

College of Business News

November 8, 2018

Georgia Southern University

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Parker College of Business hosts 12th annual Southeast Georgia Community Bank Symposium

November 8, 2018

Georgia Southern University students, faculty and nearly 70 bankers from community banks around southeast Georgia came together Nov. 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.

“It was great to have an outstanding group of bankers on the Georgia Southern campus for our symposium,” stated Don Cox, Ph.D., BB&T Distinguished Chair in Money & Banking. “In addition to the event sessions that provided valuable and timely information to the attendees, it was an opportunity for some of our finance students to interact with the bank executives in a professional setting.”

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.

Cox, and Michael Toma, Ph.D., director for the Center for Business Analytics and Economic Research at Georgia Southern, provided a look at national economic trends and data and a more focused look at key economic data from the heart of Georgia and Coastal Georgia, respectively.

Allen C. Amason, Ph.D., dean of the Parker College of Business, presented on strategic thinking, highlighting the fundamental constructs in strategic thinking with specific takeaways for bank leaders.

Synovus Bank Market Intelligence Manager Cal Evans provided a presentation on sector and capital market trends, illustrating which markets continue to show strengths, warranted fears, where sector opportunities can be found and how to align lending strategy with regulatory guidance.

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Finance students with Joe Brannen (far right), president and CEO of Georgia Bankers Association.