

THE MILITARY VETERANS ISSUE

# TERRY

## 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

**ADAM C. JOHNSON**  
*Army Ranger, Terry MBA*

THE MAGAZINE OF THE TERRY COLLEGE OF BUSINESS AT THE UNIVERSITY OF GEORGIA

# 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 Seiler: [Ruth.Seiler@uga.edu](mailto:Ruth.Seiler@uga.edu) or 706.206.2619



**Terry College of Business**  
UNIVERSITY OF GEORGIA



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Photo by Cathy Marszalik

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# Back to Business

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. ■



Dean Benjamin C. Ayers

Associate Dean for Research and Executive Programs Michael D. Pfarrer

Associate Dean for Undergraduate Programs Henry J. Munneke

Associate Dean for Diversity, International and Master's Programs Santanu Chatterjee

Senior Director for Finance and Administration Sarah J. Fraker

Senior Director of Development and Alumni Relations Katharine M. Ortstadt

Senior Director of Marketing and Communications Daniel W. Eggers

University Administration

President Jere W. Morehead

Senior Vice President for Academic Affairs and Provost S. Jack Hu

Terry Magazine Staff

Editor Ed Morales

Art Director Marisa Castengera

**Contributing Writers**  
Carolyn Crist, Charles McNair, Merritt Melancon, Scott Michaux, Chris Starrs, Gabe Vodicka

**Contributing Photographers**  
Cathy Marszalik, AJ Reynolds, Jason Thrasher, Cassie Wright

**Contributing Illustrator**  
Shaw Nielsen

**Contributing Designer**  
Leah Schumacher

**Contact**  
Ed Morales  
Terry College of Business  
The University of Georgia  
E332 Ivester Hall  
Athens, Ga. 30602-6269  
(706) 542-5143  
eduardo.morales@uga.edu

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FROM THE DEAN

# Serving our military veterans

Fall 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 9,000 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 26), 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 have built nationally.

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.

Sincerely,

Benjamin C. Ayers, Dean  
Earl Davis Chair in Taxation  
[busdean@uga.edu](mailto:busdean@uga.edu)



# news

## A blend of corporate, classroom experience

Terry College welcomes Susan Brown as new director of Professional and Executive MBA Programs

Susan Brown brings a range of relevant experiences to her new role as director of the Executive and Professional MBA Programs at the Terry College.

She's been a faculty instructor for the EMBA, PMBA and Full-Time MBA programs at Terry, she's led operations, strategic partnerships and technology solutions for one of Atlanta's best-known companies, and she's an EMBA graduate, one of the degree programs she now leads.

"This lets me blend everything I loved about the corporate business side with everything I enjoy about teaching," Brown says. "I've been a student. I've been an instructor. And I've led teams in the corporate world. I think it gives me clear insight into what the faculty's concerns are, what the student experience should be, and what employers and our graduates are looking to gain from a nationally ranked program like ours."

She most recently served as executive director of operations management for Atlanta-based Cox Communications, a role she'd held since 2016. In 13 years with Cox Communications, Brown's responsibilities grew from retail and wireless technology to strategic partnerships, digital experience and end-to-end operational strategy. Her prior professional experience was in process engineering with Daimler Chrysler and Verizon Wireless. She takes on the role held previously by Rich Daniels, the initial director of the program who passed away in January.

"It is an honor and privilege to come behind Rich and continue to grow the programs he built in Atlanta," Brown says. "He was a wonderful teacher, colleague and friend to so many, and he left quite a legacy in the EMBA and PMBA programs."

Mike Pfarrer, Terry's associate dean for research and executive programs, who served as the interim director of the EMBA and PMBA programs for the six months prior to Brown's start, pointed to Brown's experience leading cross-functional teams and her success developing strong partnerships outside her own organization.

"In Susan's career, she's been tapped to build and lead teams that were tasked with large strategic initiatives and making them operational," Pfarrer says. "Our footprint in the Terry Executive Education Center has grown over the years, and we are ready to enter the next stage of development with our MBA programs in Buckhead. Susan has an excellent background and the dedication to lead that effort."

Brown has taught Business and Corporate Strategy, Strategy Execution and HR Management as a part-time lecturer for both the Full-Time MBA Program and the Atlanta MBA Programs.



Photo by Jason Thrasher

## Chatterjee promoted to new associate dean role at Terry College

Graduate programs administrator tapped to lead master's programs, diversity and international outreach

Santanu Chatterjee was named associate dean for diversity, international and master's programs at the Terry College.

Chatterjee has directed the Full-Time MBA Program since 2014 and led the formation of the Master of Science in Business Analytics degree four years ago. He also holds a Josiah Meigs Distinguished Teaching Professorship in the Department of Economics.

In his new role, Chatterjee will guide the development and execution of the college's diversity and inclusion excellence strategic plan, lead college-wide efforts to enhance Terry's global footprint and international programs, and provide administrative leadership for the college's Athens-based master's programs. He'll also continue to direct the Full-Time MBA and MSBA programs.

Dean Benjamin C. Ayers said the new associate dean role and responsibilities will bring added focus to several key areas identified in the college's 2021-2025 Strategic Plan.

"Santanu's leadership has been crucial to elevating the quality and reputation of our Full-Time MBA program and to the successful launch of the MSBA," Ayers said. "Promoting him to this role — to work with Mike Pfarrer and Henry Munneke on our academic leadership team — aligns with the goals in our new strategic plan, and I am confident will help us achieve the strong results we all want."



CHATTERJEE

## 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 schools by U.S. News.

"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. "To have all seven ranked in the top 20 publics isn't just a reflection of what we are known for nationally. It makes a very strong statement about the academic reputation that spans the Terry College of Business and the tremendous opportunities available to our students."

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 9th 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.

## Five faculty members named to endowed professorships

Professors in accounting, risk management, finance, management and economics awarded new appointments

- **John Campbell**, a professor in the J.M. Tull School of Accounting, was appointed as the J.M. Tull Chair of Accounting. Campbell's research focuses on capital market participants' use of accounting and tax information, and the effectiveness of accounting and disclosure regulations. He serves as an editor or editorial board member for three of the top six accounting research journals. Since joining the Tull School faculty in 2010, Campbell has won eight teaching awards for his work with undergraduate and graduate students, including being named as a university-wide Lilly Teaching Fellow. He is the Tull School's Ph.D. program director and a visiting research professor at Renmin University of China in Beijing.

- **David Eckles**, a professor of risk management and insurance, was appointed to the P. George Benson Professorship. Eckles' research examines insurance economics, policyholder behavior, and accounting-based incentives of insurers. He teaches undergraduate and graduate courses in risk management and insurance and has taught in the Terry Travels and First-Year Odyssey programs. He has a long history of service on the boards of national and regional risk and insurance associations, serving as a board member of the American Risk and Insurance Association. Eckles joined the risk management and insurance faculty in 2005.

- **Jie (Jack) He**, an associate professor of finance and BB&T Scholar, was appointed to the Mercer W. Hull Professorship in Finance. He specializes in corporate finance, financial intermediation and

entrepreneurial finance. He has been an associate editor of the *Journal of Corporate Finance* and the *Asia-Pacific Journal of Financial Studies*. Since joining the Department of Finance in 2010, he has taught undergraduate courses in corporate finance theory for both finance majors and non-majors, a Ph.D. course on advanced research topics, an MBA course on corporate valuation, as well as a First-Year Odyssey course on entrepreneurial finance.

- **John Turner**, formerly the Nicholas A. Beadles Professor of Economics, was appointed to the Jasper N. Dorsey Chair of Public Utilities Economics. Turner's research focuses on industrial organization and international trade. Since joining the department in 2002, Turner has taught undergraduate courses in microeconomics and organizational economics and graduate courses in econometric research methods. He serves as an associate editor of the *Journal of Industrial Economics*, the *International Journal of Industrial Organization* and the *Journal of Economic Behavior & Organization*.

