What does it mean to be a good business school? I’ve thought about this often as I’ve traveled and visited other schools around the world on behalf of the AACSB, the accrediting body for business schools. While accreditation is a recognizable and positive signal to the market, it is also a reflection of some underlying strengths and qualities. But, what is it that makes some business schools especially good, while others struggle for legitimacy and recognition? After a lot of reflection, I recently wrote an article on the subject published by AACSB. The comments below are excerpts of that article and reflect my belief that all good schools have some things in common. While they may share more than just these characteristics, these things are fundamental to the value proposition of business education and, so, are among the highest priorities of every good school, including, of course, the Parker College.

First, good schools build a strong bridge between theory and practice. Our best faculty are often recognized and rewarded because of their research, yet, the vast majority of our graduates are trained for and work in practical and applied careers. That basic dilemma between how we see ourselves professionally and what we do practically is both a persistent problem and an opportunity. Research and the development of new knowledge are essential to the vitality of an academic community. But, that new knowledge must also be applied for some benefit. After all, if our students are not made better because of their proximity to our faculty and to the research we conduct, then what is the value in that research? Good schools recognize this challenge and find ways to bridge the gap between theory and practice.

Second, good schools produce new knowledge with a positive net value. In other words, we do research that is rigorous and validated, but we also do research that will make a positive and meaningful difference. What does it mean to make a positive and meaningful difference? It means remembering the final consumer of our product. Our scholarship should make a positive difference in the lives of our graduates and in the businesses and communities in which they work.

Finally, good schools maintain a close connection to market forces. The reality is that very few major business schools, at least in this country, are in danger of going out of business. But, it might be healthy if more of us acted as if that danger were real. We are supported by our legislatures, or by our endowments, or by the long-standing traditions of our alumni, and we are supported so well that we rarely think about what that support really represents, or what our days would look like if that support were to stop. Good schools, it seems to me, take nothing for granted. Instead, they work every day to engage the market, to anticipate its movements and to push themselves ahead of its evolution. That connection to the market, along with the energy, exuberance and gusto that goes along with it, is a good thing for the school and its constituents.

As I’ve traveled around the world, I’ve been struck by how many leaders in business and government look to local business schools and business scholars for answers to their urgent challenges. It’s an enormous opportunity to make a positive difference through the practice and delivery of scholarship. I believe good schools recognize and embrace the important phenomenological questions that matter in the markets we serve, and, so, they make those markets better because of their engagement and expertise.

PARKER CONTINUES TO INVEST IN LOCAL EDUCATION

Since donating the record setting $5 million to Georgia Southern University to name the Parker College of Business in November 2018, Gregory M. Parker, Parker’s founder and CEO, continues to invest in area schools. In May, Parker’s donated about $100,000 to local public school systems through the Fueling the Community program. This charitable initiative donates a portion of gas sold on the first Wednesday of each month to area schools.

“Savannah is the heartbeat and headquarters of Parker’s, and I feel it is our responsibility to nurture future leaders,” said Greg Parker when presenting Savannah Chatham County schools with $25,000. “At Parker’s, we believe education is the tide that floats all ships. Education has the power to transform lives, offer opportunities and strengthen communities.”

The Fueling the Community charitable initiative, launched in 2011, donates money to schools in about 12 communities in total, including Savannah Chatham, Bulloch, Effingham, Bryan, Liberty, Toombs, Candler, Tattnall, Evans, and Wayne County schools and Vidalia City Schools in Georgia and Beaufort County Schools in South Carolina. Parker’s has donated nearly $1 million to area schools since the inception of the program.

Additionally, Parker’s donated $10,000 to the Lowcountry Autism Foundation to support the nonprofit organization’s Art Therapy Program through the Fueling the Community initiative. Funds were raised through the sale of 20,000 reusable Autism Awareness travel cups available at Parker’s locations throughout Georgia and South Carolina.

“At Parker’s, we believe education has the power to strengthen communities.”

—Greg Parker
One part of the College’s mission is to be guided by the common value of continuous sustainability. Through a grant opportunity provided by the University, the Parker College of Business has taken steps to reduce its footprint.

In Spring 2018, the director of the Center for Sustainability, Lissa Leege, Ph.D., professor of biology, informed the Parker College that the Sustainability Fee Committee voted to partially fund our grant proposal titled, “Touch Free Faucets.” The College received $5,350 to update the first floor bathrooms. By updating the first floor bathrooms, the College reduced the amount of water being wasted due to dripping faucets and users failing to turn off the faucets. In our research prior to making the request, we found that a faucet releasing three drips per minute wastes more than a liter of water a day. The new touch-free faucets are also helpful for those with mobility issues and reduce the risk of disease transmission, lowering the chances of passing on germs.

“This is one small step for us, but we want to make the world a better place, so all progress is good progress,” stated Dean Amason. “Our hope is that this is one of many small steps to improve the sustainability of our operations.”

The Parker College project was one of many sustainability fee proposals approved for FY19. We would like to continue our efforts and hope more grant opportunities will be funded in the future.

**PROFESSIONAL DEVELOPMENT DAY (ARMSTRONG CAMPUS)**

During the spring semester, the College hosted a mini version of its Professional Development Day (PDD) on the Armstrong Campus. PDD Armstrong allowed students to interact with employers representing various companies from Savannah businesses while gaining valuable advice about ways to best prepare for their futures as business professionals.

During the event, which ran from 9 a.m. – 1 p.m., Parker business students were offered the opportunity to attend breakout sessions put on by representatives from the College’s corporate partners, most of whom are Parker alumni. Each session lasted about an hour and covered a variety of topics beneficial to any college student aspiring to become a successful young professional.

The day started with a welcome from Dean Allen Amason, followed by a keynote address from Jeff Bush (ECON, ’13), president of The Parker Companies. Students attended sessions on the power of goal setting, working with emotional intelligence, the value of networking and self-image in 2019. After the breakout sessions, students attended a networking lunch, during which they had the opportunity to network with the presenters and their fellow classmates.

The Parker College of Business is committed to equipping its students with the skills needed to standout in their first “real job” and in the young professional phase of their lives. Events like Professional Development Day illustrate that commitment.

The fourth annual Professional Development Day will be held on Tuesday, October 1, 2019, at the Parker College of Business on the Statesboro Campus. For more information and to become involved, please contact Danielle Smith, director of experiential learning and student engagement, at daniellesmith@GeorgiaSouthern.edu.
Immediately following the University-wide ceremony held at Paulson Stadium, the Parker College of Business celebrated our graduates with a tailgate on Sweetheart Circle. During the tailgate, Gus and Freedom made appearances for photo opportunities with the graduates and their families and friends.

The Parker College of Business held its ceremony at 4 p.m. in Hanner Fieldhouse, where every business graduate was recognized individually. The ceremony was led by Dean Allen C. Amason with Mr. Gregory M. Parker delivering the convocation address.

Mr. Parker started by saying, “I want to dare you to think big… and plan for success. You’ve been given the knowledge, but, now, you have to learn to be wise. You have to learn to make wise decisions.” He continued with, “I encourage you to make your foundation strong. Right now matters. It will create the foundation for the rest of your life… Change is constant, and you must learn to embrace it.” Parker later challenged the graduates to “develop an appetite for continuous learning; set measurable goals to be the person you want to be; and create a board of directors (i.e., accountability partners and mentors). Pay it forward, and take someone under your wing to mentor. Dare to be different.”

Approximately 715 business undergraduate, graduate and Ph.D. students received degrees during the ceremony.
Deepak Iyengar, Ph.D.
Associate Professor of Logistics
University of Maryland

Research Interests:
Interplay of logistics and supply chain management with
• operations
• marketing
• finance
• customer service

Melvin A. Lamboy-Ruiz, Ph.D.
Assistant Professor of Accounting
Purdue University

Research Interests:
Accounting Information Quality
Healthcare Reporting
Ethics

Yuan Li, Ph.D.
Assistant Professor of Marketing
University of Texas at San Antonio

Research Interests:
Marketing Design
Sensory Marketing
Online Behavior
Cultural Influences

Paula Mooney, MAcc
Lecturer of Accounting
University of Georgia

Research Interests:
Audit Quality (Peer Review)
Leadership/Development of Self & Others
Not-for-Profits

Andrea M. Scheetz, Ph.D.
Assistant Professor of Accounting
Case Western Reserve University

Research Interests:
Judgement and Decision Making
Whistleblowing
Fraud Reporting Intentions

Cuiping Schiman, Ph.D.
Assistant Professor of Economics
University of Illinois at Chicago

Research Interests:
Health Economics
Labor Economics
Elmira Shahriari, Ph.D.  
Assistant Professor of Marketing  
New Mexico State University  
Research Interests:  
Consumer Psychology  
Food Marketing  
Consumer Culture  
Processing Fluency Effects

Ivy Sun, Ph.D.  
Lecturer of Management  
Purdue University  
Research Interests:  
Food Service Management  
Food Safety  
Consumer Behaviors

2019 FACULTY/STAFF AWARDS

William A. Freeman Professor of the Year Award  
Xinfang Wang, Ph.D.

