, Texas. Joanna has moved several times from 2008 to 2018 due to her husband’s ties to the U.S. Army. She enjoys cooking, shopping, and arts and crafts of all kinds. Joanna is involved with the Family Readiness Group at Ft. Stewart.

Kevin Woodbridge, who resides in Pooler with his wife Christine and his two children (Maggie, 5 and Colin, 2), completed his undergraduate degree at Arcadia University. He then went on to earn his masters at East Stroudsburg University while assisting the Warriors baseball team. He worked in athletics for 15 years as an assistant and head baseball coach, athletics academic advisor, PE instructor, and was involved with the day-to-day tasks associated with managing an athletics department. He has coached numerous All League, All Region and All Americans, seeing several of his players sign professional contracts. Kevin has proven to be an outstanding recruiter at all of his stops, not only improving the talent at each school but also growing the rosters and expanding their regional and national footprints. He will be leading the recruiting efforts for the MBA in Savannah program on the Armstrong campus.
WE’VE BEEN MAKING CHANGES TO IMPROVE THE

M.S. IN APPLIED ECONOMICS

The fully-online Master of Science in Applied Economics (MSAE) program provides students with the skills and competencies necessary to perform theoretically meaningful empirical analysis of financial markets, industrial organization, government regulation, international trade, health care, economic development and consumer choice. Our students learn how to evaluate business decisions and policy programs and explain progression of various events and their impact on the economy in a business or policy context.

GEOGRAPHIC FLEXIBILITY
• Fully-online program
• No campus visits required

SCHEDULE FLEXIBILITY
• Courses are fully asynchronous permitting students to complete their work on their own schedule
• 2-year (5 semester) curriculum with a spring or fall start
• Take 2 courses/semester to accommodate busy schedules

STRONG ACADEMICS
• Courses are designed and delivered by experienced Georgia Southern professors certified to teach online
• Engagement in simulations, discussions and multimedia presentations
• Training in applied economic analysis using real-world data
• AACSB accreditation

STACKABLE CREDENTIALS
• Graduate Certificate in Applied Economics meets regional accreditation for teaching
• Seamless transition from the certificate to the MSAE

Check us out at GeorgiaSouthern.edu/parker/economics/msae.
INTERNISHIPS

ACCOUNTING
Tiffany Anoka, Mr. Appliance of Douglasville, Douglasville
Addison Barth, Mauldin & Jenkins, Savannah
Vance Braddock, Corbak, Savannah
Jacqueline Brant, Lanier, Deal & Proctor, Statesboro
William Brown III, Aprio, Atlanta
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Lathon Whitley, Aprio, Atlanta
Michael Wilkins, Smith & Howard, Atlanta
John Yeomans, TJS Deemer Dana, Duluth
Lunden Young, Nichols, Cauley & Associates, Atlanta

ECONOMICS
Christian Hamby, Office of Congressman Stanford D. Bishop, Jr., Washington, D.C.
Aaron Sutton, Webster Rodgers LLP, Bluffton, South Carolina

FINANCE
Macie Ann Joyner, Office of Congressman Rob Woodall, Washington, D.C.
Andrew McCrory, Project Development & Management, LLC, Byron
Steven Myers, State Farm, Statesboro
Jeremiah Zielicke, Northwestern Mutual, Savannah

INFORMATION SYSTEMS
Anisha Mathur, McCormick & Company, Hunt Valley, Maryland

LOGISTICS
Brandon James, Billy Casper Golf/Crooked Creek Country Club, Alpharetta
David Shiplett, Parts and Repair Technical Services, Inc., Stockbridge

