Shoulders of Giants
Alumni Reach New Heights of Leadership and Mentorship
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The inaugural class of Leadership Dawgs gathered in February at the Terry Executive Education Center in Atlanta to learn, network and celebrate the program’s launch. Made possible thanks to a historic donation from Chick-fil-A to Terry’s Institute for Leadership Advancement, the 12-month program engages UGA alumni in personalized leadership development, challenging them to take a reflective approach to assess, define and enhance their ability to lead teams and organizations. Participants spend the year working on a community-impact project supporting Atlanta- and Athens-based nonprofits.
Following our leaders

Thousands of successful women stand on the shoulders of Terry’s first female graduate, Anne Ruth Moore Crawford (page 32), who made history by earning a UGA business degree 100 years ago. Thanks to Anne Ruth leading the way, business and civic leaders such as Terry Distinguished Alumni Award recipient Bonney Shuman (page 16) have charted their path here during our first century as Georgia’s preeminent business school. Countless more graduates will follow those leaders while making their mark over the next hundred years, paving the way for future generations.

As Cecile Cooke (page 26) reflected on receiving the Terry Distinguished Alumni Award this spring, she spoke about leading with a servant’s heart in support of the people and places near and dear to him throughout his life. An Emeritus Alumni Board member, Cecile counts Terry among those special places, and since retiring from AT&T he has served the college as an adjunct instructor in the Risk Management and Insurance Program. “We stood on the shoulders of the people who were here before us, and they raised us up. That is one of the things that I try to relay to our students,” he offered. “They’re going to leave here and, hopefully, they’re going to be very successful. They need to come back and provide their shoulders for the next generation that is coming through.”

In this spirit, the Terry College has expanded experiential learning and leadership opportunities for current students and alumni. A $10 million endowment from Chick-fil-A provided the means to double the size of this year’s Leadership Fellows class and hire additional faculty in the Institute for Leadership Advancement (ILA). Their gift also enabled the launch of an alumni initiative called Leadership Dawgs. The group assembled in Atlanta for leadership training with ILA faculty to kick off a yearlong community impact project with nonprofit partners.

Looking to the fall and opportunities to prepare our students for a business world driven by innovation, we are excited to welcome new scholars and instructors to Terry. Gerald Kane, an expert on digital transformation and decision making from Boston College, joins the MIS department as part of UGA’s two-year faculty hiring initiative in data science and AI. We’ve also committed to a new academic option for undergraduates. Beginning next year, an area of emphasis in business analytics will be offered as a credential that students in every business department as part of UGA’s two-year faculty hiring initiative in data science and AI. We’ve also committed to a new academic option for undergraduates. Beginning next year, an area of emphasis in business analytics will be offered as a credential that students in every business department as part of UGA’s two-year faculty hiring initiative in data science and AI.

With purposeful focus on fostering an innovative and collaborative educational experience that encourages students to reach their full potential and positively impact their professions and communities, we are excited to help strengthen the shoulders on which the next generations of Terry students will stand.

Sincerely,

Benjamin C. Ayers
Dean
Karl Davis Chair in Taxation
busdean@uga.edu

Offbeat Media tops Bulldog 100 by betting big on virtual experiences

It’s just after noon on Groundhog Day when Offbeat Media Group clusters onto a screen to run one final check. If all goes as planned, this project could shape the way brands interact with customers online.

“We’re all in a big Zoom call, and we’re going over everything to make sure launch goes as smoothly as possible,” says CEO and co-founder Shep Ogden (BBA ’18, top right). “It’s a fun and rewarding experience launching a project like that, but it’s also high pressure.”

That project, Zero from Nexus, is a virtual influencer created by his followers who has already taken part in a virtual launch party for a new Samsung phone.

Offbeat’s role in the media ecosystem — creating engaging social and virtual content for brands — looks like fun, but it’s a serious business, and a booming one at that. The team is responsible for attracting more than 1 billion followers.

Over the past year, Ogden and his co-founders, COO Bailey Grady (BBA ’19, top left) and chief creative officer Chris Travers (BBA ’17, center), grew Offbeat from eight employees to 45. They helped McDonald’s, Netflix and Warner Music connect with their customers.

Offbeat’s signature service, Virtual Humans, creates and manages animated avatars as virtual influencers. Their pioneering work attracted the attention of the Atlanta tech startup space, covering from AdAge and Adweek, investment from Mark Cuban and top honors in the Bulldog 100 ranking of the fastest-growing businesses owned or operated by UGA alumni.

“The company started as three Terry students with social media acumen and the dream to build a business. Their time at UGA gave them the skills, network and confidence to do just that,” Terry College communications director with a special emphasis in business analytics. Kevin Pianko (ABJ ’05), a veteran of the Atlanta tech startup space, covered the attention of the Atlanta tech startup space, covering from AdAge and Adweek, investment from Mark Cuban and top honors in the Bulldog 100 ranking of the fastest-growing businesses owned or operated by UGA alumni.

“The company started as three Terry students with social media acumen and the dream to build a business. Their time at UGA gave them the skills, network and confidence to do just that.”

Grady, a finance major, and Travers, who majored in management information systems, earned the UGA Entrepreneurship Certificate. Ogden, who majored in finance and computer science, pursued a New Media Certificate. Kevin Pianko (ABJ ’05), a veteran of the Atlanta tech startup ecosystem, was an early advisor.

“We are the product of what young entrepreneurs can do here,” Ogden said at the Bulldog 100 celebration. “I expect we’ll see many more companies like ours started by students that are in school right now because of the resources being dedicated by the university.”

The Terry College continues to be well represented on the Bulldog 100. This year, 53 businesses on the list include Terry graduates, including five in the top 10.
Chris Ward Scholarship strengthens Terry’s commitment to diversity and inclusion

Chris Ward (BBA ‘87, MBA ‘89), a principal in EY’s People Advisory Services, established an endowed scholarship to benefit intended business majors with exceptional financial need. The Chris Ward Georgia Commitment Scholarship strengthens Terry’s commitment to diversity and inclusion by providing critical opportunities to students from disadvantaged backgrounds.

“I wanted to address a big need in my community. While it was important to fund students’ education, I also wanted to sponsor dreams,” said Ward, recalling his journey “from Bankhead to Buckhead.”

An outgrowth of the Commit to Georgia campaign, the Georgia Commitment Scholarship program increases the number of need-based scholarships awarded to first-year students as the program increases the number of need-based scholarships awarded to first-year students as the university seeks to eliminate financial obstacles for those seeking a UGA education.

The scholarship was announced during February’s Terry Trailblazers event, which recognizes outstanding diverse alumni who achieved career success while making a meaningful impact on their organizations and communities.

Ward, a 2020 Terry Trailblazer, was on hand to welcome the 2022 honorees: Heather Ripley (BBA ’23), chairman and CEO of Aflac Inc., spoke at the Georgia MBA Alumni Symposium in March. The second-longest tenured CEO in the Fortune 200, Amos told an audience of MBA students, alumni and faculty about his history, his company’s history and the importance of taking risks. He stressed that businesses can make money and also be ethically and socially responsible.

“I would ask all of you how are you embracing your culture?” Amos said. “And how are you looking for future growth? And where are you going to be looking forward? And what are you going to do to make it even better?”

Arthur Blank, philanthropist, civic leader and The Home Depot co-founder, spoke to a sizable crowd gathered in the UGA Chapel for a Terry Leadership Speaker Series lecture in February. He told students that success comes to those who find work in an industry that shares their values.

“If you’re involved in something meaningful to you, you’re going to be financially successful at the same time,” said Blank, owner of the Atlanta Falcons, Atlanta United and PGA TOUR Superstore. “If you chase the dollars first, you’re going to end up in an industry or a company that doesn’t reflect your own values, and you won’t have the kind of success that you want.”

Terry Trailblazer creates Georgia Commitment Scholarship

Chris Ward Scholarship creates Georgia Commitment Scholarship. Ward, a 2020 Terry Trailblazer, was on hand to welcome 2022 Terry Trailblazers Christian Robinson, Tina Taylor, Brandon Shah and Heather Ripley (bottom right, with Dean Benjamin C. Ayers). The group participated in a panel discussion and mentoring sessions with Terry students.

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Amos, Blank offer business advice

Aflac CEO, The Home Depot co-founder speak at UGA

Chris Ward (top) welcomed 2022 Terry Trailblazers Christian Robinson, Tina Taylor, Brandon Shah and Heather Ripley (bottom right, with Dean Benjamin C. Ayers). The group participated in a panel discussion and mentoring sessions with Terry students.
Terry joins electric mobility initiative

UGA announced a campuswide electric mobility initiative in January with the goal of enhancing research, education and outreach opportunities in the high-growth, high-tech commercial sector. Electric mobility refers to vehicles such as cars, trucks, bicycles, boats and aircraft that use electric powertrain technologies for propulsion.

The initiative convenes industry leaders and scholars to discuss innovative approaches to electric mobility across Georgia and provide seed funding for new research projects. Terry College faculty are examining the economic, human and natural capital impacts of scaling electric mobility and its effects on sustainable development goals.

“Development of battery technology, the growth in electric vehicle sales and the transition to renewable energy are a trifecta for significant societal and economic change delivered by higher levels of energy efficiency and cheaper electricity,” said Regents Professor Richard Watson, a Terry faculty leader working on the initiative. “UGA is poised to help Georgia switch on a new future.”

Marketing and international business co-major Valeria Brenner has helped hundreds of Instagram merchants ship thousands of packages since launching Thryft Ship, which took home the top prize at UGA’s Next Top Entrepreneur national pitch contest in April. Part of Startup Week, this was the sixth year the UGA Entrepreneurship Program hosted the national competition. Thryft Ship, a website streamlining shipping for businesses selling clothing or other goods through Instagram, provides an easy way to collect information and a portal to purchase postage at reduced rates. More than 35 teams applied to this year’s contest, with nine finalists traveling to UGA from Texas, Tennessee, Michigan and Ohio to compete.

Terry student Elise Karinshak was among 417 undergraduates across the nation recognized as 2022 Barry Goldwater Scholars, the highest undergraduate award of its type for the fields of mathematics, engineering and the natural sciences. Karinshak, from Lawrenceville, is a third-year Foundation Fellow majoring in marketing and data science and pursuing a minor in studio art. Her studies focus on data mining and media analytics, and she plans to pursue a Ph.D. in data science. Since 1995, 64 UGA students have received the Barry Goldwater Scholarship, which recognizes exceptional sophomores and juniors across the United States.

