New Forces in Business Leadership

STORIED SOLDIER
The courage and wisdom of World War II veteran Harold Storey (BBA ’42)

FORMER MARINE USES MBA LESSONS TO BUILD AMBULANCE SERVICES COMPANY

NAVY VETERAN, PERIODONTIST
Dr. David Quintero

COMMANDER ANDREA SMITH SERVES, EDUCATES IN U.S. COAST GUARD

FALL/WINTER 2021
HELP PREPARE STUDENT VETERANS FOR SUCCESS.

Terry is committed to meeting the needs of our student veterans. With your assistance, we can ease their financial burden by establishing scholarships designated for our military heroes.

Private gifts provide critical aid to these nontraditional students, many of whom can no longer access VA education benefits. Scholarships help these veterans stay in school and prepare for career success.

Your support helps with living expenses, study abroad, externships, and internships. Additionally, it ensures Terry can compete with top business schools in veteran recruitment.

To join us in our efforts, please contact Ruth Seller: Ruth.Seller@uga.edu or 706.206.2619

Features

12 ARMY RANGER, BUSINESS LEADER
   Adam C. Johnson discovered his military training in strategy and operations translated into success during his MBA and beyond.

22 SAFE HANDS
   Larry Richardson created an ambulance services company from the lessons he learned through the Terry Executive MBA program.

16 A FANTASTIC STOREY
   World War II veteran Harold Storey (BBA ‘42) recalls the battlefield and returning home to build a remarkable life with his wife of 71 years.

30 ‘A PREMIUM PRODUCT’
   Terry’s Master of Marketing Research program continues to produce top-notch talent and insights 40 years after it began.
The Business Learning Community resumed its bustling atmosphere this fall, as the start of the 2021-22 school year welcomed the return of students back to campus in person. To celebrate the occasion, the Terry College hosted a Back to Business student fair at The Coca-Cola Plaza in late August. The event for current and intended business majors offered giveaways such as Terry hats, miniature footballs, koozies, and touch tools, as well as information to learn about Terry student organizations, and details about upcoming events. Guests included Harry Dawg and Beau Shell, the Lil’ Ice Cream Dude, a teenage Athens entrepreneur who has sold his frozen treats in the Classic City since he was 8 years old. Shell and his ice cream truck anchored the fair, as he handed out a variety of frozen treats including his signature and custom ice cream sandwiches.
Serving our military veterans

Full semester at the Terry College brought back familiar scenes to the Business Learning Community — sidewalks and hallways with students making their way to classrooms where faculty await. Project team rooms turn over from one group to the next, while Foley Courtyard and Coca-Cola Plaza are the popular spots before and between classes to take advantage of the bright fall weather. The busy sounds of students are some of the best things about the start of a new academic year.

Because of the popularity of business majors and graduate education, Terry’s enrollment is growing year over year — topping 9000 this fall, our highest ever. With the increase in enrollment, we’ve been very pleased to see an increase in military veterans. Because of their training in leadership and problem-solving, student veterans provide a distinct perspective in the classroom that benefits all students. As this military-themed issue shows, the Terry College has a decades-long history of educating our military, alumni who went on to stellar achievements and distinguished careers. Whether they earned their degree in the Full-Time MBA program, like Adam C. Johnson (page 12) and Andrea Smith (page 28), or from the Executive MBA program like Larry Richardson (page 22), they can all appreciate the words of Harold Storey (page 16), a World War II veteran and 1942 graduate of the business school at UGA, who told us, “I would rather live as a graduate of Terry College and the University of Georgia than do anything else, anywhere else.”

Terry is committed to helping military veterans develop the career skills and professional network needed to succeed after they leave active duty. To support this commitment, we are working to establish scholarships and secure other private support that will help our veterans stay on course to graduate and enter the field they choose to pursue.

And as recent rankings reveal, the Terry College excels in every academic program it offers. For the first time, all Terry undergraduate majors included in the U.S News & World Report survey were ranked among the top 20 public programs in the same year. Overall, 12 Terry programs at the graduate and undergraduate level are ranked in the top 20 publics nationally, with seven ranked in the top 10. Across the board, it’s a testament to the outstanding reputation the Terry College and the University of Georgia than do anything else, anywhere else.

I am grateful for the continued hard work and dedication of Terry’s students, faculty, staff, alumni and friends. The strength of your commitment is what allows us to strive for the ambitious goals we’ve set for the college.
Chatterjee promoted to new associate dean role at Terry College

Seven majors ranked in top 20 by U.S. News & World Report

Terry’s undergraduate program ranked top 15 among public B-schools for fifth straight year

In its annual survey, U.S. News & World Report ranked a total of seven academic majors at the Terry College of Business among the top 20 public business schools in their respective fields. It was the most business majors at Terry to be ranked by U.S. News in a single year, led by risk management and insurance at No. 1 in the nation. Collectively, Terry’s undergraduate program ranked No. 23 overall and 13th among public business schools in the U.S. It marked the fifth straight year that Terry is ranked among the top 25 undergraduate business programs in the nation and one of the top 15 public business programs in the country.

“This is the first time that we have had every Terry major that is surveyed by U.S. News ranked by them in the same year,” said Dean Benjamin C. Ayers.

Terry's Risk Management and insurance program once again led all insurance programs in the country, ranked No. 1 overall, it’s the second straight year and the fourth time since 2014 that Terry’s insurance program has been judged to have the best reputation in the country by U.S. News.

Additionally, the Real Estate program earned a No. 5 ranking among U.S. public business schools, Management Information Systems rose one spot to No. 9 among publics and the J.M. Tull School of Accounting also ranked 95th among publics in its field.

The Finance program, ranked No. 13 among public business schools, received its highest U.S. News ranking in nearly a decade. Marketing was ranked in the top 20 for the third time in four years by U.S. News, at No. 16 among publics. And the Management program achieved a top 20 ranking, at No. 18 among publics.

The Economics Department, which is housed at Terry and offers two undergraduate degree options — a Bachelor of Business Administration or a Bachelor of Arts in economics — is categorized with the social sciences by U.S. News and is not ranked at the undergraduate level by the college guide.

The University of Georgia also earned a top 20 spot in U.S. News & World Report’s ranking of America’s best public universities. UGA is ranked No. 16 with the University of Illinois and the University of Wisconsin, marking the sixth consecutive year that UGA has placed in the top 20.

In its annual survey, U.S. News & World Report ranked a total of seven academic majors at the Terry College of Business among the top 20 public business schools in their respective fields. It was the most business majors at Terry to be ranked by U.S. News in a single year, led by risk management and insurance at No. 1 in the nation. Collectively, Terry’s undergraduate program ranked No. 23 overall and 13th among public business schools in the U.S. It marked the fifth straight year that Terry is ranked among the top 25 undergraduate business programs in the nation and one of the top 15 public business programs in the country.

“This is the first time that we have had every Terry major that is surveyed by U.S. News ranked by them in the same year,” said Dean Benjamin C. Ayers.

Terry's Risk Management and insurance program once again led all insurance programs in the country, ranked No. 1 overall, it’s the second straight year and the fourth time since 2014 that Terry’s insurance program has been judged to have the best reputation in the country by U.S. News.

Additionally, the Real Estate program earned a No. 5 ranking among U.S. public business schools, Management Information Systems rose one spot to No. 9 among publics and the J.M. Tull School of Accounting also ranked 95th among publics in its field.

The Finance program, ranked No. 13 among public business schools, received its highest U.S. News ranking in nearly a decade. Marketing was ranked in the top 20 for the third time in four years by U.S. News, at No. 16 among publics. And the Management program achieved a top 20 ranking, at No. 18 among publics.

The Economics Department, which is housed at Terry and offers two undergraduate degree options — a Bachelor of Business Administration or a Bachelor of Arts in economics — is categorized with the social sciences by U.S. News and is not ranked at the undergraduate level by the college guide.

The University of Georgia also earned a top 20 spot in U.S. News & World Report’s ranking of America’s best public universities. UGA is ranked No. 16 with the University of Illinois and the University of Wisconsin, marking the sixth consecutive year that UGA has placed in the top 20.

In its annual survey, U.S. News & World Report ranked a total of seven academic majors at the Terry College of Business among the top 20 public business schools in their respective fields. It was the most business majors at Terry to be ranked by U.S. News in a single year, led by risk management and insurance at No. 1 in the nation. Collectively, Terry’s undergraduate program ranked No. 23 overall and 13th among public business schools in the U.S. It marked the fifth straight year that Terry is ranked among the top 25 undergraduate business programs in the nation and one of the top 15 public business programs in the country.

“This is the first time that we have had every Terry major that is surveyed by U.S. News ranked by them in the same year,” said Dean Benjamin C. Ayers.

Terry's Risk Management and insurance program once again led all insurance programs in the country, ranked No. 1 overall, it’s the second straight year and the fourth time since 2014 that Terry’s insurance program has been judged to have the best reputation in the country by U.S. News.
Executive MBA program ranked No. 3 among public business schools

The Executive MBA Program at the Terry College is ranked one of the nation’s best in a global survey of EMBA programs published by the Financial Times. The program is ranked No. 11 among EMBA programs in the United States. Among public business schools, the Terry EMBA ranks No. 3, and it’s the highest-ranked EMBA program in Georgia. Terry’s Executive MBA scored its highest marks for the post-graduate career advancement reported by the program’s recent graduates. For career progress, the Financial Times ranked Terry’s Atlanta—based program No. 1 in the U.S. and No. 3 in the world.

“We know that the Terry EMBA program prepares graduates for more senior responsibilities and new opportunities,” said Dean Benjamin C. Ayers. “This ranking is more evidence that the management skills and leadership development that our students learn as part of their MBA experience is paying strong and immediate dividends in their careers and for their organizations.”

The Financial Times bases its EMBA ranking on more than 15 weighted measures. A survey completed by leading business schools worldwide gathered data on faculty quality, program diversity and international exposure and experience. A second survey completed by alumni who graduated three years ago reported current salaries, salary increase, work experience, career progress and program goals achieved. More than 100 global Executive MBA programs were surveyed this year.

In addition to its top ranking for helping graduates advance in their careers, the Terry EMBA program also scored well for incorporating environmental, social and governance ethics into its curriculum. The program ranked No. 5 for ESG curriculum among U.S. programs.

NEWS: IN BRIEF

Gift from EY supports diversity recruitment, Beresford professorship

EY’s $1 million gift to benefit the J.M. Tull School of Accounting

The Terry College received a $1 million gift from EY that will expand efforts to enhance student diversity through recruitment, professional development and mentorship. The gift from EY — a global leader in assurance, consulting, strategy and transactions, and tax services — also will establish the Dennis R. Beresford Professorship of Accounting, in honor of the longtime EY partner and former member of the J.M. Tull School of Accounting faculty.

The gift will fund diversity and inclusion initiatives to increase Terry’s outreach to high school students and also offer pre-business students earlier access to professional development, mentorship opportunities and corporate site visits. The Terry Diversity Fellows Program sponsored by EY will be facilitated by a newly created position in student services to be filled by the college.

The Terry Diversity Fellows Program grew out of formal and informal dialogue current students shared with faculty and administrators in programs held last summer and fall about ways the college could be more welcoming and helpful to underrepresented groups. The decision to create a new staff position jointly working with the Diversity Relations Office and Undergraduate Student Services came from those conversations, and the position will be a key contact and resource to engage pre-business and undecided students.

In addition, the gift will create an endowed professorship honoring Dennis R. Beresford, who served on the Tull School faculty from 1997 to 2013 and has served as an Executive-in—Residence since retiring in 2013. Before that, Beresford was chairman of the Financial Accounting Standards Board for 10 years and the national director of accounting standards for EY, having spent 26 years with the firm. The professorship provides funding for the faculty recipient to develop courses, strengthen teaching and research, and perform other professional activities investing in the lives of students and future leaders of the accounting profession.
Once an Army Ranger, Adam C. Johnson discovered his military training in strategy and operations translated into success in his MBA, and beyond

By Scott Michaux

On Sept. 11, 2001, Adam C. Johnson was in his sophomore classroom at T.F. Riggs High School in Pierre, S.D., watching the television as the terrorist attacks played out halfway across the country. That moment sealed Johnson's commitment to serve.