MANAGEMENT
AnuOluwapo Akinleye, SpringHill Suites, Statesboro
Sarah Bruno, Savannah Vascular, Savannah
Angelica Concepcion, Salon Nouveau, Augusta
Kiana Drummond, Middle GA Female Firearms Safety & Training, Dublin
Hannah Farrell, Jekyll Island Club Resort, Jekyll Island
Jordan Goolsby, Parker College of Business Events Office, Statesboro
MacKenzie Hudson, Relation Insurance Services, Johns Creek
Patrick Lee, Statesboro Real Estate, Statesboro
Dylan McAllister, HSU Builders, Gaithersburg, Maryland
Logan Moss, 4 & 20 Bakers, Sylvania
Thi Minh Nguyen, Starbucks, Statesboro
Kyle Ramby, Perry Lane Hotel, Savannah
Brianna Saul, POP! Events & Design, Atlanta
Cameron Stewart, Tormenta FC, Statesboro
Rachel Stewart, Georgia Southern Golf Course, Statesboro
Sean Stillings, United Rentals, Statesboro
Lauren Stringer, The Hamptons, Statesboro
Lauren Swails, ILT Global LLC, Atlanta
Sha’Bria Wallace, Metro Diner LLC, Pooler
Ida Warme, Enterprise Holdings, Savannah

MARKETING
Maria Emilia Bujan, NX Direct, Atlanta
Richard Glosser, Battlbox, Portal
Michael Harris, Alzheimer’s Association, Savannah
April Luther, Georgia Southern University Athletics Marketing, Statesboro
Hannah Metts, 4 & 20 Bakers, Sylvania
Tori Miller, Jump Shot, Statesboro
Renee Patrick, Boys and Girls Club of Bulloch County, Statesboro
Kelsey Ramos, Bobbi and the Strays, New York, New York
Morgan Serlin, Downtown Development Authority, Statesboro
Tatyana Tripp, High Demand Photography, Greensboro
ACCOUNTING

Derrick Cowart (1985), Richmond Hill, is a partner in the governmental practice division of Mauldin & Jenkins. Derrick is a member of the American Institute of CPAs, the Georgia Society of CPAs and the Georgia Government Finance Officers Association.

Connie Clark (1992; MBA, 2012), Savannah, is now the vice president of administrative services for Savannah Technical College.

Spencer “Spence” Neil Mullis (1996) (Kappa Alpha Order), Dublin, president and CEO of Morris Bank, Dublin, was elected vice chair of the Georgia Bankers’ Association. Email: smullis@morris.bank.

Kimberly Clubb Pucciariello (2002), Brooklet, is a sixth grade math and science teacher at Southeast Bulloch Middle School. Email: kim_clubb@hotmail.com.

Kat Lain (2009), Savannah, is senior payroll/tax accountant for CORBAK Office Technology Solutions.

Scott Pittman (2010), Thomasville, is a senior financial analyst at Flowers Foods, Inc. Email: sapittman@gmail.com.

Collin Batchelor (2012; FINC, 2012), Moultrie, has joined Ameris Bank as a business banker in Moultrie. He is a member of The American Institute of Certified Public Accountants (AICPA) and the Association of Certified Fraud Examiners (ACFE). His wife, Kayla, is attending the Georgia South Family Residency program at Colquitt Regional Medical Center.

Griffin Larkin (2015), Brookhaven, joined LeaseQuery as technical lease accounting manager. Prior to LeaseQuery, Griffin served as an audit associate at Bennett Thrasher, LLP. He is a member of the Board of Governors for the Theta Xi Alumni Association.

Thomas Chase Matthews (2016; MAcc, 2017), Savannah, is a staff accountant at KRT, CPAs P.C. Email: cmatthews@krtcpa.com.

Marta Yelvington (2016; MAcc, 2018), Savannah, is a staff accountant with Hancock Askew & Co.

Patrick Glenn (2017), Savannah, is a staff accountant for Hancock Askew & Co.

ECONOMICS

Kazuo “Kevin” Asai (1994) (Phi Sigma Epsilon), Meguro-ku, Tokyo, is a sales director at Tokyo Electron. Email: kazuo.asai@tel.com.

Christopher “Chris” Jones (1996), Macon, is the executive director for the Georgia Secretary of State. Email: Cejonesga@cox.net.

Erick Michael Sorrells (2010), Savannah, is an IS project manager for St. Joseph’s Candler Health System. Email: sorrellsem@gmail.com.