Graduate programs on the rise in U.S. News rankings

Terry’s part-time and full-time MBA programs moved up in the latest rankings from U.S. News & World Report, with the Professional MBA in Atlanta listed at No. 10 overall and 10th among public business schools. The Full-Time MBA also achieved a top 20 ranking among public universities — climbing one spot to No. 16 — and a national ranking of No. 18 overall. Terry also ranks 15th among publics for business analytics, one of the newer specialty rankings for U.S. News. Data analytics is integrated into the curriculum of the MBA and every other graduate program at Terry and next fall will be offered as an area of emphasis for every other graduate program at Terry and integrated into the curriculum of the MBA and integrated into the curriculum of the MBA.

In addition, U.S. News ranked Terry’s Master of Business and Technology as No. 3 among online specialized master’s programs in business. It marks the third straight year the program ranked in the top five nationally, and the second consecutive year it ranked No. 2 among public programs.

With a grant from UGA’s Giving Voice to the Voiceless endowment, Kevin Nguyen (BBA ’21) started a scholarship for students from his alma mater, Stephenson High School in Stone Mountain. Nguyen, the undergraduate student recipient of the 2022 President’s Fulfilling the Dream Award, graduated in May with a degree in management. He served in many volunteer roles while at UGA, including as president of the Student Alumni Council, an ambassador with the UGA Mentor Program and a member of the Black Male Leadership Society and Black Affairs Council. The Servant Leader Scholarship provides mentorship, development and service opportunities for high school students from Nguyen’s hometown.

Student News

‘Full circle’

Six Ninety Veranda honors history of Phi Delta Theta house

By Chris Starrs (AB ’82)

When Ivester Hall was dedicated in 2019, the Terry community celebrated the completion of a historic building project. For alumni of the Phi Delta Theta fraternity it brought back memories of their time on campus living in that location near the corner of Lumpkin and Baxter streets.

With the completion of the Business Learning Community, two Phi Delta Theta brothers, who also happen to be Terry alumni, saw an opportunity. They decided to dedicate a space to commemorate the old fraternity house, which was built in 1928 and razed in 2009, when the fraternity moved to River Road.

Last year, the Board of Regents approved the naming of the balcony on the east side of Ivester Hall as Six Ninety Veranda, in honor of Phi Delta Theta. The fraternity is now approaching its 150th year on campus and spent more than five decades in the house at 690 Lumpkin Street.

Led by Mark Chandler and Bill Beckham, 10 brothers donated $400,000 to name the veranda.

For Phi Delta Theta’s Terry alumni, the announcement of the BLC project was reflective, admits Chandler (AB ’81). “But now it’s this beautiful facility sitting at the crossroads, the center of the whole UGA campus, and what awesome facilities they are.

“It was the right thing to do for everybody,” he says. “I like to think that this was full circle. We’re happy where we are, and the (BLC) is higher-use and benefits thousands of students.”

Six Ninety Veranda was dedicated in November, hours before the eventual national champions thumped Missouri 45-6 in an SEC East battle. A plaque on the site honors the fraternity and the Phi Delta Theta brothers who donated the funds.

“It really means a lot to our undergrads that are in school now,” says Beckham (AB ’78), “There are more Terry undergrads in the chapter than any other college. A number of them came to the dedication, and we were told by multiple students that they go into Ivester Hall and show their friends the plaque.”

Chandler, an Atlanta native who is president of Habersham Properties and a UGA Foundation trustee, said his first visit to the veranda was a strong reminder of his undergraduate days.

“It was a few years ago on the veranda and I said, ‘This is unbelievable.’ I felt like I was literally in the living room of the old fraternity house looking out the windows.”

“This is the footprint of the old house, really, and nothing could be greater than dedicating it in the name of the fraternity.”

“I felt good about it, and there’s no doubt in my mind that the 10 guys (who donated) were elated and happy to be part of it,” adds Beckham. A Miami native who has been a titan in the South Florida insurance business for decades.

“But even more than that, the better part to me was when other people came to the dedication and I saw how it gave them pride of bringing our fraternity back. That made me feel good. I know we did something good, something that’s going to last and something simple.”

Graduate programs

By Korey Johnson

In the fall of 2021, UGA announced the launch of its first online Master of Business and Technology program, the first of its kind in Georgia. With a focus on technology and innovation, the program is designed to provide students with the skills and knowledge necessary to excel in the fast-paced and constantly evolving technology industry.

The program offers a unique blend of theoretical knowledge and practical experience through a combination of online and on-campus coursework. Students will complete core courses in areas such as data science, cybersecurity, and artificial intelligence, as well as electives in specialized areas of interest.

In addition to the online MBA and Technology program, UGA also launched a new full-time MBA program in the fall of 2021. The program is designed for working professionals who want to advance their careers in business.

Students in the full-time MBA program take classes on UGA’s campus in Athens, with a focus on hands-on learning and real-world experience. The program offers a range of courses in areas such as marketing, finance, and strategy, as well as the option to specialize in areas such as entrepreneurship and sustainability.

The graduate programs at UGA are growing in popularity, and are expected to continue to do so in the coming years. With a focus on providing students with the skills and knowledge necessary to succeed in today’s rapidly changing business landscape, these programs are a testament to UGA’s commitment to preparing the next generation of business leaders.
Distinguished Alumni Award recipient Bonney Shuman is a devoted mentor to UGA students, including those selected to participate in Sea Island Scholars, a retreat sponsored by the Terry Women’s Initiative.
With a celebratory theme of “Back to Business” and an assembly of more than 700, the Terry College Alumni Awards and Gala returned in triumphant style April 30 to the Intercontinental Buckhead hotel in Atlanta.

The star-studded event was co-hosted by Georgia head football coach and honorary co-chair Kirby Smart (BBA ’98), who joined former teammate Matt Stinchcomb (BBA ’98) for a funny, free-flowing discussion (far right, center). The pair charmed the crowd by trading stories from their playing days, and Smart shared insights into what made last season’s championship team special.

To the delight of those gathered, the top Dawg didn’t arrive empty-handed. The Bulldogs’ 2022 College Football Playoff National Championship trophy was on display throughout the evening, and alumni queued up proudly — and patiently — to have their photo taken with the hardware.

After dinner, Dean Ben Ayers kicked off the awards program by stressing the importance of supporting student veterans at Terry, citing the “distinct leadership perspective” military students bring to the classroom and the boardroom.

President Jere Morehead echoed Ayers’ remarks and highlighted Terry’s track record of successfully developing business and community leaders, saying the college’s graduates “don’t just put the diploma on the wall, they lead the walk.”

During the main event, awards were presented to Distinguished Alumni Award winners Bonney Shuman (BBA ’80) and Cecil Cooke (BBA ’75) and Outstanding Young Alumni Award winner Will Keyes (BBA ’10, BS ’10, MA ’10, JD ’13).

The three (pictured at top right) reflected on the friendships and family support that contributed to their remarkable careers and spoke about the special relationships they formed at Terry and within the alumni community.

Read more about this year’s award winners on pages 16-29.

As the program wound down, attendees and honorees spilled out onto the hotel lawn and the celebration resumed well into the night.

Through corporate sponsorships and a silent auction featuring a trove of Bulldogs art, memorabilia and other alumni-donated items, this year’s Gala raised a record-setting $780,000 to benefit the Student Veterans Support Fund, which provides scholarships to Terry’s student veterans.

Back to business, indeed.
Life-changing moments have a way of finding a person, often when—or where—they’re least expected.

For Distinguished Alumni Award recipient Bonney Shuman, an extraordinary career began in, of all places, a metro Atlanta Krispy Kreme.

Call it sweet serendipity.

As a teenager working an early-morning shift at the restaurant in between her sophomore and junior years of high school, Shuman struck up a friendly conversation with a pair of the store’s regulars.

“There were two women who came in for breakfast five days a week, from Monday to Friday, and they worked at a bank,” Shuman says. “They asked me what I was going to do next summer.”

Itching to move on from slinging glazed treats, Shuman replied she wasn’t sure.

The two customers saw something in the young employee. “They said, ‘If you want to come to the bank, we’ll give you an entry-level job to try to teach you a little bit about the way of the world,’” says Shuman.

Shuman was interested in science thanks to a particularly persuasive biology teacher but admits she didn’t have her future mapped out.

“The only thing I did know is that I would go to college,” she says. “Neither of my parents were college graduates. So from early on, they said, ‘This is what we want for you.’ As much as they encouraged us to get a college degree, they didn’t really pigeonhole us. They felt like (college) was the key to open up any possibility. So that’s really how I looked at it.”

In the market for career inspiration, she took the women up on their offer. “I started answering the phone at the bank,” she says. “And then they put me in a management training program.”

The summer job sparked a newfound passion for finance and, after enrolling at UGA and pledging Zeta Tau Alpha, Shuman followed that passion to the Terry College, setting the stage for a remarkable life in business.

“That was an interesting lesson learned, and something that I tell young folks today,” says Shuman. “You never know where a door’s going to be opened, or where a networking opportunity is going to present itself.”

Bonney Shuman (BBA ’80) pays it forward

Story by Gabe Vodicka (ABJ ’08) | Photos by Brian Powers
From mentee to mentor

These days, Shuman is the one opening doors. Retired from her role as president, CEO and co-founder of mobile solutions company Stratix Corp., Shuman is known as a respected and devoted mentor to UGA students looking to enter the world of business, especially those underrepresented in the field.

Julius Thomas (BBA ’18) was matched with Shuman through the UGA Mentor Program during his sophomore year at UGA.

“My first impression was, I felt like I hit the jackpot,” says Thomas, a risk management broker at Marsh McLennan and CEO of the Atlanta-based civil rights nonprofit The People’s Uprising. “She was full of compassion, and very interested in learning about me as a person.”

Mentoring is “a two-way relationship,” says Shuman. “I’ve had some great (mentees) and get joy from it. It makes my wheels turn. I feel like I’m helping someone be successful, and it’s a passion that keeps a spark going.”

In addition to the mentor program, Shuman is a founding member of the Terry Women’s Initiative, which promotes confidence and leadership skills to help students of all genders achieve academic, personal and professional goals.