W.A. and Emma Lou Crider Award for Excellence in Teaching  
Stephanie Sipe, J.D.

Martin Nesmith Faculty Award for Excellence in Service  
Steve Moss, Ph.D.

Gary M. Davis Excellence in Business Fund for Excellence in Research  
Hyunju Shin, Ph.D.

Porter Keadle Moore, LLP Faculty Fellowship  
Britton McKay, Ph.D.

Olivia Suggs Flanagan Faculty Fellowship  
Brian Dowis, Ph.D.

Dabbs, Hickman, Hill and Cannon Scholar  
Errol Stewart, Ph.D.

Dabbs, Hickman, Hill and Cannon Scholar  
Stephanie Hairston, Ph.D.

Michael W. Skinner School of Accountancy Excellence Fund  
Gloria Stuart

Donald D. Howard Excellence in Business Fund  
Omid Ardakani, Ph.D.

M. Albert Burke Banking Endowment  
Katie Pham, Ph.D.

J. Daniel Speight, Jr. Banking Excellence Fund  
Kevin Eastman, Ph.D.

Bank of America Faculty Development Endowment  
Bill Norton, Ph.D.

College of Business Faculty Enrichment Award  
Christian Rossetti, Ph.D.

Jane White Marketing Scholar  
Bo Dai, Ph.D.

Jean C. and David G Spoolstra Faculty Award  
Hsiang-Jui Kung, Ph.D.

Ron and Barbara Shiffler Instructor Award  
Janet Moss

Rutherford Award  
Lowell Mooney, Ph.D.

Business Innovation Group Entrepreneurial Outreach Award  
Suzanne Hallman

The Tomlinson and Bond Families Staff Award of Excellence  
Kate Channell

2018–2019 RETIRED FACULTY

Don Berecz  
John Brown, Ph.D.  
Leslie Fletcher, Ph.D.
EITO YUMIMAMI
Men’s Basketball, Point Guard
Management Sophomore from Mooresville, NC

“ I chose business management because I love to be in a leadership role for everything I do including basketball and the workforce. At the same time, I hate being a selfish leader, so I love to hear other people’s ideas and incorporate them to come to an informed conclusion. I want to be in the business field because that type of work appeals to my nature to be creative, helpful, hardworking, and there are just so many possibilities that you can pursue in the world with this major.

My goal is to either be a Division I college basketball coach so that I can continue being involved with the sport that I love or to be involved in the world of business that allows me to travel and oversee companies in different countries such as Japan.

Advice for incoming freshmen—Time flies, so, if there’s an opportunity, take it. This applies to everything, however, at the same time, you need to be responsible and learn how to say no to things, too. (I actually learned this from my high school basketball coach, Tony Dunbar.) Have fun and enjoy your time in college, but be responsible and take your classes seriously so that you don’t end up regretting it in the future.”

ASHLEY KUBEL
Women’s Swim Team, Mid-Distance Freestyle & Backstroke
Accounting Senior from Tampa, FL

“I chose accounting because it challenges me. I like to problem solve and build relationships to serve others. As an accounting major, I feel that I better understand business as a whole and the importance of business professionalism.

I plan to get my Masters in Accounting as well as a CPA designation after getting my undergraduate degree. I plan to start my career in public accounting and work my way to a partner position or become a company executive who is influential in the business industry.

While my sport originally brought me to Georgia Southern, I have always loved the community at this University. I have always felt welcomed and at home. Professors and staff have always encouraged me to be the best version of myself while challenging me to learn and grow personally and professionally each day.

Advice for incoming freshmen—Enjoy this part of life! Take advantage of every opportunity to mold yourself into the person you want to be. Challenge yourself because you are capable of more than you think. Be confident. Be ambitious about something you are passionate about. Take time for yourself. Appreciate the little things and you will be fine.”
CARLY TURNER
Women’s Volleyball, Outside Hitter
Marketing Senior from Austin, TX

“I chose marketing as my major because I have always wanted to enter the sales field. I love to meet new people and travel, so, I always thought this would be a great fit. I chose management as my minor because I feel it is important to learn about the many aspects it takes to manage a business regardless of your position. My end goal is to manage my own business, and I felt a degree in marketing and management would give me the tools to do so one day.

Once I graduate from Georgia Southern, I plan to eventually pursue a career in medical sales. This is something I have always wanted to do because I love the competitiveness and fast pace of the sales industry.

As soon as I stepped on the Georgia Southern campus, I fell in love. Being from Texas and leaving my family behind to pursue volleyball and a higher education, I wanted to be at a place that felt like home. I felt that as soon as I drove into Statesboro.

My advice—build relationships with your professors. They are there to help you. Visit them during their office hours to build a relationship with them and show them that you are working hard in their classes.”

JORDAN STRANGE
Women’s Basketball, Point Guard & Shooting Guard
Marketing Sophomore from Columbia, SC

“I chose this major because of my mother. My mother has been in marketing/sales for more than 20 years. She is currently a marketing sales manager for a radio station. I grew up seeing her interact and help people with different marketing campaigns. I enjoy meeting people and helping others be creative. I can see myself one day helping businesses to promote their products and services.

I would love to be a marketing/sales representative for a thriving company. My ultimate goal is to work for an entertainment or sports company. Additionally, I would like to be a publicist for my brother, an aspiring actor in New York City.

I chose to come to Georgia Southern University because of the great environment, academics and athletic programs. As a student athlete, I want to make Eagles Women’s Basketball tops in the country!

Advice for incoming freshmen—Arrive with the thought of coming here and being the best you can be. Not just for your family but for you. This school is your “spring board” into the future. So, make the most of it, and give it your all. Don’t quit, and never lose faith because You Can Do All Things!”
Fans at home games of the Savannah Bananas baseball team have a new, appealing way to stay cool on sweltering Savannah days thanks to the creativity of several Georgia Southern University Parker College of Business students.

Rachel Hart, Jessica Longoria and Katie Hillery were the brains behind the Fanana, a battery-operated misting fan that Savannah Bananas fans can use to keep cool during games.

Hart, Longoria and Hillery have since graduated, but their team was one of six in a small business management class that created a product concept or prototype for the Savannah Bananas to help enhance the fan experience for home games.

The class, instructed by Curtis Sproul, Ph.D., assistant professor of management, on the Armstrong Campus, presented their ideas to Jesse Cole, the owner and president of the Savannah Bananas. Since then, the organization has adopted the Fanana and used another idea—a t-shirt design contest—from the class.

"Everything we do is about how we get our fans involved in the experience of our company, and we had never done a fan-designed t-shirt contest," said Cole. "When we put that out there, we had hundreds of comments and almost 100 submissions of really well-done artwork. When we narrowed it down to the final five, we ended up getting thousands of comments and remarks. That shirt, I could argue and say it’s been one of the bestsellers we’ve ever had in our four years here, and it all came from working together at brainstorming ideas."

Cole was notably impressed with the students.

"The class’s enthusiasm was second to none," said Cole. "I have spoken to a lot of classes in my day, and seeing these kids really get excited about it meant a lot because, obviously, the Bananas are part of this community."

Sproul believes students gained invaluable real-world experience from the project.
Meet Lexi Plourde, a 2019 dual marketing graduate of the Parker College of Business and studio art graduate, from Norcross, GA.

Prior to graduation, Lexi landed a job at Wavemaker, an advertising agency, in New York City as the associate of digital investment on the L’Oréal account for the Garnier and Essie brands. Lexi’s days as a college student at Georgia Southern University looked much different than how they do now in the big city—instead of the blue/gold bus route, she rides the J train from Brooklyn to the World Trade Center; instead of working on group projects and going to class, she participates in three to four meetings per day with clients and coworkers; and she is in constant communication with her clients, ensuring billing is correct, while drafting content and documents to be used in client campaigns.

Lexi quickly found perks that she never expected in the every-day tasks of her job. As the associate of digital investment for the L’Oréal account, she attends rep lunches and dinners, exclusive influencer events and has attended an Ariana Grande concert. Additionally, she and her rep have bi-weekly nail outings for manicures and pedicures.

NYC life is exactly what Lexi was looking for upon graduation. She knew, having grown up in Atlanta, that she wanted to live in a big city. “New York life after living in South Georgia for six years is culture shock in the best way possible,” stated Lexi.