FINANCE

William Hurt (1996), Cordele, joined Planters First Bank as assistant vice president and banker in the Cordele Main location in 2018. He is active in the community, serving as vice president of the Crisp County United Industrial Development Council and member of the Cordele Kiwanis Club. He is married to Erin McGlamery, and they have four children, Alla, Charles, Landon and Lillian.

Garry Spinks (1996), Marietta, sold his company, Bug Insights, to Deloitte to add to its suite of products and services, a tool that helps companies optimize their talent investment and reduce benefits cost. Garry released the book Rewards Optimization, co-authored with Ally Kuper, during the Summer of 2018.

Justin Adair (1998), Overland Park, KS, is the district manager at AstraZeneca. Email: jadair13@me.com.

Jeremy Ragan (1998) (Pi Kappa Phi), Dublin, is the president of Capital City Bank in Laurens County. Email: rjeremyragan@gmail.com.

Howard Clifford “Trey” Sheppard, III (1999), Sandersville, was reappointed to the Technical College System of Georgia Board by Governor Deal. He is the vice president of Howard Sheppard, Inc., a family-owned trucking company, vice chair of the Citizens Bank of Washington County and sits on the boards of directors of the Georgia Southern University Athletic Foundation and the Georgia Motor Trucking Association. He and his wife, Emily, have four children.

Heidi Swygert (2004), Atlanta, started working at KDC Real Estate Development & Investments in February 2018 as a development associate. Prior to this position, Heidi was a construction coordinator with KDC.
FINANCE, CONT’D.
Fernando Matute (2005), Skåne, Lund, Sweden, is a customer pricing analyst at Alfa Laval.
Email: fernando.matute@alfalaval.com.

Everett Boggs (2011) (Delta Chi), Atlanta, is a talent manager at the Intersect Group.
Email: everett.boggs@gmail.com.

James Kenyadus Trice (2011), Atlanta, is a customer service representative at the Department of the Treasury.
Email: jto3096@georgiasouthern.edu.

Steven Mayfield (2012), Cumming, is a business analyst at National Vision Inc.
Email: stevenmay2008@yahoo.com.

Alex Ridlon (2013) (ODE), Atlanta, is a senior business analyst at Genuine Parts Company.
Email: aridlon56@gmail.com.

Lindsey Hodges Million (2014) (Zeta Tau Alpha), Atlanta, is a senior IPR analyst at The Home Depot.
Email: lindsey.million@gmail.com.

Grace Quattlebaum (2015), Statesboro, is now a business advisor for Hancock Askew & Co., where she prepares financial statements, sales and payroll tax returns, W-2s and performs bookkeeping duties.

John Howell (2017), Savannah, is the junior agent of CBT Commercial for Cora Bett Thomas Realty.

Ryan Beasley (2018), CFP, CLU, Grovetown, was elected senior vice president-agency and advisor distribution, Ameritas Life and Ameritas Life of New York. Previously, Ryan served as senior vice president-shared agency distribution.

INFORMATION SYSTEMS
Wes Christian (2008), Guyton, is now an IT technician for Speros, where he provides remote and on-site IT support and installs and configures network equipment and servers. He previously served as the IT manager for WSAV-TV, Savannah.

Matthew “Matt” Baron (2011), Richboro, PA, is a critical case manager at SAP America.
Email: mhbaron@gmail.com.

Olin Downs (2012) Ponte Vedra, FL, is owner and president of Social Media Shark, LLC.
Email: odowns@gmail.com.

INFORMATION SYSTEMS, CONT’D.
Gregory “Greg” Williams (2013), Hinesville, is a warehouse employee at the Target Distribution Center.
Email: gnight888@gmail.com.

LOGISTICS
Aaron Isolda (2017), Easley, SC, is an operations supervisor with ABF Freight in Duncan, SC. Aaron is married to Faxton Houldridge, a 2018 middle grades education graduate.
Email: 2018adisolda1@gmail.com.

MANAGEMENT
Douglas “Doug” Pugh (1984), Byron, is employed at Robins Air Force Base as the Air Force Lifecycle Management Center Mobility Contracting Division chief, supporting C-5, C-17, and C-130 aircraft worldwide. Doug is married to Michelle Wheeler Pugh.

