Darron Burnette, Entrepreneurial Fellow, Sea Island Bank

March 30, 2011

On the 30th March it was announced by the Center for Entrepreneurial Learning and Leadership that Darron Burnette, Executive Vice-President of Sea Island Bank is to become the Center’s latest Entrepreneurial Fellow. The appointment acknowledges and recognizes Darron’s and colleagues efforts in supporting the New Venture Planning course. On receiving the award Darron said, “Of course this is for the entire team and their wonderful efforts helping the students. I’m delighted that the relationship between the Center’s work and our bank continues to develop”. Dr. Luke Pittaway, the Director of the Center, was equally pleased with the award saying, “Darron and his team have provided invaluable support to our Center and to the New Venture Planning course in particular. We are delighted to be just a few doors down from Sea Island Bank when we move into the Downtown Entrepreneurial Zone. The team is incredible!”

About Darron Burnette

Darron Burnette is Executive Vice President of Sea Island Bank, a division of Synovus Bank (Statesboro, Metter and Savannah, Georgia), and he recently also received the William B. Turner Humanitarian Award from Synovus Financial Corp. Burnette’s long list of community service includes his work with the Kiwanis Club of Statesboro, Georgia; the Statesboro-Bulloch County Chamber of Commerce, Habitat for Humanity, and the Georgia Southern University Boosters Foundation. He was recently recognized at the national convention of the Alzheimer’s Association for his leadership of the Statesboro Memory Walk, which raised $60,000 in 2010.

About Sea Island Bank

Sea Island Bank is a division of Synovus Bank, and operates 9 branches in Statesboro, Metter and Savannah. As it has for 110 years, Sea Island Bank remains dedicated to serving its local communities. This division offers diverse lines of business and personal financial services including Business Banking, Investment Services and Mortgage Lending. For more information, visit www.seaislandbank.com.

About Synovus Bank

Synovus Bank is a Georgia-chartered, FDIC-insured bank. Synovus Bank provides commercial and retail banking, as well as investment services through our affiliated companies, to customers through 30 locally branded divisions, 323 offices, and 456 ATMs in Georgia, Alabama, South Carolina, Florida and Tennessee. See Synovus Bank on the Web at www.synovus.com.
Report on FastPitch Coaching

March 30, 2011

On March 24th at the Georgia Tech Savannah ATDC the FastPitch team (ATDC; Georgia Southern and the Creative Coast) held the coaching session for the FastPitch competition. Over 40 entrepreneurs attended, tried out their pitch on the coaches and had a 15 minute session to assess the pitch and gain recommendations for improvements.

The session went smoothly and many of the contestants reported that the event was successful in helping them focus their pitch and prepare for the competition. Thank you to the coaches who included: Orjan Isacson; Luke Pittaway; Ervin Williams; Jim Williams; Ray Wenig; Lynn Vos; Bob Schwartz; and, Kate Strain.
Next Research Seminar – Team Charters and Systematic Search

March 30, 2011

April 2011 – College of Business Administration room 3311, Monday April 11th 9:30am-11:00am “Team Charters and Systematic Search: A Prescription for Corporate Entrepreneurship”

Abstract

Research suggests that teams must focus on both teamwork and taskwork to be effective. Most studies on team productivity center on the team’s makeup and leadership without guidance on process or task. Here, the concepts of Team Charters (teamwork) and Systematic Search (taskwork) are introduced, developed, and integrated to enhance the probability of success in the domain of corporate entrepreneurship. This integration of charters and search is augmented by a valuation framework that permits assessment of an entrepreneurial idea’s potential for commercial success. This framework evaluates the idea’s fit, value, rarity, and inimitability. Finally, an integrative task is proposed to assess achievement of milestones as an idea progresses toward market. The integrative task captures the idea’s Product, Market, and Technology Statement, a cursory industry analysis, and screening tools used to assess the viability of an idea. Together, these concepts have the potential to add significant value to the processes and performance of teams engaged in any form of corporate entrepreneurship.

About Bill Norton