Like many recent graduates, Lexi is adjusting to her new life in a new city as a professional. Lexi credits her readiness for this new role to the Parker College of Business. “The classes and the skills I gained through the Parker College of Business have helped make the transition easier. Looking back, I realize the accounting and information management classes that business majors are required to take are not only relevant but just as necessary as the specific marketing classes required.”

Lexi’s advice – “Looking back, I would tell my 18-year old self, don’t let the little things affect the big things in your life, and no matter what, put yourself first. I spent too much time doing things for other people that, until I did something for myself, like relocating to New York, I wasn’t giving MYSELF the attention and love I was giving everyone else, and it reflected in my performance with work (college jobs) and school.”
Effective July 1, 2019, the Department of Information Systems changed its name to the Department of Enterprise Systems and Analytics. The new name better represents the direction of the program and the opportunities in the market.

The new department will blend curricula from the BBA in Information Systems with cutting-edge material in statistical analyses to create a BBA in Enterprise Systems and Analytics. The Department will continue to draw on its traditional strengths in ERP/SAP, while the business intelligence, enterprise resource planning and enterprise security emphases will be streamlined into the Enterprise Systems track, providing a more cohesive program for the students.

The Department will also offer a new Business Analytics track. Business Analytics is an emerging area in academics, focusing on predictive analytics together with the application skills to help students address complex issues in business. The new curriculum will include courses in business analytics, machine learning and big data technology. With the new focus, students will be more marketable to employers in this rapidly growing field.

According to PwC, jobs in business analytics will grow by 26 percent in the finance and insurance industries, 45 percent in manufacturing and 46 percent in retail. A degree in business analytics offers students the opportunity to make sound, integrated business decisions in marketing and sales, production, manufacturing, logistics and human resources, among others, using big data and statistical analyses. On average, starting salaries in business analytics can be as high as $129,800 per year, making these among the highest paid specialties in business. Companies like The Home Depot, IBM, Lockheed Martin, JP Morgan Chase, UPS and many others use business analytics in their day-to-day operations.

“We have program-driven approaches to research in the Department of LSCM,” said Jerry Burke, Ph.D., professor and department chair. “The journals represented on the SCM Journal List™ are widely regarded as premier outlets for intellectual contributions. We aim for these journals to enhance the reputation of our strong undergraduate degree program as well as our Ph.D. program.”

“It means a lot to our programs to attract and retain faculty with keen interests in student success along with world-class research reputations,” Burke added. “While our team may not get the exposure of a sports team with a top 20 ranking, we take great pride in our intentional and continued success through academic pursuits.”

The SCM Journal List™ ranking uses output from top-tier journals that publish research across a broad spectrum of areas across the supply chain in both the analytical and empirical arenas. Georgia Southern has been ranked in the top 25 of the empirical list for four straight years with this year’s ranking of 14th being the highest ranking to date.
Congrats to our alumni in the 2019 class of 40 Under 40!

**LEIA DEDIC**  
BA Economics, ’12  
Director of Research and Grant Management  
Savannah Economic Development Authority

**TOSIN ODESANYA**  
BBA Information Systems, ’02  
MBA, ’03  
Senior Vice President, Head of Digital Self Servicing  
Citigroup

**SARA DUNN**  
MBA, ’14  
Vice President, Electronic Banking  
Oconee State Bank

**BRIAN PREVATT**  
BBA Accounting, ’09  
MAcc, ’09  
Chief Financial Officer  
The Parker Companies

**BRAD HAYNES**  
MBA, ’10  
Director of Operations  
69th Bomb Squadron  
United States Air Force

**CLINTON SMITH**  
BBA Finance, ’06  
Chief Executive Officer  
Mercy Federal Credit Union

**BRIAN JOINER**  
BBA Accounting, ’07  
MBA, ’18  
Vice President, Commercial Banking  
Synovus, Warner Robins

**ALLISON WILKINSON**  
BBA Logistics & Intermodal Transportation, ’06  
Assistant Director, Payroll Services  
Georgia College and State University

**KENDRIA LEE**  
BBA Information Systems, ’03  
MBA, ’07  
Director of Economic Development and Community Relations  
Georgia Southern University

**RUSSELL WILLIAMS**  
BBA Regional Economic Development, ’05  
Senior Director, Technology Solutions  
VACO
In May 2019, the Eagles on Wall Street Class of 2019 landed in NYC. This year marks the fifth anniversary of the inaugural Eagles on Wall Street program, launched in May 2015. Without a doubt, this year’s trip ranked among the best! The students visited top NYC financial firms, a majority of which were hosted by Parker College of Business alumni. Visits for 2019 included American Express, Barron’s/Wall Street Journal, Bloomberg, Capital Group, the Federal Reserve Bank of New York, the New York Stock Exchange (NYSE), PIMCO, RBC Capital Markets, TIAA and Willis Towers Watson. PIMCO, Capital Group and Barron’s/Wall Street Journal were newly added stops for 2019. In addition, the students visited must-see top NYC cultural locations including a NY Yankees game, Top of the Rock, the Freedom Tower, the Wall Street Bull and took a Statue of Liberty Harbor Cruise. Every firm visit offers a unique perspective on corporate culture, job and industry content as well as interview and career advice. The information and insights gained by students in this week-long immersive program are life- and career-changing for many of the participants. The deliverables this program provides to students simply cannot be achieved in traditional classroom instruction. One student remarked, “This experience has been unforgettable, eye-opening, and inspiring; it was truly a trajectory-altering journey.”

The fifth anniversary of the Eagles on Wall Street program was truly exceptional! The alumni and friends of the Parker College of Business are one reason this program is unique among traditional experiential learning courses. The intimate connection shared between alumni and current students is especially meaningful. The faculty and administration of the Parker College of Business, in addition to the students comprising the Eagles on Wall Street Class of 2019, wish to thank Georgia Southern Alumni Pietro Caneo (FINC, ECON; ’17), Caroline Croy (MGNT, ’16), Tony Davis (SOC, ’97), Charles Heller (FINC, ’08), Max Manack (BUS, ’83) and Chris Moore (FINC, MKTG; ’15) as well as Parker College of Business Friends Jack Jennings (EVP, Willis Towers Watson; member, Dean’s Advisory Board), Mike Callahan (CEO, GMS) and Darryl Little (VP, GMS). Everyone is especially thankful to Pietro Caneo and Chris Moore who participated in the EoWS 2015 program as students. Continued support and participation of these individuals and their firms is central to the program’s unparalleled success. As Joe Ruhland, Ph.D. and chair of the Department of Finance, remarked, “In the Parker College, we believe that success breeds success. Former participants in the Eagles on Wall Street program have gone on to careers in New York finance. Now, in partnership with Drs. Lee and Grossmann, they selflessly serve as corporate hosts for current EoWS participants. As the program continues to thrive and grow, so does our Georgia Southern network.”

For more information about the EoWS Program and how to get involved as a host or supporter, please visit Georgiasouthern.edu/finance/parker/eagles-on-wall-street, contact the Department of Finance at 912-478-5216, or the Department of Finance Chair Joe Ruhland, Ph.D., at jruhland@georgiasouthern.edu.
In Fall 2014, the then Department of Finance & Economics announced the inaugural Eagles on Wall Street (EoWS) course to be held in May 2015. Among the 23 students who took a leap-of-faith that year and participated in EoWS 2015 were Chris Moore and Pietro Caneo. This year, for EoWS 2019 and the fifth anniversary of the program, these two outstanding students hosted the EoWS Class of 2019 at their respective firms in New York.

Finance job opportunities in Wall Street firms are plentiful, but breaking into the elite and well-known firms can be challenging; however, these two recent Parker College of Business graduates have been able to do just that in the short time since leaving Statesboro. Chris Moore and Pietro Caneo left their mark on the Georgia Southern campus and are now making their marks in the fast-paced New York financial industry. The two could not be more different yet more similar.

Currently, Chris is an institutional relationship manager with Capital Group, and Pietro is an associate at PIMCO, specializing in institutional clients in Latin America and the Caribbean. Both joined their respective firms upon completion of their undergraduate degrees at Georgia Southern; however, Chris started his career with Capital Group in the Atlanta office, which focuses on wealth management. Chris is a Georgia native, having lived his entire life in the U.S., whereas Brazilian-born Pietro has only been in the U.S. about eight years.

So, how did these two students with very different backgrounds both secure positions with such prominent Wall Street firms so early in their careers? A quick review of their résumés reveals how. Chris graduated in May 2015 with a double major in marketing and finance. Pietro, on the other hand, double majored in finance and economics and picked up a minor in mathematics as well, graduating Cum Laude in May 2017.
Chris and Pietro were both stand-out students during their time at Georgia Southern, being active in a variety of campus activities and organizations. Chris was instrumental in the founding and success of the Southern Investment Association (SIA) in 2014, serving as president until he graduated in May 2015. Pietro helped get the prestigious group running in 2014 with Chris as well, and held the role of president in 2016–2017. Additionally, Chris and Pietro were both members of the Finance Association and Eagle Executive Society, where Chris was a founding member and president of the Eagle Executive Society and also a member of Sigma Alpha Epsilon throughout his Georgia Southern career. The Georgia Southern University Sales Team counted Chris as a key member in 2013 and later as a coach.

