

# Taking Flight

October 2016

Georgia Southern University

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# Taking Flight – October 2016 Edition

## Message from the Dean

Engagement is an essential function of our College. What is engagement? Well, at its essence, it means being involved with or connected to something in a genuine and meaningful way. For us, specifically, that means building bridges that can connect three very different spheres of action.

The first of those spheres is classroom instruction. Students come to our classrooms to learn, to understand and to develop a sense of acumen about business and about the world around them. Who we are and what we do, as educators, must engage those students if it is to influence their lives and careers. The second sphere is scholarly research. Our authority and expertise is grounded in our research and in our ability to stay current and expand the boundaries of knowledge. So, we must be engaged in original and rigorous research; it is what keeps us on the cutting edge. The final sphere to which we must stay connected is the business community. As I have often said, as teachers and researchers, the work we do should have an impact on the business world. We want our graduates to be leaders in their organizations, recognized for their competence and capabilities, just as we want our faculty to be leaders in their professions, recognized for their proficiency and insight. To do all of that, we must be engaged with the business community, current in the marketplace and ready to meet the emerging challenges of the business world with innovative and actionable solutions.

Indeed, a fundamental distinction of the Georgia Southern College of Business is our commitment to engagement. It is one of the things that makes us who we are and makes us different from so many others. Our faculty and staff understand that it is not enough to simply be good teachers, good researchers or good business people. Our task is to engage all three in a cohesive effort to improve the economy of our state and region and to make a meaningful difference in our society and world. As you read through this newsletter, look for the examples of engagement. As you are sure to see, we are making things happen, and we are making a difference.



A handwritten signature in black ink, appearing to read 'A. C. ...'. The signature is fluid and cursive, written on a white background.

## **Alumni Spotlight – Andrew MacCartney**

Andrew MacCartney (IS, 2001) is vice president of education and digital media at Georgia Public Broadcasting (GPB). He is responsible for the initiatives that impact GPB's audience across all digital platforms including websites, smartphones and tablets as well as set-top devices like Apple TV. On the education side, his department is involved in a variety of projects such as digitizing an existing eighth grade Georgia history textbook into a fully-interactive version that is free to all students in Georgia. The team has also created an online high school chemistry course to teach students a full Carnegie unit of chemistry, a needed resource in many Georgia communities that lack access to full-time chemistry teachers at their schools.



While at Georgia Southern, Andrew was able to collaborate with his classmates to find solutions to real-world problems. This ability, along with engaging in deep dialogue on tough subjects with faculty members who allowed students to promote their own positions as part of the conversation, taught him essential skills that have helped in his career.

Andrew fondly recalls a database class taught by then Information Systems Professor Max Burns, Ph.D. (former U.S. Representative; now president of Gordon College) as the course that has impacted him most. As Andrew remembers it, Professor Burns stated that his intention was to throw his students into the ocean with only their 1,300-page textbook to help keep them afloat to instill in his students that they needed "to roll up their sleeves and face difficult work head-on." Burns meant what he said, and the class learned the tremendous lesson that they were able to dig deeper than they had thought to accomplish their goals. As a reminder of that lesson, Andrew keeps that 1,300-page textbook on his shelf.

Since his position at GPB has always been in the digital area, Andrew has used the "Burns Experience" to overcome the challenges of taking on education responsibilities at work. He firmly believes that overcoming challenges is much easier with teams whose members are passionate about the work they do. In the future, he hopes to continue creating partnerships that positively impact the future of Georgia.

Away from work, Andrew and his wife, Teresa, enjoy spending time with and supporting the activities of their children, Brooke and William, along with hunting, fishing and golfing. The MacCartney's reside in Marietta, Georgia.

## Georgia Southern SHRM Recognized

The Georgia Southern Society for Human Resource Management (SHRM) student chapter was recognized during the 2016 SHRM Georgia State Conference held in Augusta, Georgia, as a runner up for the Platinum Award (Student Chapter of the Year). "This award recognizes a student chapter that has met all established requirements for a student chapter, demonstrated excellence in chapter management, offered programming and professional development activities to its members, supported the advancement of the HR Profession, and been actively engaged with SHRM. The nominated 'Platinum Award' student chapters serve as role models for other student chapters," stated Georgia SHRM.