Three years later he enrolled in the U.S. Military Academy in West Point, NY, where he ran hurdles on the Army track and field team and studied military strategy. His major, Irregular Warfare, studied contemporary guerrilla tactics that would soon be directly applicable to his five total combat deployments to Iraq and Afghanistan.

The now 35-year-old former U.S. Army Ranger has an MBA (2016) from the Terry College and works as a director and management consultant at Jabian Consulting in Atlanta. As far away as that seems from those haunting images that flashed across the screen in his South Dakota classroom 20 years ago, Johnson sees the whole thread of his life as connected.

"After roughly six years and five deployments, I felt I accomplished what I set out to do," Johnson says of his military service that brought him to Ft. Benning in Columbus after graduating from West Point. "That's when I began to look at what's next in my life, and I found that I wanted to stay in Georgia. Georgia's flagship school really appealed to me for business school, and I ended up at Terry."
When Johnson enrolled at West Point, he understood his mission from the start. “I joined to serve,” he says. “At the time I started West Point in 2004, everyone who graduated was being deployed. In 2008, all my classmates and I knew within a year we would be deployed in either Iraq or Afghanistan.”

So he focused his curriculum accordingly. “I formally studied how to counter insurgencies and how to suppress guerrilla warfare, which was obviously very applicable for where I deployed in Iraq and Afghanistan,” he says. “That was for a freshman, I knew I had four years to prepare, which is why I studied something very relevant to what I wanted to go do. My major was directly correlated to my future occupation. I felt good about that.”

Johnson graduated as a second lieutenant and reported to Fort Benning for training before his first deployment in 2009-10 as an Army infantry officer with the 82nd Airborne Division in western Iraq. He later joined the elite 75th Ranger Regiment, headquartered at Fort Benning, and made four more combat deployments as an Army Ranger in Afghanistan, leading Rangers on special operations.

“It was an extreme privilege and privilege to lead men and women in combat and have the United States flag on my shoulder,” Johnson says. “But it was also the rank of captain. “The amount of responsibility and commitment you have and the dedication and focus you need to be able to maintain while being deployed in special operations, that’s nothing like it.” The best job in the world is leading Army Rangers in combat. That’s something I’ll always look back on fondly.”

When it came time to transition from the military in 2014, Johnson developed a bond with the network he calls his “Georgia family” and looked at his options to remain in state. The Terry College was making a big push to draw veterans into its MBA programs, and the business school seemed a perfect fit for Johnson. “I wanted to go to a school where I could recreate myself and pursue a different career,” he says. “What appealed to me about UGA was a large university and Terry had a smaller program. So I thought I could get the best of both worlds that combination of small college — in Terry you know every single person in your class — and huge university where you had a lot of resources and program opportunities.”

While making the transition from the structured life of active military duty to the unknown of a corporate career track seemed a daunting proposition at the outset, Johnson quickly realized how these two seemingly disparate worlds meshed.

“At the time going to business school, I didn’t understand how much of what I studied and what I did in the military correlates to corporate strategy and business operations,” he says. “Because I had limited business experience.” Considering the focus of Terry’s MBA program included sustainability, analytics, innovation and leadership, the former Ranger brought more to the table than he initially thought. Johnson quickly realized the correlation between his military experience and corporate strategy.

“Leading, planning and prioritizing are among the best attributes that veterans will have because that’s in the nature of everything you do in the military,” Johnson says. “In the military, often you’re thrown into very complex, dangerous situations at the last minute and you have to figure out what is the most important thing to do — help manage the chaos and put order to it.”

Johnson agrees, especially in the business realm. “Military veterans are going to bring extensive leadership and operations experience as well as a different way of thinking which is why many corporations seek veterans.”

After finishing his MBA, Johnson worked as a consultant for Cognizant, a technology and business consulting company, before joining Jabian Consulting in Atlanta. There he focused on strategy development and implementation for corporate clients, as well as data privacy compliance helping businesses navigate the emerging and complicated realm of data regulations and transparency. It’s a challenge to identify all the legal obligations, as well as protect the financial and reputational interests of companies through data compliance. He emphasizes the “minimalization” strategy — collecting the least amount of data necessary to achieve an immediate and intended outcome — to reduce exposure, storage requirements and the cost of IT infrastructure.

“It’s a fun place to be at the intersection of policy and strategy in business,” he says. “My colleagues and clients laud Johnson’s “natural leadership” and his ability to “empower team members by offering constructive feedback and by building their confidence in being in tune with individual team member’s strengths.” He was selected as consultant of the year in his first year with Cognizant.

“When I work with corporate clients today, a lot of times I consider how we dealt with similar issues in the military, drawing from lessons I learned about strategy or operations,” Johnson says. “That’s the baseline for how I think in reverting back to what I learned at business school and West Point and applying those today”

Midtown Atlanta is a long way from the dirt road in a small South Dakota community where he grew up, but it feels like home to Johnson. “In South Dakota, your neighbors are your life line,” he says. “When there are blizzards or prairie fires, everyone comes together and helps each other out. That’s the sense of community I have in Midtown Atlanta. We build a community when there are issues in our neighborhood. Building community and working with neighbors is just as important regardless of where you live.”

Just as he was inspired to serve by the events of 9/11, he continues his service outside of the military. He serves on the board of the University of Georgia Alumni Association and is deeply involved in the community through the nonprofit Jabian Cares, Trinity Community Ministries, and Meals on Wheels Atlanta.

“The number one lesson from Terry is the importance of your network and being engaged with your community,” he says. “From Day One, the administration and professors stress just learning the curriculum and doing well in business school but being active and known for something in the community and developing those relationships. I’m extremely close with my classmates from Terry six years later.”
After dark on the day he turned 22 years of age, Harold Storey (BBA ’42) bedded down with a few buddies in the basement of a French house near the Moselle River. Literally.

German artillery fire blew away the entire structure over their heads.

That was Sept. 21, 1944. Storey arrived in France on July 9, soon after the Allied assault on D-Day.

After wading ashore at Utah Beach, Lt. Storey had for the next 74 days led the men of C Company, 10th Infantry, Fifth Division — soon to be part of George S. Patton’s famous Third Army — in a constant running battle with Hitler’s retreating forces.

Fast-moving Allied forces flipped the script on a German military machine that gave blitzkrieg (lightning war) to the world. (In 1940, Germany overran France and the Low Countries in just six weeks.) Now Allied tanks and infantry were returning the favor, systematically liberating one town after another from Nazi occupiers: Saint-Lô, Chartres, Meuse, Verdun, and Metz.

In Metz on Sept. 11, still just 21 years of age, Lt. Storey earned a Silver Star Medal, the United States military’s third-highest decoration for gallantry in combat ... though he didn’t yet know it.

Lt. Storey and his men secured a key Metz bridge over the Moselle River, braving German fire in a headlong charge with fixed bayonets and war whoops. The lieutenant then directed C Company to a hilltop that strategically commanded Metz and its new bridgehead. He skillfully deployed 43 soldiers, all that remained of an original 165 after days of battle, along a gap in the defenses that looked vulnerable to the young man from the hills of north Georgia.
The Germans saw the gap too, and they knew the ground — Hill 386 was used to train German soldiers. If Hitler's troops could conquer-attack, split the Allied forces, and reclaim the bridge over the Moselle, they might stop in their advance.

The Germans attacked. They came in waves. They came for five straight nights.

Lt. Storey and his desperate GIs fought them off again and again with just two .30-caliber machine guns, one bazooka, and their rifles. Between assaults, General artillery shells rained down.

The beleaguered GIs held Hill 386 for nearly a week. At last, the Germans backed off. Pilots of Allied P-47 Thunderbolt fighter planes that lent air support in daylight estimated that 500 German soldiers lay dead on the slopes in front of Lt. Storey’s position.

The baby-faced Georgian ought never to have led that mountain top defense. The morning he arrived at the Moselle River Lt. Storey was fifth in chain of command. By that night, he was the senior officer — all four of his superiors were killed or disabled.

Later, as his unit got some badly needed rest, a battalion executive officer told Lt. Storey he’d been awarded a Silver Star.

What for? The lieutenant asked, bewildered. “I was just doing my job.”

An American tale

The story of Harold Storey, now age 99 and revered as one of the most distinguished citizens in Rome, mirrors the story of 20th century America.

He was born into a rural world, like most Americans of 1922. His family ran a local sawmill and other operations valuable to farmers and self-sufficient mountain families that commonly lived without running water, electricity and other modern comforts.

Storey came of age in the Great Depression. “Not everybody could afford to buy gasoline,” he remembers, “so some of the farmers took the tires off their automobile and put them on their farm equipment.”

To transport troops to the European Theater the U.S. military mobilized almost anything that floated. Storey made his maiden voyage across the Atlantic on a barge.

“We were so cramped,” Storey remembers, “that the four men in each cabin only had room between bunks to stand a suitcase on end for card games.”

Rena Storey’s portraits grace the house in Rome, Ga., she shares with Harold. The couple met when he returned from the war in a marriage that has lasted for 71 years.

Lt. Storey goes to war

He entered a dangerous world where events were shaped in faraway rooms — board rooms, war rooms, smoke-filled political rooms — but a world where every individual act might have consequences.

Storey’s son-in-law Bill Henderson describes that time perfectly in a very readable 2020 memoir, A Man of Peace Goes to War, written by Harold Storey with the help of a bright young neighbor, actor James Arthur Douglas, and Delkie Hice.

“We see with Harold Storey,” Henderson writes, “the unusually personal and seemingly insignificant daily decisions that one Georgia boy had to make without any more preparation than a good heart, a trusty sense of love and duty, and an ability to see what had to be done and the courage to do it.”

Lt. Storey spent most of his tour de France on foot. He and his command marched east, town by town, hill by hill, through the fall of 1944, driving deeper and deeper toward Germany as the bitter winter of that year descended.

Then, on Jan. 22, 1945, the war ended for Harold Storey.

A Germanic German counterattack over a huge section of the Allied front — an assault known as the Battle of the Bulge. Lt. Storey once again led brave men in desperate defense of a position, only this time in snow and freezing temperatures.

That day, an artillery shell struck a tree limb over Lt. Storey's head. The explosion instantly killed a man on either side of the lieutenant, and it almost killed the young Georgian too. Jagged shrapnel tore through Lt. Storey’s neck between his windpipe and jugular vein, and metal shards pierced his body.

Storey’s comrades got him out to an improvised local hospital. After medics got him stabilized, Lt. Storey shipped off to hospitals in Luxembourg and France on his way to a less-tumultuous convalescence in Salisbury, England. In all, he spent four months in hospital rooms recovering from the life-threatening wounds.

Trade School challenge

When Lt. Storey at last was well enough to step out into the English springtime, he found a challenge that put his Terry College business skills to a remarkable test.

A U.S. colonel dropped by with an assignment. The mission? Set up a technical school for GIs stationed in Europe who were idly waiting to return to Rome. Storey bared wounds, like Storey Learning various trades as they waited would give them a better chance to reenter everyday life and make a living back in the states.

In Frackleton, a scenic town on the Irish Sea, Storey launched the complex large-scale project at a former B-17 repair site.

“There were classes offered in almost any field, such as art, business, industry, etc.,” he tells in his memoir. “They had classes for painting, operation of cranes, automotive repair, and many other mostly technical studies … The instructors, who came from all over the United States, were very good leaders in their fields.”

Lt. Storey put all his ingenuity into creating, from scratch, a basic trade school. He led efforts to borrow hundreds of beds and mattresses from nearby Oxford University. He oversaw details as fine as the design and cordon of special uniforms for instructors, who come over from Westinghouse, General Electric, and other major US corporations.

The school processed 4,000 students in each eight-week term, and it fell to Storey and his staff to house and feed and accommodate the restless GIs.