Pietro and Chris knew that internships were crucial in getting necessary experience to land the jobs they wanted. Pietro completed two internships prior to graduating. His first internship was with Barnett Wealth Advisors in Jacksonville, Florida. His second internship was with PIMCO, which turned out to be a smart move that resulted in a full-time offer at the conclusion of his New York internship. Chris stayed in Statesboro with his conclusion of his New York internship. The internship was with PIMCO, which turned out to be a smart move that resulted in a full-time offer at the conclusion of his New York internship.

The Eagles on Wall Street program has come full circle for these two alumni. They were members of the inaugural EoWS Class of 2015 and recently hosted the EoWS Class of 2019. They come from different countries and cultures and could not seem to be more different; yet, they are remarkably similar. The Department of Finance faculty members who know Pietro and Chris well are not surprised in the least at the monumental successes they have attained in such a short time and are incredibly proud of their accomplishments. SIA and Finance Association Advisor Axel Grossmann, Ph.D., added, “Chris and Pietro were excellent students in- and outside of the classroom and paramount in the creation of the Southern Investment Association. In short, they made us proud while they were students and continue to make us proud as professionals as they represent the best of what we are doing here at the Parker College of Business and Georgia Southern University.” The Finance faculty have no doubt they are rising stars on Wall Street.

Pietro and Chris are part of a growing group of Parker College alumni working on Wall Street and participating directly or indirectly in the EoWS program. Alumni involvement in the program is one of the features of which the Department of Finance and Parker College of Business are most proud.

As Chris stated at the conclusion of the EoWS 2019 visit to Capital Group, “Just because you came from a small school like Georgia Southern does not mean you are restricted to where you can work or where you can go.” In addition to the many successful alumni working in New York and cities around the globe, Chris and Pietro serve as two shining examples of what is achievable with hard work, commitment and a healthy dose of perseverance. Though their paths were different, the road to Wall Street started at Georgia Southern.
BUSINESS ABROAD

Italy

May 13–25

First stop: the famous and extravagant Duomo di Milano sets the tone of style and luxury for the trip.

New pasta masters Britt Lee, Nick Rehberg and Chris Voith.

The students at Masi Wineries Vineyard, learning about soil types and the way different wines are marketed for different tastes and expectations.

Posing in front of one of Ferrari’s retired Formula 1 cars after a special marketing class and museum tour.
Participating in a special tour of the headquarters and production facility of Riva Yachts

The best pizza makers in Italy; cooking lesson and meal at Minardi Historic Vineyards

At the Campari Galleria and headquarters learning about the marketing and branding history of the company

Alison Gentry and Kahria Hadley creating the perfect pasta dough from scratch

Visit to Ferrari Wines to learn about the strategies foreign brands use to enter the U.S. luxury market

Having a little fun and doing the new name proud after a trip to Atelier Emé, where wedding gowns are still made by hand

A big thank you to all the faculty, staff, students and organizations that made this trip possible!
This fall marks the golden anniversary of the Georgia Southern MBA program. To celebrate, Parker College will host a 50 Years Strong celebration.

As you would expect, the MBA program has evolved over its five decades under the guidance of five deans and nine directors. Here are some snippets that highlight the program’s history.

1969
- MBA program is developed in partial response to interest from military bases throughout Southeast Georgia.
- Program launches in the fall quarter. Curriculum is 55 quarter-hours (seven required courses and four electives).

1970
- First class of eight students graduates in the spring quarter.

1975
- Origen James, Ph.D., becomes the second dean of the School of Business.

1979
- Program exits Savannah, Brunswick and Augusta markets because local schools begin offering graduate programs.

1986
- Executive MBA program launches.

1989
- MBA program enters joint agreement with Savannah State and begins offering classes on the Savannah State campus.
- Total enrollment is 66 in the MBA program and 17 in the Executive MBA program.

70s REWIND
The year the program launched, the Dow Jones Industrial Average (DJIA) closed at 800, the average yearly income stood at $8,550, the average cost of a new car was $3,270, and the average cost of gasoline was $0.35 per gallon.

- Apollo 13 mission
- Disco fever
- President Richard Nixon’s resignation
- Hank Aaron breaks Babe Ruth’s record
- Star Wars, Jaws, The Godfather in theaters
- First Earth Day
- End of the Vietnam War
- Founding of Atari, Microsoft and Apple
- Roe v. Wade Supreme Court decision
- Energy Crisis and Gas Shortages
- U.S. and China normalize relations
- Disney World opens

80s REWIND
The year we entered our second decade, the DJIA closed at 839, the average yearly income was $17,500, the average cost of a new car was $6,847, and gasoline costs $0.86 per gallon.

- The Happy Meal
- Yuppie Culture
- Black Monday
- Cable goes mainstream: ESPN, MTV, CNN
- Challenger disaster
- War on Drugs
- Iran hostages released
- Reaganomics
- Personal computers and Nintendo consoles
- Oil spills, Chernobyl and other disasters
- Cold War ends: “Tear Down this Wall”
- E.T., Ghostbusters, Raiders of the Lost Ark
- Michael Jackson’s “Thriller” album
1990
- MBA program breaks with Savannah State and moves to the Coastal Georgia Center (CGC) in the Historic District of downtown Savannah shortly after Georgia Southern College becomes Georgia Southern University.
- Program reenters Brunswick market.

1992
- Enrollment nearly doubles, up from 97 in 1990 to 189.

1998
- University moves to the semester system, and the MBA curriculum becomes five 3-semester hour courses and three 2-semester hour courses, plus four electives.

2001
- Online MBA launches as a joint venture with five other institutions.

2002
- Ron Shiffler, Ph.D., becomes the fourth dean of the college.
- Program is reduced to 30 hours and exits the Brunswick market for the second time.

2008
- Allen Amason, Ph.D., becomes fifth dean of the College, and challenges the College to retool the MBA curriculum to prepare graduates for the fourth industrial revolution.

2013
- Curriculum goes global with the addition of a required international business course.
- Savannah program focuses on enrollment to applicants with a minimum of two years’ work experience.

2018
- Consolidation of Georgia Southern and Armstrong State.
- Savannah classes move from CGC to Armstrong campus.
- College receives largest gift to date from Mr. Gregory M. Parker, thereby naming the Parker College of Business.

2019
- MBA program admits final Statesboro cohort in the fall.

While no one can predict the future, discussions around business will include technology disruption, analytics, machine learning and cyber security. These factors will constantly force us to regularly reinvent our MBA program. While we currently target critical thinking skills, other skills like analytical, problem solving and entrepreneurial skills will remain a focus.

'90s REWIND
The year we entered our third decade, the DJIA closed at 2,753, the average yearly income had risen to $27,450, the average cost of a new car was now $15,350, and gasoline averaged $0.97 per gallon.

- Hubble Telescope
- Rodney King, Nelson Mandela, Princess Diana
- Game Boys, Playstations, Nickelodeon
- Pixar animated movies, The Terminator
- Dissolution of the Soviet Union
- O. J. Simpson trial
- Cloning (Remember “Dolly”?)
- The Unabomber
- Dial-up, Netscape and the Y2K scare
- 1996 Olympic Games in Atlanta

'00s REWIND
The year we entered our fourth decade, the DJIA closed at 11,497, the average yearly income was $40,816, the average cost of a new car was $21,022, and gasoline passed the dollar mark at $1.22 per gallon.

- iPhone debuts
- September 11 Terrorist Attacks, War on Terror
- Iraq war, Iran Nuclear Race
- Barack Obama, first African-American President of the United States
- Cyber Monday
- Harry Potter, Lord of the Rings, Pirates of the Caribbean and The Incredibles.

'10s REWIND
The year we entered our fifth decade, the DJIA closed at 10,428, average yearly income was $39,423, the average cost of a new car was $23,252, and gasoline averaged $2.73 per gallon.

- 3-D printing and driverless cars
- Boston Marathon bombing
- China Trade War
- Uber and other shared driver services
- Mueller Investigation and crisis at the Southern border
- Comic book movies and Disney’s Star Wars
The faculty and staff involved with graduate programs within the School of Accountancy and the Parker College of Business at Georgia Southern University work diligently to provide an exceptional graduate education through dynamic teaching, relevant coursework and exciting professional experiences," stated Brit McKay, Ph.D., professor of accounting and MAcc coordinator. "Our No. 15 ranking is a direct result of the hard work of not only the faculty and staff but also the students we serve.