- **Fadel Matta**, an associate professor of management, was named to the Terry Dean's Advisory Council Distinguished Professorship. Matta's research examines how life experience and affective behavior impact employee and manager interactions and views of organizational fairness. Matta serves on the editorial boards of several top-tier management and applied psychology journals. In addition to research, he teaches courses on leadership and organizational behavior to graduate and undergraduate students. He joined the Department of Management in 2016.



## Terry places seven alums on 40 Under 40

The 2021 honorees of the University of Georgia's 40 Under 40 include seven graduates who earned a degree from the Terry College. Nominations were open from February to April, and 374 alumni were nominated for this year's class. Honorees must have attended UGA and uphold the Pillars of the Arch, which are wisdom, justice and moderation. Here are the seven alumni with Terry ties.

- **Gayle Cabrera** (BBA '06) of Cary, N.C., is a market president and senior vice president at Truist. She majored in international business at Terry.
- **Harin J. Contractor** (AB '04, AB '04) of Washington, D.C., is a senior policy advisor in the National Economic Council at The White House. He majored in economics at Terry.
- **Keith Giddens** (MAcc '04) of Charlotte, N.C., is a market managing partner at Dixon Hughes Goodman.
- **Ana Maria Martinez** (BBA '04) of Decatur is president and staff attorney at the Georgia Latino Law Foundation/DeKalb State Court. She was a marketing major at Terry.

- **Willie Mazyck** (BSEd '04, MED '06, MBA '14) of Atlanta is senior vice president of talent development at XPO Logistics Inc. He graduated from Terry's MBA program in Buckhead.
- **Biren Patel** (MBA '12) of Macon is founder and president of Biren Patel Engineering LLC. He graduated from Terry's MBA program in Buckhead.
- **Josh Sandler** (BBA '09) of Nairobi, Kenya, is co-founder and executive chairman of the board of Lori Systems. He majored in finance at Terry.



## MBA student veterans bond over shared service, goals

During Jason Hedrick's first year in Terry's Full-time MBA program, the former U.S. Army Aviation Officer discovered two surprises.

The first was finding so many veterans in his classes, and second, that there was no social organization in place to help them get to know one other.

"We have around 20 people in just my MBA class who are veterans or are still on active duty," Hedrick says. "It was immediately apparent there were a lot of us. As a program, we were behind the curve in terms of having a veterans' association."

So Hedrick and his fellow veterans did what MBA students learned when confronting a problem — they came up with a solution: the Georgia MBA Veterans Club.

Hedrick, fellow MBA students and Army officers Ania Gardner and Jackson Perry and former U.S. Marine Capt. J.T. Carroll serve as club officers. The club boasts nearly two dozen members, composed of student vets from the Full-Time MBA in Athens and Terry's Executive MBA and Professional MBA programs in Atlanta.

The club helps MBA student veterans build professional networks and share time with people with similar experiences. About one in four Georgia MBA students is a veteran or active-duty service member.

"Much of my apprehension in returning to school included transitioning to the 'civilian world,'" said Maj. Kayla Vickers, an active-duty officer returning to the Army after graduation to work in administration for the Military Health System. "Being around fellow veterans who understand that transition and the military lifestyle offers a break from having to think about the difference."

## 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.

## 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 mentorships.

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.

# profiles



Photo by Jason Thrasher

## Drawn together

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World War II veteran and 1942 Terry graduate Harold Storey survived the battlefield and returned to Georgia to build a remarkable life.



# AN OFFICER AND A BUSINESSMAN

*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, N.Y., where he ran hurdles on the Army track and field team and studied military strategy. His major, Irregular Warfare, studied contemporary guerilla 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 in either Iraq or Afghanistan.”

So he focused his curriculum accordingly.

“I formally studied how to counter insurgencies and how to suppress guerilla warfare ... which was obviously very applicable for when I deployed to both Iraq and Afghanistan,” he says. “Day one as 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 pleasure and privilege to lead men and women in combat and have the United States flag on my shoulder,” says Johnson, who rose to 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, there’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 cites as an example a start-up company: “It’s essentially starting in an existing industry and you’re the David to Goliath of the incumbent. That’s a lot of similarity to an insurgency when you have a small group of people fighting against the incumbent government. Same principles and doctrines.”

**At top, Adam C. Johnson (second from left) marches in the graduation parade for the West Point Class of 2008; Johnson receives a Bronze Star Medal from his Battalion Commander in Iraq — he was awarded three Bronze Star Medals during his tenure in the military (middle); Johnson shown during a deployment to Iraq in 2009 with the 82nd Airborne Division (at left); He reenlisted as an Army Ranger on the tarmac following a special operations mission in Afghanistan in 2012 (at right).**

Johnson put his leadership skills to use at UGA. The university founded the Student Veterans Resource Center in 2013 to help ease the students’ transition from military service to the classroom and to facilitate career readiness. When Johnson arrived a year later, he struck up a relationship with the SVRC director, retired military officer Ted Barco. Johnson served as the third graduate assistant in the SVRC, helping to build it into one of the best resource centers for veterans in the country.

“That’s something the university should be proud of, the programs the SVRC built out and how it’s impacting so many veterans,” Johnson says.

“All (of our graduate assistants) were outstanding, and each brought a unique competency to the table that, in turn, helped the many student veterans that followed in their footsteps persist, graduate and prosper,” says Barco, now retired from UGA. “Because Adam spent two years with the SVRC, his impact was significant both as a student and an alumnus. With that said, all veterans — regardless of service or job role — bring something to UGA.”

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.

His 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 lifeline,” 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 not 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.”





# A Storey from the Greatest Generation

*Courage, a Terry degree, and 99 years make a memorable life*

Story by Charles McNair | Photos by Jason Thrasher

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. They had a birthday blast. 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. Marne. 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 counter-attack, split the Allied forces, and reclaim the bridge over the Moselle, they might stop the relentless 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, German 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 mountaintop 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 wagons." He worked side-by-side with the grown-ups at countless labors of country life — building barns and house additions, hoeing vegetables, cutting lumber, tending cows and lugging milk to the spring to keep it cool, then hauling buckets of fresh water back to the house.

Things have changed.

Storey sits on his front porch today, peering out at his green suburban neighborhood across the Oostanula River not far from downtown Rome. An American flag lolls in a morning breeze. Time has diminished Storey physically, and he needs a wheelchair.

His mind, though, is still as bright as an August morning, and his expressive face seems overlarge, imposingly noble, like a Roman bust.

Storey built the family house in 1953 before Rena, his daughter, was born to him and another Rena, his lovely wife. (A son, Hal, came along in 1957.) Storey took out three mortgages on his white-columned brick home, paying by the month for decades until those installments finally violated his business sense. In the 1990s, he wrote a good-riddance final check to end the aggravating monthly mortgage payments.

He'd been shelling out the cursed sum of \$104 a month.

Even during the Depression, Storey says there was never any doubt he'd go to college, never any doubt where he'd go, and never any doubt what he'd study.

"I wanted to be something big," Storey confesses. "I decided I would rather live as a graduate of Terry College and the University of Georgia than do anything else, anywhere else."

Why business?

"I didn't know there was anything else to do," he says. "For my sense of self-worth, I had to be a good business person. I was concerned about my image as a family man."

The drums of war beat steadily as Storey arrived on UGA's campus on his birthday in 1939. Rumors of war were constant background noise as Storey enjoyed business classes, Alpha Tau Omega fraternity life, the Demosthenian Literary Society, Strahan House, and other attractions of university life. The youngster signed up for ROTC so he'd qualify to be an officer if war broke out.

