

College of Business News

March 13, 2019

Georgia Southern University

Follow this and additional works at: <https://digitalcommons.georgiasouthern.edu/cob-news>

Recommended Citation

Georgia Southern University, "College of Business News" (2019). *Business, College of - News*. 180.
<https://digitalcommons.georgiasouthern.edu/cob-news/180>

This article is brought to you for free and open access by the Business, College of - College Publications at Digital Commons@Georgia Southern. It has been accepted for inclusion in Business, College of - News by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

Georgia Southern Parker College of Business sales students compete nationally

March 13, 2019



Cole Sammons, Jim Randall, DBA, and Mya Carter represent Georgia Southern University at the University of Toledo Invitational Sales Competition.

Mya Carter and Cole Sammons, students in the Parker College of Business at Georgia Southern University, competed among the nation's best undergraduates during the University of Toledo Invitational Sales Competition (UTISC) — the only national sales competition dedicated to non-senior students.

Carter, a sophomore sales student, placed seventh in the semifinals, while Sammons, a junior sales student, placed fourth among 32 juniors competing. As a team, the duo placed fourth out of 36 teams represented at the competition.

The UTISC allows students to develop their skills and network outside the shadow of seniors while universities are able to demonstrate the strength of their sales programs. Sponsored by 3M™, the

students participated in a role-play scenario to sell one of the company's leading-edge products, 3M™ Foil Tape.

"I learned that you can add your personality into your presentation to help build relationships with the customer," said Carter, who was a first-time competitor. "The Citrix recruiter called me a natural, and I was offered internships from Citrix, Goodyear and International Paper."

Sales competitions benefit students by providing networking opportunities with new firms and recruiters, sharpening their selling skills, and building their résumé.

"The opportunity to compete at the UTISC expanded my network and gave me an advantage over other sales students to work on my sales skills before entering the field," said Sammons.

This is the fourth year the College has sent two undergraduates to the UTISC.

The Center for Sales Excellence (CSE) at Georgia Southern University, established in 2007, supports and promotes students pursuing careers in sales. Through the CSE, students gain experience with sales role play in dedicated labs and go on to compete at the national level. The CSE also works to bring students together with companies in the industry who are looking to hire new talent.

Naming celebration for Georgia Southern's Parker College of Business recognizes growth of business programs

March 13, 2019



In recognition of the new partnership between Georgia Southern University and entrepreneur and philanthropist Greg Parker, the University hosted a naming celebration Friday for the newly named Parker College of Business. Community members and business leaders joined University students and officials to formally usher in a new chapter of academic excellence and student opportunities in the University's growing business programs.



"The essence of opportunity is will. One has to be willing to help others like Mr. Parker," said Logistics/Intermodal Transportation major and Parker Scholar Mohammad Abdallah. "The impact of Mr. Parker's generous donation will not only give us an opportunity, but it will allow us to enhance research studies, student feedback, and network capabilities."

In November, the Georgia Southern University Foundation, Inc. announced the \$5 million gift from Parker, the founder and CEO of The Parker Companies in Savannah. It is the single largest gift in University history.

“Today’s graduates from the Parker College of Business will be tomorrow’s CEOs, CFOs and COOs,” said Parker. “By supporting the College of Business at Georgia Southern University, I’m investing in the health and vitality of the regional business community. I’m investing in the power of education. I’m investing in the future.”

The new funding establishes the Parker Business Scholars Program, Parker Business Scholarship Fund and Parker Faculty Support Fund, allowing Georgia Southern students to excel in the areas of professional development and scholarship. In addition, faculty research remains at the forefront of the College’s dedication to current trends in business and teaching.

The Parker Business Scholarship Program (PBSP) provides personalized professional development and educational enrichment opportunities to a select group of students in the Parker College of Business. Implementation of the PBSP will begin in fall 2019 and include specialized coursework, unique professional development opportunities and other experiential learning activities. The Parker Companies, along with the dean of the College, will have direct involvement with the PBSP students.

The Parker Business Scholarship Fund enables recruitment and retention of greater numbers of the best and brightest students and will attract students with the potential for competitive offers from other universities, making the Parker College of Business a destination of first choice for students across the state and region.

The Parker Faculty Support Fund supports faculty members and their research. Research is essential to the academic reputation of the College, to the scholarly currency and prestige of the faculty, and to the overall value proposition of the College as a leading academic institution.

About Parker’s

Parker’s is strategically redefining America’s convenience store industry, offering customers high-quality products, freshly prepared food and superior customer service at 56 retail stores throughout southeast Georgia and South Carolina. Headquartered in Savannah, Ga., Parker’s has a commitment to exceeding customer expectations and has repeatedly been recognized as one of the nation’s leading convenience store companies. Food service is a specialty, featuring Parker’s Kitchen favorites like hand-breaded Southern Fried Chicken Tenders, tender bone-in chicken, made-from-scratch mac ‘n’ cheese, a breakfast bar and daily specials. The company’s popular PumpPal loyalty program, which includes more than 150,000 members, has saved Parker’s customers more than \$10 million to date.

Parker’s also gives back to every community where stores are located through the Fueling the Community Program, which donates a portion of the profit of every gallon of gas sold on the first Wednesday of the month to area schools. In addition, the company endows the Parker’s Emergency and Trauma Center at Memorial Hospital in Savannah, and spearheads an Anti-Litter Campaign in Savannah. For more information about Parker’s, visit Parkersav.com.