During TWI’s spring Sea Island Scholars retreat, Shuman glamely dishes out “sage advice about preparation, learning, perseverance, knowing yourself and what you want and having the confidence to go after it,” says TWI founding member Debbie Storey (AB ’80, MBA ’06).

On a warm, breezy Saturday during this year’s retreat, Shuman welcomed the scholars into her picturesque St. Simons Island home for a buffet lunch followed by candid, laughter-filled conversations about everything from career development to personal fitness.

“Bonney is a constant source of inspiration,” says Storey. “She is so unique in her ability to convey practical advice, and she is never too busy or too tired to dedicate time to the students, often staying up late into the night to answer all their questions. Bonney is successful but grounded, professional but real, and she is so relatable.”

Thomas echoes that sentiment, explaining how Shuman immediately made him feel comfortable and seen.

“We had honest conversations about how I felt insecure about, a lot of times, being the only African American in the room,” he says. “She shared how, in many rooms, she was the only woman. And she gave me tips on how to be more of a woman. He’s a married man. I couldn’t possibly pay you that,’” Shuman recalls.

The frustrating event proved oddly fortuitous, sparking a deeply ingrained independent streak.

“My father worked with Texaco for 25 years, and we moved around a lot because of that,” says Shuman. “I feel like moving around made me less averse to risk. It’s interesting — two of my three brothers (also) started companies because of that,” says Shuman. “I feel like moving around made me less averse to risk. It’s interesting — two of my three brothers (also) started companies because of that.”

In scaling those walls, Shuman and Knowlton leaned on their network.

“Running a business wasn’t always smooth sailing, though. ‘There were times (early on) when I would think we couldn’t make payroll, and it was, ‘How are we going to get through this?’’” Shuman says. “The frustrating event proved oddly fortuitous, sparking a deeply ingrained independent streak.

“Shuman recognized that bar coding, with its ability to dramatically streamline a company’s operations, could benefit all types of businesses. So she dreamed up innovative ways to sell the tech to skeptical clients, including a textiles group and a hardware manufacturing association.

“I attended some focus groups, and they said, ‘This will not work for our industry. There is no way you can put a bar code on a nail,’” says Shuman.

Sensing an opening, she shifted the conversation. “Let’s talk about what we can do,” she recalls responding. “Is there a different way to package nails? Maybe you don’t sell a nail at a time anymore — maybe you sell 25 nails at a time.”

The simple yet creative solution hit the mark. As it turned out, it also had profound implications. In the ‘80s, “bar coding seemed very appropriate for a box of Cheerios — less appropriate for a nail,” says Shuman.

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“We have a set of core values that serve as guideposts for our actions and decisions,” says Stratix CEO Louis Alterman (BBA ‘99). “They include being positive and optimistic, getting our uniform dirty, being customer-obsessed and having unwavering integrity. Bonney created the foundation for those values.”

Having laid that foundation, and following Knowlton’s tragic 2007 passing, in 2011 Shuman decided to step down and sell her ownership in Stratix, which she had grown into a mobile solutions colossus. It was time to enjoy a new phase of life with her husband, Billy, and their children, Mary Ellen (BBA ’17, JD ’20) and Billy Jr. (MAB ’18).

Shuman is clearly proud of her career, of the company she helped build, of the mindful leadership style she instilled — even if her motivation was slightly different than most CEOs. “To me, success is being able to say with a really full heart that I did the right thing,” she says.

It’s tempting to point to more tangible measures of success. Stratix, which began in a two-room office space with “two phones and a landline,” says Shuman, now has over 300 employees and more than $100 million in annual revenue.

That leap of faith paid off.

Paying it forward

As one might expect, Shuman isn’t content to put her feet up. After retiring, she served as president of the UGA Alumni Association and treasurer of the UGA Foundation Board of Trustees. She is actively involved in her southeast Georgia community as her church’s treasurer and a volunteer with the Communities of Coastal Georgia Foundation.

“I feel a gratitude that makes me want to pay it back,” says Shuman. “If there are any words of wisdom or any lessons learned that I can share with a potential entrepreneur that might make their journey more successful, or if I can provide encouragement in any way — whether it be true wisdom, or just emotional support — that gives me a sense of reward.”

To those students, Shuman’s true self shines through.

“Bonney showed me how you can be extremely successful but still have a spirit of humility and giving back,” says Thomas. “She’s a great person to connect with one-on-one. She doesn’t care about her talents and accolades — she cares about being a blessing to other people.”

These small, precious moments are hugely important to Shuman, who traces her own journey all the way back to that doughnut shop in Chamblee.

“I just feel like that’s what I owe,” she explains. “Anything that I can share, I just feel compelled, driven to do so.”

Quadruple Dawg Will Keyes (BBA ’10, BS ’10, MA ’10, JD ’13)

By Ray Glier
When he arrived in Athens in 2005 as a college freshman, Will Keyes had no intention of diving into a variety of academic pools to sort out his career skills. It just happened, he says. Keyes studied economics in Terry, statistics in Franklin, a raft of business courses in the Graduate School and then entered the University of Georgia Law School. He was enthusiastic about ... everything.

This wasn’t a young man who couldn’t make up his mind about a career making course corrections on the fly. His broad academic inquiries at UGA came from his inborn tendency to be curious and seek out challenges. The plan was not to have a plan.

There was something else at work, too. Keyes was determined to make a sustained impact on society, so he wanted to take in as much as he could and be prepared for a chance to give back when he found the right calls.

Here is what happened when his curiosity and craving for challenges met his sense of duty:

- Keyes became one of 194 students in the 226-year history of UGA to earn four degrees. That’s less than one percent, all-time. He is likely the only Quadruple Dawg many of us will ever meet.
- As a captain in the U.S. Army Reserves, Keyes is an international law officer in the Civil Affairs and Psychological Operations Command, a geopolitical mission to help other countries in their law-and-order practices.
- His full-time job since October 2018 is as an assistant United States attorney – a federal prosecutor — for the Middle District of Georgia headquartered in Macon.
- Keyes came to the Department of Justice from the Office of Military Commissions in the Department of Defense, where as a captain in the U.S. Army’s Judge Advocate General’s Corps, he worked for the U.S. in the prosecution of the terrorists responsible for 9/11. Before that assignment, he was on active-duty deployment in support of Operation Inherent Resolve and served as the primary legal advisor to a battalion of 800 soldiers operating throughout Kuwait and Iraq.
- Four degrees was plenty, and he has leaned on them to do his job expertly as a federal prosecutor.
- Keyes learned the power of being friendly to people at an early age from his parents, Dana and Bill. Bill, a retired neonatal intensive care physician, spent decades building a successful career and life, thus awarding Bill his own opportunities for success. But more importantly, they are outgoing, easy to talk to, good listeners. "Terry taught me that, in whatever you do, it should be very relationship-driven." Keyes learned the power of being friendly to people at an early age from his parents, Dana and Bill. Bill, a retired neonatal intensive care physician, spent decades building a successful career and life, thus awarding Bill his own opportunities for success. But more importantly, they are outgoing, easy to talk to, good listeners.

Keyes connected with the jury in the methamphetamine trial, which resulted in the conviction of a ringleader of the conspiracy. Nineteen individuals connected to the conspiracy were convicted in federal court. Coincidentally, the meth crime boss's conviction by a jury was the same day Dean Ben Ayers called Keyes to say he was chosen for the prestigious young alumni award. In fact, the two spoke while Keyes was at the courthouse waiting on the jury to reach its verdict.

"Terry taught me that, in whatever you do, it should be very relationship-driven."
He joined a law firm and could have gone on to make a lot of money, but he looked around and thought he could do more to help people, so he joined the military. And now he is helping the communities around Macon and in Georgia fight crime.

Keyes’ career certainly didn’t start so star-spangled. After law school, he joined a prominent Atlanta law firm, Campbell & Brannon, where he worked for three years. Keyes was living in a Buckhead high-rise apartment, on a golden track.

And then … he wasn’t. He wanted redirection, and the military certainly offered that.

Twenty-four hours after waking up in an apartment in Buckhead, Keyes woke up in a military barracks at Fort Benning, enthralled by the roar of cadence from marching soldiers at sunset. His wife, Margaret, called their storybook about-face “Backhead to Boot Camp.”

Assignments as a military lawyer in the U.S. weren’t enough. Keyes maneuvered his way into deployment to Camp Arifjan, Kuwait, with side trips to Afghanistan and Iraq to counsel soldiers and commanders. He says he wanted to be useful, and that meant going where the fight is. Once again, Keyes didn’t nibble at anything. He took shark bites instead.

“I figured, if you’re a JAG, and if you’re in the Army, the way you get your hands on the most stuff and get the fullest experiences is to deploy to the Middle East,” he says. “That’s where the conflict was at the time, so I started just reaching out to everybody trying to figure out how to get over there.”

The experience in the land of sand was, Keyes says, “like working a well-oiled machine.” Diverse, mind-bending legal issues came at him fast and furious. Commanders and soldiers needed counsel, and there was no learning curve. In the Middle East, it helped that he is methodical and logic-driven, because that is no environment for conjecture.

“The commander is like the CEO, and I’m covering everything under the sun for him,” Keyes says. “I remember the first issue presented to me. It’s in a room with the commander and his first sergeant, and others and these are people who’ve been in the army for maybe 16-17 years.”

“The commander’s going around the room and polling people in his command group about this issue. He turns to me last and says, ‘Alright, JAG, what should we do here?’”

In those situations, in an unsafe place in the world, Keyes could not sputter and stammer and declare, “Me? I’m new here. Why are you asking me?”

“You do what you do, and that is to apply the law to the facts on whatever it is we’re talking about.” Keyes says. “That’s what I was there for, to apply the law to the facts like you would in any situation and advise them.”

“You get thrown into lots of different things over there, which was very stressful, but it stretches your comfort zone. It’s professionally challenging, and things like that just make people grow.”

Keyes’ work in the Middle East earned this performance review: “Outstanding performance by the best Judge Advocate I have worked with in 8 years in the Army. He maintains a positive outlook and strong work ethic despite a punishing workload. The clear work ethic in the Client Services and Command Judge Advocate Sections. Will excel at interacting with the staff and gaining their trust with insightful and correct advice. He took on the hardest assignments and executed them flawlessly. A consummate professional in a difficult environment. A superb performance by one of the JAG Corps’ brilliant young leaders.”

