

quic**k**bites

NEWS ABOUT TERRY COLLEGE STUDENTS, FACULTY AND ALUMNI

Sumichrast named dean at Terry College

Robert T. Sumichrast, dean of the business school at LSU, was chosen as the new dean of the Terry College of Business, effective July 1. Sumichrast, who became dean of the E. J. Ourso College of Business in 2003, succeeds George Benson, who left UGA to become president of the College of Charleston.

An authority on operations management, Sumichrast was a member of the faculty at Virginia Tech from 1984-2003. He also taught at Clemson, where he got his Ph.D. in management science. He holds a B.S. in physics from Purdue.

“Dean Sumichrast has a proven record of outstanding accomplishments as a faculty member, associate dean, and dean,” says UGA Provost Arnett C. Mace. “His expertise and outstanding leadership at the E. J. Ourso College of Business at LSU improved national rankings of programs, raised academic quality, and increased state and private support. His perspectives and vision for the Terry College, in concert with the University of Georgia, are outstanding. I look forward to working with Robert to advance the Terry College of Business.”

In four years at LSU, Sumichrast increased private support from \$1.5 million to at least \$7 million annually, and the college recently received a pledge of \$15 million. He instituted a professional fee structure for MBA students, increased the fundraising staff, and strengthened contacts with alumni. The college has also moved up markedly in rankings for academic quality. Programs in internal auditing, accounting, and entrepreneurship are in several top-five national

rankings, and the MBA program, previously unranked, is in *The Wall Street Journal's* top 10 for programs with regional recruiting patterns.

Sumichrast spearheaded plans for a new \$60 million building for the E. J. Ourso College that the Louisiana legislature has included in its capital outlay process. The college has received more than \$11 million in donations and pledges and expects to receive \$30 million from the state for the building.

Sumichrast instituted a new admissions system for the college that raised both the number and academic qualifications of student applicants, and he started a program on Chinese business and culture that enables students to travel, study, and hold internships in China.

At Virginia Tech, Sumichrast was associate dean for graduate and international programs, and he taught management science and information technology. He developed three upper-level courses and served on more than 35 doctoral committees.

Sumichrast is the author of an operations management textbook and has co-authored dozens of research articles in refereed journals and scholarly papers presented at professional meetings. He has been a reviewer for many professional publications and publishers, and he has served on the editorial boards of three academic journals.

He received a number of research grants at Virginia Tech, including a \$165,000 award



Robert Sumichrast (with his wife Carol Ann) brings strong public research university credentials. His résumé includes Purdue (B.S.), Clemson (Ph.D.), Virginia Tech (faculty), LSU (dean) and now UGA.

from the U.S. Department of Education for developing opportunities in France. He has been a consultant to such firms as Ingersoll-Rand, Burlington Industries, and Owens Corning Corp.

Sumichrast is active in a leading professional organization, the Institute for Operations Research and the Management Sciences (InfORMS), formerly known as the Institute for Management Sciences. He has been president, vice president, and secretary/treasurer of the organization's southeastern chapter, and he received the chapter's Outstanding Service Award.

He is a Fellow of the American Production and Inventory Control Society and was president of the organization's southwestern Virginia chapter and editor of its newsletter. He has held several leadership roles in the Decision Sciences Institute, and he received a first-place award for a paper he presented at the DSI annual meeting in 2004. ■

— Larry Dendy (ABJ '65)

GIFTS & GRANTS

Phil Casey donates \$1 million for proposed Terry complex

Phil Casey (BBA '67) of Tampa, Fla., has made a gift of stock valued at more than \$1 million to benefit the proposed multi-building Terry College complex near the corner of Lumpkin and Baxter streets.

Casey is chairman of Gerdau Ameristeel, having previously served as president and CEO. Gerdau Ameristeel has its corporate office in Tampa, Fla., and is the second largest minimill steel producer in North America.

Casey and his wife, Betty, will be inducted this fall into the Pinnacle Society, which recognizes donors whose cumulative lifetime giving to Terry totals \$1 million or more.