Accountants are in high demand, with the employment of accountants and auditors projected to grow 10% from 2016 to 2026, according to the Bureau of Labor Statistics. Accountants earn a median annual salary of around $70,000. In order to be eligible to sit for the CPA exam, students must have 150-credit hours, often meaning earning a master's degree is necessary.

The Georgia Southern University online Master's of Accounting (WebMAcc) program has been ranked No. 15 by BestMastersPrograms.org in its 2019 Top 25 Master's Online Accounting ranking list.

The AACSB-accredited WebMAcc program started in 2013 and is geared toward working professionals. The 30-credit hour program features 100% online coursework and accepts incoming students during fall and spring semesters. The program follows a cohort model using a team-based approach to online learning. By mirroring the on-campus program, the WebMAcc is taught by the same experienced faculty with the same access to campus resources.

This ranking by Best Masters Programs serves as a guide for working adults to the best accredited online master of accounting programs. In addition to considering accreditation, editors ranked programs according to alumni salary (College Scorecard), cost (Integrated Postsecondary Education Data System) and student reviews (Niche).

“Being nominated by my department for the prestigious Averitt Award for Excellence in Instruction is one of the high points of my time at the Parker College of Business,” stated Kumthekar. “As I step into the world of academia, knowing that my efforts are valued by the Department gives me direction and confidence. I strive to continuously improve my instruction by incorporating the profound values that I have acquired from my mentors. It certainly helps to have the best guiding and nudging you in the right direction, and this nomination wouldn’t have been possible without them.”

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The Georgia Southern University School of Accountancy is independently accredited by AACSB International.
The Georgia Southern University Online Master of Science in Applied Economics (MSAE) was recently ranked No. 11 out of 25 programs across the country by the organization Best College Reviews on its list of Top Online Master’s Degrees.

The AACSB-accredited Georgia Southern online MSAE program allows for geographic and schedule flexibility, as well as strong academics and stackable credentials. The program, which can be completed in a minimum of five semesters, is fully online with small classes that are fully asynchronous.

According to the Bureau of Labor Statistics, economists made an average salary of just over $100,000 per year in 2017. Jobs for qualified professionals in the field are steadily increasing.

“We are very proud to be able to offer a high-quality program at an affordable price,” said Amanda King, Ph.D., professor of economics and MSAE coordinator. “Students who complete our program have a marketable analytical skill set that allows them to make business decisions in a diverse and changing data-driven world.”

A pool of 38 programs was evaluated by Best College Reviews’ editors, then narrowed down to 25. Institutions were awarded points based on affordability, national recognition, scheduling options, course delivery and specialization options, among other criteria.

For more information about the Online MSAE, visit GeorgiaSouthern.edu/parker/msae.

In the spring, the Business Innovation Group (BIG) announced that it was partnering with the City of Metter to create the University’s third business incubator. The Metter Public Works Department building was transformed into a space for startup business owners to take their businesses to the next level. The incubator, geared toward “Georgia Grown” agribusiness, will give business owners the opportunity to work with Georgia Southern professors and BIG for input on product development and idea implementation, among other services needed by startups.

In May, the “Georgia Grown” Metter incubator announced its first client, Better Fresh Farms. Better Fresh Farms is a family-owned and operated hydroponic farm located in Guyton, GA, that launched in 2016. The expansion into Metter allows Better Fresh Farms (BFF) to share its mission to provide fresh, delicious, high-quality, sustainable produce to another local community. BFF located its first growing trailer at the incubator during the summer. The hydroponic farms, housed in refurbished trailer containers, are sustainable and allow for fresh produce 365 days a year regardless of external factors. Currently, Better Fresh Farms produces a variety of lettuce, greens, radishes and herbs featured at notable Savannah establishments including Husk Savannah, The Emporium, and Beeful, a Savannah Art and Design dining facility.

By providing shared spaces, services and utilities through the incubator, startup businesses are able to keep their fixed overhead down during the early years of their new businesses. By providing research and expertise, Georgia Southern hopes to arm these new, energetic entrepreneurs with the tools and partnerships that they will need to leave the incubator and be on their own in the community.
ACCOUNTING
DeUndrea Carter Sanchez, Rodl and Partner, Atlanta
James Cochran, PwC, Atlanta
Lewis Davis III, The Home Depot SSC, Atlanta
Michael Gibson, AGL CPA Group, LLC, Duluth
Andrew Mathis, Gulfstream Aerospace, Savannah
Alyssa Morgan, Moore Stephens Tiller, Atlanta
Suraj Rath, RMS US, LLP, Tampa, FL
Catherine Sullivan, Colonial Group, Inc., Savannah
Eric Tillery, The Property Mart, Statesboro

ECONOMICS
Michael Harrington, Shaw, Inc., Dalton
Cameron Speakes, World Trade Center Savannah, Savannah

FINANCE
Ashley Anderson, Investment Performance Services, Savannah
Robert Buczkowski, Northwestern Mutual, Savannah
Diego Finkelstein, Wayne Farms, LLC, Oakwood
Brooke Foxman, Invesco, Atlanta
Brennan Garrison, HA Sack Construction, Statesboro
Richard George, State Farm, Statesboro
Michael Gordon, U.S. Army Corps of Engineers, Savannah
Lyndsey Gray, Georgia Tech, Atlanta
Chandler Henderson, Brand Mortgage, St. Simons Island
Oluwatise Ifidon, Bank of America, Atlanta
Kaelen Kiefer, ARCO Design/Build, Atlanta
Patrick Little, Gypsum Management & Supply, Tucker
Joseph Marburger, Hunter Real Estate Services, Winter Park, FL
Camden Ngyuen, Chatham Parkway Toyota, Savannah
Dylan Reyna, PB2 Foods, Tifton
LaDaisha Russell, Allstate, Atlanta
John Lee Sammons, Ameriprise Financial, Statesboro
Walker Summers, Georgia Ports Authority, Garden City
Rhett Veal, Circle K, Waycross
Garret Weeks, Jr., Colonial Group, Inc., Savannah
Alexis Young, Reeves Group, LLC, Suwanee

INFORMATION SYSTEMS
Ashlen Bernard, Affl, Columbus
Michael Drapano, Milliken & Company, Spartanburg, SC
Akram Ghouse, Novels, Inc., Atlanta
Sergio Morales, World Trade Center Savannah, Savannah
John Strickland, Milliken & Company, Spartanburg, SC

LOGISTICS
Petr Bednar, USA Trucks, Inc., Atlanta
Thomas Bivens, Interfor, Preston
Jade Brown, Nolan Transportation Group, Alpharetta
Peter Crawford, Swift Transportation, Decatur
John DeKoskie, Target, Midway
John Eubanks, Swift Transportation, Greer, SC
Nicholas Greer, DHL Supply Chain, McDonough
Victoria Jordahl, Schneider, Port Wentworth
Samuel Lyon, Nolan Transportation Group, Alpharetta
Brady Kelly, R&L Global Logistics, Atlanta
Joshua Kennington, C.L. Services, Atlanta
Cody Mason, Packaging Corporation of America, Valdosta
Robert McBride, TICO, Garden City
William Mccroan, Syfan Logistics, Gainesville
Chase Mitchell, Briggs Equipment, Atlanta
Hayden Mullinax, Premier Transportation, Forest Park
Lane Neidlinger, Gulfstream Aerospace, Savannah

MARKETING
Olivia Wilkins, Ivory & Beau, Savannah

MANAGEMENT
Virginia Anderson, Rotary Corporation, Glennville
Bailey Barcomb, Lawrence Plantation, Rome
Jacob Boatright, Walker Realty, Brunswick
Derrick Bowen, Meherrin, Hawkinsville
Noah Brantley, Sea Island Resorts, Sea Island
Jessica Bryant, Georgia Lottery Corporation, Atlanta
Bethany Callaway, The Sea Pines Resort, Hilton Head, SC
Santiago Campo, Draft Elite, Inc., Marietta
Nixivette Chavez, Georgia Southern Conference Services, Statesboro
Kendall Copelan, Sea Island Resorts, Sea Island
Brennan Fitzpatrick, Enterprise, Roswell
Collin Fitzpatrick, Nolan Transportation Group, Alpharetta
Sarah Floyd, Cohen’s Retreat, Savannah
Wells Foust, Greenville Turf & Tractor, Piedmont, SC
Payton Germany, NIIT USA, Inc., Atlanta
Taylor Greene, B&G Management, LLC, Bainbridge
Amari Harris, Blue Tie Catering, Statesboro
Jacqueline Jedlicka, CINTAS, Vidalia
Timothy Leazer II, Aspen Heights, Statesboro
Alicia Martinez, World Trade Center Savannah, Savannah
Houston McClurkan, Southeast Restoration Group, Canton
James Moore, Minick Farms, Preston
Ryan Thompson, TICO, Garden City
Olivia Wilkins, Ivory & Beau, Savannah

SUMMER 2019 INTERNSHIPS
Haley Williams, Brooksource, Jacksonville, FL
Thomas Voith, Jr., C.H. Robinson, Atlanta
Catherine Reece, AT&T, Dallas, TX
Kali Rogers, Splash in the Boro, Statesboro
Jake Sunday, TEC (The Erosion Company), Woodstock
Matthew Voight, Fripp Island Resort, St. Helena, SC
Thomas Voith, Jr., C.H. Robinson, Atlanta
The Georgia Southern University Foundation, Inc. received a $5 million gift, the single largest gift in University history, for the College of Business from Greg Parker, founder and CEO of The Parker Companies in Savannah. The University System of Georgia Board of Regents approved the name of the Gregory M. Parker College of Business at Georgia Southern University.