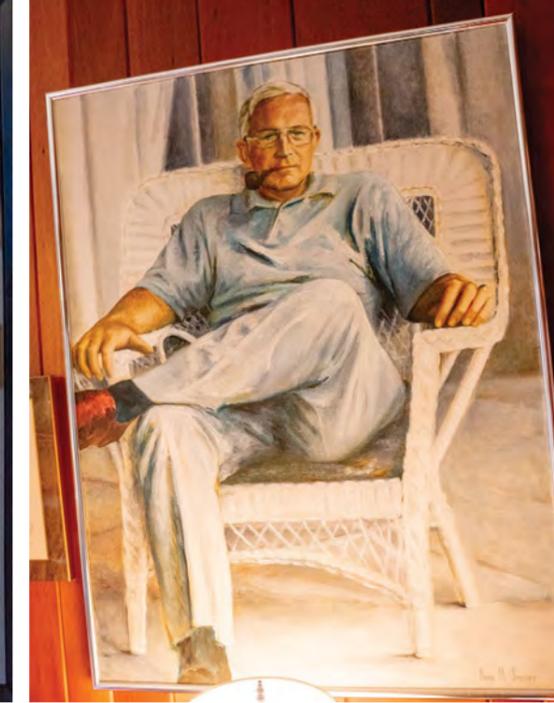
That happened soon enough.

"A fraternity brother came running outside one Sunday yelling about an attack on Pearl Harbor," Storey says. "I wasn't the only one who had to look around to find out where Pearl Harbor was."

Uncle Sam needed soldiers now, and ROTC units found themselves fast-tracked toward graduation. Storey took his Terry College BBA with a specialty in accounting early, in December 1942. He received orders to report to Officer Candidate School at Fort Benning, and in the blink of an eye was training to lead men in battle. He practiced soldiering in Indiana, South Carolina, Tennessee and New York.

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 banana boat.

"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 Dekie Hicks.

"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 ferocious German counterattack caved in 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.

Lt. 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 home. Many bore 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 Freckleton, 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 creation of special uniforms for instructors, who come over from Westinghouse, General Electric, and other major U.S. companies.

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.

"It seemed to me like the most wonderful thing a guy could do," Harold says, "to help a bunch of kids get back home."

It turned out to be wonderfully healing work at another level.

"I've called it the ideal PTSD (post-traumatic stress disorder) experience," Storey explains. "I had time to ease up and deal with the experiences of the war before going home. I had men around 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 was a defining and transforming experience in Harold's life. With death occurring all around him, life took on a very different meaning."

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 the U.S. standing unrivaled on the world stage.

People who knew Storey saw him, every time he faced a decision, make the kind choice. It characterized his involvement in more than 30 different business, civic, and school organizations through the post-war years.

Storey shared the views of John Lewis, the Civil Rights champion who served Georgia for 17 terms in the U.S. House of Representatives. Storey says, "I always wanted, like the congressman, to look out for the down-and-outers."

Is there a Silver Star for good citizenship? Storey would surely wear one.

He led one campaign after another in civic affairs in Rome — point man in efforts to create the Rome Symphony Guild, guiding hand in building the city library, champion of a men's homeless

shelter and a substance recovery facility. He served on boards or played major roles in support for local theater, the Red Cross, the YMCA, Kiwanis, and dozens more organizations. He sat on the advisory board when Berry College, near Rome, created its business administration graduate program.

Anyone who planted trees in the state of Georgia knows Harold Storey — he directed the Georgia Forestry Commission for eight years. People around Rome who needed money knew Storey too, as a charter director and organizer for First Rome Bank and First Community Bancshares. He directed the Chamber of Commerce, which honored him with a lifelong membership.

At First Baptist Church in Rome, Storey taught Bible study for a quarter-century. And it was the Storeys who led the church in sponsoring four Kurdish families seeking refuge in the U.S. after displacement in a new war. Storey's family says they collected a truckload of clothing to send to Kosovo during that conflict, and they gathered and shipped almost 1,000 pairs of used eyeglasses to the Middle East.

"I learned from the start of my life," Storey explains, "how to love somebody that didn't look like me."

He's done much, much more. In recognition, Rome's Heart of the Community Foundation in 2000 bestowed its annual award on him. The town turned out to honor Storey at a black-tie affair, cheering for the lion of their community as wildly as the liberated French cheered welcoming American troops 66 years earlier.

"The Heart of the Community Award is designed to honor individuals who could be considered unsung heroes," awards committee chair Andy Davis told the *Rome News-Tribune*. "Mr. Storey's involvement and dedication to numerous organizations in the community exemplifies the spirit of this award."

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 cocked and raised my carbine and pointed it at the captain."

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.

"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

Journalist Tom Brokaw recounted Storey's remembrance of PFC Cassels in his 1998 bestseller *The Greatest Generation*.

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, hearing 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. 🇺🇸



While the trials on the battlefield were part of his youth, Harold Storey returned home from the war and remained in Rome, Ga., where he joined his father's lumber business and became a celebrated member of his community, always making sure to look out and care for others. "I learned from the start of my life," he says, "how to love somebody that didn't look like me."

# In Safe Hands

*Former Marine Larry Richardson built an ambulance services company from the lessons he learned through the Terry EMBA program*

**By Carolyn Crist (ABJ '10, AB '10, MA '14)**

**W**hen 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 COO 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



Photo by Cathy Marszalik



*“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.”*

Photo by Cathy Marszalik

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 (MBA '18), a doctor with an oncology practice in Atlanta. She connected him with her husband Suhas, a serial entrepreneur who has invested in companies in health care, financial services, insurance, hospitality and technology.

“I look at antiquated industries as an outsider and find efficiencies,” says Suhas 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.”

They created AmeriPro EMS to focus on high-quality patient care and efficient patient movement, not only transporting people to emergency rooms but also throughout the health care system. AmeriPro provides Critical Care and Advanced and Basic Life support transportation services. That includes moving high-acuity patients out of hospitals, between surgery centers and to recovery facilities based on their needs. As the demand for safe patient transportation continues to increase as the population grows older, they believe ambulance services can fill that gap. With technology such as onboard cardiac devices, for instance, EMS teams can monitor their patients on the road and transmit data to hospitals before they arrive.

“Looking at the entire flow of patients throughout a health care system can have a huge impact,” Uppalapati says. “That's what excited me about changing the game.”

As COVID-19 cases began to emerge in early 2020, the AmeriPro EMS team began to prepare for infectious disease protocols and an influx of patients. Richardson had experience with disaster management from his years with the military and various EMS groups, so he knew to look ahead and gather supplies early. The company stocked up on personal protective equipment, industry leading disinfectants and planned for never-ending changes in operations as the pandemic unfolded.

“The recent Delta variant surge has probably been the worst and most taxing part of the pandemic so far due to the demand and the fatigue,” Richardson says. “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.”



**Larry 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, who was in the same Terry Executive MBA cohort and a former F-18 pilot.

Ertwine recalls the time that they first met in a hallway between classes. A classmate pointed out that they both served in the Marine Corps and wanted to introduce them.

“Larry barreled his way toward me and gave me a big bear hug,” Ertwine says. “He brought me into his inner circle, which is what he does. He's an inclusive leader who recognizes opportunities to bring in people to get things done.”

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.

“It's neat to be part of his world and to be friends with him,” 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.”

# STANDING GUARD

*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.' Needless 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 dive 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 academy instructor and afterward.