Keyes made his mark in law and the military, but he is still doing career research. One of the things he discovered through four degrees and various government roles is that he doesn’t want a rote career. He wants some zigs and zags, the opportunity to become fascinated with something new. He wonders what he might run into randomly down his career path.

“I try not to set a path because I’ve kind of come to learn that paths change quickly,” he says. “And that’s a good thing. I think flexibility and not limiting yourself makes careers and life more exciting. You have to be willing to think outside the box.”

Considering his curiosity about the world, it isn’t odd, then, that Keyes did not go into medicine like his father. It is estimated that doctors’ children are 24 times more likely to enter the profession than their peers. Medicine is the most “inherited” elite career in the world, but it didn’t meet all the needs of Will Keyes.

Keyes did not go into medicine like his father. It is estimated that doctors’ children are 24 times more likely to enter the profession than their peers. Medicine is the most “inherited” elite career in the world, but it didn’t meet all the needs of Will Keyes.

How about being a soldier lawyer and saving lives?

Keyes’ work as a JAG includes trips to other countries to advise them on stalling human trafficking, among other issues. He had a geopolitical mission to Mauritius, an island nation in the Indian Ocean, to assist that government and its police in developing crime-fighting techniques. The mission was held virtually due to COVID-19 but he is planning on traveling to Africa for similar assignments in the future.

“We’re working through the embassy and partnering with their military and their law enforcement, and providing instruction on human trafficking, domestic violence and crimes involving children,” he says. “And so, our government kind of uses it or both governments use it for multi-purpose. You get smarter together and learn and train, but you also develop diplomatic relationships, and it’s good to have these relationships with other countries.”

In Kuwait, Keyes was part of the creation of a command sponsor program to assist U.S. soldiers in becoming U.S. citizens. “It blew my mind these guys in Iraq, in uniform, fighting for this country, were not U.S. citizens,” he says.

Griffin says he knew Keyes there was a progression in the job as a military lawyer and a federal prosecutor. He was going to start with easy cases, not he handed any big knots, then build into more substantial role. Things were going to take time, Griffin says. It wasn’t meant as a challenge, but Keyes conquered it nonetheless.

“He’s been on a faster course and exceeded tenfold where he should be,” Griffin says. “He is handling very complicated wiretap cases. A U.S. Army general we were working for sent him to Guantanamo, so he was already handling terrorism cases. That’s not what they usually give somebody who has been doing this two-and-a-half years.”

Keyes has had obvious influences on his quest for a well-spent life. Margaret (BSFCS ‘11, MA ‘12) stands apart from others. She supported his devotion to the military when a brilliant law career was spread out in front of him.

“She gets it. She understands why I do what I do, and she appreciates it — and did from the get-go,” Keys says.

His parents had a significant influence on his identity, of course, and faculty and peers at Terry enriched his life and career. Griffin, the federal prosecutor in Chicago, became a confidante, a close friend, and was a guide into the bureaucracy and demands of excellence in the Department of Justice.

Keyes also had a spiritual guide, Brian Kunhiro, then a major in the U.S. military’s Joint Special Operations Command. Keyes met Kunhiro in Camp Arifjan, Kuwait at a Bible study. He couldn’t help but fix on Kunhiro’s Airborne wings, his Ranger tab, his Special Forces tab. This man was the exemplar of the military phrase “tip of the spear,” but he was so much more to Keyes than a warrior.

“We met for about six months and studied the Bible, and the way he talked was my language,” Keyes says, meaning it was logic-based, and searching for truths. “What is the problem, and what does scripture say?”

“He would stay up half the night for his job and then meet me before he went to work again the next day: I’ve never seen someone so willing to give his time. His philosophy of Christianity was based on discipleship and creating fishers of men. It was just so much sharing with me.”

Keyes shouldn’t have been surprised by Kunhiro’s benevolence toward him. After all, Galatians 6:6-10 reminds us, “a man reaps what he sows.”
Storied Status

Cecil Cooke (BBA ’75) turns legendary connections into life-changing opportunities

Story by Ed Morales | Photos by Brian Powers

There’s no telling how many names “it” holds, and Cecil Cooke isn’t one to entertain guesses. Then again, some have no idea what “it” is.

“It’s funny,” Cooke says with a grin, “when I talk to students about it, they want to know: ‘What is a Rolodex?’”

The Rolodex — a portmanteau of rolling and index — was once an indispensable office device now lost in the digital world. A seasoned risk management professional who spent decades building relationships with clients, underwriters, colleagues and professional service providers, Cooke’s round file of 3x5 cards was a lifeline to leads, opportunities, connections and friends. For a man of Cooke’s bearing — honest and direct whose aim in each encounter is to create authentic relationships — his contacts were paramount.

And Cecil Cooke has a vast number of contacts.

“But he doesn’t talk about it because he’s humble — he doesn’t make it about his Rolodex,” says Chris Brown (BBA ’87), founder and managing principal at Brown Miller Wealth Management. “He knows a lot of people in the industry, but I don’t know how broad and how deep that goes. He simply uses his Rolodex to help benefit others.”

“It’s 2022 and he still calls it his Rolodex?” Michael Patrick (BBA ’03), who leads menu strategy at Chick-fil-A, says with a laugh. “Anyone will take his call because they know he cares about them. And he’s not making up a reason to call them — he’s calling them because either he needs their help, or he wants to help.”

Cooke was a former managing director and senior executive at companies such as Aon, Marsh McLennan and Palmer & Cay, but now serves as an adjunct professor in the Terry College’s Risk Management and Insurance Program. His course brings experiential learning to 45 students a semester, and if they put in the work, he provides them access to the Rolodex.

“For students that do everything I ask, I’ll open up my Rolodex and help them get opportunities for internships or jobs,” he says. “But it’s up to the students to win the day. I can’t win them anything. I may get them a meeting, but they have to win it.”

Since its inception in 1964, the Terry Distinguished Alumni Award has been bestowed on company CEOs, U.S. senators, Georgia governors and an NFL Hall of Fame quarterback. While Cooke hasn’t reached those echelons of fame, he’s achieved storied status in a celebrated career by opening opportunities to others.

“The number of young people he’s helped place in internships and jobs has got to be staggering,” says Patrick. “I can’t imagine who else offered up his Rolodex to more students. One of the things you remember for your entire life is your first job, how you got that job, and the people who helped you do that. It’s the biggest thing he’s done for Terry.”

Growing up in Virginia, Cooke was an active kid who played all sports and “whatever other competitive game we could invent.” The youngest of two brothers and one sister, he learned from his father, Thomas Sanford Cooke Jr. — “my hero and the best man I’ve ever met” — about the value of hard work.

“When we wanted a bicycle, dad would go down to the local hardware store and buy the biggest Huffy bicycle he could find with big fat tires and put a basket on the front,” Cooke says. “That wasn’t the bicycle we wanted — we wanted the cool ones. He said, ‘Now that you have a bike, you’re gonna get a paper route, and you’re gonna pay for half of the bike.’ So we three brothers did 5 a.m. paper routes as soon as we were strong enough to ride.”

His father was an engineer who went into the railroad business after graduating from Virginia Military Institute.
Cooke's own successful career was made possible by steady support from friends and family, including his late wife, Pam (right). Cecil and Pam to adopt a baby boy. They named him Taylor, and the bulk of that. We didn't have anything, but we were happy.”

“Tackle game in the rain. Facing a daunting crossroads in his young life, Cooke turned down his father’s offer to pay for VMI and chose Focusing on what he did like — math, history and communication — an introductory insurance course piqued his appetite for building a life of servant leadership to follow in his father’s footsteps. Cooke helped bring on the board. “He has a way that is non-threatening, non-confrontational, and comes from a deep spirit of love. Cooke also gave back to the program that helped define his life. The RMI program, which he reminds everyone is No. 1 in the nation, is the source of many great hires for Cooke and the beneficiary of his generosity. He was one of the founding donors of the RMI Advisory Board. But it wasn’t until Cooke joined the Terry Alumni Board that he widened his focus. “I only knew Terry through my program,” Cooke says. “But Bob (Hoyt) came to me and said, ‘We need more representation on the Terry board. Would you join us?’ The Terry Alumni Board consists of some of the most fantastic people that I have ever met. I served on it for 10 years and have well over 150 meaningful relationships with some of the most fantastic people that I have ever met. Cooke stepped down from his leadership roles at Aon, began working from home. He went back to his roots of producing their Atlanta house to accommodate doctors, nurses and medical equipment.

Cooke also helped bring on the board. “One of the most impressive things about Cecil is how he has priorities in order,” says Patrick. “His marriage to Pam was so important. Pam instilled those qualities in Taylor, and he lives them well. Dad taught us to treat everyone with dignity and respect, to always remained grounded. Cooke helped bring on the board. “He has a way that is non-threatening, non-confrontational, and comes from a deep spirit of love. He is willing to bring up the difficult things to make us better. It was at UGA in the fall of 1975 that he met the woman who It was then when Hoyt called again, asking Cooke if he’d consider teaching a Terry course. “I said, ‘Bob, I’ll be happy to do this if you will allow me to teach it the way I want to teach it, because I am a professional educator.’” His experimental learning model “created an opportunity where our students can learn from industry leaders who are also looking to hire talented students.” Every semester, 30 industry professionals bring their knowledge and insight into the classroom. Students make presentations on the chapter subject and other relevant industry topics, and industry executives show industry professionals bring their knowledge and insight into the classroom. Students make presentations on the chapter subject and other relevant industry topics, and industry executives show the students how it works in practice. During a March class, Michael Drayber (BBA ‘95), Aon’s chief commercial officer of media and entertainment, and Jay Sampson (BBA ‘97), executive managing director at Beecher Carlson, told the room about their career paths, their responsibilities, the teams within their respective organizations, the client’s expectations, and answered smart questions from the students.

Cooke helped bring on the board. “He has a way that is non-threatening, non-confrontational, and comes from a deep spirit of love. He is willing to bring up the difficult things to make us better. “He’s got a great heart, and his mother had a lot to do with molding who he is,” Cooke says. “He’s incredibly talented and one of the most patient and calm individuals I’ve ever met. His family and being there for family, he definitely has that. My dad passed away when Taylor was young, so he didn’t get to know him well. Dad taught us to treat everyone with dignity and respect, to open with lots of light and extra-wide hallways to accommodate her disability.