In March, the College, along with the University, celebrated the new partnership between Georgia Southern and philanthropist Greg Parker, by hosting a naming celebration for the newly named Parker College of Business. Community members and business leaders joined University students and officials to usher in a new chapter of academic excellence and student opportunities in the University’s growing business programs.

“By making this gift to the College of Business at Georgia Southern University, I hope to make a lasting impact on the business community in coastal Georgia. I truly believe in education’s power to transform lives and have a strong commitment to giving back to the community.”

–Greg Parker, Founder and CEO of The Parker Companies

GEORGIA SOUTHERN UNIVERSITY ANNOUNCES OUTSTANDING $5 MILLION GIFT TO THE COLLEGE OF BUSINESS

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PARKER BUSINESS SCHOLARS

With the naming of the College came a new program stemming from the Parker gift that created the Parker Business Scholars. This program provides unique, professional development opportunities to no more than 20 business students wanting more from their educational experience in their junior year. Parker Business Scholars take a customized capstone strategy class, participate in various College-sponsored events and engage with leaders from business and government. They have direct interaction with Mr. Greg Parker, founder and CEO of Parker’s, and now our College’s namesake.
Thirty-three College of Business students received The BB&T Leadership Institute Student Leadership Certification after participating in the second annual BB&T Emerging Leaders Certification Seminar at Georgia Southern University Statesboro Campus.

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

PARKER FINANCE CONNECTION

The Parker Finance Connection is an on-campus opportunity for students, finance professionals and faculty members to meet and network with each other.

The event helps students learn about career paths and job opportunities in various finance fields, allows business professionals to learn more about our students and programs, and helps faculty members become more familiar with the concerns and issues facing businesses.

HOSPITALITY STUDENTS GET HANDS-ON EXPERIENCE

Students seeking careers in the hospitality industry are not just learning concepts in the classroom, but they are also prepared for the industry through hands-on experiences at Georgia Southern University.

Throughout the academic year, hospitality students travel throughout the Southeast to locations known for tourism to experience the behind-the-scenes operations of restaurants, hotels, pre-packaged food facilities and more.

ECONOMICS STUDENTS CONDUCT ORIGINAL RESEARCH

Each semester, Jeffrey Schiman, Ph.D., assistant professor of economics, oversees 15–20 original student research projects through his applied econometrics class. These projects start by developing a research question, studying extant literature and then finding data to answer the question.

By applying the research designs learned in applied econometrics, students delve into a wide range of topics including racial differences in the labor-market, penalty of arrest, geographic differences in the age of smoking initiation, early life personality traits and how they influence college entry and body image changes as children age, among others.

“The students are using sophisticated approaches and doing serious research,” stated Schiman. “My hope is that they can take these skills to the labor market or to grad school and have a skill set well beyond that of their peers.”

According to Joanna Pangburn, senior economics student, “Working on original research in my undergraduate studies has inspired me to pursue my master’s degree after I graduate this spring.”

Once the students have completed their research, they are encouraged to attend conferences in order to present their findings, giving them even more experiential learning opportunities.

STUDENTS PUT CLASSROOM CONCEPTS INTO PRACTICE

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.

As part of its curriculum, the Forensic Interviews class focuses on how to read nonverbal language. Victoria Liggett, a senior accounting student stated, “By observing nonverbal behavior, I [could] tell when a student [was] not answering honestly, or the student was simply answering with short answers that didn’t give any real information.”

STUDENTS RECEIVE BB&T EMERGING LEADERS CERTIFICATION

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STUDENT ENGAGEMENT & EXPERIENCE

Students receiving BB&T Emerging Leaders Certification

Parker Finance Connection

Hospitality students get hands-on experience

Economics students conduct original research

Students put classroom concepts into practice
During the 1906 Society Gala on Friday, November 9, several finance students who participate in the Southern Investment Association (SIA), represented the Parker College of Business and presented the investment strategy used within the student organization’s portfolio. While there, Franklin Winborne, William VanSant and Wesley Martin were able to network with University and Parker College of Business donors and alumni.

In January, 18 Georgia Southern students traveled to NYC for the National Retail Federation’s (NRF) BIG Show and Student Program. The NRF invites universities to participate in its annual premier event and compete in the Student Challenge which helps educate students on the retail industry. Through this event, students participate in workshops and networking events that are tailored to their professional development. Many of retail’s biggest names all participate through tours where students are able to see first-hand the operational side of the industry. Travel to this annual event is made possible through NRF scholarships and support of the Center for Retail Studies.

Five students on the Georgia Southern University Sales Team landed jobs or summer internships with AT&T after competing at the first-ever AT&T B2B Sales Program National Sales Competition October 18–20 in Dallas, Texas.

College of Business students (above from left to right) 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.

Members of the Southern Investment Association (SIA) competed in the regional CFA Institute Research Challenge at Kennesaw State University on March 2.

The Southern Classic is an annual global competition showcasing finance and economics students by providing hands-on mentoring and training in financial analysis. Students worked as a team to research and evaluate a publicly traded company and presented their analyses to a panel of industry professionals.

Academic year 2018–2019 saw two groups of Parker College of Business students on Business Abroad trips. In December 2018, Trey Denton, Ph.D., professor of marketing, along with Danielle Smith, director of experiential learning and student engagement, accompanied 19 students to Hong Kong. During the trip, the group visited 11 companies and participated in several cultural events. In May 2019, Linda G. Mullen, Ph.D., associate professor of marketing and co-director of the Center for Sales Excellence, and Smith, took 20 students to Italy, where the focus was on international marketing. To see more on the Italy Business Abroad trip, see page 16.
Georgia Southern Economics Students Take Fourth Place in National Trading Competition

From University Newsroom

A team of four economics majors at Georgia Southern University’s Parker College of Business took fourth place at TD Ameritrade’s thinkorswim Challenge, a real-world cash trading experience, after going head-to-head with 500 college teams from around the country.

Students Shaye Escritor, Nathan Insel, Angel Lopez-Akiyama and Layke Touchet, led by Omid Ardakani, Ph.D., assistant professor of economics, invested their funds in equities and financial derivatives. Their group, called Alpha Team Hedge, realized an average return of 187% by the end of the challenge. The group outperformed index funds, hedge funds and other teams by using theoretical and empirical knowledge of financial derivatives taught by Ardakani in his financial derivatives course. In total, the group was able to grow their initial portfolio to more than $1.4 million.

In addition to this competition, the Eagle Economics Society attended the Allied Social Sciences Association (ASSA) annual meeting in Atlanta in January. The ASSA is the premier economics conference, attracting more than 10,000 economists from around the world.

First Annual Parker Regional Sales Competition

The Parker Regional Sales Competition (PRSC), held on February 28, is a collegiate sales competition hosted by the Center for Sales Excellence at Georgia Southern University. The competition is a developmental event, providing sales students the opportunity to demonstrate their selling skills through simulated sales role play.

The objective of the PRSC is to provide regional collegiate sales teams an opportunity to prepare and compete in a competitive setting before participating in other national sales competitions. This year’s competitors included students from Augusta University’s Hull College of Business, Georgia College’s J. Whitney Bunting College of Business, University of South Carolina - Beaufort’s Department of Business Administration, University of North Florida’s Coggin College of Business and Georgia Southern University’s Parker College of Business. The top four sales students received prizes, with first place taking home a Tom James tailor-made suit with a value of $1,000.

The PRSC event benefits both students and sales professionals as students have the opportunity to gain individual feedback from industry experts and network with sponsoring companies; and company representatives are able to observe students engaging in real-life sales role plays and recruit them for current or future sales openings or internships.

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Logistics Students Win at IANA Competition

Four senior logistics and supply chain management students brought home a second consecutive win from the Intermodal Association of North America (IANA) Logistics and Supply Chain Management Case Competition in Jacksonville, Florida.