“He asked me I could talk to,”

Even so, Storey at age 99 still asks to keep a light on in his bedroom at night and even during naps. It comforts him to be able to see if he wakes up. He spent so many scared nights staring from a foxhole into darkness, knowing a deadly enemy lurked out there, unseen.
It's a wonderful life

In 1945, Harold Storey came home. He met and married a beautiful young woman. They had beautiful children, then grandchildren, as they settled into a more predictable life in north Georgia. Harold and Rena, a professionally trained painter of museum-quality portraits including a notable sitting of her husband, recently celebrated their 71st wedding anniversary.

Rena found a good man. “Harold is a social being who is sensitive, resourceful, gregarious, of strong opinion, and fearless at times,” she says in her husband’s memoir. “He wants to change the world for the better. World War II offered the opportunity for him to do that.”

People who knew Storey saw him, every time he faced a decision, “analysis paralysis” — business boomed in a nation booming after a war that left broken dreams for so many.

She adds, “When we were dating, his values and morality all resonated with me. Faith is very much a part of who Harold is.”

The returning warrior went into business with his father at the S.I. Storey Lumber Co. (Storey’s brother, Bernard, came on board after his own military service in the Pacific.) The Terry skills helped again — business boomed in a nation booming after a war that left broken dreams for so many.

With death occurring all around him, life took on a very different meaning.”

Storey’s 20th century is America’s. Both evolved from rural roots, held true to values through the challenges of a Depression and war, reached prosperity, grew to prefer city life, and offered honorable generosity to others.

A moment of truth

One vivid wartime moment illustrates the authentic compassion of Harold Storey.

During the Battle of the Bulge, he and his company bypassed two wounded German soldiers, an officer, and an enlisted man. Under fire and at risk, the GIs hurried on to a safe site without stopping.

It was Christmas Day.

A replacement medic in Lt. Storey’s unit, Private First Class Robert W. Cassels Jr., a favorite of the company, begged Storey for permission to return to the wounded enemy soldiers and treat their wounds. Though he had misgivings, Lt. Storey said yes.

A long time passed. Darkness descended. The medic had not returned. Storey ventured out alone in search of PFC Cassels.

He found the amiable medic. Cassels had been shot through the helmet, likely by a German sniper. His lifeless arm still embraced one of the wounded Germans he’d been helping with the final act of his life.

“My emotions nearly tore me apart!” Storey confesses in his memoir. “Anger raged through me like never before. It was expected for me to shoot the squirming and begging German men laying on the ground. I coached and raised my carbine and pointed it at the captor.”

Then Lt. Harold Storey, age 22, a young man baptized in a creek named for his family and respected for his devoutness among fraternity brothers at UGA, remembered his better angels.

“I immediately, images of my family ran through my head,” he wrote. “Today was Christmas Day. Somehow, I thought that if I did survive, I would never want to remember that I had killed two helpless people on Christmas. I would not want my family to know I had done such a thing. It was really mostly selfish, with some compassion thrown in. I also knew this would not be a fitting tribute to the short and beautiful life Cassels had lived. “I didn’t pull the trigger.”

The greatest


Brokaw realized that World War II veterans were fading away, and he attempted to gather and preserve their stories while they could still tell them.

Before the COVID-19 pandemic, the Veterans Administration reported that the United States lost 245 World War II veterans each day to age and infirmity — ajoyless casualty count. Of 16 million men and women who served in the U.S. Armed Forces in WWII, just 325,574 remained alive as of May 31, 2021.

Sitting with Harold Storey on a morning in August 2021, bearing his stories, watching the remarkable eyes that have seen nearly 100 years of history and some of the most terrible and most beautiful moments a life can offer, it’s easy to believe Brokaw.

Suddenly, one day, you’re a young man with a love somebody that didn’t look like me.”

Robert W. Cassels Jr., a favorite of the company, begged Storey for permission to return to the wounded enemy soldiers and treat their wounds. Though he had misgivings, Lt. Storey said yes.

A long time passed. Darkness descended. The medic had not returned. Storey ventured out alone in search of PFC Cassels.

He found the amiable medic. Cassels had been shot through the helmet, likely by a German sniper. His lifeless arm still embraced one of the wounded Germans he’d been helping with the final act of his life.

“My emotions nearly tore me apart!” Storey confesses in his memoir. “Anger raged through me like never before. It was expected for me to shoot the squirming and begging German men laying on the ground. I coached and raised my carbine and pointed it at the captor.”

Then Lt. Harold Storey, age 22, a young man baptized in a creek named for his family and respected for his devoutness among fraternity brothers at UGA, remembered his better angels.

“I immediately, images of my family ran through my head,” he wrote. “Today was Christmas Day. Somehow, I thought that if I did survive, I would never want to remember that I had killed two helpless people on Christmas. I would not want my family to know I had done such a thing. It was really mostly selfish, with some compassion thrown in. I also knew this would not be a fitting tribute to the short and beautiful life Cassels had lived. “I didn’t pull the trigger.”

The greatest


Brokaw realized that World War II veterans were fading away, and he attempted to gather and preserve their stories while they could still tell them.

Before the COVID-19 pandemic, the Veterans Administration reported that the United States lost 245 World War II veterans each day to age and infirmity — a joyless casualty count. Of 16 million men and women who served in the U.S. Armed Forces in WWII, just 325,574 remained alive as of May 31, 2021.

Sitting with Harold Storey on a morning in August 2021, bearing his stories, watching the remarkable eyes that have seen nearly 100 years of history and some of the most terrible and most beautiful moments a life can offer, it’s easy to believe Brokaw.

The greatest generation.

So many owe so much — perhaps even freedom itself — to Storey and the soldiers still in line with him in these peaceful last miles of their long march.
When Larry Richardson began the Executive MBA program at the Terry College, he wanted to transition from years of work in emergency medical services to the business side of public safety. Little did he know then that he’d come away with far more — a business partner, a new company and an innovative service prepared to save lives during one of the most harrowing pandemics in the country’s history.

Less than four years after graduation, he’s now at the helm of a fast-growing ambulance company that could change how paramedics and emergency services groups handle data, technology, and efficient operations across the health care industry. “I owe everything to the Terry College of Business. The day I started my graduate degree, I had been working for the government for 20 years, so my vocabulary wasn’t there in the sense of profit-loss statements, balance sheets and strategic marketing,” Richardson says. “Learning a new world and new language was difficult and challenging, but being more mature in life, I knew where I was going and what I wanted from the program,” he says. “That active learning is what prepared me to do what I’m doing now.”

Richardson (MBA ’18) is the co-founder and executive vice president of AmeriPro EMS, an ambulance services company operating in Georgia and Florida. With a generational shift in health care in the U.S., demand is increasing for patient transportation, particularly among older patients in the Baby Boomer and Silent Generation cohorts. Across the industry, fuel prices and demand can fluctuate, but reimbursement rates for transportation services don’t — the federal government sets the reimbursement. That means to be a successful medical transportation company, optimization and asset utilization are paramount.

That’s why Richardson has focused on efficient and safe patient transportation using the latest technology for operations, communications and patient care. For instance, AmeriPro EMS ambulances are rigged with tools that track the driving habits of the team, transmit cardiac data while on the road, dispatch teams to the correct locations and reduce wait times. Richardson initially served as the CDO and now is the EVP overseeing the data analytics, technology and revenue cycle to ensure the company is meeting key metrics and is positioning itself for long-term success and future growth opportunities. “The industry as a whole has never been on the cutting edge of technology, so we had to work around that by developing a data team early and building our own data platforms to dial in our efficiency,” he says. “As important as patient care is, you also have to optimize logistics and asset utilization.”

After Richardson graduated from the EMBA program, AmeriPro EMS launched in April 2018 and grew exponentially across Georgia, jumping from a handful of calls to thousands of transportation requests within months. In December 2019, the group acquired another ambulance service in Jacksonville, Florida, which was slated to lead to major growth in 2020. Two months later, the first COVID-19 wave hit, and the demand hasn’t slowed since. “We’re ready to expand our services and are looking at other product lines to diversify and keep going,” he says. “We want to be one of the largest ambulance companies in the country. That’s our goal and our mission.”

Innovating within Industries

Hailing from metro Atlanta, Richardson graduated from Stockbridge High School with the Class of 1995 and immediately entered the Marine Corps, where he specialized in aviation electronics and repaired airplane communications equipment. After eight years of service, he transitioned into public safety and spent nearly two decades working for public and private fire departments and EMS companies. Richardson is licensed as a critical care paramedic and nationally registered paramedic, and he holds certifications from the Federal Emergency Management Agency, American Heart Association and National Association of Emergency Medical Technicians.

During that time, Richardson married his wife Laura, and they had two children, Liam and Lyla. While the kids were both under 2, Richardson found he wanted more than a 24-hours on, 48-hours off schedule and had to do something different. He decided to prioritize his education in an effort to shift to the administrative side of
“Health care workers are tired, and there are a lot of long days, but our teams are so dedicated to our service so we keep going and servicing our customers.”

the industry. In three years, he earned a bachelor’s degree in management from Clayton State University, concentrating in emergency management and homeland security all the while working full-time, taking full-time college courses and raising a family.

Then Richardson decided to take it a step further by enrolling in Terry’s EMBA program. Armed with experience in emergency services, he was pleased to work with classmates from all backgrounds — business, military, technology, health care and more. Among the cohort, Richardson met Madhurima Uppalapati, who now serves as president and CEO of AmeriPro EMS. “Larry talked to me about the opportunities to modernize and improve EMS, and we combined forces to start a company, which is now one of the fastest-growing ambulance companies in the country,” Uppalapati says. “Larry and I worked on teams in the Marines. He understands different backgrounds and viewpoints to focus on a success of AmeriPro EMS. Through case studies and group projects, students learn and carry them through all aspects of life.”

Richardson and Ertwine have remained close since graduation, often texting each other and other classmates who continue to support one another in their business endeavors. Ertwine jokes that Richardson, like actor Kevin Bacon, is merely a few degrees of separation from any new person he meets.

“Not everybody is designed to be an entrepreneur. Larry has that drive to accomplish his goal,” Ertwine says. “His personality fills the room, and people flock to him, yet when it comes down to business time, he’s ready to go.”

Ertwine remembers Richardson as “a classmate pointed out that they both served in the Marine Corps and wanted a pilot. Richardson joined the U.S. Marine Corps in 1995. During his eight years of service, he specialized in aviation electronics and repaired airplane communications equipment.”

Creating Connections

The rapid growth of AmeriPro EMS is also intrinsically linked with Richardson’s ability to connect with others, says Jeff Ertwine (MBA ’18), executive director of program management for Cox Communications.

“Not everybody is designed to be an entrepreneur. Larry has that drive to accomplish his goal,” Ertwine says. “His personality fills the room, and people flock to him, yet when it comes down to business time, he’s ready to go.”

Ertwine and Richardson bonded over their common military background, particularly the foundational principles of commitment, drive and determination. Veterans who are transitioning to the civilian world need ways to translate their skills in a corporate context, Ertwine says. The Executive MBA program helped them to apply their experience in logistics and operations to business-focused contexts through accounting, marketing, hiring teams and forecasting sales.

“Not everybody is designed to be an entrepreneur. Larry has that drive to accomplish his goal,” Ertwine says. “The entire class was behind him, wanting him to succeed.”

For Richardson, the classroom connections and practical experience of the Executive MBA program have contributed to the success of AmeriPro EMS. “Through case studies and group projects, he understood different backgrounds and viewpoints to focus on a problem, develop a solution and execute it. He also appreciated how the program tackled business questions from a holistic leadership perspective and on-the-ground focus on numbers. The program emphasized major principles — such as data analytics, innovation and leadership — that he recognized from working on teams in the Marines.