Jeffrey “Jeff” C. Durrence (1988), Macon, is a national account manager for Copart Inc., Dallas, Texas. Jeff is married to Sandy White Durrence.
Email: jeff.durrence@copart.com.

Keely NeSmith Fennell (1991), Statesboro, co-owner of NeSmith Construction and president of the Blue Mile Foundation, was named 2018 Business Leader of the Year by the Statesboro Bulloch County Chamber of Commerce during its annual meeting and awards luncheon held in December.

Andrew Benton (2003), Savannah, is now sales associate for Development Associates Inc. In this role, Andrew represents landlords and tenants in commercial and industrial properties and works with landowners, developers, landlords, tenants and investors for industrial, commercial, residential and mixed-use properties.

Jeffery Grant (2003), Savannah, formerly the HR director for the City of Statesboro, is now the HR director for the City of Savannah.

Andrea Branch Miller (2003), Brunswick, is a realtor with Berkshire Hathaway Home Services, Hodnett Cooper Real Estate, St. Simons Island. Andrea is the Young Gun Award Winner for 2017.
Email: amiller@HCREga.com.
MANAGEMENT, CONT’D.
Seth Currier (2006), Taylorsville, is a controller at My Cabinet Factory, White. Email: scurrier429@hotmail.com.

Caroline Croy (2016) (Alpha Delta Pi), New York, NY, accepted a position on the college recruiting team with the corporate office of American Express in New York, NY, in April 2017. Email: carolinegracecroy@gmail.com.

Stephanie Nichols Johnson (2016), Athens, a True Blue Eagle, is soaring into Dawg Nation! She became the new executive officer for the Athens Area Home Builders Association, a National (NAHB), State (HBAG) and Local (AAHBA) Association, in 2018. Stephanie’s late husband, William “Eddie” Johnson, Jr. was a 1990 criminal justice graduate. Email: stephanienjohnson68@gmail.com.

Layne Livingston (2016) (Alpha Delta Chi), Woodstock, is an event operations assistant for the Asian American Hotel Owners Association, the largest hotel owners association in the world. Layne works with a team to plan 200+ events in the hotel industry annually.

Kenneth “Tyler” Wilson (2016) (Phi Delta Theta), Oxford, Ohio, is a colony specialist at Phi Delta Theta International Fraternity. Email: kwilso12@yahoo.com.

MARKETING
Ronald “Ron” S. Rabin (1968) (Tau Epsilon Phi), Stockbridge, is CFO at Tree Works. Ron also holds an MBA from Georgia State University. Email: rabinplace@bellsouth.net.

Jay Robert Snyp III, (1984), Dunwoody, vice president of Preferred Business Brokers, Inc., was among the top five business brokers with multi-million dollars in business sales and was named to the Georgia Association of Business Brokers (GABB) 2018 Million Dollar Club for helping broker the sale of small, medium and large businesses. Jay has been with Preferred Business Brokers, Inc. for more than ten years. He is president of the Dunwoody North Driving Club, a member of the Dunwoody High School Gridiron Club and chair of the Wildcat Classic Golf Tournament, which benefits the Dunwoody High football team. He is married and has two sons aged 14 and 19. When Jay is not selling businesses, he is usually coaching football or baseball, camping, canoeing, water skiing, scuba diving, engaging in shooting sports or involved in some other family activity.

Michael Edward Brinson (1985), Sylvania, has retired. His wife is Priscilla Parrish Brinson. Email: mebrinson@hotmail.com.

MARKETING, CONT’D.
Stephen Todd Bowman, Jr. (2000), Charlottesvile, VA, is a senior director at Amazon and eRetail for Merkle, a data-driven performance marketing agency. Todd is married to Sara Bowman. Email: todd.bowman68@gmail.com.

Rachel Sprouse Lee (2003) (Alpha Omicron Pi), Tampa, FL, is a truck & commercial operations manager for Nissan North America. Rachel is married to Jason Lee. Email: rachellee1025@gmail.com.