In addition to the Georgia Southern SHRM being recognized, the Statesboro Area SHRM chapter won Best in Georgia for the second consecutive year. Curtis Woody, Statesboro Area SHRM chapter president, credits the memorandum of understanding (MOU), signed in February 2016, which was enacted between the Statesboro Area chapter and the Georgia Southern student chapter, as a major contributing factor for their selection as the award winner this year.



Georgia Southern SHRM representatives pictured with Statesboro Area SHRM representatives during the MOU signing earlier this year.

## Professional Development Day at Georgia Southern College of Business

Professional Development Day (#pdday16) was the first of its kind at the College of Business and was a huge success. The day consisted of breakout sessions, much like that of a professional conference, for business students to attend to learn about the various majors the College offers, study abroad trips, interviewing skills and how to brand oneself, among many other topics.

Scheduled in conjunction with the Eagle Expo Career Fair hosted by the Office of Career Services and the largest career fair on campus each semester, corporate partners of the College of Business conducted the sessions to help students with the skills they will need upon graduation to make it in their first "real job" and in the real world. During this time, the Eagle Sales Showcase, hosted by the Department of



Dean Allen Amason chats with students during Lunch with the Dean on the back patio of the College.

Marketing, and the Logistics Roundtable, hosted by the Georgia Southern Logistics Association student organization, occurred.

### **Eagle Sales Showcase**

On September 27, 2016, Georgia Southern University's Center for Sales Excellence combined its annual Sales Showcase with the inaugural Professional Development Day for the entire College of Business. The Sales Showcase is designed to allow graduating sales and sales management students an opportunity to learn through workshops, interacting with sales professionals and providing all-access opportunities to sponsors from Aerotek, Briggs Equipment, C.H. Robinson, Enterprise, Fastenal, Graybar, Mutual of Omaha, Nolan, OTR Capital, TEKSystems, Tom James and TQL.

The educational workshops lasted 75 minutes each and included topics such as professional dress, decoding the career fair, contract negotiations and what to do before and after the interview. Mock interviews were held for those who desired them. The résumés of students seeking employment were also made available to representatives prior to the event, enabling sponsors to pre-schedule interview sessions during the event. After the event, sponsors were also able to dine with students for more face-to-face time leading to several students being offered employment.

Sponsors and students equally agreed the best part of this event was the ability to interact with companies looking specifically for sales students. Students interested in sales were able to network in order to build relationships leading to employment and a greater preparation for what is to come upon graduation.

The Center for Sales Excellence would like to extend gratitude to the eleven corporate partners that participated in the event, as well as to Debbie Hilton, Deborah Howard, Lindsay Larson, Ph.D., Linda Mullen, Ph.D., and Stefan Sleep, Ph.D., for the planning and facilitation of the event.

The Center for Sales Excellence will be hosting its next Eagle Sales Showcase on Tuesday, April 25, 2017. For more information, please call Linda Mullen at 912-478-5437.

### **GSLA Roundtable Recap**

On September 27, the Georgia Southern Logistics Association (GSLA) hosted the Fall 2016 Logistics Roundtable, an event designed to allow students an opportunity to explore logistics-related careers. Each semester, student officers and members of GSLA work with the guidance and leadership of logistics faculty to plan, organize and execute the Roundtable. This fall, the Roundtable was split into morning sessions to align with the College of Business Professional Development Day and a late afternoon career networking event. Jerry Burke, Ph.D., chair of the Department of Logistics and Supply Chain Management, worked with GSLA officers to host the largest Roundtable to date with

more than 300 students and 60 professionals from 30 different firms attending the career networking event.

Professionals, including many Georgia Southern alumni, representing third-party logistics (3PL) firms, manufacturers, warehousing companies, distributors, motor carriers and major retailers, provided students opportunities to gain valuable insights into logistics, transportation and supply chain career opportunities through both interactive panel and open networking sessions. Planning has already begun for the Spring 2017 Logistics Roundtable, scheduled for February 28, 2017. To get involved, contact Jerry Burke at [gburke@GeorgiaSouthern.edu](mailto:gburke@GeorgiaSouthern.edu).

Without our corporate partners, this event would not have been the success it was. Thank you!

To view pictures from the day's events, visit the College's Facebook page at [facebook.com/gasouthernbusiness](https://facebook.com/gasouthernbusiness).