Additional gifts added to Davis Chair endowment

Trinity Accounting Group of Athens, Ga., formerly Thomas W. Scott Associates, has made a gift of \$50,000 toward the endowment of the Earl Davis Chair in Taxation. Tom Scott graduated with a bachelor's degree in accounting in 1986.

Tom B. Wight III (BBA '78, MAcc '79) of Macon, Ga., pledged a gift of \$35,000 to the endowed chair honoring Davis' contributions to the field of tax accounting and his decades of service to UGA. Wight is the chief financial officer for Mulberry Street Investment Co. in Macon.

These latest gifts bring the fund drive closer to its goal of \$2 million for the Davis Chair. Tull School of Accounting alumni may contribute to the chair by calling the Office of Development and Alumni Relations at (706) 583-0874.

Amanda Fickett gives \$100,000 to honor family who went to UGA

Amanda Fickett, who is 96 years young, has donated \$100,000 to the Dean's Excellence Fund in honor of her family members who have attended UGA. The money will be used to defray planning costs associated with the proposed Terry College complex near the corner of Lumpkin and Baxter streets.

Her son John Fickett (BBA '75, MBA '76) retired from International Paper in Savannah as general manager of the Container Division. His wife, Janice (MEd '76), also received a graduate degree from UGA. And their daughter, Ann Marie, graduated from Terry in 2004 as a marketing major and is living in Dallas with her husband Mason Bishop (BBA '03). ■

Stay in touch with podcasts

Would you enjoy listening to Warren Buffett, Steve Forbes, or Arthur Laffer while you're working out at the gym? Or making the daily commute to the office? Thanks to Ben Daniel (BBA '99), a Terry MBA candidate and IT consultant, the wisdom of Buffett, Forbes, and Laffer is just a sampling of what's available at Terry Sound Business Podcasts (www.terry.uga.edu/podcasts).

"Schools like Wharton and Smith have podcasts," says Daniel, a software developer pursuing his MBA at UGA's Gwinnett Campus. "I thought Terry should, too."

Don Perry, director of Evening MBA Programs, referred Daniel to Terry's marketing and communications office. Working with staff from marketing and IT, Daniel developed a podcast product that has been popular from day one.

"In all of Terry's classrooms and meeting rooms — in Gwinnett, Buckhead, and Athens — we have state-of-the-art video and audio recording equipment," says Daniel. "It's a perfect setup to create podcasts."



Ben Daniel (BBA '99), a software developer pursuing his MBA, took Terry audio content from the likes of Warren Buffett and Steve Forbes and created podcasts.

The initial menu includes Terry Third Thursday speakers from the past year, Forbes' forecast at the '07 Economic Outlook Luncheon, Buffett's comments when he met with Terry students at UGA a few years ago, as well as MBA students talking about their recent study abroad trip to Cuba.

"This gives us another way to reach out to people," says Daniel. "And we're not just on people's iPod. We're on the Web. We're in the car [podcasts can be burned to CD]. Bottom line: We're making Terry content distributable and portable." ■

— *Matt Waldman (AB '96)*



Young entrepreneurs! Working under the guidance of management professor Charles Hofer, these three teams of MBA students performed so well at recent business plan competitions that they positioned themselves to start their own ventures when they graduated this spring. From left, they are: (front row) Eric Jackson and Michael Degasser (T&T International team); (back row) Jay Mullis, Frederick Maidment, Ryan Aylsworth, Williams Peterson (Mullis Enterprises team); Geoffrey Boyce, Kaspar Christensen, Jamie Kubat, Mark Martin (S.M.I.L.E. team). Not pictured: Hilary Hughes (S.M.I.L.E.).

Global perspective enhanced by MBA trips to China, Cuba

A contingent of 24 full-time and Evening MBA students traveled to Beijing and Shanghai in March to gain a more global perspective as to how business is conducted in other countries and societies. A key focus of the trip, says Don Perry, director of Evening MBA Programs, was “being able to see how China operates in a free market way, but with political constraints. There are a lot of gray areas.”

Students heard speeches from Chinese business leaders and also made a visit to the U.S.-China Business Council.

“The trip made me realize that living in China is actually a viable option,” says Evening MBA student Shane Fay, who works for Accenture. “I was fully exposed to the business community and economy.”