Rachel Wakefield (2012) (Delta Sigma Pi), Charlotte, NC, is a corporate recruiter for Belk. Email: wakefield.rachel@yahoo.com.

John “Jack” O’Malley (2013), Orlando, FL, is an inside sales/manager trainee at Treadmaxx in Orlando. Email: jackom@nctv.com.

Brittany Cordell (2015) (Delta Pi), Loganville, is an account manager at Boehringer Ingelheim, Duluth. Email: brittany.r.cordell@gmail.com.

MACC
Samuel Evans (2010), Savannah, is now senior manager at Hancock, Askew & Co. LLP, with duties including financial statement audits, reviews, internal audit and consulting engagements.

Victoria Saxton (2013), Savannah, is now controller for the Small Business Assistance Corp. As controller, she maintains accounting systems, manages internal controls, prepares financial and management reports, develops and monitors budgets and coordinates external audits.

MBA
Nathan C. Coleman (1982) (Phi Kappa Phi), Statesboro, says he is “retired, very retired.” He is married to Martha A. Coleman. Email: ncoleman@frontiernet.net.

Rev. Paul Reaves (1989; MGMT, 1981) (Pi Sigma Epsilon), Statesboro, a proud Georgia Southern University Double Eagle, is a wing chaplain for the U.S. Air Force Auxiliary (Civil Air Patrol) for Georgia Wing, an adjunct instructor at Georgia Southern University, and a training specialist for IT Services at Georgia Southern University. He is married to Lynn Stults, a 1981 business graduate. Email: pmreaves@georgiasouthern.edu.

Moira “Moiraq” Sheehan (1998), Savannah, owns her own business. She is married to Steven Hartloge.
MBA, CONT’D.
Douglas Moses (1999), Locust Grove, is chair of the Georgia Southwestern Foundation Board of Trustees. Doug previously served as president of the Georgia Southwestern (GSW) Alumni Association and as a member and treasurer of the GSW Foundation Board of Trustees. Doug and his wife, Yolanda, have two daughters, Camille and Gabrielle.

Adam Rahn (2005; MKTG, 2003), Guyton, is a VP-commercial relationship manager at United Community Bank, Savannah. Adam is married to Caroline Parrish Rahn. Email: adamgsu99@hotmail.com.

Katie Childers (2011), Atlanta, a member of the 40 Under 40 Class of 2018, was appointed by former Governor Nathan Deal to the Board of Economic Development.

David Galvin (2014), Charleston, SC, has joined the Coastal Community Foundation as human resources and operations officer. Previously, he worked in human resources and operations management in the retail industry.

Whitney Holt (2017) (ODK), Savannah, is a member of the Society of Women Engineers, Savannah Coastal Empire. Whitney, who also holds an aerospace engineering degree, currently serves as simulation and software engineering group head at Gulfstream Aerospace. Email: Holtlwhitney@gmail.com.

IN MEMORIAM
Walter (Walt) Mathews Aldred (BUSA, 1997), Statesboro, passed away on June 15, 2018.


Malik Jones (Logistics student) passed away on September 18, 2018.

Thomas (Tommy) Tharpe (MKTG, 1969), Monroe, passed away on September 18, 2018, after a very short illness.

We’re excited to announce our inaugural class of Parker Business Scholars.

Mohammad Z. Abdallah, Logistics
Savannah, Georgia

Mattie W. Cantrall, Logistics
Woodstock, Georgia

William T. Collins, Finance
Statesboro, Georgia

Kendall L. Herron, Management
Macon, Georgia

Alyssa Jennings, Marketing
Cumming, Georgia

Ashley Kubel, Accounting
Tampa, Florida

Maygen Martinez, Management
Kingsland, Georgia

Mackenzie L. Miller, Management & Fashion Merchandising/Apparel Design
Peachtree City, Georgia