“Our team worked hard and delivered a top-notch presentation,” said Jerry Burke, Ph.D., the team’s advisor and a professor and chair of the Department of Logistics and Supply Chain Management. “The industry judges made a point to let me know our team did an excellent job. Many thanks to IANA for supporting these competitions and also for supporting the Department of Logistics and Supply Chain Management as an IANA Scholar School.”

Individual Students by Major Who Participated in National Competitions in FY 19

<table>
<thead>
<tr>
<th>Major</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logistics</td>
<td>53</td>
</tr>
<tr>
<td>Marketing</td>
<td>48</td>
</tr>
<tr>
<td>Economics</td>
<td>6</td>
</tr>
<tr>
<td>Finance</td>
<td>6</td>
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</tbody>
</table>

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Georgia Southern University’s student chapter of the Society for Human Resource Management (SHRM) teamed up with the Statesboro location of Briggs & Stratton to help the company better understand why long-term employees choose to stay.

The executive board of SHRM worked in groups to conduct 22 stay interviews in mid-April. Much like exit interviews when people resign from a company, the stay interviews helped Briggs & Stratton Human Resources Manager Amanda See (MGMT, ’97; MBA, ’01) to understand what has kept the longer-term employees on the job.

The findings of the interviews were overwhelmingly positive. The majority of those interviewed generally enjoy working at Briggs and would recommend the company to friends or family looking for jobs. Interviewees also seemed to have a desire for more training and communication between shifts and on their performance.

On Tuesday, October 2, the College of Business hosted its third annual Professional Development Day (PDD). During the event, which is set up like a conference, 99 sessions on discipline-specific and real-world topics were presented to a record crowd of business students and non-business students. PDD is held the day before the fall Eagle Expo Career Fair, the largest career fair held on campus sponsored by the Office of Career and Professional Development. This allows the College to host employers a day early and give them first access to our business students.

Through PDD, we allow our students to dig deeper into what life after college may look like. As part of PDD, students have the opportunity to network with employers, often finding an internship or a full-time position after graduation.

In April, the College hosted its signature event on the Armstrong Campus (see page 2).

Jaymin Patel, a recent finance and information systems graduate, was named Student Anaplanner of the Year by Anaplan Inc. He was recognized in San Francisco at the company’s Connected Planning Xperience (CPX) conference on June 10.

Patel earned the achievement through Anaplan University Connect, a program launched by the company that equips university students with competitive analytical and decision-making skills to address the needs of today’s global marketplace. The courses Patel took through this program helped him land a data analyst role at Equifax, a global data analytics and technology company.

Georgia Southern students, faculty and nearly 70 bankers from Southeast Georgia community banks came together November 1 on the Statesboro Campus for the 12th annual Southeast Georgia Community Bank Symposium at the Nessmith-Lane Center.

The symposium provided an informative and educational program on issues and concerns impacting the national and regional banking industry and the economy as a whole.

Junior and senior finance students led a panel and spoke about their outlook on careers in the banking industry. The panel included a discussion of the importance of experiential learning for both companies and students with the College’s Director of Experiential Learning and Student Engagement Danielle Smith.
### BUSINESS INNOVATION GROUP—FY 19

<table>
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<th>2018–19</th>
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<td>New Incubator Clients (Total 35)</td>
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<td>26</td>
<td>+15</td>
</tr>
<tr>
<td>Amount of Capital Actualized</td>
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<td>$379,302</td>
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</table>

### CENTER FOR ENTREPRENEURIAL LEARNING AND LEADERSHIP

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<thead>
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<th>Category</th>
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<tr>
<td>Student-Based Projects</td>
<td>17</td>
<td>23</td>
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<td>Student Participants in Pitch/Startup Competitions</td>
<td>30</td>
<td>62</td>
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### CENTER FOR BUSINESS ANALYTICS AND ECONOMIC RESEARCH

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### SMALL BUSINESS DEVELOPMENT CENTER

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Endowments & Gifts

FY 19 FOR THE LOVE OF BLUE

CAMPUS GIVING CAMPAIGN

65% OVERALL PARTICIPATION
144 PARTICIPATING EMPLOYEES

DEPARTMENTS WITH 100% PARTICIPATION
Department of Management
Department of Marketing

WHERE DONORS DIRECTED THEIR GIVING

<table>
<thead>
<tr>
<th>Department</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
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<td>4%</td>
<td>36%</td>
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<tr>
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<td>3%</td>
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<tr>
<td>Program Support</td>
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<td>12%</td>
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<tr>
<td>Scholarship Support</td>
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<td>37%</td>
<td>34%</td>
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TOTAL ENDOWMENTS
$11,515,922

BUILDING A LEGACY
Georgia Southern University Parker College of Business

TOTAL RAISED: $861,141
PLEDGES & GIFTS

WHERE DONORS DIRECTED THEIR GIVING

2016–2017 $3,483,699
2015–2016 $686,509
2014–2015 $955,155
2018–2019 $5,526,206
2017–2018 $428,732

FY 19

65% OVERALL PARTICIPATION
144 PARTICIPATING EMPLOYEES

DEPARTMENTS WITH 100% PARTICIPATION
Department of Management
Department of Marketing

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2015–2016 $686,509
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2018–2019 $5,526,206
2017–2018 $428,732

Endowments & Gifts
## EAGLE CEO

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<tr>
<td>Allen and Cricket Amason</td>
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<td>Anaplan</td>
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<td>Nathan D. Ashcroft</td>
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<td>Sally Boyd</td>
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<td>C.H. Robinson Company</td>
<td>Ben Dukes</td>
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<tr>
<td>Carrie L. Connell</td>
<td>Benjamin Dukes</td>
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<tr>
<td>Olivia S. Flanagan</td>
<td>David and Katherine Edwards</td>
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<td>Equifax</td>
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<td>Fidelio Color Lithographers</td>
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<td>Moore Stephens Tiller, LLC</td>
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<tr>
<td>Bill and Cynthia Moore</td>
<td>Robert and Latoria Morgan</td>
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<td>Maudlin &amp; Jenkins</td>
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<td>Andrew and Amy Pope</td>
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<td>Ralph and Mary Sikes</td>
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<td>Gregory M. Parker</td>
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<td>David and Julie Pitman</td>
<td>Kris and Beverly Trainor</td>
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## EAGLE ASSOCIATE

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<tr>
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<tr>
<td>Garrett Alexander</td>
<td>Douglas and Karen Lambert</td>
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<tr>
<td>Cayci M. Branum</td>
<td>Lanier, Deal &amp; Proctor, CPAs</td>
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<tr>
<td>Michael Callaghan</td>
<td>Lori M. Miller</td>
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<tr>
<td>Carroll Fulmer Logistics Corp</td>
<td>Jenny and John Miller</td>
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<tr>
<td>Robert M. Edson, Jr.</td>
<td>Norfolk Southern Foundation</td>
</tr>
<tr>
<td>Bryant Hosch</td>
<td>James and Cindy Randall</td>
</tr>
<tr>
<td>Michael and Emily Johnson</td>
<td>Camille Rogers</td>
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<tr>
<td>Thomas and Victoria Jones</td>
<td>Jason Ross</td>
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<td>Chris and Meredith Rutherford</td>
<td>Bryan and Laura Saxton</td>
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<td>Philip and Cathy Solomons, Jr.</td>
<td>Southeastern Hospitality Services, Inc.</td>
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<td>Connell and Frances Stafford</td>
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EAGLE DIRECTOR

A. L. Spalding-Barnes Funeral Home
Accounting Networks, Inc.
Darren and Mardee Austin
Bernice Banks
Wiley Baxter
Brady, Ware & Company
Hoke and Kathy Brunson
Burke, Worsham & Harrell, LLC
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CBIZ, Inc.
D’Angelo K. Charlton
Cherry Bekaert LLP
Clements Purvis & Stewart PC
Dabbs, Hickman, Hill & Cannon
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Richard and Lori Deal
Trey Denton
Draffin & Tucker, LLP
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Gulfstream Aerospace Corporation
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Edwin Hill
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David P. Muse Jr.
Nolan Transportation Group
Timothy Pearson
Kevin and Nicole Pope
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Schell & Hogan, LLP
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Matt Shoemaker
Zachary Sines
Michael and Debra Skinner
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Comer and Lillian Train
F. Ward Trulock
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Dana I. Velasquez
Jessica A. Williams
Russell and Kelly Williams
Windham Brannon P.C.