"I was going back to the academy to teach, so being able to use



**Cmdr. Andrea Smith says the lessons she learned getting her Terry MBA have served her well as an instructor at the U.S. Coast Guard Academy.**

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." ■

# Bridge Work

*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)**

**T**his 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 earned a marketing degree 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 patient was more nervous 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 USS 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 223 commands composed of 40,000 military, families and contractors. In addition, Quintero and his team ensured and allowed for the deployment capabilities of nearly two dozen Navy warships by testing, tracking, 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." ■

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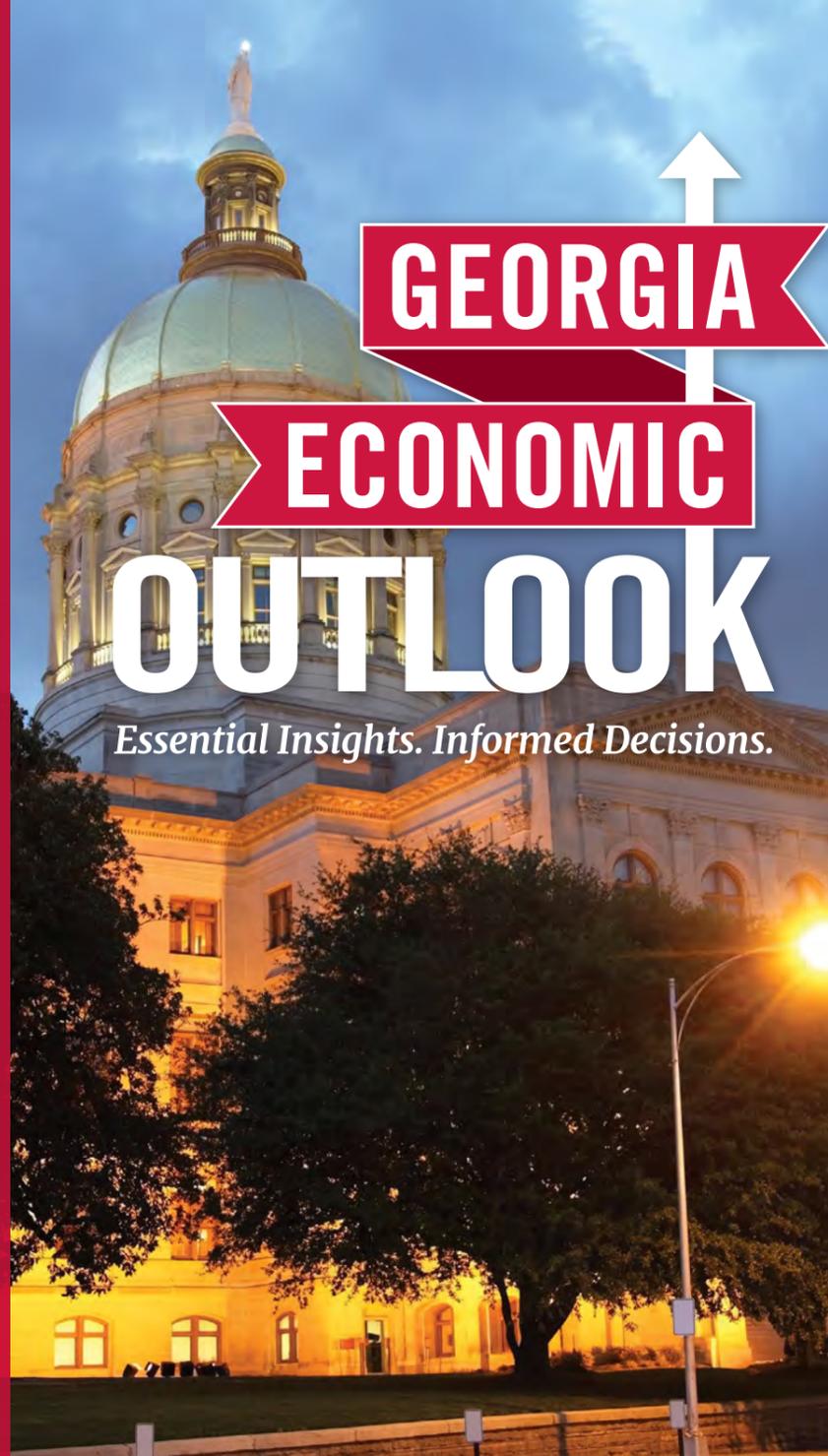
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# community



## On the radio

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

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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.R. Wildt, Donald Hughes, Cecil "Bud" 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.

*The Terry College 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*

# 'A Premium Product'

**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, Cheetos 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 graduation in 1981 with a journalism degree in public relations (and a minor in business) from the University of Georgia, 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 mustachioed Pringles guy from storming the Frito-Lay castle.

Arnett was ready for battle.

"We had these brand planning conferences, and I pulled information from a bunch of different sources about Tostitos," he says. "It turned out there was a lot of circumstantial evidence that said when people are eating Tostitos, they are not by themselves — they are always with other people. It tends to be a situation where you're

going to be sharing Tostitos, you're going to have salsa, and you're going to have dip. It was an insight that turned into a marketing strategy for Tostitos, and they were very explicit about using it in their ads for the next 20 years."

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 be 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.

## 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..

This makes sense — large companies launched the program to help them make sense of the incoming rush of data and were quick to benefit from the initiative they created.

"The program started because checkout data started coming available with scanners, and companies like Coca-Cola, Nielsen and M/A/R/C Research had all this new data but didn't have the skills to analyze it," Cunha says. "So they decided to launch this program and fund it by creating the Coca-Cola Center for Marketing Studies. ... We have companies that recruit from our program every year, and they

## 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 do some surveys, 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



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 alums), 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 the "whats" behind data, they are more focused and attentive to the "hows" and "whys."

"We have more of an art and science approach to teaching marketing research. Our students are trained to be more like consultants in terms of generating consumer and market insights," 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 seeds 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 foreshadowing 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)



"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 analysis 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 working at 400+ organizations in 61 states or countries. Last year, 50 job offers were extended to 26 students.

"We are recognized around the world," Cunha says. "A survey that was done in 2017 found that we are recalled three times as much as the other programs combined. It's a premium product."

### 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 in an internship — 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.

### The '90s

Horatio Alger's book "Five Hundred Dollars; Or, Jacob Marlowe's Secret," published in 1890, includes an extended passage where several main characters are prompted to get jobs in Peoria, Ill. With references to "they will play an engagement in Peoria," and "we shall play in Peoria," the book was popular with a young audience and birthed the ubiquitous phrase "Will it play in Peoria?" — meaning if it plays in Peoria, it can play everywhere.

It's a century later, and Jill Eberle is in her final year earning a marketing degree and minor in psychology at Bradley University, a private university in Peoria. She went into Bradley thinking about going into behavioral psychology but reoriented to business and market research. During her senior year the university debuted its first class in market research. "I thought that was interesting because it was a blend of marketing and psychology," she says. "I loved the class, and I was intrigued by the field."

### 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."



— Jill Eberle (MMR '91)

From far top left: Carol Fiske (MMR '83) gives a class presentation; former Terry professor Fred Reynolds, who was instrumental in the creation of the program, meets with students Rene Watanabe and Doug Burnett in 1982; photos from the Class of 1982, Class of 1984, Class of 1988, and Class of 1996.

It so happened that her professor knew about the UGA's MMR program and steered her toward it. "UGA's program was much stronger than the others because it is both corporate and academic, and that was appealing."

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/R/C 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 valuable component for them," 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."

### The 00's

Manish Gupta is always looking forward. In a career filled with blue-chip global companies — JPMorgan Chase, Yahoo!, eBay, Google, and now Facebook — Gupta was in the MMR program at an integral time. It was 2001, and the rise of the internet was changing how data was perceived and delivered, opening the world to uncharted waters.

"We started to be on 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



MMR students participate in trust exercises at the ropes course on UGA's Intramural Fields in 2006.

### 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)



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 is wowed by your depth of methodological experiences and ability to try new complex projects, that is almost expected," he says. "What stands out is what do 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.



Rob Arnett leads an "Insights with Rob" session with MMR students in 2013.

"At Facebook Reality Labs, a lot of the technologies we are working on won't be commercialized for at least 8 to 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 consumer 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 class 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 called "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

### A jump on BOPUIS

"I was at The Home Depot in 2010, and they were on the cutting edge of some retail technologies. Back then I remember



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 bring this to market well ahead of its time."

— Tricia Houston (MMR '09)

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 Future of Insights, that keep us connected with the alumni and the insights industry (the next one is scheduled for Aug. 10-11, 2022). Our alumni network is very strong and one of the reasons for that is that they 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." ■



# RAISED ON THE RADIO

Greg Davis Jr. (MBA '15)

By Gabe Vodicka (ABJ '08)

Before he could say a word, Greg Davis Jr. was in radio. “My father started the company a month and a day after I was born,” he says of Davis Broadcasting Inc., where he now serves in an executive role as vice president and Atlanta market manager. “I was born into radio,” he adds with a chuckle.