“The team comes first. Through the success of your team, you complete the mission with problem-solving and discipline,” Richardson says. “There’s a saying that there’s no such thing as a former Marine, and there’s a lot of truth to that. You take the lessons you learn and carry them through all aspects of life.”
Commander Andrea Smith follows a path of service and education in the U.S. Coast Guard

By Chris Starrs (ABJ ’82)

Education has always been at the core of Andrea Smith’s life.

A commander in the U.S. Coast Guard, Smith grew up in Albany, where her father, Anthony Parker, has served as president of Albany Technical College for the last quarter-century. When Smith received an appointment to the U.S. Coast Guard Academy after graduating from high school, it was her father who insisted she give it a try.

“I will be very honest,” says Smith, “it was not love at first sight. I had all these chips on my shoulder. And I told myself, ‘I’ll leave after this’ or ‘I’ll leave after that.’ Needle to say, I kept not leaving.”

After graduating from the academy in 2001 with a bachelor’s degree in civil engineering (the first African American female to do so), Smith began her first tour of duty and has been in the Coast Guard ever since. Her tenure has included service in New York City in the aftermath of the Sept. 11 attacks and New Orleans after Hurricane Katrina devastated the area in 2005.

When Smith (MBA ’11) had the opportunity to return to the academy to teach, she was fulfilling a long-held dream to work in education. And she was on the receiving end of another opportunity, which brought her to the University of Georgia and the Terry College. “The Coast Guard has this phenomenal opportunity where we send a good portion of our officers to graduate school for certain programs,” says Smith, who also earned a master’s degree in engineering management from the University of New Orleans when she was stationed there. “When I got selected to teach, the Coast Guard sent me to get an MBA and I came to Terry and then had a four-year stint teaching at the academy.”

Noting that the Coast Guard Academy is considerably different from a traditional college experience, Smith embraced campus life at UGA and the academic rigor she faced at Terry. “It was a great experience,” she says. “I spent a lot of time on campus and got involved in different organizations. I went to football games, I traveled with classmates down to Jacksonville to see the Georgia-Florida game. I definitely used the opportunity to drive in, and that was so rewarding and so much fun. It was great and I thoroughly enjoyed it.”

Smith says the lessons she learned served her well as an instructor and afterward. “I was going back to the academy to teach, so being able to use that education experience as a model for how I wanted to be as an instructor was super-helpful,” says Smith, whose Terry experience also included a summer internship in Boston. “I learned skills that I still use now, skills not in traditional military operations. Being part of the civilian workforce was new to me, but I learned a lot of those tenets at Terry and I’m grateful.”

Promoted to commander three years ago, Smith now works in Washington, D.C., as the executive officer of the Coast Guard’s Recruiting Command. She assents that it’s not easy to recruit in any military branch these days, but it’s even more trying in the time of COVID-19.

“It’s challenging because being a smaller service we have to work to make people understand who we are and are aware that the Coast Guard is a military option,” she says. “Getting in front of those individuals, especially in a COVID environment, is difficult but when we’re able to do that, luckily what we have to offer sells itself.”

“It’s extremely challenging to find good, diverse, young, excited and talented applicants, but when you get in front of that group of people, the work is very recharging. If you’ve got to do a job that’s draining, having a job that also charges the battery is helpful.”

Commander and Dr. David Quintero will soon take over the family dental practice after a stellar career in the U.S. Navy

By Chris Starrs (ABJ ’82)

This fall proved a memorable season in what was already an extraordinary life for Dr. David Quintero.

Quintero — who spent a decade on active duty in the U.S. Navy and continues to serve in the Naval Reserve — was promoted to the rank of commander and later this year will assume ownership of his family’s dental practice at Quintero Periodontics in the Atlanta suburb of Dacula.

“I’ve been so fortunate with the opportunities I’ve had,” says Quintero (BBA ’06), who recently extended his Naval Reserve service while at the Terry College.

A self-proclaimed “military brat” whose father George is also a Navy veteran and periodontist, Quintero’s introduction to service came long before his decision to enter the military or the medical field. As a young man, Quintero — who left active duty in 2020 — joined his father on numerous mission trips, providing critical dental care in underserved areas, including Venezuela, Peru, Bulgaria, Mexico, and Trinidad and Tobago.

“My father took me on quite a few mission trips. On one trip, we went to the jungles of Venezuela when I was in high school, and I extracted my first tooth,” he says. “I don’t know if the pain was more nerve-racking or if I was more nervous.”

After graduating from UGA, Quintero attended the Dental College of Georgia at Augusta University on the Health Professions Scholarship Program, a service scholarship offered by the Navy. Upon graduation he began his Naval career, which led him to Walter Reed National Military Medical Center where he earned a specialty certificate in periodontics.

Quintero served and deployed on the USNS Bataan for two years and also spent four years at the U.S. Naval Hospital in Yokosuka, Japan, an experience he considered transformative.

“I had the option to go to San Diego or Yokosuka, and my wife and I decided to continue the adventure, so we moved to Japan,” he says. “We loved it so much we extended it a year — four years in Japan. It was a great duty station for my family and for me professionally.”

While in Japan, Quintero was named the head officer of the COVID-19 Asia-Pacific Region Task Force, leading a team that developed a comprehensive tracking system and managed the correspondence and public health lab notifications for 225 commands comprised of 40,000 military, families and contractors. In addition, Quintero helped the task force establish and maintained the deployment capabilities of nearly two dozen warship by tracking, testing, quarantining and contract tracing all COVID-19-related cases.

“We were making sure our forces were healthy and mission-ready, given the pandemic,” he says.

And Quintero counts his time at UGA and the Terry College among his most memorable experiences. While in Athens, Quintero was in the Honors Program, was a Presidential Scholar, held membership in the Delta Epsilon Iota, Phi Kappa Phi, the Arch Society, Blue Key and Golden Key honor societies, and took part in Leadership UGA.

“My time at UGA was awesome,” he says. “And I dove right in. I made the most of it.”

Dr. David Quintero served on the USS Bataan before moving with his family to Japan to serve at the U.S. Naval Hospital in Yokosuka. He now is at the family dental practice in Dacula.

Quintero points to his Terry experience as being integral to managing the family business.

“It was fantastic, especially now,” he says. “It’s helped in many ways. They don’t give you a lot of business experience in dental school. And having that (business) mindset has been very helpful, moving into private practice and feeling confident, especially with marketing.”

Honored in 2020 as a UGA 40 Under 40 recipient, Quintero is not looking back at past accomplishments but says there are still plenty of items on his personal “to do” list.

“My personal current military goals are to achieve the rank of captain and hit my 20-year mark (in the military),” he says. “If I can do that, I’ll feel I accomplished what I set out to accomplish — I lived abroad, I deployed, I had a successful career and I served my country well.”

26

27
Greg Davis Jr. (MBA ’15), VP and Atlanta market manager at Davis Broadcasting Inc., finds the meaningful connections his family’s business makes with local communities. Page 36
By Ed Morales

Master of Marketing Research program, the first of its kind in the country, continues to produce top-notch talent and insights 40 years after its debut

The Terry College

The first class of the Master of Marketing Research program (far left) graduated in 1981 and included six students. The MMR’s first Board of Advisors met in May 1980 (middle left) and included top (picture, front row) Roy Stout, Arthur Nielsen Jr., A.B. Wildt, Donald Hughes, Cecil “But” Phillips, (back row) Glen R. Jarboe, H.C. Barksdale, James N. Stuart, Melvin R. Crask, James H. Barnes, and Fred Reynolds. Students in the Class of 2016 (at left) compare notes during class.

Today

Dr. Marcus Cunha Jr. was born in Brazil and worked and lived around the world. But now he’s in Athens leading a small, high-touch, program with a global reach, taking over as program director in 2017 following Dr. Charlotte Mason’s tenure.

As director of the Master of Marketing Research program, Cunha guides the nation’s first and most renowned program of its kind. The initial MMR class of six students graduated in 1981, and though there have been several changes in the curriculum, professors and venues over the four decades, one thing never changes: At the end of the academic year, each graduate gets a job.

When a sale means something more (or less) “I know a large grocery chain that found relationships in a product category, and based on what they saw in the data, they thought they should add more shelf space for that product — they found that relationship, and that’s what they concluded. Then they called the primary research team, which is like an MMR team, and said, ‘let’s do some qualitative research, let’s try to figure out why this is happening.’ What they learned was the product was only selling more when it was on sale, which from a profit standpoint is not as positive. So you see the aggregate, the relationships, but then you have to understand why those things are happening.” — Marcus Cunha Jr., MMR Director

The same can be said about the MMR program at the Terry College of Business.

A Premium Product

Rob Arnett was a young marketing research associate at Frito-Lay tasked with crunching data on ways to better market Tostitos to hungry consumers. Already boasting Fritos, Doritos, and Lay’s potato chips, the company was a giant in the snack game. But by the late 1970s, competition from Kellogg’s (maker of Pringles) and Nabisco (who was adding chips to its cookie and cracker empire) was edging into Frito-Lay territory. Its response was Tostitos, a corn tortilla chip developed in 1978.

This was new territory for Arnett. When he approached grad school, he wasn’t sure what he wanted to do. The prospect of working for a small-town newspaper didn’t appeal to him, but a marketing research class he took his senior year did. Despite not having a statistics background, he persevered and did well, catching the attention of Dr. Al Wildt, who taught the class. “We’re starting this program in marketing research,” Arnett remembers him saying. “The first class is full, but you can join the following year if interested.”

He was and did. Now two years later, Arnett, with a Master of Marketing Research degree in hand, sought to keep the musta-chioed Pringles guy from storming the Frito-Lay castle.

Within two years, Tostitos reached $200 million in sales — it even sponsored a bowl game. What started as a chip expanded into six types of salsas and five different dips.

Why? Because, as the man says, you don’t eat Tostitos by yourself.

“And it’s still in there, I can still see it in there,” Arnett says of the Tostitos branding. “A lot of times you work behind the scenes in the business. You’re never going to see that on the cover of Ad Age. But that was something I can point to and say, I came up with that, I came up with the insight that led to that becoming a successful strategy for Tostitos for a very long time.”

How long? On a recent visit to the Tostitos webpage under the About Us section, the sentence atop the page reads: “Tostitos are more than tortilla chips and dips — they’re an invitation to catch up with friends, so get together already!”

It’s been 40 years, and the insight remains powerful and true.

The same can be said about the MMR program at the Terry College of Business.

For Ad Age. But that was something I can point to and say, I came up with that, I came up with the insight that led to that becoming a successful strategy for Tostitos for a very long time.”

When a sale means something more (or less) “I know a large grocery chain that found relationships in a product category, and based on what they saw in the data, they thought they should add more shelf space for that product — they found that relationship, and that’s what they concluded. Then they called the primary research team, which is like an MMR team, and said, ‘let’s do some qualitative research, let’s try to figure out why this is happening.’ What they learned was the product was only selling more when it was on sale, which from a profit standpoint is not as positive. So you see the aggregate, the relationships, but then you have to understand why those things are happening.” — Marcus Cunha Jr., MMR Director

By Ed Morales

Rob Arnett was a young marketing research associate at Frito-Lay tasked with crunching data on ways to better market Tostitos to hungry consumers. Already boasting Fritos, Doritos, and Lay’s potato chips, the company was a giant in the snack game. But by the late 1970s, competition from Kellogg’s (maker of Pringles) and Nabisco (who was adding chips to its cookie and cracker empire) was edging into Frito-Lay territory. Its response was Tostitos, a corn tortilla chip developed in 1978.

This was new territory for Arnett. When he approached grad school, he wasn’t sure what he wanted to do. The prospect of working for a small-town newspaper didn’t appeal to him, but a marketing research class he took his senior year did. Despite not having a statistics background, he persevered and did well, catching the attention of Dr. Al Wildt, who taught the class. “We’re starting this program in marketing research,” Arnett remembers him saying. “The first class is full, but you can join the following year if interested.”

He was and did. Now two years later, Arnett, with a Master of Marketing Research degree in hand, sought to keep the musta-chioed Pringles guy from storming the Frito-Lay castle.

