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Course provides preparation for professional HR exam

DECEMBER 10, 2007

The Continuing Education Center at Georgia Southern University will sponsor a 36-hour intensive course that will prepare participants who are seeking certification as a Professional in Human Resources (PHR) or Senior Professional in Human Resources (SPHR).

The 'Certificate in Professional Human Resource Management' program will run on 12 consecutive Monday evenings from Feb. 4 through April 21. Each session will meet from 6 p.m. until 9 p.m. at the Coastal Georgia Center in Savannah.

The course is offered in cooperation with the Society for Human Resource Management (SHRM) as study material for the PHR and SPHR certification exams. These exams are administered twice annually by the Human Resources Certification Institute (HRCI).

The SHRM Learning System course materials correspond to the six functional areas, responsibilities and associated knowledge defined by the HRCI as the Human Resources Body of Knowledge. The SHRM Learning System is included in the course fee.

Participants may take the course even if they do not plan to take the PHR or SPHR exam. All participants must attend a one-hour orientation session, which will be offered on two dates prior to the start of the course.

The fee for the course is \$905 per person for SHRM members and \$955 per person for non-members. The fee for all participants will increase to \$980 per person after 5 p.m. on Friday, Jan. 25. The registration deadline is 7 p.m. on Monday, Jan. 28.

To register for the class or obtain more information, visit <http://ceps.georgiasouthern.edu/conted/HRcertificate.html> , email seminars@georgiasouthern.edu , or call J. Marie Lutz at (912) 871-1763.

Georgia Southern University, a Carnegie Doctoral/Research University, offers more than 120 degree programs serving nearly 17,000 students. Through eight colleges, the University offers bachelor's, master's and doctoral degree programs built on more than a century of academic achievement. The University, one of Georgia's largest, is a top choice of Georgia's HOPE scholars and is recognized for its student-centered approach to education. Visit: www.georgiasouthern.edu

Six ROTC cadets commissioned as second lieutenants in U.S. Army

DECEMBER 10, 2007

Six cadets from the ROTC program based at Georgia Southern University have been commissioned as second lieutenants in the U.S. Army.

Eagle Battalion members Garret Bailey, Robert Doak, Stan Frederick, Jerome Hunt, Alena Parker and Luis Prieto received their commissions during a formal ceremony on Friday, Dec. 7, in the Nessmith-Lane Continuing Education Building.

Col. James Knauff – the commander of the Sixth Brigade, which includes ROTC programs at college and universities in Georgia, Florida and Puerto Rico – gave the keynote address at the ceremony.

Bailey was born to Gayle and Deborah Bailey in Savannah, Ga., and graduated from Trinity Christian School. While at Georgia Southern, he obtained his pilot's license and was named student employee of the year. He served on the ROTC color guard and was company commander during his MS IV year. Bailey has branched field artillery and will serve on active duty at Camp Casey, Korea.

Doak was born to Brian and Susan Doak in Bamburg, Germany, and graduated from Lowndes High School. While at Georgia Southern, he participated in intramural sports. He served on the ROTC color guard, took part in the Ranger Challenge, and served as battalion commander during his MS IV year. Doak has branched transportation corps and will serve on active duty at Camp Red Cloud, Korea.

Frederick was born to Stan and Carolyn Frederick in Orlando, Fla., and graduated from West Laurence High School. While attending Georgia Southern, he was a Construction Management Guild officer and a member of Sigma Lambda Chi Honor Society. He was the ROTC command sergeant major during his MS IV year. Frederick has branched field artillery and will serve on active duty at Fort Hood, Texas.

Hunt was born to Jerome Hunt Sr. and Michelle Davis in Englewood, Calif, and graduated from Beach High School. While attending Georgia Southern, he held the position of ROTC assistant S3 (operations officer) during his MS IV year. Hunt branched military police and will serve in the Georgia National Guard.

Prieto was born to Juan and Sara Prieto in Acapulco, Mexico, and graduated from Dalton High School. While at Georgia Southern, he participated in intramural sports. He served as ROTC company commander and took part in the Ranger Challenge. Prieto has branched armor and will serve on active duty at Fort Lewis, Wash.