Davis began to learn the ins and outs of the business from a young age, but his earliest training didn’t take the form of mic tests or mixdowns.

“My dad’s a very old-school guy,” Davis says. “I’ll tell you this: I’ve learned a lot about the industry over the years, however, my first job, when I was old enough to work, was cleaning the buildings. After school, I would come to the office and vacuum, dust, as well as clean the bathrooms and studios. I began to appreciate the idea of

taking care of something that was yours.”

Founded in 1986 in Columbus, Davis Broadcasting now owns and operates six radio stations in that city and another three in the Atlanta market, with formats ranging from urban contemporary and gospel to regional Mexican and smooth jazz. Notably, it is one of the longest-running African American-owned and operated broadcasting companies in the U.S.; in 2021, the company celebrates its 35th anniversary.

A family business since day one, Davis’s parents, Greg Davis Sr. and Cheryl Davis, remain involved in the business as president/CEO and operations manager, respectively. Greg Jr. and his sister, UGA law grad Geniece Granville, oversee daily operations as the company’s VPs.

Despite growing up immersed in the world of radio, it wasn’t

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 he began working for the company his father built, Davis frequently recalled 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 citizens thrive. Therefore we invest in programs focused around education, food insecurities, economic disparities and the overall improvement of quality of life.”

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.”

This sort of visceral, meaningful connection is unique to local media, says Davis.

“When there are issues or concerns in our communities, people turn to local media — they won’t be looking to the streaming platforms for resolutions,” he says. “They’ll be looking to us ... live and local radio.”

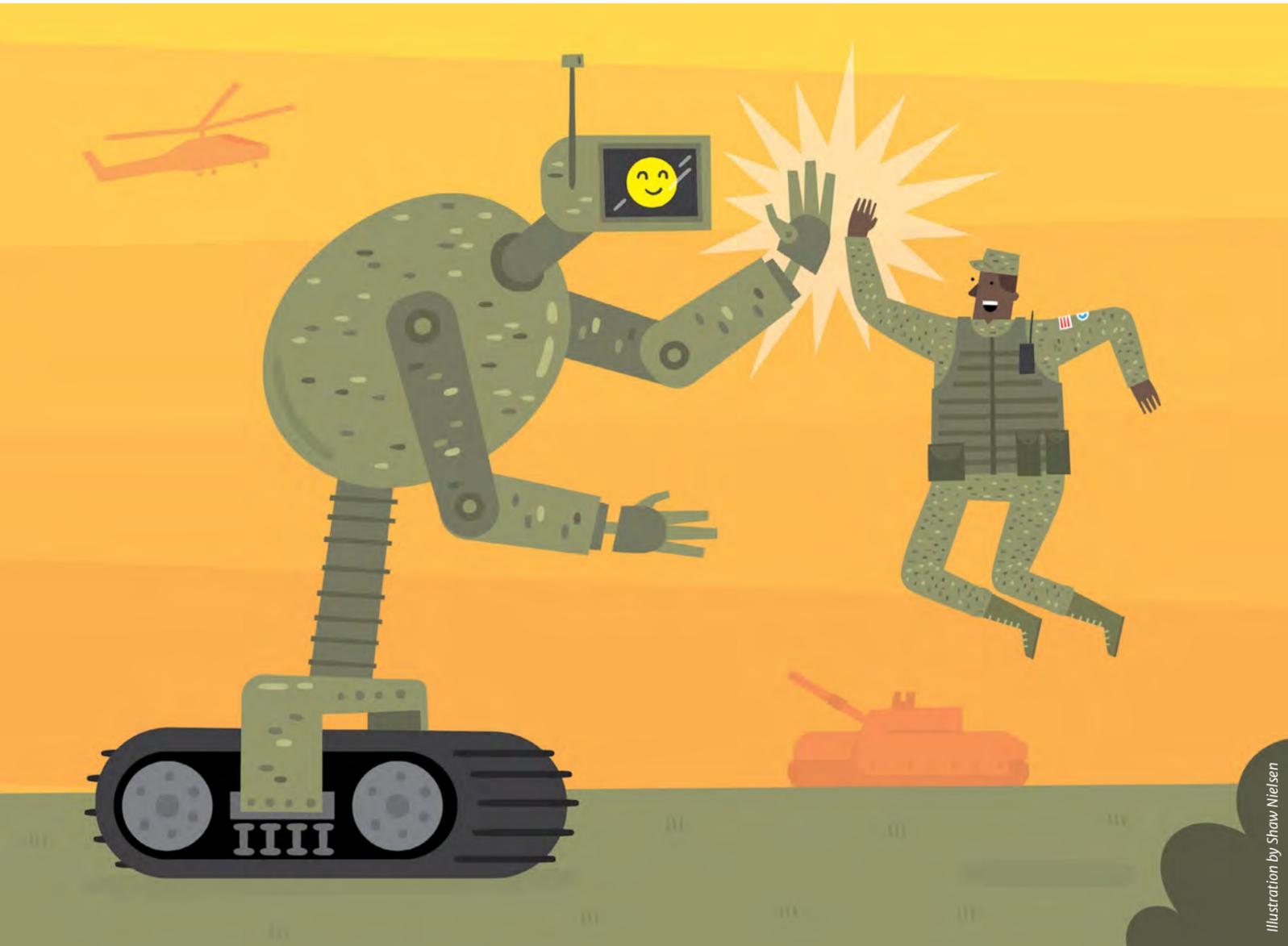
Ultimately, Davis says, what it’s always been about — what will continue to fuel his company’s hard-earned success — is family. Not just the core Davis crew, but also the extended Davis Broadcasting family: its loyal listeners, local advertising partners and dedicated employees.

“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.”

“Operating a radio station comes with great obligation and responsibility because you have a platform to make a difference.”

Photo by Al Reynolds





# 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)

Blame it on HAL 9000, Clippy's constant cheerful interruptions, or any navigational system leading delivery drivers to dead-end destinations. In the workspace, people and robots don't always get along.

But as more artificial intelligence systems and robots aid human workers, building trust between them is key to getting the job done. One Terry professor is seeking to bridge that gap with assistance from the U.S. military.

Aaron Schecter, an assistant professor in the Department of Management Information Systems, received two grants — worth nearly \$2 million — from the U.S. Army to study the interplay between human and robot teams. While AI in the home can help order groceries, AI on the battlefield offers a much riskier set of circumstances — team cohesion and trust can be a matter of life and death.

"In the field for the Army, they want to have a robot or AI not controlled by a human that is performing a function that will offload some burden from humans," Schecter says. "There's obviously a desire to have people not react poorly to that."

While visions of military robots can dive into "Terminator" territory, Schecter explains most bots and systems in development are meant to transfer heavy loads or provide advanced scouting — a walking platform carrying ammunition and water, so soldiers aren't burdened with 80 pounds of gear.

"Or imagine a drone that isn't remote-controlled," he 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.'"

But those bots are only trustworthy if they are not getting soldiers shot or leading them into danger.

"We don't want people to hate the robot, resent it, or ignore it," Schecter says. "You have to be willing to trust it in life and death situations for them to be effective. So, how do we make people trust robots? How do we get people to trust AI?"

Rick Watson, Regents Professor and J. Rex Fuqua Distinguished Chair for Internet Strategy, is Schecter's co-author on some AI teams research. He thinks studying how machines and humans work together will be more important as AI develops more fully.

"I think we're going to see a lot of new applications for AI, and we're going to need to know when it works well," Watson says. "We can avoid the situations where it poses a danger to humans or where it gets difficult to justify a decision because we don't know how an AI system suggested it where it's a black box. We have to understand its limitations."

Understanding when AI systems and robots work well has driven Schecter to take what he knows about human teams and apply it to human-robot team dynamics.

"My research is less concerned with the design and the elements of how the robot works; it's more the psychological side of it," Schecter says. "When are we likely to trust something? What are the mechanisms that induce trust? How do we make them cooperate? If the robot screws up, can you forgive it?"