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Cooke stood to the side, watching, waiting until the end to ask the question every student wanted to hear: “When you're looking to hire, what are the qualities you are looking for, and as you are working with your teams, what are the qualities you see that differentiate who you promote and who you don’t?” Drayer and Sampson offered pertinent answers to a quiet crowd that soaked in every word.

Another 45 students with access to the Rolodex and the opportunities it affords.

It was a Friday, unseasonably warm and rainy for early January, when Pam lost her battle with diabetes. She was 66.

“One of her greatest attributes was she could back me into the corner and tell me when I was dead wrong,” Cooke says. “She had an amazing ability to read people’s hearts. And she was a people person … how she loved to gather people. Most of our best friends came through Pam. Diabetes is like most debilitating diseases: It grinds you, destroys your body and you end up in incredible pain. But she never let that disease define her, and she never let anyone know how she felt. I have never met anyone that could match her inner strength.”

He sees through his son Taylor, who has kids of his own, the same thing he sees in his world.

“He’s got a great heart, and his mother had a lot to do with molding who he is,” Cooke says. “He’s incredibly talented and one of the most patient and calm individuals I’ve ever met. His family and being there for family, he definitely has that. My dad passed away when Taylor was young, so he didn’t get to know him well. Dad taught us to treat everyone with dignity and respect, to open with lots of light and extra-wide hallways to accommodate her disability.

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Cooke’s own successful career was made possible by steady support from friends and family, including his late wife, Pam (right).

“Cecil was one of the leaders when I transferred into Marshall’s Athletic Hall of Fame. He was the first date in a lifelong match. The pair were together throughout the first date in a lifelong match. The pair were together throughout the first date in a lifelong match. The pair were together throughout the first date in a lifelong match. The pair were together throughout the first date in a lifelong match. The pair were together throughout the first date in a lifelong match. The pair were together throughout the first date in a lifelong match. The pair were together throughout the first date in a lifelong match. The pair were together throughout the first date in a lifelong match. The pair were together throughout the first date in a lifelong match. The pair were together throughout the first date in a lifelong match. The pair were together throughout the first date in a lifelong match. The pair were together throughout the first date in a lifelong match. 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With access to state-of-the-art facilities, field-leading faculty, unmatched career services and a powerful alumni network, Terry students are primed for lasting success.

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cgscruggs@uga.edu • 706-206-7641*
Anne Ruth Moore Crawford became the first female graduate from UGA’s business school a century ago. Thousands of successful women have followed in her footsteps.

By Charles McNair

In 1922, when Anne Ruth Moore walked out of the University of Georgia with her bachelor of science degree, the world must have felt in full bloom. World War I was over. The Spanish Flu pandemic had passed. The ‘20s had begun to roar.

What wasn’t possible?

“Annie Ruth,” as friends pronounced her name, was humble by nature, but she had earned the right to feel proud. After transferring to UGA for her junior and senior years from Agnes Scott College in Decatur, Anne Ruth held the distinction of being the first woman to graduate from UGA’s business school, then known as the School of Commerce.

She savored the academic encouragement she’d received from Dr. Robert Brooks, dean of the School of Commerce. She would remember Brooks all her life, often telling her children the difference he made in her life.

The 21-year-old also thrilled to memories of her Phi Mu sisters, charter members of UGA’s first sorority. She held dear UGA social events with the Thalian Dramatic Club, Zodiac Club, Pioneer Club and YWCA Cabinet. She had aced business classes — proof lay in her 1922 UGA yearbook entry:

“It is a distinct surprise to the stranger to hear Anne Ruth talk about stocks and bonds, insurance, and Wall Street transactions, until he realizes her unlimited knowledge of such subjects…”

Anne Ruth’s daughter, Anne Elizabeth Schildwachter, 82, admired her mother’s pluck.

“Mama’s can-do spirit, courage and problem-solving skill in the face of challenges was evident from her early years,” Anne Elizabeth says.

“When her brother hid the pony’s saddle, she simply rode down the street bareback. At UGA, she visited a friend across town at the State Normal School one weekend. She enjoyed a fun Saturday night party but was distressed by a Sunday afternoon quiet rest-period rule. She solved her problem by climbing out a window and riding back to UGA on a streetcar.”

Always vivacious, Anne Ruth was able to best any obstacles in her educational and life journey. With degree in hand, she was positioned to be exemplary at whatever she chose.

And because of the trail she blazed, those who followed her through the doors of Terry College could also freely aspire to be anything they chose to be.

Lisa Garrett Laube (BBA ’85) became president of Floor & Décor in 2020.

Laube blazed trails too, rising in retail from a post-grad start at Rich’s department stores to Macy’s, Linens ‘n Things, Bath and Body Works, Party City and now to a company with a market cap of $8.5 billion.

“I didn’t arrive at Terry knowing what I wanted to do,” Laube admits. “Careers are not always a straight line. There are twists and turns. You learn how to navigate to your advantage.

“Your character is already defined when you get to college. But the traits you develop at a place like Terry — confidence, self-discipline, creativity, flexibility — are the things you learn when you start governing yourself and meeting people and doing things you’ve never done before.

“That’s what my four years at Terry did for me. They taught me the skills to be successful in my career and in my life.”

It wasn’t named the Terry College of Business when Laube attended, but it would be soon after. In 1990, C. Herman Terry and his wife Mary Virginia gave the UGA business school $6 million — at the time the largest individual gift in university history — to support faculty, scholarships, research and facilities. Following Mr. Terry’s death in 1998, Mary Virginia remained dedicated to the college. She received the Dean’s Distinguished Service Award in 2008 and established the Mary Virginia Terry Student Support Fund in 2013.
"Terry taught me how to problem-solve complex issues," she says. "I was a very good high school student in Macon, Georgia, because I could memorize well. Then a couple of Terry classes almost broke me — I couldn’t pass by memorizing material and passing a test. I had to develop a true application mindset. I had to learn how to think about a problem, all its aspects, and learn how to apply a solution.

"At Aon, I’m faced constantly with complex issues. I have to be able to critically think. That skill comes straight out of my Terry experience."

Annie Ruth Moore took her Terry training out into the world — solo. She lived in Hattiesburg, Miss., and Cartesian, teaching Spanish and Latin in schools. Four years after graduation, she found herself back in Athens, working for the university as associate editor of the UGA Alumni Record.

One afternoon, she took a stroll near campus. She met a young man walking a collie dog. Her heart quickened — she had something to do with the palpitations. She knew she had to meet him.

"Mama faced many challenges in those years," says Anne Elizabeth, who lives on the Watkinsville family place. "She never put all her money in just one bank again."

The Crawfords ran a small grocery store beside their dirt road, selling canned foods, soft drinks, snuff and other goods. The shelves held corn meal from the water-powered gist mill Thomas owned and operated. (It attracted him to the Watkinsville property in the first place.) Community farmers brought their corn in mule-drawn wagons to be milled. Terry training paid off; Anne Ruth became a store-keeper, in addition to her domestic duties.

She also served as Sunday School superintendent at Johnson Methodist Church, supporting operations for a congregation that only had a preacher twice a month. Terry training helped with the Lord’s work, too.

"Every Sunday after dinner," Anne Elizabeth remembers, "Mama sat at the kitchen table and made out financial reports for the church."

Watkinsville life was basic. No running water. No electricity, at first. When it came, Anne Ruth, with a 1-year-old, a 2-year-old infant and Anne Elizabeth, could plug in a refrigerator.

"Mama was 38 years old when I was born," recalls Anne Elizabeth. "I grew up seeing her, a city-bred woman accustomed to household conveniences and public transportation, take on the hard physical labor and isolation of a rural life."

She washed clothes using a washboard in a tin tub. She learned to can vegetables. "Mama did grew like our neighbors, we used an outhouse. Ours looked no better than theirs, but Mama referred to ours as ‘the garden house.’" At Thanksgiving, the family carved a rabbit.

"Things got harder still. In 1944, 11-year-old Thomas Jr. was riding a bicycle in Watkinsville. A car struck him. Witnesses to the accident drove Anne Ruth to the hospital, where she held her son’s hand as he died."

"I was four years old," remembers Anne Elizabeth. "I asked Mama, ‘Why did God let Tommy die?’"

“She solidified my faith with her response. She said, ‘God needed him in Heaven more than we do here.’"

In the 1970s, Margaret Vaughn (BBA ’70) became the first Black woman to earn a Terry College degree.

The power of a Terry degree showed immediately. Vaughn interviewed with eight firms and received offers from Exxon, Bausch & Lomb, General Electric and other corporations, along with several major U.S. banks and many government agencies, including NASA, the Department of Labor and the Department of Housing and Urban Development.

She chose the Department of the Treasury since its job opportunities allowed her to remain in Georgia. As an appeals officer, Vaughn says she “negotiated settlement conferences in cases between the Internal Revenue Service and taxpayers with the most complex tax issues and largest deficiencies.”

"Terry taught me how to problem-solve complex issues," she says. "I was a very good high school student in Macon, Georgia, because I could memorize well. Then a couple of Terry classes almost broke me — I couldn’t pass by memorizing material and passing a test. I had to develop a true application mindset. I had to learn how to think about a problem, all its aspects, and learn how to apply a solution."

"At Aon, I’m faced constantly with complex issues. I have to be able to critically think. That skill comes straight out of my Terry experience."
ILA, designs the program’s curriculum for 
I was introduced to the concept of servant 
Terry,” Nguyen says. “I felt seen there. And 
promising Terry leaders.
one- or two-year certificate program for 
is a privately funded, highly competitive 
meaningful mentoring relationships.” ILA 
“broadening my perspectives and offering 

Leadership Advancement (ILA) with 
stricken with rare diseases.
collaborations for patient communities 
global patient partnership, she leads R&D 
empowerment.
minor) in work on health literacy and 
cross-cultural empathy with her Terry 
Shandwick). For 15 years, she’s blended 
Manhattan public relations and marketing 
healthcare internships at renowned 
deep values of education and hard work 
refugee parents,” she says. “They instilled 

Laura Little, Synovus Director of 

Anne Elizabeth. 