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Douglas and Elizabeth Barr
Maegan R. Barrett
Robert K. Bell
Donald and Carol Berecz
William and Sheron Bolen
Caryl L. Brown
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Catherine S. Colasanto
Brian and Penny Collins
Maggie E. Couey
Alex Cowden
Callie G. Cramer
Morgan E. Crowley
Caroline G. Croy
Michael J. Cuellar
Jack and Rosmary Culpepper
Bo Dai
Austin Davis
William M. Denton
Morgan Derst
Kenneth C. Douglas
EPES Transport System, Inc.
Joe and Jamie Fincher
Larry and Lynn Garrett
John and Diane Giddens
Axel Grossmann
Kathleen H. Gruben
Alexis L. Hackman
Mark D. Hanna
Jackie W. Hartley
Gerald J. Hartwig
John and Desmarie Hatem
Mark Sarah Herndon
William T. Herron
Jeremy Jennifer Hinton
Robert C. Hoell
Angelia A. Huggins
Ann F. Hurford
Robert E. Jackson
JWH Service Partners, Inc.
Kids World Learning Center
Jin Woo Kim
William and Ernestine Kirby
Jordan C. Klebe
Laborers Sunday School Class
Teresa A. Little
Alan W. Mackelprang
Donna and Wendell Madray
Charles and Catherine Marvil
John and Barbara McGinty
Richard D. McGrath
Robert and Patricia McGregor
Benjamin and Britton McKay
Richard and Tina Mitchell
Edward and Patricia Mizelle
Susanna Moore
Linda G. Mullen
Shaun and Holly O’Quinn
Old Dominion Freight Line, Inc.
Olin Corporation Charitable Trust
William C. Osborne
Chris Page
Ruben G. Pena
Duong T. Pham
Carlos and Sheila Phillips
Jamekia T. Powers
Guy and Patricia Price
Kiara L. Ramey
Steven and Katherine Rawlins
James and Lisa Riggs
Jason and Catherine Roberts
Rogette Sands
Richard and Diane Rossiter
Kristen M. Ruhlman
Hyunju Shin
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Lowell D. Sneathen Jr.
Lawrence and Joan Stalcup
Deborah C. Stapleton
Chanchal Tamrakar
Terminal Investment Corporation
Mary V. Walters
Maliece S. Whatley
Christopher T. Wiggins
Michael R. Wiggins
Allen and Ann Wilson
Thomas O. Yarbrough
Nancy B. Youngblood
I grew up idolizing my grandfather, Wayne E. Murphy, who taught me that you have to be a part of something bigger than yourself.

My grandfather grew up in Atlanta and went on to work for Southern Bell, working the lines. He and a friend got into the McDonald’s business and opened the Statesboro Main Street McDonald’s in 1973. In the early ’80s, Bucky Wagner asked my grandfather to help out with hiring a football coach. That coach was Erk Russell. My grandfather introduced Bucky to Allen Paulson at Spanky’s on Savannah’s Southside. Gene Bishop and my grandfather were buddies. Now, there are a couple of buildings with the name Bishop on them around campus.

My grandfather served on the Dean’s Advisory Board, known then as the Business Advisory Council from 1987–2011. Athletic Director Tom Kleinlein inducted my grandfather into the Georgia Southern Athletics Hall of Fame in 2014.

Why did he give? Community, family and pride. A man with a limited education found a bond in an academic institution. My grandfather gave his time, influence and money to Georgia Southern. But he easily received more than he gave.

I give to Georgia Southern because I believe that the name Georgia Southern has a monetary value—a brand name or reputational value. Booth, Kellogg, Sloan, Wharton and now Parker—the names of these business schools have value. They have status. These schools demand a place at the table.

Who builds this name or value? It’s a trinity of past, present and future. Have you ever looked at the names on the wall of the front corridor? These are the names of individuals who cared enough about Georgia Southern to make it better by investing time, influence and money into its future. The current students have a responsibility not to let those individuals’ efforts be in vain. New alumni have to pick up the GS banner and go into the workforce and show what a Georgia Southern graduate can do. They need to show that an employee educated in the Parker College of Business is worth more than two from Terry. Lastly, the future eagles, Dean Amason and staff need to recruit the smartest, hardest working students focused on building this community. We can achieve this through better facilities to attract those future eagles. Like one coach said, “We don’t rebuild; we reload.”

Whether a part of Georgia Southern’s past, present or future, I challenge you to care. Care enough for those who came before us; care for the students struggling with statistics class; and care for the high school students who want to make something of themselves. The 2019 motto for the football team is “Good to Great.” Let us, as a business school, do the same. GATA

“And you ain’t seen nothing yet”
– Erk Russell.
While some grow up in an environment that provides a plethora of support and opportunities, others are not always equally fortunate. Yet, most peoples’ accomplishments are only made possible due to the sacrifice and support we receive from others as well as the opportunities society presents to us. I credit my own achievements to the support I received from others, like my parents, my wife, family and friends, as well as those who took an interest in me, sometimes even without knowing me personally. For that, I will be forever grateful. As the Bible says in Matthew 10:8, “Freely you have received, freely give.”

While supporting individuals close to us comes almost naturally to most people, what makes a great community is the philanthropy from those who do not know us, as it creates opportunities that would have not been obtainable otherwise. As a professor at Georgia Southern, I have witnessed this generosity as well as its impact firsthand over the years; for example, the financial support that allows students to participate in trips like Eagles on Wall Street, the funds that help pay for state-of-the-art software like Bloomberg terminals and media subscriptions like BARRON’s; the support student organizations like the Finance Association and the Southern Investment Association receive to fund trips to competitions and other events like the Guest Speaker Series; etc. As faculty members, we are thankful to all of those who take an interest in our students and who make these great programs possible. It is this support and the gratitude that we see from our students that make a good university a great university. Finally, as a professor, there is no greater joy than seeing our students being successful in their professional careers and their lives. Ultimately, the students’ successes are our greatest assets and giving is a part of building these assets, not only because of the investment we are making in our students, but also because of the example it sets to those we are investing in. Seeing students who were once on the receiving end of the generosity of others giving back to the University shows the strength of the community we are building here at the Parker College of Business and Georgia Southern University. Paraphrasing one of our alumni who participated as a student and now as a professional in one of our programs, paying it forward makes the program come full circle.

As Winston Churchill once said, “We make a living by what we get, but we make a life by what we give.”
As humans, our ability to work in teams is perhaps our greatest evolutionary development. Humans are not particularly strong or fast compared to the rest of the animal kingdom. Granted, we have highly-developed language skills and significant intellect. But those alone do not set us apart. It is our social nature that gives us our great evolutionary advantage. Working together in coordinated team efforts has resulted in great accomplishments throughout human history.

Throughout history, great leaders have been able to clearly identify and articulate goals that join people into powerful teams that elevate the entire team and all of its members. When we think of organized sports teams, we usually think of a limited number of players. A professional football team has 53 players, professional baseball generally has an active roster of 25 players.

The Parker College of Business is also a team. The students, alumni, faculty and staff make up the team roster of nearly 25,000 “players” working toward a common purpose. That purpose is quite simply to make the Parker College the best college of business in the world. Just like any team, each of you shares in the hard work and ultimately in the satisfaction of reaching our goals. Whether you are a student, alumni, faculty or staff member of the Parker College, you are a vital member of our team.

Teams are at their most powerful when all of the teammates are engaged and enthusiastic about their team. So, whether you are fully engaged as an active team member or perhaps have not been fully engaged for a while, we ask that you find an opportunity this year to visit the Parker College and Georgia Southern, become a donor, continue your donations, or ask about joining one of our many advisory groups. Make a commitment this year to be a part of this powerful Parker College team! To find out how you can become an “All-Star Player” for the Parker College, call Bill Slayton 912-243-4366 or Chris Osborne 912-515-8715.

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/gsareerevents).
4. Partner with Parker’s outstanding faculty and staff to train and develop your next generation of business leaders.

Eagle Executive

All academic programs in the Parker College of Business are accredited by AACSB International: The Association to Advance Collegiate Schools of Business.

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

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.

A UNIT OF THE UNIVERSITY SYSTEM OF GEORGIA AFFIRMATIVE ACTION / EQUAL OPPORTUNITY EMPLOYER

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## SAVE THE DATE

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<td>Fries Lecture</td>
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<tr>
<td>Professional Development Day &amp; Eagle Sales Showcase</td>
<td>October 1</td>
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<td>Logistics Round Table</td>
<td>October 1</td>
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<tr>
<td>AUBER Conference</td>
<td>October 1</td>
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<tr>
<td>Dean’s Advisory Board &amp; Young Alumni Board Meeting</td>
<td>October 18–19</td>
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<td>1906 Event</td>
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<td>Homecoming Tailgate</td>
<td>October 26</td>
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<td>True Blue Tailgate @ App State</td>
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<td>Parker Talks Speaker Series – Savannah</td>
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<td>Fall 2019 Commencement</td>
<td>December 13–14</td>
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<td>Logistics Round Table</td>
<td>February 25, 2020</td>
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<td>Parker Regional Sales Competition</td>
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<td>Eagle Sales Boot Camp</td>
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