Within two years, Tostitos reached $200 million in sales — it even sponsored a bowl game. What started as a chip expanded into six types of salsas and five different dips.

Why? Because, as the man says, you don’t eat Tostitos by yourself.

“And it’s still in there, I can still see it in there,” Arnett says of the Tostitos branding. “A lot of times you work behind the scenes in the business. You’re never going to see that on the cover of Ad Age. But that was something I can point to and say, I came up with that, I came up with the insight that led to that becoming a successful strategy for Tostitos for a very long time.”

How long? On a recent visit to the Tostitos webpage under the About Us section, the sentence atop the page reads: “Tostitos are more than tortilla chips and dips — they’re an invitation to catch up with friends, so get together already!”

It’s been 40 years, and the insight remains powerful and true.

The same can be said about the MMR program at the Terry College of Business.
say it’s because of the quality of our students and that they are ready from day one.”

In its present form, the program gathers two dozen students, and for 11 months the group shares the same classes, seminars, class and corporate projects and events. The MMR advisory board, a panel of industry leaders (oftentimes MMR alumni), helps guide instruction in terms of trends and tools of the trade. “Our advisory board is instrumental, because they are the ones out there using the research daily,” Cunha says. “So, they know the needs of the industry.”

As a result of this input from the industry, the program curriculum evolves continuously and as a recognition of this evolution the program was recently designated as a Science, Technology, Engineering, and Math (STEM) program.

The main need is finding people to decipher the reams of data pouring in second by second, which is not the same as analyzing the numbers to find statistical variations. Terry MMR students not only have backgrounds in business, but also sociology, psychology, communications and statistics. While they have the skills to determine what it can do,” says Cassidy Miller, a senior researcher at Chick-fil-A who earned her MMR in 2017. “Understanding the types of methods and analyze to answer questions and wondering what we can do to get those answers. The program is good at exposing students to research methodology and analytical techniques so when they get out into their fields they are not surprised.”

Cunha says, “They know the methods, they know the statistical techniques, but their job is to help organizations to make better decisions with the data that they have. We train our students to do persuasive presentations, create meaningful data visualization, and deliver actionable insights so people can quickly figure out what’s going on in their markets.”

The founder of Starbucks?

“I remember I had to do a dissertation — we were each provided with a data set and had to come up with a problem to solve. So I did a 40- or 50-page dissertation on the coffee market and little did I know at the time, but I saw the needs of what became Starbucks and the high-end coffee market. Back in those days, General Foods had a product called International Coffee and that was an early fore-shadowing of what was to come. The reason it was of interest was that Coca-Cola, one of the original founding sponsors of the MMR program, was crushing it in carbonated beverages, but they could see other threats were happening to carbonated beverages.

Younger people were getting more interested in coffee and alternative beverages.”

— Bill Denk (MMR ’82)

The ‘80s

When first dreamed up in 1979, the MMR program was somewhat of a mystery, but one worth exploring. Because it was industry-led, figuring out the academic piece of the puzzle took some fits and starts. But since there were no programs to which it could be compared, the growing pains were part of the learning process. What was clear was the need for a program of its kind.

“The whole concept was brilliant as far as I was concerned,” says Bill Denk, co-owner and managing partner of MMR Research Associates and part of the 1982 MMR class. “A very specialized degree with industry involvement and you had a built-in recruiting of graduates, and it was paid for? It was too good to be true for me, at that time I knew I wanted to try out marketing research as a career.”

Denk and Arnett were two of nine in the ’82 class, getting a healthy dose of statistics, marketing theory and strategy, and consumer behavior. Denk came to the program after working a few years in sales following his graduation from Western Kentucky, where he majored in business administration. The growing element in the classroom was data — it was starting to stream in as new forms of data collection emerged through random digit telephone interviewing, mall intercept interviews, and improved wording in surveys. But for those early students, there remained a premium in gathering that data: “We were not as awash in data and information as we are now,” Arnett says, “you had to go out and get it.”

And once you did get it, “the ability to analyze and synthesize it and make sense of it was a much more laborious prospect,” Denk says. “Even just creating graphs to represent what was in the data was a much bigger effort in the late ’70s and early ’80s. For Denk and Arnett, the program was nine months of instruction (including the completion of a dissertation) and six months for 11 months of instruction — which led them to full-time employment and a career they hold to this day.

By the end of the decade, the program found its footing in the national landscape. “The MMR is the most widely accepted program in the industry,” it reads in the 1988 issue of Georgia Business magazine, “competi-
tion for acceptance is intense.”

“The MMR program has been a blessing to me and responsible for my career,” Denk says. “It was really about taking data to the next level to understand what it can do,” says Cassidy Miller, a senior researcher at Chick-fil-A who earned her MMR in 2017. “Understanding the types of methods and analyze to answer questions and wondering what we can do to get those answers. The program is good at exposing students to research methodology and analytical techniques so when they get out into their fields they are not surprised.”

Four decades of MMR classes have yielded 731 graduates and part of the 1982 MMR class. “A very specialized degree with industry involvement and you had a built-in recruiting of graduates, and it was paid for? It was too good to be true for me, at that time I knew I wanted to try out marketing research as a career.”

Denk and Arnett were two of nine in the ’82 class, getting a healthy dose of statistics, marketing theory and strategy, and consumer behavior. Denk came to the program after working a few years in sales following his graduation from Western Kentucky, where he majored in business administration. The growing element in the classroom was data — it was starting to stream in as new forms of data collection emerged through random digit telephone interviewing, mall intercept interviews, and improved wording in surveys. But for those early students, there remained a premium in gathering that data: “We were not as awash in data and information as we are now,” Arnett says, “you had to go out and get it.”

And once you did get it, “the ability to analyze and synthesize it and make sense of it was a much more laborious prospect,” Denk says. “Even just creating graphs to represent what was in the data was a much bigger effort in the late ’70s and early ’80s. For Denk and Arnett, the program was nine months of instruction (including the completion of a dissertation) and six months for 11 months of instruction — which led them to full-time employment and a career they hold to this day.

By the end of the decade, the program found its footing in the national landscape. “The MMR is the most widely accepted program in the industry,” it reads in the 1988 issue of Georgia Business magazine, “competition for acceptance is intense.”

“The MMR program has been a blessing to me and responsible for my career,” Denk says. It was very eye-opening for them and resulted in all kinds of changes. They altered their brand theme, changed menus, changed decor — really changed their entire positioning based on the research. They weren’t who they thought they were in the outside world.”

— Jill Eberle (MMR ’91)

They were not who they thought they were

“In the fast-casual restaurant area, this client brand created the category, and they had this image of who they were, what they stood for, and why people came to their restaurant. But we learned through research what they believed wasn’t necessarily how customers saw them. In fact, there were incoming competitors more strongly associated with the evolution of this new set of needs evolving in the category. It was very eye-opening for them and resulted in all kinds of changes. They altered their brand theme, changed menus, changed decor — really changed their entire positioning based on the research. They weren’t who they thought they were in the outside world.”

— Bill Denk (MMR ’82)
It so happened that her professor knew about the UGA's MMR program and steered her toward it. “UGA's MMR program was much stronger than the others because it is both corporate and academic, and that was appealing,” she says. A decade after it began, the Georgia MMR program was playing in Peoria. Eberle, a partner at Lynx Research Consulting in Denver, came to Athens in 1990 and joined 15 others in her MMR cohort. While there remained an element of data collection in her studies, the rise of computers moved the program’s focus from data gathering to data analysis.

“There were levels of statistics and advanced analytics,” she says. “There were courses around experimental design, sample and sampling error. Dr. (Richard) Fox, one of the most beloved professors of that program, taught courses with a little more practical application, and we did have a class project. ... At the time quality strategy, customer satisfaction and loyalty were starting to emerge. It was huge in terms of corporate client interest and demand for that kind of information.”

She remembers spending her “whole waking hours” with her cohort mates, developing strong bonds and work habits. “It’s an intense program so we had to get through it together.” After earning her degree, Eberle took a job with M/A/C/R Research, a marketing research consulting firm based in Texas. “I felt immediately immersed in what was going on with the work,” Eberle says of her transition from graduate school to full-time professional work. “It was a seamless move.”

She has been at Lynx for nearly 20 years, but her ties with the MMR program remain strong. She coordinates the MMR mentor program, matching up alumni volunteers with current students, where they serve as a coach and a guide in job searches and career paths.

“There are so many people who have gone through that program that it is such a value to me that I want to pay it forward,” she says. “Some of my best friends on the planet are people I went through the program with. So much of my career success has been through the connections I got through the MMR program.”

MRR program

Manish Gupta is always looking forward. In a career filled with blue-chip global companies — JP Morgan Chase, Yahoo!, eBay, Google, and now Facebook — Gupta was in the MMR program at an integral time. It was 2000, and the rise of the internet was changing how data was perceived and delivered, opening the world to uncharted waters.

“We started to see the cusp of breaking into new fields and areas,” says Gupta, who now serves as director of strategy, operations and insights at Facebook. “There was a shift from theory market research to how the theory needs to be applied. Bringing in industry preview was starting to happen — looking at what the industry wants and where the industry is heading. And there was even more technology. It was the time when internet service was starting to ramp up, and an acknowledgment of new data and new ways of data collection was happening at the same time.”

Gupta came into the MMR holding a degree in physics and an MBA in marketing, looking for “a program that would be a good combination of the art and science of marketing.” He found that in Athens. He also discovered the key to thriving in the field: the ability to tell a story through data. What changed in the 2000s from previous decades was that getting data was no longer a problem. The problem was not having enough people to decipher it.

“One thing that is clear to me is nobody iswowed by your depth of methodological experiences and ability to try new complex projects, that is almost expected,” he says. “What stands out is what you do with it? How do you use the information and connect it with other sources in a hypothesis that already exists, or doesn’t exist, to tell a story and influence a discussion that leads to a change?”

He credits the MMR program for pairing students with industries to tell these stories through gleaned insights — insights that might not mean anything for years. Talking to industry leaders as students makes them much more valuable once they become employees. His training at UGA served as a basis for what he does now at Facebook — trying to determine the future to keep companies viable for decades.

At home with Google

“I launched Google Home, a product where the technology preceded a user need. We were using marketing from the applied side to see who the earlier adopters of this product are, what are the uses we should be prioritizing, using, and building for, and how do you talk about this new technology so people can gravitate toward it. You’re launching a new product, and you don’t know exactly why you should be doing this new category in business. Being able to achieve the answers to all of those things is fascinating.” — Manish Gupta (MMR ’01)

MRR students participate in trust exercises at the ropes course on UGA’s Intramural Fields in 2006. "At Facebook Reality Labs, a lot of the technologies we are working on won’t be commercialized for at least 10 years, if not more,” he says. “You’re trying to anticipate a consumer reaction or belief of where the viewers might be. Being able to convince viewers of that through your work has been the most fascinating to me.”

The '10s

From a technology standpoint, the first decade of the 21st century moved at a brisk pace. The internet exploded, the iPhone soon followed, and the advent of social media was quickly on its heels.

When Tricia Houston arrived in Athens in 2009, joining her large MMR cohort of 28 students, data was king. In 2006 Clive Humby, a data analysis specialist who founded the global insights business dunnhumby (where several MMR students would work), coined the phrase, “Data is the new oil.” Michael Palmer, the executive vice president of member relations at the Association of National Advertisers added to Humby’s phrase by noting data is “valuable, but if unrefined it cannot really be used.”

The MMR program was in the refining business.

“You’re not going to Georgia to learn how to gather the data,” says Houston, who is the founder and COO of MMR LIVE Experience Design. “Thinking back to 1980, you had to know how to go door to door — getting the data was the skill. When I was there, there was so much data we didn’t know what to do with it, but we were starting to figure that out. We had a customer lifetime value case study that used these big data sets, which is the norm nowadays. The value you’re learning at Georgia is how to sift through all the noise to get to what matters.”