### **Georgia Southern University Most Affordable Online College for Economics Degree**

Georgia Southern University was ranked the 2017 Most Affordable Online College for Economics Degrees by OnlineU. Georgia Southern offers a Master of Science degree in applied economics with an annual tuition rate of \$6,150.



The list published by OnlineU includes the 25 most affordable online colleges and universities offering degrees in economics. OnlineU is a product of SR Education Group whose mission is to be the most authoritative online resource to help students choose the best school for their career aspirations and budget. The group believes objective information about education, careers and educational financing should be easily accessible.

The Online Master of Science in Applied Economics (MSAE) program objective is to provide graduates with analytical capabilities in economic development, financial economics and regulatory issues. The skills and competencies addressed by this program include market analysis, quantitative analysis, regulatory industry analysis, financial economics and economic development. These capabilities represent a unique combination of skills that are needed within society.

"Our MSAE program combines world-class economic content with a cutting-edge delivery model. The result is a powerful value proposition that is attracting students from across the country," stated Allen C. Amason, dean of the College of Business. "Certainly, we are proud of the program and proud of the many graduates who are leveraging the MSAE degree to greater career success."

The program provides the quantitative and analytical skills for graduates to assist businesses in market analysis including quantitative, regulatory and economic development. Graduates are able to compete for employment in financial institutions, industry and government enterprises engaged in financial economic development, public utilities, and federal and state regulatory agencies.

### **College of Business Advisor Receives National Award at Conference in Atlanta**

Lisa Sapp, director of Student Services Center within the College, received the Outstanding Academic Award in the Academic Advising Primary Role category during the 2016 NACADA Annual Conference held in Atlanta, October 5-8, 2016. The category for which Lisa won the award includes individuals whose primary role at the institution is the direct delivery of advising services to students. The award is given annually in recognition of demonstrated abilities as an advisor in an international competition. Pictured with Lisa is David Spight, NACADA President.



### **Finance Association Hosts Stifel, Nicolaus & Company Representative**

Despite the impending arrival of Hurricane Matthew, Steven C. Bacon spoke to Finance Association members as part of the Finance Association Guest Speaker Series on Wednesday, October 5, 2016. Steven is a financial advisor for Stifel, Nicolaus & Company, Inc., in Savannah.

A Double Eagle of Georgia Southern University, completing his bachelor's degree in industrial

management as well as an MBA, Bacon spent the majority of his career at Gulfstream in operations, finance, and research and development prior to joining Stifel, Nicolaus & Company Inc. in 2009.

Steven is also a member of the Georgia Southern University Alumni Board.

His discussion focused on a variety of topics with two underlying themes: (1) find something you are passionate about and try to find a career in that area; and (2) discover interesting ways to connect with people. Steven intimated that connecting with people through their passions, whether it be



horse racing, running, photography, flying, etc., can create very strong lifetime bonds that can turn into great opportunities to develop clients and/or new career prospects in the future.

Additionally, he shared some of his more interesting work travel experiences, domestic and abroad, from his 25-year career at Gulfstream. Steven emphasized that being flexible, adaptable and willing to take on new challenges can contribute significantly to career success. In his role as a financial advisor, Steven believes in helping his clients build a long-term portfolio through a process of discussion, understanding, agreement, implementation and ongoing review with modification as required by life cycle needs and changes.

Stifel Nicolaus was founded in 1890. Currently, the company has 290 offices in 42 states and the District of Columbia. Its employees provide comprehensive financial services to a broad base of investors. For more information, visit the firm's website at [stifel.com](http://stifel.com).





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**TAILGATE**

**GEORGIA SOUTHERN**

Nov. 5 - @Ole Miss  
Nov. 10 - UL Lafayette, Homecoming  
Nov. 19 - @GA State

Tailgate begins 2 hours prior to kick-off!

Join us at lots RVB33 and RVB34

Food and Drinks Provided

#BuildingALegacy

# KEEP US INFORMED

OF WHAT'S GOING ON WITH YOU



Alumni! Remember the “Blue Cards” Lewis Stewart used to send out? They are now online. Help us stay in touch with you by visiting

[GeorgiaSouthern.edu/Business/BlueCard](http://GeorgiaSouthern.edu/Business/BlueCard)

We look forward to hearing from you soon!

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