Schecter first gathered information about when people are more likely to take a robot's advice. Then, in a set of projects funded by the Army Research Office, he analyzed how humans took advice from machines, and compared it to advice from other people.



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 team-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 as moderator, chiming in with a "nice job, guys!" or encouraging more restrained teammates to contribute ideas.

"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 answer about the experience to look for "patterns that tell us how to make a good collaboration," he says.

A paper on AI human and human 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. ■





**BHARADWAJ**   **CHAMBERS**   **COHEN**   **HAWK**   **HOYT**   **HUBER**



**JONES**   **LAM**   **POTTIER**   **REED**   **SAFADI**   **SAMPLES**

**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 interdisciplinary community of peers and a structured approach to support their professional development and signature projects.

**Susan Cohen**, assistant professor of management, was invited by the Ewing Marion Kauffman Foundation to speak at the entrepreneurship issues forum, “Accelerators: What do we know about their role in supporting entrepreneurship?” She studies innovation and organizational learning across several contexts.

The National Association of State Boards of Accountancy and the Association of International Certified Professional Accountants named **Holly Hawk**, a lecturer

in the J.M. Tull School of Accounting, to the Information Systems and Controls Task Force for the revised Uniform CPA Examination.

**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.

Editors of the *American Business Law Journal* presented **Lindsay Sain Jones**, assistant professor of legal studies, with its Hoerber Memorial Award for Excellence in Research. Her paper, “Aligning National Bank Priorities with the Public Interest: National Benefit Banks and a New Stake-

holder Approach,” appeared in the *American Business Law Journal* in March 2021.

**Son Lam**, 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.

**Steven Pottier**, professor of risk management and insurance, won the Casualty Actuarial Society Award in recognition of his paper “Estimating the Cost of Equity Capital for Insurance Firms With Multi-period Asset Pricing Models,” published in *The Journal of Risk and Insurance* in 2020.

**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. ■

# class notes



Left to right, top row: Derrick Lewis (BBA '04), Teresa Ostapower (BBA '87), Sean Spellman (BBA '16), Olesya Barsukova-Bakar (BBA '96). Bottom row: Mark Wiggins (BBA '99), Jared Farrell (BBA '17), Brantley Barrow (BBA '76), La’Vonda McLean (BBA '04)

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1960-64

**Frank Brumley** (BBA '62) of Charleston, S.C., was inducted into the South Carolina Business Hall of Fame by 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.

1965-69

**Penn Clarke** (BBA '66) of Decatur released "Dolphins & Penn: Tacking 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 who study marine mammals.

**Warner T. 'Butch' Hendrix** (BBA '67) of Snellville retired after 52 years in the insurance industry. He started with the Insurance Company of North America's 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.



**Deborah Bailey** (BBA '73) of San Francisco, Calif., was elected to the board of directors of Berkshire Hills Bancorp Inc. She is a governor of the Financial Industry Regulatory Authority. She previously was a managing director of the financial regulatory practice at KPMG and vice-chair and managing director of the banking and securities regulatory practice at Deloitte & Touche LLP.

**Pat Pittard** (BBA '67) of Ball Ground was elected to the board of directors at Lincoln National Corp., a Fortune 250 American holding company operating multiple insurance and investment management businesses through subsidiary companies. He is CEO of BDI DataLynk LLC, a company providing fiber optic technician training services, and serves as a Distinguished Executive-in-Residence at the Terry College of Business.

**Jimmy Ward Jr.** (AB '69) of Columbus retired from his position as an investment advisor.

**James Wilder** (BBA '69) of New Port Richey, Fla., retired from his position as commercial real estate broker at Wilder Leasing and Management.

1970-74

**Bill Hilley** (BBA '72, MBA '74) of Marietta retired from his position as SVP of Synovus Bank of North Georgia after 29 years.

**Henry Lowe** (BBA '73) of Macon was inducted into the Georgia Aviation Hall of Fame. He is president of Lowe Aviation, a full-service fixed-base operator located at the Middle Georgia Regional Airport. It handles refueling of transient aircraft and provides a weather and flight planning center, waiting area for passengers, conference room, courtesy cars for pilots, pilots' lounges and pilot supplies.

**Cary Monroe** (BBA '73) of Eatonton has retired after serving 28 years as chief of Monroe-Giordano, a privately owned mortgage banking firm in Tampa, Fla.

**Richard Taylor** (BBA '73) of Kennesaw was honored by Andrew College as it renamed the music building in his name. The Richard B. Taylor Music Center is in downtown Cuthbert, part of the college he attended in the early 1970s. He is president and owner of Avid Wealth Management Group LLC.

1975-79

**Ronald Shaddix** (BBA '75) of Youngsville, N.C., retired after serving as a certified

**Scott Mahone** (BBA '78) of McDonough was named one of 19 inaugural Veteran Champions of the Year in Higher Education by *G.I. 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 success at colleges, universities and vocational schools. He is director of center operations at Mercer University and a retired U.S. Army lieutenant colonel. 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 2004, Mahone served 26 years in several high-profile, high-impact command and staff assignments in 15 countries during times of peace and war.



**Pam Shuler** (BBA '82) of Columbus (far left) is owner of Shuler Studio, a company that creates fonts and monograms seen on wedding invitations, dance floors, store-front windows and more. The studio offers embroidered versions of her fonts, found on bedding, chairs and linens in homes and stores across the country. Part of her inspiration stemmed from her son **Mattox Shuler** (BBA '10), at right, who in 2013 founded Fort Foundry, a company making a mix of fun and functional fonts found in NFL merchandise and movie credits. Her daughter **Carolyn Shuler Bettin** (AB '13) joined Shuler Studio in 2019, bringing valuable knowledge of marketing and social media.

records manager for several companies, including Wells Fargo, Aveanna Healthcare, and Crawford & Co.

**Brantley Barrow** (BBA '76) of Atlanta was elected as chairman of the board of directors for Adolfson & Peterson Construction, a Minneapolis-based and family-owned construction management and contracting company. He worked in construction for more than 30 years before retiring as CEO from Hardin Construction in 2014. He joined AP's board in 2018 and serves on several other for-profit and not-for-profit boards.

**Gary Guyer** (BBA '76) of Athens was named head coach for men's and women's golf at Georgia Military College in Milledgeville. He previously served as head coach of women's golf at Mercer University. He is also the executive director of Girls Golf Georgia, a nonprofit dedicated to empowering girls and women through the game of golf.

1980-84

**Rick Pennell** (BBA '81) of Greenville, S.C., was inducted into the South Carolina Business Hall of Fame by Junior Achievement of Greater South Carolina. The distinction honors the lifetime achievements of those who made a positive impact on South Carolina. He is president and CEO of Metromont Corp., one of the largest precast, prestressed concrete manufacturers in the U.S.

**Stuart Anderson** (BBA '82) of Jasper released "The Notebook Meeting: How to Finally Organize Your Life and Reach Your Mountaintop Moments." She is the director of operations at Impacting People, a marriage ministry service. She and her husband, David, are co-producers of the marriage podcast, "The Red Truck Marriage."

**Ron Bracewell** (BBA '82) of Gainesville was named to the board of directors for

Pinnacle Bank and Pinnacle Financial Corp. He is the managing partner of BatesCarter, a CPA firm providing tax, accounting and consulting services.

**Alan Masarek** (BBA '82) of Milford, Conn., was appointed to the board of directors of Markforged, creator of The Digital Forge, an integrated metal and carbon fiber additive manufacturing platform. He is the CEO and a member of the board of Vonage, a global business cloud communications company.

**Neal J. Quirk** (BBA '82, JD '87) of Atlanta was elected chairman of the UGA Foundation board of trustees. He is a partner with Quirk & Quirk LLC.

**Wes Walraven** (BBA '83) of Rome was elected to the Georgia Trust for Historic Preservation board of trustees. He is the head of the global industrials group of Citi Global Markets and Banking and is a member of the firm's global leadership committee.