But there remained an old-school touch as well. In what she calls “market research trade school immersion boot camp,” Houston was drilled in advanced techniques and tools of the trade. After graduation, when she went to work for The Home Depot, she was able to “talk intelligently to internal and external clients about what the suppliers were up to. It was fabulous in terms of setting us up for success in the future,” she says.

Cassidy Miller came to the MMR from Disney World, where she worked in guest relations. She earned a PR degree from UGA but found a love for marketing campaign data and email campaigns while working a short stint with a nonprofit.

When she arrived in 2016 there remained a steady diet of the courses that existed throughout the life of the program, but the new wrinkle was its attention to soft skills. Now with a speaker series, an interview prep seminar, and a constant stream of professionals and alumni coming in to talk to the cohort, the MMR program was fully training students to make persuasive arguments.

“There was an overview on how to conduct qualitative interviews and other techniques, such as observations and focus groups,” Miller says. “We concentrated on a high level of understanding with application.”

Miller’s MMR experience, like the program graduates before her, was formative and life changing.

“There is a high expectation of MMR grads because there is a reputation that we do well, but the program is amazing,” she says. “The faculty and staff are amazing. It honestly was the best time of my life.”

It’s a sentiment shared among MMR alums through the decades, partly because the program treats each cohort as a unit instead of individual students. For 11 months, your MMR class is your world.

“We are a high-touch kind of program,” we really know the students and they get to know us too,” Cunha says. “We host them at our houses, we have many social and networking events and host a biennial research summit. The program organizes a “Summer of Insights” which is scheduled for Aug. 10-11, 2022). Our alumni network is very strong and one of the reasons for that is that we try to get to know each other really well. In our cohort system, they take all courses together and develop really strong ties among themselves and with the program.”

Denk agrees — 40 years later the MMR program has never stopped being a part of his life.

“I was like No. 10 or 12 in the program, and at the time we were thinking ‘it would be really cool if we have an alumni network someday,’ “ he says. “To see that develop, and for me to now hire many of the graduates that come out of the program, has been very rewarding.”

A jump on BOPUIS

"I was at The Home Depot in 2010, and there were none on the cutting edge of some retail technologies. Back then I was a student researching BOPUIS, a researching term that’s "buy online pickup in store," which we are all familiar with nowadays. Back in the early 2010s, I was in the retail space helping them figure out how to transition to market well ahead of its time." — Tricia Houston (MMR ’09)
always a given that Davis would eventually enter the family business.

“I was a tad stubborn growing up,” Davis says. “My dad never pressured us. He was very intentional about that. I believe he’s witnessed other family-owned businesses where children were pressured into a career that essentially made them unhappy and unfulfilled. His words were, and I quote, ‘If this is a profession you decide to pursue, I would love nothing more than for you to work with the company.’”

After graduating from Morehouse College in 2008 with a degree in business marketing, Davis decided to explore his career options. Following internships with CNN and American Express, Davis landed a job with Sony Electronics as part of their inaugural sales management rotational program. That role allowed him to secure a position as regional account manager for the West Coast/Southwest Region for the home audio/video specialty division overseeing an annual sales budget of over $20 million in revenue.

However, radio — and family — beckoned, and in 2011, Davis followed his heart back home. While his Fortune 500 experience gave him valuable exposure to “how larger companies operate and strategize,” he says, Davis Broadcasting’s community-centered mission proved the more powerful draw.

“Indeed, as I began working for the company his father built, Davis frequently recailed lessons his parents taught him and his siblings when they were young.”

“Operating a radio station comes with great obligation and responsibility because you have a platform to make a difference,” he says. “Prior to social media and podcasts, owning a platform to reach the masses was rare. We know how historically both individuals and companies have abused this power, therefore broadcasting with integrity is a priority of ours.”

As Davis explains, owning and operating an African American broadcasting company in a field where minority ownership remains rare adds a complex dimension to that basic responsibility.

“Our advantage as independent and minority-owned broadcasters is rooted in our relationships and our commitment to the communities that we serve,” Davis says. “Davis Broadcasting is excited to celebrate 35 years in business this year, and our success can partially be attributed to our staff and management team being active members of each market in which we operate. We have an innate and sincere desire to see our neighbors, friends and local radio.”

“We have unique opportunities to help create voter registration drives and to share reliable information about the distribution of [COVID-19] vaccinations to our communities.”

“We have an amazing staff, but we all live, work and play in the communities where we own and operate radio stations,” he says. “They’ll be looking to us... live and local radio.”

Ultimately, Davis says, what it’s always been about — what will continue to fuel his company’s hard-earned success — is family. Not just the core Davis crew, but also the extended Davis Broadcasting family: its loyal listeners, local advertising partners and dedicated employees.

“We have an amazing staff, but we all live, work and play in the communities where we own and operate radio stations,” he says. “So, we have to be able to walk out the door, hold our head high and know that what we’re doing has a greater impact on the community.”

In order to become even more valuable to his family’s business, Davis recognized the need to further his education. “I knew that soon, I would be required to take on additional leadership responsibilities, and it would be beneficial to hone in on my business skills,” Davis says.

A former Davis Broadcasting employee had recently completed the Georgia Executive MBA program at Terry’s Atlanta campus, and it came highly recommended.

While living in Atlanta, I was commuting daily to the Columbus office,” Davis says. “A full-time master’s program was, unfortunately, not an option as I had commitments to the everyday operations of the company.

Upon enrolling in the Georgia EMBA, Davis felt an instant connection. “I was one of the youngest in the program,” he says. “It was great because I had the opportunity to learn from my more experienced classmates while also sharing a fresh perspective from both my tenure at Sony Electronics and my current role in a family-owned business.”

Davis says his Terry EMBA degree prepared him to face a wide range of challenges, including the critical issue of radio’s uncertain future in the age of widespread digital streaming. Citing four key advantages of terrestrial radio — “Radio is local, radio is relevant, radio is reliable, and radio is free” — Davis says he’s never been more confident about his company’s outlook, largely due to the impact it continues to make on its diverse, otherwise underserved audiences.

“We have unique opportunities to help create voter registration drives and to share reliable information about the distribution of [COVID-19] vaccinations to our communities.”

“We have an amazing staff, but we all live, work and play in the communities where we own and operate radio stations,” he says. “They’ll be looking to us... live and local radio.”

Ultimately, Davis says, what it’s always been about — what will continue to fuel his company’s hard-earned success — is family. Not just the core Davis crew, but also the extended Davis Broadcasting family: its loyal listeners, local advertising partners and dedicated employees.

“We have an amazing staff, but we all live, work and play in the communities where we own and operate radio stations,” he says. “So, we have to be able to walk out the door, hold our head high and know that what we’re doing has a greater impact on the community.”

“Davis Broadcasting recognized the need to further his education. I knew that soon, I would be required to take on additional leadership responsibilities, and it would be beneficial to hone in on my business skills,” Davis says.

A former Davis Broadcasting employee had recently completed the Georgia Executive MBA program at Terry's Atlanta campus, and it came highly recommended.

While living in Atlanta, I was commuting daily to the Columbus office,” Davis says. “A full-time master's program was, unfortunately, not an option as I had commitments to the everyday operations of the company.

Upon enrolling in the Georgia EMBA, Davis felt an instant connection. “I was one of the youngest in the program,” he says. “It was great because I had the opportunity to learn from my more experienced classmates while also sharing a fresh perspective from both my tenure at Sony Electronics and my current role in a family-owned business.”

Davis says his Terry EMBA degree prepared him to face a wide range of challenges, including the critical issue of radio’s uncertain future in the age of widespread digital streaming. Citing four key advantages of terrestrial radio — “Radio is local, radio is relevant, radio is reliable, and radio is free” — Davis says he’s never been more confident about his company’s outlook, largely due to the impact it continues to make on its diverse, otherwise underserved audiences.

“We have unique opportunities to help create voter registration drives and to share reliable information about the distribution of [COVID-19] vaccinations to our communities.”

“We have an amazing staff, but we all live, work and play in the communities where we own and operate radio stations,” he says. “They’ll be looking to us... live and local radio.”

Ultimately, Davis says, what it’s always been about — what will continue to fuel his company’s hard-earned success — is family. Not just the core Davis crew, but also the extended Davis Broadcasting family: its loyal listeners, local advertising partners and dedicated employees.

“We have an amazing staff, but we all live, work and play in the communities where we own and operate radio stations,” he says. “So, we have to be able to walk out the door, hold our head high and know that what we’re doing has a greater impact on the community.”
In one project, Schecter’s team presented test subjects with a planning task, like drawing the shortest route between two points on a map. He found people were more likely to trust advice from an algorithm than from another human. In another, his team found evidence that humans might rely on algorithms for other tasks, like word association or brainstorming.

“We’re looking at the ways an algorithm or AI can influence a human’s decision making,” he says. “We’re testing a bunch of different types of tasks and finding out when people rely most on algorithms ... We haven’t found anything too surprising. When people are doing something more analytical, they trust a computer more. Interestingly, that pattern might extend to other activities.”

In a different study focused on how robots and humans interact, Schecter’s team introduced more than 300 subjects to VERO — a fake AI assistant taking the shape of an anthropomorphic spring.

“If you remember Clippy (Microsoft animated help bot), this is like Clippy on steroids,” he says. During the experiments on Zoom, three-person teams performed task-building tasks such as finding the maximum number of uses for a paper clip or listing items needed for survival on a desert island. Then VERO showed up.

“It’s this avatar floating up and down — it had coils that looked like a spring and would stretch out and contract when it wanted to talk,” Schecter says. “It says, ‘Hi, my name is VERO. I can help you with a variety of different things. I have natural voice processing capabilities.’”

But it was a research assistant with a voice modulator operating VERO. Sometimes VERO offered helpful suggestions — like different uses for the paper clip; other times, it played like a spring and would stretch out and contract when it wanted to talk, Schecter says. “It’s flying above you like a pet bird, surveilling in front of you and providing voice feedback like, ‘I recommend taking this route.’”

Schecter says. “People really hated that condition,” Schecter says, noting that less than 10% of participants caught on to the ruse. “They were like, ‘Stupid VERO!’ They were so mean to it.”

Schecter’s goal wasn’t just to torment subjects. Researchers recorded every conversation, facial expression, gesture, and survey answers about the experience to look for “patterns that tell us how to make a good collaboration,” he says. An paper on AI human and robot teams was published in Nature’s Scientific Reports in April, but Schecter has several more under consideration and in the works for the coming year.

Trust wondering

MIS professor Aaron Schecter uses his expertise in team dynamics to see how to make people have more confidence in robots and artificial intelligence

By Merritt Melancon (ABJ ’02, MA ’19)
Sundar Bharadwaj, the Coca-Cola Company Chair of Marketing, was named an ISBM Fellow by the Institute for the Study of Business Markets. Bharadwaj examines the financial impact of marketing strategies and capabilities of consumer and business-to-business firms. ISBM Distinguished Research Fellows are selected by fellow researchers in recognition of their work and dedication to the advancement of business-to-business marketing practice and theory.

Donald Chambers, associate director and lecturer in the UGA Entrepreneurship Program, was recruited into the 2021-22 class of UGA Aspire Fellows, a leadership program for mid-career and senior faculty who want to extend their professional impact. Fellows benefit from an inter disciplinary community of peers and a structured approach to support their professional development and signature projects.

Susan Cohen, assistant professor of management and insurance, was invited by the Ewing Marion Kauffman Foundation to speak at the Entrepreneurship Issues Forum. "Accelerating Entrepreneurship: What do we know about their role in entrepreneurship issues?" She studies entrepreneurship and organizational learning.

Rob Hoyt, the Dudley L. Moore Jr. Chair of Insurance and head of the Department of Insurance, Legal Studies, and Real Estate, won the 2021 Mehr Award for "The Value of Enterprise Risk Management," a paper he co-authored in The Journal of Risk and Insurance in 2011. The paper measured the extent firms implemented enterprise risk management programs and assessed the value implications of these programs. It has influenced a decade of research into the value of enterprise risk management and was given the award in recognition of its long-term effect.