Kahleel A. Morman, Finance
Savannah, Georgia

Ana G. Ortiz-Contreras, Finance
Jesup, Georgia

Jesus S. Suarez Rivas, Logistics
Puebla, Mexico

David M. Vaughn, Information Systems & Logistics
Smyrna, Georgia
WHY I GIVE

RICK McGRATH, Ph.D.
PROFESSOR OF ECONOMICS

IMPACT

The return on investing in faculty and students is truly stunning. I have given many small amounts over the years, and I watched those small amounts have a profound impact. In 2003, I was a direct beneficiary, but the value to our students has lasted for years. My department chair sent me on a study abroad trip with a colleague in political science. Academic affairs, the dean, and the department each threw in a little money to make it happen. The result, to date, includes 12 study abroad trips with more than a hundred students in addition to four invitations abroad to lecture, research, and bring what I learned back to my students.

ACCOMPLISHMENT

I know where my money goes, and I can see what it does. The brilliant young woman who didn’t have enough money to pay for her trip to China — she made it there, and I got to watch her absorb everything happening around her; an assistant professor with a great idea to start a new initiative connecting students to the business community; undergraduate researchers getting a chance to present papers at academic conferences and taking home prizes and accolades for their work; vans rented to take students on corporate site visits for classes; a thank you lunch for a guest speaker who took a few hours of time out of a busy day to enlighten our students; these examples share two commonalities; they all benefit students, and there is never enough budget for them. We simply have more good ideas than we have budget.

LEVERAGE

There is another reason I give; so that you will give. My donations are a proof of concept. We know how to create high impact educational experiences; we do it with our donations, and we will do it with yours. Not only are there many small things we can do with small amounts of money, there are great things we can do with large amounts of money, whether they are large individual gifts, or from groups of alumni sharing a common interest in future alumni. I participated in the growth of the Armstrong economics program from scratch to more than 300 students. We are now part of the Parker College of Business with nearly 4,000 students. I write this in between edits of the syllabus for a pilot of a new course to be required of all future Parker College of Business students. In it, I will spend several weeks preparing the students to avail themselves of the many experiential learning opportunities offered by the Parker College of Business and to extract the best possible education from our College. Donations directly affect what we have to offer.
I remember sitting in a computer lab, looking out the window at a cotton field. It was the first day of my junior year in high school, and I was in an accounting class. It was 1998, and accounting and technology at the high school level were an anomaly. That semester would become a challenging, difficult, exciting and life-changing journey. Judy McCarthy, my instructor, was one of several women to make a significant impact on my life, showing me a different path to success than what most young women in South Georgia are taught and encouraged to pursue.

Fast forward one year... I'm joint enrolled at Georgia Southern, and Sara McNure is my advisor, the second woman to absolutely challenge me and push me to work harder and smarter but willing to do what was necessary to help me achieve really ambitious goals for a high school senior. I was also working at Eagle Bank, where Dana Cook Miles was my mentor and leader, showing me the ropes, taking an active interest in my success, understanding that I was a young 17-year old who needed mentoring and guidance, teaching me the financial ropes. I was awarded the Georgia Southern College of Business O.B. Bell Business Scholarship for my upcoming freshman year. This was the first in a series of scholarships that would enable me to, as a first generation college student, complete two degrees at Georgia Southern while incurring minimal debt.

Now, jump to my junior year of college. Camille Rogers and I met to discuss my declared double major, accounting and information systems. It was then that I learned that SO FEW young women choose information systems as a major, and, at that point, it became a self-imposed challenge to absolutely blow this degree out of the water. I also learned that there was an open scholarship opportunity, and I met the criteria for the Safe Systems Scholarship. I was privileged and humbled to be awarded this scholarship my senior year, along with the Porter Keadle Moore Scholarship in Accounting. I also learned to program from Jane Forbes and found a little hidden love I never expected.
Senior year was the beginning of the most formative and important relationship I would EVER build at Georgia Southern University. Susan Rebstock Williams, a humble, strong, demanding professor, grabbed my attention immediately; she was a woman who made me want to excel in every way. Susan taught me about team work, prioritizing my time and life, decision making, but, more importantly, she taught me what it meant to be a servant leader. She ALWAYS made time, always did what was necessary to help us be successful. She left an imprint on my life. Today, Susan is still one of my closest mentors, and I am proud to also call her my friend.