1985-89

**Penny Valle** (BBA '85) of Holly Springs began her seventh year as principal of Oak Grove Elementary STEAM Academy in Acworth. The school was named a STEAM Academy in June for its consistent culture on problem-based learning through integration of science, technology, engineering, arts and mathematics. Valle was honored to receive the Georgia School Bell Award in 2017. The award is given to school principals in recognition of outstanding curriculum and organizational leadership.

**Dr. Dana Hermanson** (BBA '86) of Marietta was named Outstanding Educator by the Auditing Section of the American Accounting Association for 2020. The award "recognizes exemplary contributions in research and/or teaching over a sustained period of time." He is the Dinos Eminent

Scholar Chair of Private Enterprise and a professor of accounting at Kennesaw State University.

**David Robertson** (BBA '86) of Atlanta was named SVP of risk management at Jackson Healthcare, a family of specialized health care staffing, search and technology companies. He was most recently EVP at Harden, where he served as the health care practice leader.

**Cindy Davis** (AB '87) of The Hills, Texas, was appointed to the board of directors of Citizens Inc., an insurance holding company specializing in life insurance. She is AVP and senior underwriting consultant at NFP, providing underwriting expertise specializing in complex high net worth cases, foreign nationals and offshore insurance.

**Teresa Ostapower** (BBA '87) of Johns Creek was named chief information officer at Diebold Nixdorf, a leader in driving con-



**Paul Bishop** (AB '89) of Lawrenceville was promoted to Renasant Bank branch manager at the West Crogan St. location. He previously served as the bank's assistant branch manager.



**Brig. Gen. Gavin Gardner** (BBA '92) of Rock Island, Ill., commander of Joint Munitions Command in the U.S. Army, was promoted to brigadier general during a ceremony at the historic Quarters One on Rock Island Arsenal. A member of a third-generation Army family, Gardner was commissioned as a second lieutenant in the Ordnance Corps in 1992. Throughout his almost 30 years of service to the U.S. Army, he received various accolades, including one Joint Meritorious Unit Award, one Valorous Unit Award, two Meritorious Unit Commendations, the Legion of Merit (1 Oak Leaf Cluster), the Bronze Star Medal (1 Oak Leaf Cluster), the Meritorious Service Medal (6 Oak Leaf Clusters), the Combat Action Badge and Parachutist Wings.

nected commerce for the banking and retail industries. She will lead the company's global information technology organization. She previously served as AT&T's SVP of technology transformation, architecture and operations.

**Stephanie Cox** (BBA '88) of Columbus was named SVP and leader of the commercial property and casualty team at Oakbridge Insurance Agency LLC. She most recently was the VP of commercial property and casualty at Hutchinson Traylor.

**Greg Gretsich** (BBA '88) of San Francisco, Calif., was elected to the board of directors of Upwork Inc., an American freelancing platform. He is a founding partner and managing director of Jackson Square Ventures, a venture capital firm.

**David Hayes** (BBA '88) of Orlando, Fla., was appointed Southeast managing director for Mente Group, an aviation advisory and brokerage firm. He comes to the Mente Group from Textron Inc., where he led national sales teams for Textron Specialized Vehicles, TRU Simulation + Training, and Textron Aviation.

**Todd Phinney** (BBA '88) was named the chapters committee chair for the University of Georgia Alumni Association board of directors. He is a business consultant of field operations with Chick-fil-A.

**Dr. Brenda Powell Wells** (BBA '88, PhD '92) of Winterville, N.C., is director of East Carolina University's College of Business Risk Management and Insurance Program. She is also the owner of Risk Education Strategies, an insurance and risk management firm providing continuing education, expert witness services and consulting

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 dean of the National Cannabis Risk Management Association. Brenda resides with her life partner Ken, and she has one son, Trevor.

**John Turner Jr.** (BBA '89) of Birmingham, Ala., was elected as an advisory trustee of the UGA Foundation. He is the CEO of Regions Bank/Regions Financial Corp.

#### 1990-94

**Stephanie Byrd Bowen** (BBA '90) of Laurens, S.C., a senior sales director with Mary Kay Cosmetics, earned her fifth pink Cadillac, and 16th car overall, for reaching her sales goals with the company. She has been with Mary Kay since 1992.

**Vernon E. "Trey" Googe III** (BBA '91, JD '94) of Atlanta was elected a trustee of the UGA Foundation. He is president and CEO of Yancey Bros. Co.

**Chris Hayes** (BBA '91) of Alpharetta was named a national accounts sales executive at Propel Insurance, a privately owned insurance agency. He previously was the SVP at McGriff.

**Mark Lange** (BBA '91) 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 owner of Crowley Law Firm LLC in Columbus.

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

**Roger Shannon** (MBA '92) of Louisville, Ky., was recently named "2021 Best in Finance" by *Louisville Business First* in recognition of outstanding performance in a finance leadership role. He is the CFO and treasurer at Charah Solutions Inc., in Louisville, Ky. He also recently led 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 BlueChip Wealth 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 UGA Foundation. He is a managing director and private wealth advisor for Morgan Stanley Private Wealth Management.

**Jody Patton** (BBA '93) of Martinez was named CEO of Synovus Bank's Northeast Georgia Division. He served as Synovus' Augusta market executive since January 2018 and first joined Synovus in 2005.

**Holly Stephenson** (BBA '93) of Bogart was appointed as Oconee County Clerk by the Oconee County Board of Commissioners. She previously served as the risk and liability specialist for the Walton County Board of Commissioners.

#### 1995-99

**Chris Huff** (BBA '95) of Roswell was named the chief technology officer at ParkMobile LLC, a provider for on-demand and prepaid mobile payments for on- and off-street parking. Most recently he was VP of engineering at Acoustic (formerly IBM Watson marketing).

**Olesya Barsukova-Bakar** (BBA '96, JD '00) of Falls Church, Va., was named a partner at Holland & Knight LLP and is head of Real Estate Fund Formation. She was previously a partner at Hogan Lovells LLP.

**Richard Becker** (MBA '97) of Greensboro was named CEO of TeachTown, a provider of evidence-based education curriculum software for students with moderate to severe disabilities. Becker recently served as CEO of DIGARC, a provider of higher education software and services.

**David Andrews** (BBA '98) of Boiling Spring Lakes, N.C., was named city manager of Boiling Spring Lakes. He previously served as town manager in Carrboro, N.C.

**Charlie Bethel** (BBA '98, JD '01) of Atlanta was elected to a full term on the Supreme Court of Georgia in a statewide nonpartisan general election.



**Danielle Barron Benson** (BBA '99) of Athens was appointed to the Georgia Access to Medical Cannabis Commission by Gov. Brian Kemp, where she serves as the commission's vice-chair. She was also recently named a member of the board of directors for Pinnacle Bank and Pinnacle Financial Corp. Headquartered in Elberton, Pinnacle has 22 branches.

**Fain Hicks** (BBA '98) of Atlanta was named principal at S.J. Collins Enterprises, a mixed-use, retail, and multifamily development firm. Before joining S.J. Collins, he was a managing director of Cushman & Wakefield.

**Jay Markwalter** (BBA '98) of Augusta was appointed to the board of directors for the Georgia Tourism Foundation by Gov. Brian Kemp. The foundation focuses on directing the development of innovative and entrepreneurial strategies designed to improve Georgia's position as a destination for travel. He is the executive director of the Georgia Association of Convention & Visitors Bureaus since 2018 and previously served as tourism marketing director and director of convention sales for the cities of Lawrenceville, Dahlonega and Augusta.

**Steven Murphy** (BBA '98, MAcc '99) of Marietta was appointed to the board of directors for the Georgia Motor Trucking 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.

**Paton Faletti** (BBA '99) of Atlanta was named to the University of Georgia Alumni Association board of directors. He is the president and CEO of NCM Associates.

**Meredith Forrester** (BBA '99) 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.

**Isabel Strong Schmidt** (BBA '99) of New Orleans, La., has created Masque Mate, a secure face mask lanyard designed for men and women. It is sold online and in more than 35 retail shops nationwide.