Mark Huber, a senior lecturer in management information systems, was named to the UGA Task Force on the Future of Teaching and Learning. The task force, composed of 27 faculty, staff and students is creating a roadmap encompassing areas such as instructional formats, technology, academic support services, student life and equity and inclusion.


Ron Luan, professor of marketing who holds the Terry Dean’s Advisory Council Distinguished Professorship, was recognized by the International Journal of Research in Marketing as an outstanding member of its editorial review board.


Alex Reed, associate professor and director of the Legal Studies Certificate Program, was elected secretary-treasurer of the Academy of Legal Studies in Business at the association’s annual conference.

Hani Safadi, associate professor of management information systems, was named an associate editor of Management Information Systems Quarterly.

Tim Samples, associate professor of legal studies, received an Early Career Achievement Award from the Academy of Legal Studies in Business. The panel cited Samples’ ability to translate difficult concepts for his students, his commitment to international scholarship, his contributions to research and his reputation as an expert in his field.

Where did Terry take you? Submit your class notes online, upload photos, share a promotion. news.terry.uga.edu/magazine
Frank Brumley (BBA ’62) of Charlotte, S.C., was inducted into the South Carolina Business Hall of Fame for his junior achievement of Greater South Carolina. The distinction honors the lifetime achievements of those who made a positive impact on South Carolina. He has served as CEO and partner of several major coastal developments, including Amelia Island Plantation, near Jacksonville, Fla., Wild Dunes, and Kiawah Island. Since 1997, he has been the chairman and CEO of the Daniel Island Co.

Dr. John M. Godfrey (BBA ’64, PhD ’76) of Jacksonville, Fla., was honored by the National Association for Business Economics with the title of fellow in recognition of outstanding contributions to the business economics profession and leadership in the NABE.

Penn Clarke (BBA ’66) of Decatur released “Dolphins & Penn: Tackling Through Life,” a book describing his encounters with dolphins while living aboard his sailboat. He is the founder of Dolphin Relief & Research, an organization that works with scientists and researchers worldwide to study marine mammals.

Warren T. ‘Buchi’ Hendrix (BBA ’67) of Southville retired after 12 years in the insurance industry. He started with the Insurance Company of North America, and is president of MCV Macon office as a premium auditor. During his career, he served as AVP/branch manager of the Atlanta office of the Mission Insurance Group, which is based in Los Angeles, Calif.

Scott Mahone (BBA ’78) of McDonough was named one of 19 inaugural Veterans of the Year in Higher Education by GI Jobs magazine. The honor recognizes those who advocate for the advancement of America’s veterans and military students in higher education by seeking to enable their access to colleges, universities and vocational schools. He is director of center operations at Mercer University and a retired U.S. Army officer. He oversees operations at Mercer’s regional academic centers in Douglas County and Henry County and evening student support centers on the Atlanta and Macon campuses. Before his military retirement in 2008, Mahone served 26 years in several high-profile, high-impact command and staff assignments in 12 countries during times of peace and war.

Scott Mahone (BBA ’78) of McDonough was named one of 19 inaugural Veterans of the Year in Higher Education by GI Jobs magazine. The honor recognizes those who advocate for the advancement of America’s veterans and military students in higher education by seeking to enable their access to colleges, universities and vocational schools. He is director of center operations at Mercer University and a retired U.S. Army officer. He oversees operations at Mercer’s regional academic centers in Douglas County and Henry County and evening student support centers on the Atlanta and Macon campuses. Before his military retirement in 2008, Mahone served 26 years in several high-profile, high-impact command and staff assignments in 12 countries during times of peace and war.

Scott Mahone (BBA ’78) of McDonough was named one of 19 inaugural Veterans of the Year in Higher Education by GI Jobs magazine. The honor recognizes those who advocate for the advancement of America’s veterans and military students in higher education by seeking to enable their access to colleges, universities and vocational schools. He is director of center operations at Mercer University and a retired U.S. Army officer. He oversees operations at Mercer’s regional academic centers in Douglas County and Henry County and evening student support centers on the Atlanta and Macon campuses. Before his military retirement in 2008, Mahone served 26 years in several high-profile, high-impact command and staff assignments in 12 countries during times of peace and war.

Scott Mahone (BBA ’78) of McDonough was named one of 19 inaugural Veterans of the Year in Higher Education by GI Jobs magazine. The honor recognizes those who advocate for the advancement of America’s veterans and military students in higher education by seeking to enable their access to colleges, universities and vocational schools. He is director of center operations at Mercer University and a retired U.S. Army officer. He oversees operations at Mercer’s regional academic centers in Douglas County and Henry County and evening student support centers on the Atlanta and Macon campuses. Before his military retirement in 2008, Mahone served 26 years in several high-profile, high-impact command and staff assignments in 12 countries during times of peace and war.
to the insurance and risk management community. Because of a paper she published in 2014, she is considered a national expert on cannabis legalization and the implications for the insurance industry. She was recently named host of the Smart Choice podcast, “The Insurance Network,” and was named director of the National Cannabis Risk Management Association. Brindres resides with her life partner, Ken, and she has one son, Trevor.

John Turner Jr. (BBA ’81) of Birmingham, Ala., was elected as an advisory trustee of the USA Foundation. He is the CEO of Regions Bank/Regions Financial Corp.

1980-84

Stephanie Byrd Bowen (BBA ’80) of Lawrenceburg, S.C., a senior sales director with Mary Kay Cosmetics, named her fifth sales director, and tenth car overall, for reaching her sales goals with the company. She has been with Mary Kay since 1992.

Vernon E. “Trey” Goode III (BBA ’80, JD ’84) of Atlanta was elected a trustee of the USA Foundation. He is the president and CEO of Yancey Bros. Co.

Chris Hayes (BBA ’81) of Alpharetta was named a national accounts sales executive at Pupilog Insurance, a privately owned insurance agency. He previously was the EVP at McGuff.

Mark Lange (BBA ’82) of Richmond, Va., was promoted to executive director and financial advisor and portfolio management director at Morgan Stanley Wealth Management. He previously served as the SVP--financial advisor and portfolio management director.

Scott C. Crowley (BBA ’92) of Fortson is the president of Crowley Law LLC in Columbus.

Angie Mulder (BBA ’92) of Franklin, Tenn., was named the chief compliance officer at American Physicians Partners, a company providing a better alternative to hospitals for their clinical outsourcing needs. She previously served as SVP and chief compliance officer for Diversecare Healthcare Services Inc.

Roger Shannon (BBA ’92) of Louisville, Ky., was recently named “2021 Best in Finance” by Louisville Business First, recognizing outstanding performance in a finance leadership role. He is the founder, CEO and treasurer at Charah Solutions Inc., in Louisville, Ky. He also co-founded the publication of Charah Solutions’ inaugural Environmental, Sustainability and Governance Report, highlighting the company’s leadership and initiatives in environmental remediation of coal power plants, sustainability through recycling and diversity.

Beau Davis (BBA ’93) of Atlanta is a partner with Wealth Management Advisors. He previously served as a managing partner with Compass Wealth Management.

Al Parker Jr. (BBA ’93) of Atlanta was elected as an advisory trustee of the USA Foundation. He is a managing director and private client advisor at Morgan Stanley Private Wealth Management.

James T. Patton (BBA ’94) of Ocean Springs, Miss., was named a member of the board of directors for Pinnacle Bank and Pinnacle Financial Corporation. He was also recently named dean of the National Cannabis Risk Management Association. He is a partner at the accounting, consulting and advisory firm Moore Colson. The GMTA serves as the voice of the trucking industry in Georgia and represents for-hire carriers, private carriers, and affiliate members.

Mark Wiggins (BBA ’95) of Brentwood, Tenn., was appointed divisional VP for the Southeast and Southwest regions of Tenn., was appointed divisional VP for the Southeast and Southwest Regions of American Physician Partners, a company serving as the third-party administrator. He previously was the business, strategy and operations leader at Truist, following more than 15 years of leadership in risk management and audit at SunTrust.

Isabel Strong Schmidt (BBA ’96, New Orleans, La.) created Marque Mata, a secure face mask lined by designers for men and women, is sold online and in more than 35 retail shops nationwide.

Mark Wiggins (BBA ’97) of Brentwood, Tenn., was appointed divisional VP for the Southeast and Southwest regions of FuturePlan by Ascensus, a national retirement third-party–administered plan, previously served as a VP and sales consultant within FuturePlan.

Danielle Barron Benson (BBA ’98) of Athens was named to the Georgia Access to Medical Cannabis Commission by Gov. Brian Kemp, where she serves as the executive director of the state’s cannabis commission. She previously served as the voice of the trucking industry in Georgia and represents for-hire carriers, private carriers, and affiliate members.

Olesya Barsukova-Bakar (BBA ’99, JD ’00) of Roswell was named a partner at Holland & Knight LLP and is head of Real Estate Fund Formation. She previously served as a partner at Hogan Lovells LLP.

Richard Becker (MBA ’97) of Greenboro was named a member of the Georgia Board of Education in recognition of evidence-based education curriculum standards for students with moderate to severe disabilities. Becker recently served as CEO of DIGAR, a provider of higher education software and services.

David Andrews (BBA ’98) of Boiling Springs, N.C., was named city manager of Boiling Springs. He previously served as town manager in Carrollton, N.C.

Charlie Bethel (BBA ’99, JD ’01) of Atlanta was elected to a full term on the Supreme Court of Georgia in a statewide nonpartisan general election.

TippKennickell (1601) of Savannah was named national director of business development at East Coast Warehouse & Distribution, a temperature-controlled logistics provider to the food and beverage industry. He joins East Coast Warehouse & Distribution, which represents the largest transaction year-to-date in Clarke County for the department.

Beau Davis (BBA ’93) of Atlanta was named national director of business development at East Coast Warehouse & Distribution, a temperature-controlled logistics provider to the food and beverage industry. He joins East Coast Warehouse & Distribution, which represents the largest transaction year-to-date in Clarke County for the department.

Angela Johnson (BBA ’10) of Roswell was named VP of innovation and merchandising of Edible Arrangements, a chain store selling arrangements and gift baskets made up of gourmet fresh and chocolate-dipped fruit. She came to Edible from Krystal Restaurants, where she was the VP of marketing.

Robin Samples (BBA ’12) of Brookhaven, Ga., was named a transaction services partner in the consulting practice at Moore Colson. She most recently served as the managing director of transaction advisory at Berkeley Research Group LLC.

Britt Stockhouse (ABB’10) of South Thomaston, Maine, was appointed managing director at Lafayette Square, an impact investment platform. He will concentrate on origination and business development for the company’s credit strategy along the Gulf Coast. Before joining Lafayette, he served as managing director for Lampert Debt Advisors.

Matt Thomas (BBA ’15) of Athens recently led the sale of 80 of 100 units at The Preserve Condominiums to TBR Preserve Owner LLC for a sales price of $27.7 million, which represents the largest transaction year-to-date in Clarke County for the department.

Meredith Forrester (BBA ’17) of Atlanta was appointed EVP and chief audit executive at Synovus Financial Corp. She previously was the business, strategy and operations leader at Truist, following more than 15 years of leadership in risk management and audit at SunTrust.
Eric Rivenbark (BBA ’02) of Roswell joined Coastal States Bank as SVP and commercial banking team leader for the Atlanta region. He previously was SVP at Cadence Bank.

David Burch (BBA ’10, JD ’19) of Ponte Vedra Beach, Fla., is a managing partner at Inlight Real Estate Partners. He was previously general counsel and principal at Stonemont Financial Group.

Jake Carter (BBA ‘03) of McDonough was appointed to the Georgia Tourism Foundation by Gov. Brian Kemp. He is the owner and operator of Southern Bell Farms, the family farm he transformed into a 330-acre agrotourism destination.

Michael Patrick (BBA ’03) of Atlanta was elected as an advisory trustee of the UGA Foundation. He leads strategic initiatives for marketing at Chan-Fil-A.