For more on the ROTC program at Georgia Southern, visit <http://cost.georgiasouthern.edu/rotc/> or call (912) 681-0042.

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Company gets a new look from marketing students at Georgia Southern University

DECEMBER 10, 2007

Three marketing students at Georgia Southern University have rebranded an established Georgia company, changing its name, its look, and its Web site to reflect the company's growing list of clients and offerings. When the new year arrives, the former South Georgia Computer Solutions (SGCS) will be known as Georgia Technologies, Inc.

'When SGCS contacted the Center for Retail Studies, they explained that they were no longer serving only South Georgia, but had developed a national client database, including NASA,' said Kathleen Gruben, associate professor of marketing and director of the Center for Retail Studies in Georgia Southern's College of Business Administration. 'They were looking for help in developing a new face for the company. I asked three hard-working and capable students to take this project and run with it, and the result has been phenomenal.'

The three students who took the lead are Ashley Ferguson of Savannah, Amy Kirkland of Savannah, and Kandayce Lee of Augusta. All three are marketing majors, with Ferguson and Lee focusing on retain store management and fashion merchandising, and Kirkland focusing on retail store management and sales.

'We completed this project as a special topics class, so we each earned college credit for our work,' said Lee, who will graduate in December. 'We began by planning what we needed to do market research, what research methods we'd use, and meetings with clients.'

The trio started by making phone calls to clients and asking a dozen pre-determined survey questions. From those questions, they found that the company's name did not reflect its activities. However, the survey demonstrated that their clients were loyal and believed SGCS to be a good company.

'Dr. Gruben allowed us to assign part of our project to her advertising class," Lee explained. 'They helped us out by brainstorming brands, slogans, and logos, to help us out with a new look. With their help we took the company to a more modern look in its Web and advertising presences."

Ferguson, Kirkland, and Lee suggested a video for the Georgia Technologies Web site (www.georgiatechnologies.com) to explain the name change to long-time customers. They also made suggestions on keeping in touch with clients through reminder postcards

'These marketing students surveyed our clients, gave us fresh ideas, and really opened our eyes on the need for a new look," said Joseph Eason, vice president of customer relations relations. 'They gave us lots of concepts to work on, and we think the changes they created will be beneficial. When we saw their final presentation, we knew they had had done a great job." Eason also credited Gruben for her guidance of the students and for her helpful ideas.

For more information about the Center for Retail Studies, visit <http://coba.georgiasouthern.edu/centers/crs/index.html>

A hot ticket in sport management

DECEMBER 10, 2007

Given the increasing costs of operating professional sports franchises and university athletic departments, learning how to sell effectively has become a vital part of a sport management education.

Recognizing his students' need for 'real world" sales experience, Tony Lachowetz, associate professor of sport management in the College of Health and Human Sciences at Georgia Southern University, found a way to help not only his students, but also the University's basketball and baseball teams.

'In 2001 I began teaching a class that sells, in collaboration with the Georgia Southern University Athletic Department, tickets for both the basketball and baseball seasons," said Lachowetz. 'In 2007 our sales campaign reached total sales of \$22,901, and our grand total of sales since 2001 has been \$126,739."

The fall semester class sells full season tickets, 10-game and 20-game flex plans for baseball, memberships to the baseball boosters' organization, Eagle Dugout Club, and Luxury Suite rentals for baseball. The most popular products by far are BallPark Bound and Courtside Bound, season ticket packages for purchase by individuals and businesses, then distributed through nonprofits to provide opportunities for underprivileged children to attend college basketball or baseball games.

'Forty-five percent of our season tickets sales are the BallPark Bound and Courtside Bound products. They are purchased by consumers who might never attend a Georgia Southern basketball or baseball game,' said Lachowetz with a grin, 'but they are consumers who certainly understand how much their gift of a ticket means to a child. I have to say that those two packages are very effective product offerings.'