She adds, “That foundation set me up 
back, to pay it forward. I’ll do this as long as 
professionally. I’m on a mission to give 
forward motion. “Just take the 
ourselves the grace to learn, reflect 

Robert Hoyt (Dudley L. Moore Jr. Chair 
and professor of risk management and 
insurance), had such an impact.

Danette Beck (BBA ‘94) just rose a 
rung higher at USI Insurance Services, 
a national construction practice leader 
based in Valhalla, NY.

In her new role, she leads all the 
industry verticals for a $2 billion company 
with 8,000 associates in 260 offices. Her 
USI team helps clients meet property and 
casualty, employee benefits, personal risk 
and retirement needs.

Beck has emphatically made her mark. 
She credits Terry.

“I found so many leadership opportu-
nities to create who I would be as a young 
professional and who I was as an individual,” 
Beck says. “One of my professors, Dr. 
Robert Hoyt (Dudley L. Moore Jr. Chair 
and professor of risk management and 
insurance), had such an impact. 

“I get emotional when I look back and 
realize just how much he was helping me,” 
Beck says. “I would not have the job I have 
today if Terry had not set me up for success.”

A portrait of Anne Ruth Moore 

Anne Ruth Moore is the 
first woman to graduate from 
UGA’s School of Commerce.

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woman to graduate from 
UGA’s School of Commerce.

Terry grad Hannah Thompson stands in front of her 
great-grandmother’s portrait in Amos Hall.

“We are not really looking for 
evidence of your skill sets alone. What we 
are looking for is evidence of your 
tireless commitment to serve.”

Anne Ruth breathed her last in 1999. She was 98.

She had retired to Watkinsville, faithfully 
teaching Sunday School classes into her late 80s. At 93, she lost a memory here and 
there, and Anne Elizabeth and her husband 
bring her with them to Armuchee, NY. At 
96, she relocated to a nursing home in South 
Georgia where a granddaughter lived.

Anne Ruth’s family felt her inspiration. 
Both children, two grandchildren 
and three great-grandchildren earned 
degrees at UGA. Her New York and North Carolina 
grandchildren were directly influenced by 
summer visits to Watkinsville.

One granddaughter who made friends with 
creatures in the woods and creeks earned 
a UGA degree in wildlife biology. Another 
became a veterinarian. A granddaughter 
deciding between her English major up 

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woman to graduate from 
UGA’s School of Commerce.

At Terry, Melissa McDonald (BBA ’86) discovered it wasn’t just about acing what you thought you 
she would pursue after graduation — it was how she chose to approach it.

“There are a number of folks who can be really good at the same role as you,” says McDonald, a 
product manager for Starbucks.

“Are you a good teammate? Do people want to spend time with you? Is your attitude consistent? 
The intangibles that make you a good addition to your team are the 
qualities Terry nurtures in and out of the classroom.”

In developing those qualities, 
McDonald came to understand her 
life and career as intertwined 
journeys. She fondly recalls a 
classroom visit from ILA founder and former Coca-Cola executive Earl T. Leonard.

“He explained that although it is healthy to seek purpose, your purpose can evolve with you. We are always changing, and we can strive to intentionally live giving 
ourselves the grace to learn, reflect and grow.”

“I feel like I’m a student of Terry,” 
Nguyen says. “I felt seen there. And 
I was introduced to the concept of servant 
leadership, which is still how I approach my 
job and leadership style.”

Laura Little, Synovus Director of 
ILA, designs the program’s curriculum for 
leading diverse teams.

In 1954, Anne Ruth returned to 
UGA. Terry skills bolstered her work as the 
university’s film librarian as she purchased 
university’s film librarian as she purchased 

She passed the driving test and bought 
her church parking lot. 

A former church member later described “Mrs. 
Nguyen has a positive message for 
women considering Terry.

“Don’t let anyone tell you you’re not 
doing than students in my undergraduate 
days. Women are particularly serious, very 

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Biren Patel (MBA ’12) innovates through simplicity

By Ray Glier

The boss of Biren Patel Engineering can hold board meetings in the mirror.

Biren Patel is chief engineer, director of marketing, culture minister, finance watchdog, real estate manager and first vice president of R&D. He skips right over the inefficiencies that often put a drag on decision-making, like asking permission and too much pondering…

What has Patel learned from going one-on-one with Patel?

Mostly, that business is not a single-file monolith—you can take it where it needs to go. He also discovered he is a capable double-thinker, able to merge technical intellect with marketing savvy.

Biren Patel Engineering (BPE) designs and redesigns substations — key to handling evolving sources of power on the grid, from nuclear, to natural gas, to wind, to solar, to coal. His company strengthens the grid to handle the additional power consumption demanded in the last five years, but he is also a clever biz-builder.

Patel started building BPE before he even finished the Terry Professional MBA. “My first day of the Terry program left me feeling empowered, like I could do anything,” he says. “The next day, I turned in my two-week notice at the company I was working for so I could start my own company.”

“The plan had been to at least finish the Terry MBA, then start my own firm. I felt like I was ready that first week.”

Unlike some entrepreneurs, Patel didn’t need to unlearn bad mechanics of running his own business. He got the ins and outs and do’s and don’ts on the fly, and he says Terry faculty were with him every step of his startup. “They all stayed with me after class to work through things,” Patel says. “I was learning something and immediately using it.”

The first thing he learned was to construct an ethos—a mission statement. Founded in 2011, BPE does not explain itself by answering “What we do” or “How we do it,” but rather, “Why we do it.”

Check out the company’s website. The tagline? Making life simple.

“The reason our business exists is because we wanted to find a simpler way for us and for our clients,” Patel says. “Everything we do is circled around making life simple, and that’s why we do what we do.”

His MBA taught Patel to use analogies, the art of turning someone from passive to active listener. BPE, he says, is what the California roll was to the evolution of sushi in American culture. People liked the idea of food neatly rolled into rice, he says, but when that food was raw fish they hesitated, so they started with a cooked roll. Sashimi took some getting used to. Kind of like working from home.

Nearly a decade before the COVID pandemic made working from pajamas a thing, Patel embraced remote work, and it helped his home.

Patel says he cooked roll.

When that food was raw fish they hesitated, so they started with a cooked roll.

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“He has to walk by.

His car door was emblazoned with the BPE logo, and every event-goer arrived for the conference at 5:30 a.m. and grabbed the parking space closest to the front doors of the hotel conference center. His strategy was working from home in another country, BPE has 60 leased employees in Colombia, another curve-bending initiative.

It’s also another example of the sushi effect. “Rather than go to another country to do engineering work, BPE hopes to ease folks into outsourcing by providing American lead engineers and American client contacts,” says Patel.

Off-shoring saved Patel’s firm. In 2018, supply chain mavens at big power companies that were using smaller vendors, like BPE,

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Taste. Price. Convenience. Grocery shopping can be a balancing act, but in the last two decades, many companies and governments instituted front-of-box or front-of-shelf nutrition labels to help shoppers make better decisions. But do they work? Meh.

According to a large-scale study published by Terry health economist Eli Liebman and his co-authors, education on simplified nutrition labeling can make a difference for consumers who aren’t already reading labels. However, those committed to buying for taste or convenience are still going to stock up on pizza rolls and chips, no matter what the label says.

Liebman, an assistant professor in the Department of Economics, along with NYU marketing professor Bryan Bollinger and Canadian public health researchers David Hammond, Erin Hobin and Jocelyn Sacco, published their paper “Educational Campaigns for Product Labels: Evidence from On-Shelf Nutritional Labeling” in the February issue of the Journal of Marketing Research.

“The labels aren’t a panacea,” Liebman says. “It’s hard to change consumer behavior. They may make an impact, but for the most part, we go and buy the things we are used to buying. “It helps, but there’s more that needs to be done if we want to help people make healthier choices.”

Liebman and Bollinger teamed up with the Canadian researchers to test the efficacy of health labeling and education programs. They found a natural experiment when a large Canadian supermarket chain launched a nationwide campaign to promote Guiding Stars.

Guiding Stars, used in the US and Canada, is a third-party auditing group that uses an algorithm to analyze the nutrition of thousands of products and rates them 0 to 3 stars, with 3 stars marking the healthiest choices. The stars are displayed on supermarket shelves with the product’s price.

The star labels had been tested in limited markets in 2012 and were introduced into supermarkets across Canada in late 2014 and early 2015. This large rollout was aided by an educational campaign that included TV ads and store signage.

Liebman’s study analyzed buying patterns before and after the campaign by using data from shoppers’ loyalty cards. The researchers were able to track changes in overall patterns as well as changes within households.

The size and anonymity of the data set allowed researchers to find small shifts in shopping habits and avoid the bias that can sometimes creep into self-reported nutrition studies.

“People may say they’re interested in using the labels to make healthier purchases,” Liebman says. “But they may not be that interested in using them when a researcher isn’t watching.”

Using the customers’ anonymized loyalty card data also allowed for a huge sample size, which is what drew Liebman to the project in the first place. He typically uses large-data econometric techniques to find insight into health-related questions.

“There’s giving us terabytes of data from every purchase from dozens of stores for multiple years. So it’s a lot to work with,” he says. “We were able to find subtle impacts that would be harder to find in a smaller-scale 200-person panel. It takes a lot more data to parse some of that out.”

They compared customers’ shopping habits in the same stores from one year to the next. The data revealed the labeling scheme had little long-term effect on households already buying healthy foods and little effect on die-hard junk food fans.

However, it did help some shoppers make better choices while the campaign was active and improved some habits afterward. For instance, comparing household shopping trends allowed Liebman’s team to pinpoint a group of shoppers who bought more produce during and after the educational campaign.

People who paid attention to the Guiding Star labels, it seems, weren’t swapping unhealthy junk foods for healthier junk food; they were buying less junk food and more healthy food. So, there was a positive effect, but not in the way policymakers might expect, he says.

“People who want to eat healthfully and it’s really important to them — those people don’t need a label or simplified information to know that a food is healthy,” Liebman says. “Then there are people who probably don’t care, and those people are going to buy less healthy food. If they want to buy ice cream, they’re going to go ahead and buy ice cream whether it’s got a healthy food label or not.

“Our study suggests there’s a limited set of people who are using this information and for whom this information is changing the way they think about food.”