Derrick Lewis (BBA ’04) of McDonough will serve as chair of the board of trustees at the Gordon State College Foundation. He is managing director and SVP of investments for Capital Advisors Group of Raymond James in Griffin.

LaVonda McLean (BBA ’04) of Atlanta was named managing director in Marlin’s Financial and Professional Liability Practice in Atlanta. She previously served as director and head of the firm’s Southeast regional office.

Gracie Ortiz (BBA ’04) of Johns Creek was appointed the COO and VP of operations at Datadog, a FinTech company that engineered a solution for harnessing complex data. She previously served as the director of business development at Vital4.

Michael Aguirre (BBA ’05) was chosen as one of Roswell Magazine’s “10 Under 40” honorees. He is the owner and president of Commonwealth Financial Planners in Roswell and a registered principal with Raymond James Financial Services.

Jon Powell (BS ’02, BBA ’05) of Tucker was named chief information officer at DataSeers, a FinTech company that engineered a solution for harnessing complex data. He previously served as a FinTech Atlanta.

Saraj Amarnani (BBA ’07, M Acc ’08) of St. Maarten, was elected chief accounting officer by the Portman Holdings board of directors. He is responsible for the firm’s financial, tax, reporting and treasury management functions. He also serves as treasurer and chair of the finance committee at First Baptist Family Counseling Center, and board member of the Ascend South-East Hub.

Michael Patrick (BBA ’03) of Atlanta was appointed to the Georgia Tourism Foundation by Gov. Brian Kemp. He is the owner and operator of Southern Bell Farms, the family farm he transformed into a 330-acre agrotourism destination. He was previously general counsel and principal at Stonemont Financial Group. He leads strategic initiatives for marketing at Chan-Fil-A.

Derrick Lewis (BBA ’04) of McDonough will serve as chair of the board of trustees at the Gordon State College Foundation. He is managing director and SVP of investments for Capital Advisors Group of Raymond James in Griffin.

LaVonda McLean (BBA ’04) of Atlanta was named managing director in Marlin’s Financial and Professional Liability Practice in Atlanta. She previously served as director and head of the firm’s Southeast regional office.

Gracie Ortiz (BBA ’04) of Johns Creek was appointed the COO and VP of operations at Datadog, a FinTech company that engineered a solution for harnessing complex data. She previously served as the director of business development at Vital4.

Michael Aguirre (BBA ’05) was chosen as one of Roswell Magazine’s “10 Under 40” honorees. He is the owner and president of Commonwealth Financial Planners in Roswell and a registered principal with Raymond James Financial Services.

Jon Powell (BS ’02, BBA ’05) of Tucker was named chief information officer at DataSeers, a FinTech company that engineered a solution for harnessing complex data. He previously served as a FinTech Atlanta.

Saraj Amarnani (BBA ’07, M Acc ’08) of St. Maarten, was elected chief accounting officer by the Portman Holdings board of directors. He is responsible for the firm’s financial, tax, reporting and treasury management functions. He also serves as treasurer and chair of the finance committee at First Baptist Family Counseling Center, and board member of the Ascend South-East Hub.

Rob Landon (BBA ’03) of Alpharetta was named VP of engineering at Knowland, a company focused on AI-powered group business data for hotels, convention and visitor bureaus, conference centers, and other meeting venues. Before Knowland, he was VP of engineering at Cendyn.

Evon Elder (BBA ’03) of Athens is a retail market manager of Synovus Bank. In 2019, he was named a senior software engineer at LoaStreet, an online platform streamlining the process of sharing, managing and originating loans for credit unions, banks and direct lenders. He comes to LoaStreet from Experian, where he was a senior software engineer and scrum leader.

Kristen Morris (BBA ’05) of Brookhaven was named the director of innovation at the Independent Community Bankers of America (ICBA) group representing more than 5,000 banks in the community banking industry. She most recently served as project manager for FinTech Atlanta.

Harry Dikon (BBA ’07, AB ’10, JD ’13) of New York, N.Y., was selected to participate in the 35th cohort of Leadership New York, a highly selective civic leadership and professional development program for early-to-mid-executive level professionals based in New York City. He serves as the VP of policy governance and regulatory change management at Mitsubishi UFJ Financial Group Inc.

Anne Carter MacNabb (BBA ’03) of Green- ville, S.C., was added to the team of real estate professionals at Wilson Associates Real Estate. She formerly served as director of property management for Hughes Commercial Properties.

Kendal Lewis Daughtrey (BBA ’08) of Valdosta earned an education specialist degree in instructional technology from the University of Georgia. He serves as a principal at Roark.

Maj. Kelly Donald (BBA ’03) of Vicksburg, Miss., recently earned three years of Army active-duty service. She serves as a principal at Roark.

Michelle Kruge (BBA ’15, PhD ’19) of Athla- lon was named the director of engineering at AIPS, an AI solution provider for the financial services industry.

Derrick Lewis (BBA ’04) of McDonough was appointed to the Georgia Tourism Foundation by Gov. Brian Kemp. He is the owner and operator of Southern Bell Farms, the family farm he transformed into a 330-acre agrotourism destination. He was previously general counsel and principal at Stonemont Financial Group. He leads strategic initiatives for marketing at Chan-Fil-A.

Derrick Lewis (BBA ’04) of McDonough will serve as chair of the board of trustees at the Gordon State College Foundation. He is managing director and SVP of investments for Capital Advisors Group of Raymond James in Griffin.

LaVonda McLean (BBA ’04) of Atlanta was named managing director in Marlin’s Financial and Professional Liability Practice in Atlanta. She previously served as director and head of the firm’s Southeast regional office.

Gracie Ortiz (BBA ’04) of Johns Creek was appointed the COO and VP of operations at Datadog, a FinTech company that engineered a solution for harnessing complex data. She previously served as the director of business development at Vital4.

Michael Aguirre (BBA ’05) was chosen as one of Roswell Magazine’s “10 Under 40” honorees. He is the owner and president of Commonwealth Financial Planners in Roswell and a registered principal with Raymond James Financial Services.

Jon Powell (BS ’02, BBA ’05) of Tucker was named chief information officer at DataSeers, a FinTech company that engineered a solution for harnessing complex data. He previously served as a FinTech Atlanta.

Saraj Amarnani (BBA ’07, M Acc ’08) of St. Maarten, was elected chief accounting officer by the Portman Holdings board of directors. He is responsible for the firm’s financial, tax, reporting and treasury management functions. He also serves as treasurer and chair of the finance committee at First Baptist Family Counseling Center, and board member of the Ascend South-East Hub.

Harry Dikon (BBA ’07, AB ’10, JD ’13) of New York, N.Y., was selected to participate in the 35th cohort of Leadership New York, a highly selective civic leadership and professional development program for early-to-mid-executive level professionals based in New York City. He serves as the VP of policy governance and regulatory change management at Mitsubishi UFJ Financial Group Inc.

Anne Carter MacNabb (BBA ’03) of Green- ville, S.C., was added to the team of real estate professionals at Wilson Associates Real Estate. She formerly served as director of property management for Hughes Commercial Properties.

Kendal Lewis Daughtrey (BBA ’08) of Valdosta earned an education specialist degree in instructional technology from the University of Georgia. He serves as a principal at Roark.

Maj. Kelly Donald (BBA ’03) of Vicksburg, Miss., recently earned three years of Army active-duty service. She serves as a principal at Roark.

Michelle Kruge (BBA ’15, PhD ’19) of Athla- lon was named the director of engineering at AIPS, an AI solution provider for the financial services industry.
Josiah Holt (BBA ’18) of Nashville, Tenn., is a financial analyst at UBS. He previously worked as a financial reporting analyst at Millstone Homes Inc.

Adam C. Johnson (BBA ’17) was named to the University of Georgia Alumni Association board of directors. He is a director at Jablin Consulting.

Sean Spellman (BBA ’16) of Savannah was promoted as a relationship manager at BankSouth, where he will be responsible for generating new commercial loans. He previously served as the bank’s business development officer.

Shameka Allen (BBA ’17) of Suwanee was named associate director at Good Samaritan Health Centers of Gwinnett, a nonprofit providing medical, dental and financial services. Before joining Bernard Williams & Co., he was a sales representative with Ameritex.

Peter Theis (BBA ’18) of Atlanta was named a regional sales manager at Merchants Fleet, where he will oversee the company’s sales initiatives in New Mexico, Texas, Oklahoma, Arkansas and Louisiana. He previously served as a fleet account executive at General Motors.

Mark Musselman (BBA ’15) of Tallahassee, Fla., was named president of the Asphalt Contractors Association of Florida Inc.

Andrew Nolan (BBA ’15) of Royal Oak, Mich., was named a product manager at Ford Motor Co. in Detroit. He previously served as Ford’s product manager of autonomous vehicle transportation as a service.

2020 - James Artemus (BBA ’20) of Lawrenceville was named a financial analyst at Cox Communications.

Chase Caffrey (BBA ’20) of Marietta is an analyst at Paces Ferry Wealth Advisors.

Jordan Dorsey (BBA ’20) of Savannah was named a business development officer and consumer lender at BankSouth. He served as a loan operations intern at the bank and then moved into a credit analyst position.

Jess Hoff (BBA ’20) of Athens won two bronze medals for the Team USA swim team at the 2020 Olympic Games in Tokyo held this summer. She won an individual medal in the 200-meter butterfly and a team medal in the 400-meter individual medley. She is a sponsored brand athlete with Speedo.

Andre Lemons (MBA ’18) of Atlanta was named a VP and ABL principal at Fifth Third Bank. He previously served as AVP, ABL underwriter in the business finance division at Wells Fargo.

Carly McCallum (BBA ’18) of Austin, Texas, was named a commercial loan officer at PlainsCapital Bank. She previously served as an associate relationship manager at Frost National Bank in Dallas, Texas.

Miles McIntyre (BBA ’18) of Nashville, Tenn., joined Bernard Williams & Co. as an account executive in life, health and financial services. Before joining Bernard Williams & Co., he was a sales representative with Ameritex.

Alecia Bailey (MBA ’18) of Groveland, Fla., was named global head of diversity, equity and inclusion at Assurant Inc., a provider of lifestyle and housing solutions that support, protect and connect major consumer purchases. She recently served as Assurant’s VP of global housing operations with oversight for significant operations within its global housing segment.

Tyler Eck (BBA ’20) of Newnan was named a legislative liaison to the Senate and policy advisor in the Office of Gov. Brian P. Kemp. He previously served as a constituent services representative for Rep. Drew Ferguson, advising and consulting with constituents regarding the Small Business Administration, Internal Revenue Service and U.S. Department of Agriculture.

Neal Sharma (BBA ’20) of Duluth is the president of AdKaddy, a mobile app that keeps your personal inbox free of brand clutter. He previously served as the company’s head of marketing. As president, he manages day-to-day operations, which includes managing a fully distributed and remote team, leading the development team located in Naples and taking charge of marketing efforts and creative strategy.

Jenna Elko (BBA ’20) of Cumming, Far left, started the company Happy Soul Sisters with her sister Kayla, a fourth-year marketing major at the Terry College. Happy Soul Sisters sells tie-dyed pieces of clothing through an online store.

To support our International Business efforts, please contact: Kathy Orstadt | orstadt@uga.edu or 706.247.2627
CLASS NOTES: PASSINGS

1940s


1950s


1960s


1970s


1980s


1990s

Loyd "Len" L. Shaw Jr. (BBA '90), Lakeland, April 23.

2000s

Frederick L. Veeder (BBA '00), Marietta, June 23. Shakira L. Gavin (BBA '02), Tifton, July 5. Christian "Chris" E. Sandefur (BBA '03), Macon, Aug. 7. Amanda M. Kavouklis (BBA '04), Austin, Texas, May 31.

2010s


2020s

Zachary T. Pagano (BBA '20), Lawrenceville, April 8.
ENHANCE YOUR CAREER WITH A GEORGIA® MBA

Full-Time MBA in Athens
Professional MBA in Atlanta
Executive MBA in Atlanta

GeorgiaMBAPrograms.com