Before they start their sales campaign, Lachowetz makes sure the class is steeped in sales tactics and marketing strategies. They begin by reading and discussing books that describe successful sales tactics. One assignment calls for students to collectively generate a list of the attributes and benefits of their products, and that becomes part of another assignment, developing a sales pitch. Once students establish their pitch, they participate in mock telemarketing activities under the critical eyes of other students and faculty. The class also gets a visit from Keith Bradshaw, manager of inside sales for the Atlanta Hawks, who shares some of the tactics used by his sales staff.

Two weeks before the sales campaign begins, the athletics department mails postcards to season ticket holders to let them know that sport management students will soon be calling. With a list of prospects that includes current season ticket holders, the students begin a five-week sales campaign that helps to reinforce the personal selling and telemarketing strategies they've learned. To motivate the students and maximize sales, the athletics department offers incentives including cash prizes, tickets to professional team games, and athletic gear. During class they share individual sales experiences and tactics, both successful and unsuccessful.

'One tactic we encourage is for the students to 'wrap up' each sales call with names and numbers for three referrals,' said Lachowetz. 'We've tripled our sales database in five years just by asking for referrals.'

Lachowetz presented the plan for his sales class at the 5th Annual Sport Marketing Association (SMA) Conference in November 2006 in Denver, Colo., and he continues to get positive feedback from sports management colleagues around the nation. In fact, many of the participants at this year's SMA annual conference told him they are beginning a similar class.

'I have found talented and motivated sales and service people through the sport management program at Georgia Southern,' reports Keith Bradshaw, sales manager of the Dallas Cowboys' New Stadium. Bradshaw, formerly the senior manager of season ticket sales for the Atlanta

Hawks/Thrashers, visits Georgia Southern each fall to provide real-world education for students in Lachowestz's sales class.

'The front office of any sports organization typically has an eye out for nothing but the best,' said Bradshaw. 'The most recent hires out of the program have verified that Georgia Southern prepares their students extremely well. Word has spread and it is quickly becoming a first look' throughout the industry.'

New Eagle Executive Society is planned

DECEMBER 10, 2007

The College of Business Administration (COBA) at Georgia Southern University will re-invigorate the Business Executive Society, a prestigious membership organization first developed in 1988. In its new format it will be named the Eagle Executive Society, and it will provide the basis for encouraging investment and interest by alumni and friends of the College.

'In light of Princeton Review's recent acknowledgement of COBA as one of the top business colleges in America, it is only fitting that COBA revive its membership society to recognize and celebrate our heritage,' said alumnus Doug Lambert, who will serve as the new organization's chair. 'I am honored to be named Chairman of the Eagle Executive Society and look forward to joining alumni and friends as we proudly support COBA and Georgia Southern.' Lambert served with COBA faculty and staff representatives throughout the fall semester to get the new membership organization underway.

'COBA is preparing the next generation's business leaders by providing today's students with the best faculty, technology, facilities, and learning opportunities available,' said Dean Ronald Shiffler, 'but we've reached a point where increased alumni support is essential to keep us moving toward our goal of national recognition. The Eagle Executive Society is designed to encourage annual giving to COBA that will close the gap between tuition and the total cost to educate a student.'''

Building on the goals of the former Business Executive Society, the Eagle Executive Society will serve as a way of building communication between COBA and its larger community of alumni. Beginning in January 2008, annual membership will be extended to alumni and friends who invest \$50 in the students and faculty, the programs, and the future success of COBA. In gratitude for their investment, members will receive a non-negotiable stock certificate verifying that they have taken

`stock" in COBA, a subscription to COBA's newsletter, The Eagle Executive, and personal invitations to special receptions and seminars sponsored by COBA.

By raising the level of giving to COBA, the Eagle Executive Society will help expand activities beyond the classroom, such as travel scholarships and graduate assistantships.

The Society's funds will allow the College to send undergraduate and graduate teams to student competitions, providing them an opportunity to collaborate with students from other states and nations. Faculty will also benefit from increased funding to augment research and support increased scholarly activities.

For more information about the Eagle Executive Society, send an e-mail to jlane@GeorgiaSouthern.edu.