I can’t tell the story of why I give without telling the story of the women who influenced my life. It can’t be told without weaving in the scholarship opportunities that allowed me to continue a challenging journey with minimal financial distractions. Without these women, the example they set, the time they took, the energy and encouragement they gave, I would not be the woman I am today. They are what I aspire to be.

Without these scholarships, these families and businesses who invest in student success, I would not be the professional I am today.

I want to be these women when I grow up. I want to make a difference in students’ lives, even if it’s a small difference. I want to be to a new generation of young women what Judy, Sara, Camille, Jane and Susan were and still are for me. An investor, a mentor, a servant leader who wants nothing more than for young women who may be overlooked, who may not get opportunities because they didn’t come from the biggest, most well-known high schools or the wealthiest families; I want these young women to have a chance. They are me.

It was an emotional realization the day I knew I needed to and wanted to honor these women, one woman in particular, for her investment in me. I walked in the College of Business and wrote the first check for the Susan Rebstock Williams Leadership Scholarship. I knew this was a small way I could give back, to honor Susan and ensure her legacy remains alive. I knew it was a way to draw attention to information systems and draw in more female students. I knew it was a way to offer an opportunity to a young woman who may be on the edge of going another semester or not because of financial hardship. I give because I see myself in these young women. I give because it’s my responsibility to help them soar.

-Sam Grovenstein-Deal (ACCT, ’05; IS, ’05)
EAGLES AFTER HOURS AT THE PLAZA AT EVANS TOWNE CENTER

The Meybohm family are true blue when it comes to Georgia Southern. So, when they were asked to host an Eagles After Hours event in Evans, Georgia, they jumped right in, arranging for the venue and catering. Often, it can be hard to pick a venue and a caterer, but in this case, Lynn (’65) and E.G. (’65) Meybohm, and their son Grey (’91) Meybohm, already had a place in mind for the event.

The Meybohm Building at the Plaza in Evans Towne Center is their newest project and was completed in September of 2018. The four floor facility, nearly 60,000 square feet, including a reception and party space on the fourth floor capable of holding 300 guests (seating for 150) that includes a wrap-around covered veranda providing visually stunning views of the Park, Lady Antebellum Amphitheater and Performing Arts Center, offers a well-equipped warming kitchen and dedicated catering service. This new facility was a natural place for E.G., Lynn and Grey to host the event.

Having arranged for the venue and the catering, all that was left for Lynn, E.G., and Grey was to welcome alumni and friends from Evans, Augusta, and the surrounding area. They graciously welcomed more than 50 guests to eat, drink and be merry.

After 30 minutes of socializing to allow time for all of the guests to arrive, Grey gathered everyone’s attention and introduced his dad, E.G., a two-sport letterman in baseball and men’s basketball, welcomed the guests and gave a brief overview of how the Plaza at Evans Towne Center came into being and how the Meybohm Building came to not only be a part of the development but to actually be the starting point for the development.

Following E.G.’s remarks, he introduced Interim President Shelley Nickel, where she thanked the Meybohms for hosting the event, thanked the crowd for coming, and thanked the entire Eagle Nation for making her time at Georgia Southern enjoyable and productive. She spoke about the future of Georgia Southern and how excited she is with the selection of Kyle Marrero, Ph.D., as the next president of Georgia Southern.

The rest of the evening saw new friends being made and old friends reconnecting. Conversations ranging from the light hearted and downright funny recollections of college days to more serious conversations about how to help students and advance the mission of the university were heard.

The Meybohm Building at the Plaza

- Flexible floor plans available fit the space requirement of medium-to-large offices and three restaurants
- Located at the Plaza at Evans Towne Center, a retail driven, walkable multi-use development in Evans, Georgia, will be nearly 300,000 square feet in size when completed
- Development of the Plaza will be phased in over the next several years and is expected to draw more than $65 million of new investment to the area.

For information regarding leasing for the Meybohm building, contact Paul Meyers at 706-736-3375.