Label limitations
Does more information lead to healthier grocery choices? Not always, says economics professor Eli Liebman

By Merritt Melancon (ABJ ’02, MA ’19)
The Association for Information Systems named Marie Boudreau, department head and associate professor of management information systems, an AIS Distinguished Member and honored her with the 2021 Sandra Slaughter Service Award and the AIS VISION Award. Each accolade recognizes a different facet of Boudreau’s years of service to the academic information systems community.

Sundar Bharadwaj, the Coca-Cola Company Chair of Marketing, received a $189,182 grant to study the virality of self-help groups in Malawi from CARE, an international nonprofit that works to end global poverty.

Susan Cohen, an assistant professor of management, was named a finalist for the international Research Excellence Award in Innovation, Entrepreneurship and Leadership presented by the Technical University of Munich and the Peter Pribilla Foundation. The award will be presented in June.

Associate professor of real estate James Conklin and assistant professor of real estate Ruchi Singh were tapped as postdoctoral fellows at the prestigious Homer Hoyt Institute, an independent, nonprofit research and educational foundation established in 1967 to study land use and real estate development questions.

Jacqueline Hammersley, the Harold M. Heckman Chair of Public Accounting, received the 2022 Notable Contributions to the Auditing Literature Award from the American Accounting Association. The award recognizes scholars who have contributed significantly to auditing or assurance education, practice or research.

The UGA Office of the Senior Vice President for Academic Affairs and Provost honored Mark Huber, a senior lecturer in management information systems, with its inaugural University of Georgia Award for Excellence in Teaching, which recognizes exemplary instruction by teaching faculty.

C. Herman and Mary Virginia Terry Distinguished Chair of Business Administration and UGA Distinguished Research Professor Elena Karahanna was named a Distinguished Fellow by the INFORMS Information Systems Society. The ISS Distinguished Fellow Award recognizes individuals who have made outstanding intellectual contributions to the information systems discipline. Karahanna was selected for her scholarly contributions, her work mentoring graduate students and junior faculty and her intellectual leadership in the field.

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The UGA Office of the Senior Vice President for Academic Affairs and Provost honored Mark Huber, a senior lecturer in management information systems, with its inaugural University of Georgia Award for Excellence in Teaching, which recognizes exemplary instruction by teaching faculty.

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The journal Organizational Behavior and Human Decision Processes recognized Terry Dean’s Advisory Council Distinguished Professor and associate professor of management Fadel Matta with its inaugural Best Reviewer Award for 2021.

Associate professor of management information systems Hani Safadi received the Best Theory Paper Award for his presentation of his working paper, “The Effect of Bots on Human Interaction in Online Communities,” at the International Conference on Information Systems in fall 2021. The National Bureau of Economic Research’s Center for Aging and Health presented Meghan Skira, an associate professor of economics, with a pilot award of $50,000 to fund a study of the impact of Alzheimer’s disease on a family’s economic well-being. Skira shares the award with her co-authors: Terry doctoral student Yeongmi Jeong, Nicholas Papageorge of Johns Hopkins University and NBER, and Kevin Thom of the University of Wisconsin-Milwaukee.

The Financial Research Association honored Malcolm Wardlaw, an assistant professor of finance, with the BlackRock Best Paper Award for his working paper “Regression with Skewed, Non-negative Outcome Variables in Finance” at the association’s 2021 conference. The award recognizes the best paper presented at the conference.

Matt Smith (BBA ’78) of Roswell retired after 42 years at Federal Health, where he served as a senior local area manager. He began his career at Federal Signal Corp.


1980-84

Charles Mintz (BBA ’80) of Wilmington, N.C., joined Raymond James & Associates as a financial advisor. He was previously a senior managing director for Trust Invest- ment Services.

Brenda Richardson (BBA ’80) of Fay- ettetown retired after a 36-year career at Marsh McLennan, where she served as a casualty broker representative.

Gary Henderson (BBA ’81) of Kennesaw joined the Chattahoochee Technical Col- lege Board of Directors. He is director of safety and human resources at Atlanta Bonded Warehouse.

Treg Brown (BBA ’82, MAc ’83) of Al- pharetta retired as EVP of Genuine Parts Company after 28 years at the firm. He previously served as EVP of Planning & Acquisitions. He began his career at Ernst & Young, where he was a corporate tax senior manager.

Martina Sandrock (BBA ’82) of Athens was appointed to the board of trustees of the Joachim Herz Foundation in Hamburg, Germany. She worked in leading positions in the consumer goods industry, including 16 years at Unilever.

Walt Glazer (BBA ’83) of Vero Beach, Fla., was named president and CEO of Escalade Inc., an Indiana-based sporting goods manufacturer, distributor and retailer. He has been at the company since 2015 and filled the position when the interim CEO retired in February 2021. Earlier in his career, he founded Nanda Properties and was CEO of Speedball Art.

Cindy Haddon (BBA ’83) of Watkinsville retired after a 36-year career with Walton EMC. A marketing specialist, she worked various clerical jobs at the company before spending two decades in marketing and member services. She was named a Rotary Assistant Governor of the Year and served as board chair for the Oconee County Chamber of Commerce.

David Holt (BBA ’83) of Bishop recently published his fifth book, titled God Does What? He is senior pastor and founder of Live Church in Athens.

1985-89

Suzanne Purcell (BBA ’85) of Atlanta retired after 34 years at the Atlanta Jour- nal-Constitution, where she most recently served as a sales account director.

Glen Ferrer (BBA ’87) of St. Simons Is- land was elected chairman of the board of Amer- ica’s Second Coast of Georgia. She is a financial advisor at Merrill Lynch Wealth Management.

Nancy Rafuse (BBA ’88, JD ’91) of Atlanta Electric Membership Corp. as EVP of government relations, representing the state’s 41 EMCs before the Gener- al Assembly, the Georgia Public Service Commission, Congress and state and federal agencies. He was previously AT&T’s assistant VP for legislative affairs.

Rodney Hawkins (BBA ’90) of Little Rock, Ark., was named EVP of Wehco Media. He previously practiced with two other Atlanta-based casualty brokers.

1990-94

Kevin Curtin (BBA ’90) of Atlanta joined Georgia Electric Membership Corp. as EVP of government relations, representing the state’s 41 EMCs before the Gener- al Assembly, the Georgia Public Service Commission, Congress and state and federal agencies. He was previously AT&T’s assistant VP for legislative affairs.

Gandi Vaughn (BBA ’90) of Little Rock, Ark., was named EVP and chief audit executive at Simmons Bank. Previously, he was chief compliance officer and VP of internal audit at MidFirst.

David Richardson (BBA ’88) of Wazghew, N.C., was named head of the TIAC Insti- tute, a research-driven organization that builds and shares knowledge in the areas of financial security and higher education. He has been with the institute since 2007 and recently served as managing director of research.

Matt Simon (BBA ’88) of Atlanta joined Great Rock Capital as managing director of capital markets. He previously was a SVF at Huntington Bank.

David Ansari (BBA ’89, D’99) of Atlanta was named a real estate partner at Arnall Golden Gregory. He has more than 25 years of legal experience and previously practiced with two other Atlanta-based law firms.

Nat Lea (BBA ’89) of Little Rock, Ark., was elected to serve as president of the Arkansas Press Association. She is a financial advisor and head of CEO of Wehco Media.

Bobby Soper (BBA ’94, JD ’97) of Sunrise, Fla., joined the board of directors of Digital Domain, which is international president of Mohengan Gaming & Entertainment and founder and CEO of Sun Gaming & Hospitality.

Bobbie Dillon (BBA ’94) of Atlanta was named president and CEO of the Sandy Springs Chamber of Commerce. Most recently, he worked as a sales direc- tor for Flourish Software.

Mike Fuller (BBA ’94) of Bradenton, Fla., was appointed to the State College of Florida, Manatee-Sarasota District Board of Trustees. He is a financial advisor and managing partner at Weichel Fuller Financial.

Matt Simon (BBA ’95, JD ’99) of Hous- ton, Texas, finished third in the first round of the 2021 Chilean presidential elections. A well-known economist, he served as visiting professor at several universities and held academic positions at Texas Tech University and the University of Alabama.

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E. Parrias (BBA ’96) of Roswell was named chief operating officer for the Georgia Technology Authority. He is a former senior solutions architect at Amazon Web Services.

Tim Murphy (BBA ’96) of Roswell was named CFO of White Cap, where he leads financial strategy, accounting, treasury, tax, internal audit and external reporting. Before joining White Cap, he spent 20 years at West Rock. He is an emeritus member of the Terry College Alumni Board and was a member of the 2013-14 under class.

Chris Horenbly (BBA ’97) of Alpharetta was named partner at CarterBaldwin Executive Search leading the K-12 education prac- tice. Before joining the firm in 2015, he spent three years as executive director of Radical Mentoring.
William Wardwell (BBA '04) of Boise, Idaho, was named associate general counsel for the Saint Alphonsus Health System. He joins the company after 11 years at Boise law firm Varni Wardwell. John Spears (BBA '94) of New York, N.Y., was appointed counsel in the real estate practice at Latham & Watkins LLP. He joins the firm after spending 10 years at Alston & Bird. Eddie Bradford (BBA '04) of Atlanta was named a partner in Fraser & Deeter’s tax practice, where he previously worked as a tax principal. Laura Cloud (BBA '04) of Nashville, Tenn., was named managing director at Patterson Real Estate Advisory Group. She has been a director at the firm since 2019. Ana Maria Martinez (BBA '04) of Atlanta was appointed by Gov. Brian Kemp to serve as a trial judge on the DeKalb County State Court. She was a staff attorney for Judge Dax Lopez since 2015. She serves as president of the Latino Law Foundation and previously worked as an attorney at Owen, Gleston, Egan, Jones & Sweeney. She has held several leadership positions at the Georgia State Bar, the Georgia Hispanic Bar Association, the Atlanta Bar Association and the DeKalb Bar Association. John Testor (MSc '04) of Atlanta was appointed to the board of directors for the Center for Puppetry Arts, the country’s largest puppetry organization. He is SVP, chief accounting officer and treasurer at Arclury Brands.

Kevin Rabinowitz (BBA '02) of Jersey City, N.J., was named chief braking officer for Relation Insurance Services. He previously led global placement strategy and carrier engagement for Integro Insurance Brokers and oversaw strategic partnerships and distribution efforts at Hagerty Insurance Agency.