Fay says he observed one large variance between U.S. and Chinese companies.

“The most interesting aspect to me,” says Fay, “was that even competitive Chinese corporations seemed to work with the same goals, collectively and collaboratively — for both country and reputation, for something bigger than just themselves. We, in contrast, seem to work solely for ourselves, with more of an individual mentality. Of course, that can be good and bad sometimes.”

An added bonus of the China trip was building relationships with other MBA students in an unfamiliar environment.

“It was incredible, and not just from a networking perspective,” says Fay. “I really enjoyed everyone on the trip — both socializing and learning what other people’s long-term objectives and goals are.”

A separate group of 25 students from the full-time and Evening MBA programs spent 10 days in Havana, where they attended seminars and lectures concerning the progress of Cuba’s economy.

“The professors spoke on economic policy and trade, as well as the Cuban service sector,” says full-time MBA student Rebekah



Terry students listen to a lecture at the University of Havana during their 10-day study abroad trip to Cuba in March. One of the myths they dispelled is that the Cuba economy is closed.

Green, who was “surprised to learn the U.S. does, in fact, export a small amount of goods to Cuba.”

Kathleen Ernst, program director for Terry’s graduate research project in Cuba, says the trip uncovered some of the myths surrounding Cuba.

“The experience exposes Terry students to not just Cuban business; it also offers the opportunity to learn that their economy is not closed and never has been,” says Ernst. “They have always engaged in active trade with the U.S. and the rest of the world.”

Ernst says the trip served to reinforce the relationship that the Terry College is grooming with the University of Havana Center for the Study of the Cuban Economy.

“This is the third year we’ve completed this trip, and we’re really seeing more openness to work with us.”

Other activities included a sugar plant tour as well as a trip to witness the rolling of famous Cuban cigars.

“All of the cigars were handcrafted,” says Green. “You could tell the workers had really sharpened their skills.”

Despite the general lack of air conditioning and various issues with food and water — which was part of the educational experience — Green says the trip was time well spent.

“Besides the tremendous amount of learning, being able to soak up the atmosphere by relaxing and living at their pace was a unique experience and well worth it.” ■

— Ryan Crowe (ABJ ’01)

ACCOLADES

Legal Studies’ Lee Reed appointed to Scherer Chair

Legal studies professor **O. Lee Reed** has been appointed to the Robert W. Scherer Chair of Public Affairs. Reed joined the business law faculty in 1972. He also holds a UGA appointment as a Josiah Meigs Distinguished Teaching Professor resulting from his 1996 selection for the Meigs Award, the university’s top teaching honor. He is a co-author of the past 11 editions of *The Legal and Regulatory Environment of Business* and has served as editor of the *American Business Law Journal* and as president of the Academy of Legal Studies in Business. Reed succeeds management professor **Archie Carroll**, who held the Scherer Chair from its inception in 1986 until his retirement in 2005. The endowment funding the chair was established by Georgia Power Co. in 1983.

Vandenberg named Fellow of I-O psychology association

Management professor **Robert J. Vandenberg** has been named a Fellow of the Society of Industrial and Organizational Psychology, a division of the American Psychological Association.

Less than one percent of the society’s members are nominated and elected Fellows. The review committee noted that Vandenberg’s research “is exemplary in its blend of conceptual sophistication and methodological rigor” and credited him with



VANDBERG

pioneering research in leadership, organizational commitment, high-involvement work processes, and workplace safety and health. He is also editor of the academic journal *Organizational Research Methods*.

Journal of Advertising Award

A research article on “Advertising Recall and Advertising Recognition” by marketing professor **George M. Zinkhan** and two co-authors was given the *Journal of Advertising’s* Best Article Award for 2006 by a vote of the publication’s editorial review board. Now in its 36th year, the *Journal of Advertising* is considered the premier academic journal devoted to the development of advertising theory and its relationship to practice. Zinkhan’s co-authors were James Leigh, who is a marketing professor at Texas A&M University, and **Vanitha Swaminathan** (PhD ’98), who is on the faculty at the University of Pittsburgh. ■