For inquiries regarding rental of the reception area, contact Melissa Mundy at 762-585-1408.

To contact one of the Meybohm’s experienced real estate agents, call Grey Meybohm at 706-373-5660.

For information regarding the Plaza at Evans Towne Center, visit meybohmcommercial.com/the-plaza.
This is the first development news article since the naming of the Parker College of Business. First and foremost, I want to thank Mr. Parker for his outstanding generosity in naming the Parker College of Business. Having the Parker name attached to the College will provide wonderful branding opportunities as we continue to recruit outstanding students and faculty from across the globe. It will help focus our mission and brand promise, adding value to the degrees our alumni hold.

But beyond that, I want to highlight three important areas that have been positively impacted by this gift. Student recruitment is vital for any college of business. This gift will increase the number and level of scholarships, which will allow us to attract even more outstanding students. As those students continue their academic careers, this gift will also provide additional scholarship funding to retain students who might otherwise be forced to abandon their dreams of attaining a Parker College of Business degree because of financial reasons.

Far from happenstance, this partnership between the Parker’s brand, which is synonymous with customer service, quality and continuous improvement, fits the time-honored traditions here at the College. With rigorous academics and a student-centered approach to learning, the Parker College engages students in real-world application of their learning and instills them with a drive to answer tomorrow’s questions today.

So, it is with great appreciation and humility that we recognize Mr. Parker’s gift and the contributions of each and every person who has been a part of the Parker College story, from Mr. Parker’s customers, employees and associates to the students, faculty, staff and families who are and have been a part of the Parker College of Business story.

They say that imitation is the sincerest form of flattery, so it is my hope that, while you may not be able to match Mr. Parker’s example, you will strive to emulate his generosity and join him in investing in the future of the Parker College of Business.

Perhaps the best investment in the future is to provide scholarships for incoming freshman scholars. We know with the naming of the Parker College of Business, we will attract even more highly-ranked scholars. To answer the ever-increasing demand for a Parker College of Business degree, we will need to expand the number of scholarships to incoming freshmen.

Estimates of this need for freshman scholarships put the needed endowment amount at $10 million. A couple of excellent ways to answer this need is by starting an endowed scholarship with a gift of cash or securities or through a planned gift. You may also choose to make an annual gift to support this scholarship effort. For more information on endowments, planned giving or making an annual gift, contact Bill Slayton at 912-243-4366.

For more information about upcoming alumni events, visit bit.ly/gsalumnievents.
HIRE PARKER

Exploring new talent for your business?
If you’re in the position to recruit, hire a Parker student or graduate. You’ll get a no-holds barred, roll-your-sleeves-up employee whose work ethic and business acumen are unsurpassed.

4 WAYS YOU CAN HIRE PARKER

1. Post job opportunities for Parker undergraduate and graduate students at GeorgiaSouthern.edu/students/career.
2. Submit paid internship opportunities for Parker students to daniellesmith@GeorgiaSouthern.edu.
3. Showcase your company’s opportunities and competitive advantages at Professional Development Day (GeorgiaSouthern.edu/parker/profdevday) and other on-campus recruitment events (bit.ly/gsrecareerevents).
4. Partner with Parker’s outstanding faculty and staff to train and develop your next generation of business leaders.

We’d like to thank everyone who contributed their efforts to making this issue of Eagle Executive possible.

Eagle Executive

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Kate Channell, Editor
Mark Donato, Designer
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The Eagle Executive
Please forward any items of interest or other inquiries to
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The EAGLE EXECUTIVE is published twice a year as a service to Georgia Southern Parker College of Business faculty, staff, students, friends and alumni by Georgia Southern University, Parker College of Business, Office of Marketing & Media, Suite 3356, P. O. Box 8109, Statesboro, GA 30460-8109. Phone: 912-478-5926; Fax: 912-478-5340 business-marketing@GeorgiaSouthern.edu

We're member of AACSB International: The Association to Advance Collegiate Schools of Business.

The Parker College of Business is accredited by AASCB International: The Association to Advance Collegiate Schools of Business.

The Parker 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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