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Georgia Southern University, "Business Innovation Group (BIG) News" (2011). *Business Innovation Group News (2010-2021)*. 120.

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The Case for Cases: The High West Distillery Case

September 1, 2011



Research Seminar

Friday September 16th 11:00am-12:30pm

College of Business Administration Room 3311

The Case for Cases: The High West Distillery Case

Abstract

The seminar will focus on this case, on how cases can be used in teaching and how to develop case studies when conducting research. Sample marketing techniques and tastings will be included in the seminar. With no experience in any aspect of the alcoholic beverage industry, David Perkins committed to an entrepreneurial dream—to make and sell a new type of whiskey. Two years later Perkins faced his biggest decision, investing nearly all of his company’s capital to build his distillery. He admitted the experience felt exciting but scary. The decision would require him to identify his most viable options and to test each one, determining which would create the most value. In addition, he had to gauge what resources the options would require, and then realistically assess the unique problems associated with each. And he had one chance to get it right.

About Robert Perkins

Dr. Robert Perkins is a Visiting Assistant Professor at the Stetson School of Business and Economics, Mercer University in Atlanta where he teaches: Entrepreneurship; Ethical Leadership; Leadership; Team Dynamics; International Business; Human Resource Management; and Organizational Behavior. Dr. Robert Perkins founded Corporate Psychology in 1982 as a consulting firm to serve senior management. His expertise has been sought for his ability to deliver executive coaching, team excellence, and organizational performance programs by prestigious organizations worldwide. Dr. Perkins has led broad organizational psychology consultation to management—including executive selection and coaching,

business strategy and structure expertise, survey-based team development, and performance management skills training—in a number of positions with Rohrer, Hibler and Replogle, Hay Associates, and NCR Corporation. Dr. Perkins has also served as Chief of the Psychology Service at Fitzsimons Army Hospital. He has taught at the university level in the MBA programs of Wright State University (Organization Behavior) and University of Colorado (Leadership) and at the undergraduate level at the University of Dayton and Denver University. Dr. Perkins received his BA in Psychology from Kent State University; his MS in Clinical Psychology from Ohio State University; and his Ph.D. in Organizational Psychology from Colorado State University. His doctoral dissertation explored Leadership Style and Organizational Performance.