Brian Reseck (BBA '06) of Brookhaven was a named business development officer in Rosentiel & Rosentiel’s Atlanta office, where he has served as a SVP and account executive since 2018. Brian Shaw (BBA '06, MBA '07) of Alpharetta was hired as first VP for Alliant’s employee benefits group. He was formerly director of absence, disability management and life at Willis Towers Watson. Will Tuggle (BBA '05) of Atlanta joined Sage Mountain Advisors LLC as a wealth advisor. He was previously the Goldman Sachs investment management division’s advisor high–net–worth individuals, families, foundations and endowments. Stephen Bailey (BBA '08) of Atlanta was named chief investment office at Georgia Bank and Trust. He was previously the chief investment office at Georgia Bank and Trust. He was previously a VP in the excess and surplus primary casualty division of Ironshore, a Liberty Mutual company. He previously served as regional business manager of Ironshore, a Liberty Mutual company. He previously served as regional business manager of Ironshore, a Liberty Mutual company.

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Melissa Braswell (BBA ’09) of Bogart was appointed finance director for Oconee County. She previously served as assistant finance director.

Tim Evans (MBA ’09) of Gainesville received the Rip Willey Award for Professional Excellence from the Georgia Economic Developers Association, considered the highest honor bestowed by GEDA on a professional economic developer. He is VP of economic development for the Greater Hall Chamber of Commerce.

Hillery Jennings (BBA ’10) of Atlanta was named principal at Ethos Capital. He joins from Ares Management. He is a senior advisor at King & Spalding LLP.

Adam Zager (BBA ’10) of Nashville, Tenn., was named VP of risk management at Dollar General. He previously served as a senior director in the department.

2010-14

Alex Hill (BBA ’10) of Atlanta was named managing director at Patterson Real Estate Group. He has been with the company since 2013.

Joe Johnson (BBA ’10) of Brookhaven was named national accounts director for Lucky Goods Inc., a provider of next-gene-ration nicotine products, including gum and lozenges. Previously he was VP of national accounts at SweetWater Brewing Co.

Charles Tyson (BBA ’10) of Ft. Lauderdale, Fla., was named CFO of Brookhaven in marketing and business development. He was formerly the nonprofit One People Flags Foundation. He founded the nonprofit One People Flags Foundation.

Mike MacDonald (BBA ’10) of Ann Arbor, Mich., was named defensive coordinator of the NFL’s Baltimore Ravens. He replaces the first-year defensive coordinator, who was previously a senior assistant coach.

Rodney Bullard (BBA ’10) of Decatur leads community engagement, philanthropic and sustainability strategy as VP of community affairs for Chick-Fil-A and executive director of the Chick-Fil-A Foundation. He previously served as an assistant U.S. attorney and was a presiding judge for the state’s prosecutor complex criminal jury trials, for which he received the Department of Justice Director’s Award.

Lee Allen (BBA ’11) of Duluth was named 2022 Gwinnett County Teacher of the Year and High School Teacher of the Year. An algebra teacher at Archer High School, he began his career as a math teacher at Northwest Whitfield High School in 2014.

Reid Blalock (BBA ’11, Mac ’12) of Brookhaven was named a partner in the assurance and advisory services practice at Frazier & Deeter. He was previously a senior manager.

Katie Fidler (BBA ’11) of Tucker was named director of research and communications for St. Borour, an Atlanta-based asset management and property development company. She was previously a communications manager.

Kathryn Millard (BBA ’11) of Yulee, Fla., joined SearchWide Global as an executive recruiter to assist with the company’s hotel and resort searches and business development initiatives. She was previously a senior sales executive at W South Beach.

Shannon O’Brien (BBA ’11, BS ’11) of At- lanta is a physician at Ascension Medi- cines, a private clinical practice dedicated to providing equitable access to COVID-19 monoclonal antibody treatment across Georgia.

Steven Jones (BBA ’12) of Atlanta joined Taylor English Duma LLP as counsel fo- cusing on real estate issues. He previously worked as an associate at Bovis, Kyle, Burch & Medlin.

Scott Stevens (BBA ’12) of Macon is a principal at Ethos Capital. He graduated from Pamlico, where he served as a partner.

Justin Coleman (MBA ’13) of Peachtree Corners was promoted to chief trans- formation officer of Compucom Inc., a network infrastructure provider. He was previously SVP of finance.

Kevin Ignacio (BBA ’14) of Cantonment, Fla., was named VP of Marion Body Works, which manufactures commercial truck bodies, emergency vehicles and other specialized equipment. He was previously the compa- ny’s director of business development.

Donna B. Hall (MBA ’19) of Marietta retired as publisher of the Atlanta Jour- nal-Constitution. She was with Cox Media for 35 years and was named publisher of the AJC, Dayton Daily News and the compa- ny’s other Ohio newspapers in 2019.

David Krisher (BBA ’14) of Dunwoody was named CFO of Crystall Restaurant. Prior to joining Krystal, he was CFO of Ascent Hospitality, which led the acquisition of Perkins Restaurant & Bakery and oversaw capital management and liquidity efforts during the COVID-19 crisis, including lease deferrals and renegotiation of credit agreements.

Meghan Richburg (BBA ’16) of Alpharetta named global program manager for the Flexo Xperience Center at MacDermit Graphics Solutions. She was previous- ly a global marketing associate with the company.

Mason Towe (BBA ’16) of Athens graduated from the University of California, Davis. He serves as waste reduction manager in UGA’s Office of Sustainability. He was formerly an account executive for Millennium Recycling.

Jessica Castle (BBA ’20) of Albany was named patient care manager for the-atering officer for Phoebe Putney Health System, where she has served as VP of marketing since 2014. Previously, she studied at the University of Georgia in marketing and business development.

Holly Haynes (BBA ’18) of Sugar Hill was crowned Miss Georgia USA and will compete in this year’s Miss USA pageant. She is a benefits analyst at Alliant Insurance Services.

Alex Hurst (BBA ’14, BFA ‘13) of McDonough was the 2021 winner of Amplify, an annual outdoor art instal- lation sponsored by the Spruill Center for the Arts, for her piece “Together We Bloom.” Her work has been exhibited at Artists Republic Gallery, Beep Beep Gallery, Hartfield-Jack- son International Airport and Mazon Murer Fine Art.

Taylor Sanderson (BBA ’17) of Duluth joined commercial real estate agency Meadows & Ohly as director of mar- keting. Previously she was marketing director for Eclipse Gaming Systems.

David Dickson (BBA ’19) of Madison joined risk management firm Sterling Seacrest Pritchard as a client service associa- te. He was previously a commercial lines underwriter for Liberty Mutual.

Caitlin Rinaldi (BBA ’19) of Athens was named EVP of Minney Marble Manu- facturing. She was previously a sales manager at the company.

Warren Wright (BBA ’19) of Savannah joined Sterling Seacrest Pritchard as a client advisor. He was formerly an account director at Gallagher.

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CLASS NOTES: PASSINGS

1940s

Lt. J. Harold Storey (BB 4), Rome, Nov. 23.
Mortimer F. Meadors (BB 43), Marietta, Nov. 20.
Buddy Aldridge (BB 49), Atlanta, Jan. 9.
Harold H. P. Fittz (BB 43), Sixtday Morning, Fla., March 9.
Richard G. O’Leary (BB 49), Providence, R.I., March 9.

1950s

James “Jim” C. Trapani Jr. (BB 50), Marietta, Jan. 4.
Charles “Charlie” R. Crisp (BB 50), Moultrie, Feb. 18.
Gerald “Jerry” J. Heller (BB 52), Valdosta, Jan. 11.
Walter B. Mackay (BB 52), Marietta, Nov. 7.
Rowland A. Ruddiford (BB 52), Atlanta, Dec. 7.
Alexander ‘Alex’ Lowe (BB 52), Clayton, Nov. 8.
Brian A. Hester (BB 52), McKeesport, Nov. 28.
Buddy Aldredge (BB 52), Atlanta, Dec. 15.
H. Cannon ’62)

1960s

Charles “Charlie” R. Crisp (BBA ’58), Marietta, Jan. 23.
John B. ‘Bert’ Shoemaker (BB 60), Tifton, Feb. 22.
William E. Blowers (BB 60), Valdosta, Feb. 17.
Buddy Aldredge (BB 60), Atlanta, Dec. 16.
William “Bill” R. Chambers (BB 60), Madison, Dec. 10.
Don Donald ’60, MBA ’61)

1970s

E. Scott ‘Scotty’ Arnold (BB 70), Clayton, N.C.
Joe E. Benkert Sr. (BB 70), Marietta, Dec. 27.
Bogert, Jan. 24.
Sarah ‘Becky’ Green Brannon (BB 70), McDonough, Oct. 15.
D. McDonald, Oct. 15.
Harold E. Gilmer (BB 70), Loganville, March 12.
Treasurer Tommy C. Howell (BB 70), Miami, Feb. 25.
William “Bill” W. Lavigne III (BB 70), Atlanta, Nov. 15.
Bob Miami, Oct. 27.
William “Bill” W. Lavigne III (BB 70), Atlanta, Nov. 15.
I. Donald ‘Don’ B. Hargett (BB 73), Marietta, Jan. 17.
Daniel O. Williams (BBA ’79), Covington, Jan. 25.
Franklin C. Campbell (BB 73), Thomson, Dec. 2.

1980s

Raymond F. Penn (BB 80), Athens, March 13.
Charles “Charlie” R. Crisp (BB 80), Athens, June 1.
Julie M. B. Davis (BB 80), Athens, June 1.
Michael ‘Mike’ K. O’Connor (BB 83), Decatur, March 4.

1990s

Allison L. Jones (BB 91), Prospect, Ky., Oct. 30.
Melanie L. Moseburne (BBA ’94), Dawsonville, Jan. 10.
Suzanne L. Lane (BB 95), Alpharetta, Feb. 23.
Bobby D. Vaughan (BB 95), Valdosta, Jan. 3.
Radcliff ‘Rad’ L. Spencer Sr. (BB 95), Athens, Dec. 1.

2000s

Charles L. Jones (BB 01), Atlanta, Jan. 28.
Jackson G. Bailey (BB 17), Atlanta, Oct. 12.

2010s

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