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# Alumna Spotlight: Courtney Ashley

February 20, 2023

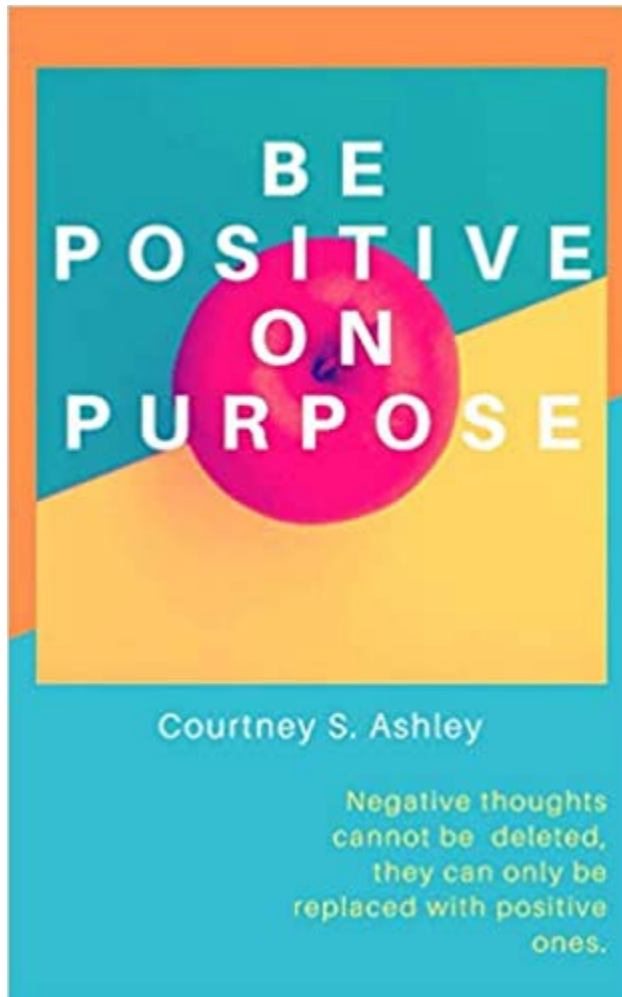


Courtney Ashley

Courtney Ashley (MKTG, 2011) has taken her sales and sales management major and management minor and hit the ground running. In addition to her job managing customer accounts at Lawter, Inc., she has written and published a book, *Be Positive on Purpose: Negative Thoughts Cannot Be Deleted, They Can Only Be Replaced with Positive Ones*, which draws on her personal experiences to allow her readers to take the “Positive Challenge” to help them keep a positive focus through difficult times. The book is available on Amazon in both paperback and electronic formats.

While at Georgia Southern, Courtney focused on fully immersing herself into all that the University offered. She participated in a variety of organizations, clubs, and events. Courtney admits that it was difficult to do everything, but she did her best. She worked at Campus Recreation and Intramurals (CRI) first as a facility assistant and later as facility manager. She pledged Delta Sigma Theta Sorority, went to NYC as part of Eagles on Wall Street, canoed with Southern Adventures, performed in talent shows hosted by the Black Student Alliance,

volunteered in the Nature Trail Rehabilitation trip to the Smokey Mountains, and joined Parker College's chapter of Delta Sigma Pi, the professional business fraternity. Courtney enjoyed Delta Sigma Pi because of its networking opportunities and interaction with like-minded individuals. She recalls they worked together for host fundraisers, events, and to develop and finetune each other's professional skills. Courtney also fondly recalls attending "What Not to Wear: Interview Edition," "Tips and Tricks for Your Elevator Pitch," and various résumé workshops, all of which proved useful when she was working to secure positions after graduation. Courtney's most lasting memories are meeting Condeleza Rice, Cornelle West, and James Carville when they came to Georgia Southern as guest speakers. she says these "encounters truly impacted" her life.



Courtney's Self-Help Book

In the classroom, Courtney states that Parker College had great professors who allowed her to sit and talk with them in their offices. Her favorite class was Janet Moss's, MBA, principal lecturer of quantitative analysis, business statistics course. Professors like Trey Denton, Ph.D., professor emeritus of marketing, and Janet Moss really invested their time in Courtney both in- and outside of class time. She recalls that they served as mentors throughout her college career and truly shaped her into the business professional she is today.

Having overcome challenges that centered around being misunderstood, Courtney has learned to communicate more effectively and to rely on her character and integrity to overcome any issues that occur. Remembering the quote “To whom much is given, much is required” (Luke 12:48) helps keep Courtney centered. In that vein, she says the best part of her job is interacting with her customers. Courtney especially enjoys finding new ways to give her customers the “white glove service” including remembering their and their children’s birthdays.

In her spare time, Courtney enjoys singing, creating costumes with her toddlers, working on at-home DIY projects, and college football. In the future, she plans to move into real estate rehabilitation to create affordable housing options within her community. Courtney also hopes to author more self-help books to help others find answers and solutions to their problems.

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## Parker Alumni Talk About Tenet Advisors, a Startup Company Offering Integrated Family Office Solutions

February 20, 2023

*by Axel Grossman and Santiago Aponte*



Tenet Advisors’s Brian Prevatt and Nathan Ashcroft speaking to SIA and FA

On Wednesday February 8, the Finance Association (FA) and the Southern Investment Association (SIA) hosted Brian Prevatt and Nathan Ashcroft from Tenet Advisors. Brian and Nathan started their presentation with an overview of their successful professional careers. They

graduated from Georgia Southern University and started their careers as public accountants. Brian, who is the founder and managing partner of Tenet Advisors served previously, as the co-president and CFO of the Parker Companies. During his time at Parker's, Brian saw the need for a more comprehensive and integrated family office service company, leading him to start Tenet Advisors. Nathan worked in audit and accounting for four years before moving to a role in corporate finance. He recently joined Tenet Advisors and currently serves as a member on the board of directors to the Parker's College of Business Praevolo Fund.

Brian and Nathan provided students with detailed insight into the family office service industry. For example, they talked about the two main pillars of the company, client relations and services as well as client operations, the client onboarding process and finding employees who are the right fit for the job. They stressed the importance of internal controls and highlighted Tenet Advisors' values of understanding others, driving results that compound value, embracing straight talk, and looking at the whole picture.

Both Brian and Nathan answered many insightful questions raised by the students including the motivation of starting a company in the family offices services space and how their previous work experiences prepared them for the challenges of being entrepreneurs. They continued answering questions about the services they provide, how they see the company in ten years, how students can stand out in interviews, and the impact of artificial intelligence on the industry.

In addition to sharing their insights, Nathan and Brian emphasized the importance of networking, relationships, hard work, professional development, and that opportunities come in many ways. They encouraged attendees to get involved in organizations like SIA and FA and to seek out opportunities to learn and grow in their careers. Finally, they discussed potential job opportunities with the students.

Nathan Ashcroft's and Brian Prevatt's experiences and expertise, as well as their commitment toward the students at Georgia Southern University, served as inspiration to those who were in attendance.

At Tenet Advisors, their mission is to empower driven wealth creators to build exceptional lives and leave extraordinary legacies. The firm offers bespoke financial blueprints, comprehensive strategic advice, and integrated family office services, including financial accounting and lifestyle management, global financial reporting, strategic estate and income tax planning, and philanthropy advice. The firm positions itself as the quarterback to other advisors such as CPAs, law firms, and wealth managers, working together to achieve the best results for their clients.

Students or alumni who want to find out more about Tenet Advisors or are interested in employment opportunities with the firm can contact Brian or Nathan via email at [nashcroft@tenet-advisors.com](mailto:nashcroft@tenet-advisors.com) or [bprevatt@tenet-advisors.com](mailto:bprevatt@tenet-advisors.com).

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