**Mark Wiggins** (BBA '99) of Brentwood, Tenn., was appointed divisional VP for the Southeast and Southwest regions of FuturePlan by Ascensus, a national retirement third-party administrator. He previously served as a VP and sales consultant within FuturePlan.

#### 2000-04

**Scott Bryan Hunter** (BBA '00) of Peachtree City was recently named to the list of "Best-in-State Wealth Advisors" for the state of Georgia by *Forbes* magazine. He is the president of the Hunter Wealth Management Group with the Wells Fargo Advisors Financial Network. He has dedicated his career to delivering independent and customized investment plans, advice and counsel for his clients.



**Trip Kennickell** (AB '01) of Savannah was named manager of business development at East Coast Warehouse & Distribution, a temperature-controlled logistics provider to the food and beverage industry. He joins East Coast Warehouse from REDCON Solutions Group, where he was a VP.

**Angela Johnson** (BBA '00) 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** (MAcc '00) of Brookhaven 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 Stackhouse** (AB '00) 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 '00) of Athens recently brokered the sale of 106 units at The Preserve Condominiums to TBR Preserve Owner LLC for a sales price of \$22.7 million, which represents the largest transaction year-to-date in Clarke County for 2021. He is president of Atlas Real Estate Advisors.

**Adrienne Brown** (MBA '01) of Roswell was promoted to VP of sales and marketing at Halstead International, a member of HMTX Industries, which is a global flooring manufacturer. She previously served as



**Christian Robinson** (BBA '04) of Charlotte, N.C., was named to the University of Georgia Alumni Association board of directors. He is an executive director at JP Morgan Chase & Co.

Halstead's senior director of business development and an operations manager.

**Claire Chotiner** (BBA '01) of Marietta was promoted to COO and elected to the board of directors of LCG Associates Inc., a national investment consulting firm. She joined LCG in 2007 and is chair of the diversity and inclusion as well as technology committees. Before serving in this role, she was a senior consultant.

**Karl Goodhew** (BBA '01) of Tucker was named the chief technology officer at BurgerFi, an American fast-casual restaurant chain focused on hormone-free and antibiotic-free Angus hamburgers, french fries, hot dogs, and custard. He joins BurgerFi after serving as director of software engineering at Macy's Inc.

**Katie Tait** (BBA '01) of Savannah was named a sales associate at Seabolt Real Estate, a coastal Georgia affiliate of Christie's International Real Estate. Before joining Seabolt, she worked as the director of marketing for renowned guitar manufacturer Benedetto Guitars and as marketing coordinator for the boutique marketing firm My Agency.

**Aaron Abramovitz** (BBA '02) of Atlanta was named EVP, CFO and treasurer of Georgia Power. In his new role, he will be responsible for overseeing the company's accounting and financial functions. He previously served as the VP of business operations for Vogtle 3 and 4.

**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 '03, JD '06) 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 Georgia Gov. Brian Kemp. He is the owner and operator of Southern Belle Farms, the family farm he transformed into a 330-acre agritourism destination.

**Michael Patrick** (BBA '03) of Atlanta was elected as an advisory trustee of the UGA Foundation. He leads strategic growth initiatives for marketing at Chick-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 Capitas Advisory Group of Raymond James in Griffin.

**La'vonda McLean** (BBA '04) of Atlanta was named managing director in Marsh's Financial and Professional Liability Practice in Atlanta. She previously served as director and global financial and executive risk Southeast regional leader at Willis Towers Watson.

**Gracie Ortiz** (MBA '04) of Johns Creek was appointed the COO and VP of operations at DataSeers, a FinTech company that engineered a solution for harnessing complex data. She previously served as the director of business development at VITAL4.

**2005-09**

**Michael Agurkis** (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 Atlanta was appointed as a member of the American Institute of CPAs 2021-22 Certified Information Technology Professional Credential Committee. He is a partner at Moore Colson, working in its risk advisory and compliance services practice.

**Andrew Rasmussen** (BBA '05, MEd '09) of Athens is the founder of Rasmussen Wealth Management. His Rasmussen Financial Group was given "Forum" status, the highest recognition a Northwestern

Mutual-affiliated wealth management business can achieve. This recognition is only given to the top 4% of affiliated firms in the United States.

**Chloe R. Kelley** (BBA '06) of New York, N.Y., was elected as a trustee of the UGA Foundation. She is the SVP in account management at PIMCO.

**Bryan Mierke** (BBA '06) of Louisville, Ky., was named a senior software engineer at LoanStreet, an online platform streamlining the process of sharing, managing and originating loans for credit unions, banks and direct lenders. He comes to LoanStreet from Experian, where he was a senior software engineer and scrum leader.

**Kristina Morris** (MBA '06) of Brookhaven was named the director of innovation at the Independent Community Bankers of America, a group representing the interests of the community banking industry. She most recently served as project manager for FinTech Atlanta.

**Suraj Amarnani** (BBA '07, MAcc '08) of St. Maarten, was elected chief accounting officer by the Portman Holdings board of directors. He is responsible for the firm's accounting, tax, financial reporting and treasury management functions. Before joining Portman, he was an audit senior manager at KPMG LLP. He also serves as treasurer and chair of the finance committee for Odyssey Family Counseling Center and board member of the Ascend Southeast Hub.



**Rob Landon** (MBA '05) 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.



**Evan Elder** (BBA '05) of Athens is a retail market manager of Synovus Bank. In 2019, he was promoted to vice president and named Employee of the Year for the Northeast Georgia Division.

**Harry Dixon** (BBA '07, AB '07, 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 '07) of Greenville, 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 Dewar College of Education at Valdosta State University.

**Maj. Kendall Connell** (BBA '09) of Chickamauga recently reached 21 years of service in the U.S. Army Reserve and received a promotion to the field-grade rank of major. He continues to serve part-time in the U.S. Army Reserve in the Washington, D.C., area and works full-time as a cybersecurity risk advisory consultant at Accenture. Previously he served in security roles at Deloitte in London, England. He's logged more than five years of Army active-duty time, including two overseas deployments to Bosnia and Iraq. He is married to his wife Janjira and is the proud father of

a baby girl, Diana, who was born in the summer of 2021.

**Tonya De Melo** (MBA '09) of Laguna Niguel, Calif., was named chair of the Catholic Coalition for Habitat of Humanity of Orange County. She works as an SVP at Bank of America.

**Chad Hume** (BBA '09) of Atlanta was named to the board of directors for Driven Brands Holdings Inc., the largest automotive services company in North America. He serves as a principal at Roark.

**Christine Job** (BBA '09) of Barcelona, Spain, is the host of "Flourish in the Foreign," a podcast about Black women living and thriving abroad.

**Kathryn Pope** (BBA '09) of Atlanta was promoted to senior director of corporate development at Mailchimp. She joined Mailchimp in February 2017 as a senior financial analyst.

**2010-14**

**Laura Bentley** (BBA '11, AB '11) of Atlanta was named senior corporate counsel at Delta Air Lines. She was formerly an associate at McGuireWoods LLP.

**Andy Conn** (BBA '11, JD '14) of Savannah was promoted to partner at Harris Lowry Manton LLP, a full-service trial law firm. He has been with Harris Lowry Manton since 2016 as an associate attorney.

**Alexander Levitt** (BBA '11) of Atlanta is a senior customer researcher at Mailchimp. He previously served as a senior consulting analyst in applied behavioral science for Moxie.

**Reece Sanford** (BBA '11) of Ellijay was included in *Marquis Who's Who*. He is VP/SBA relationship manager at SouthState Bank and previously served as the SBA manager at Community Bank of Pickens County.

**Katherine Bush** (BBA '12, BS '12) of Duluth was named a talent acquisition partner at StimLabs, a regenerative medicine company. Before StimLabs, she served as the recruiting manager at Applied Resource Group.

**Kathryn Boyd Crabtree** (BBA '12, MAcc '13) and her mother, **Kim Landon Boyd** (BBA '82), are a top-producing mother/daughter residential real estate team with Atlanta Fine Homes Sotheby's International Realty's Buckhead office. They were No. 1 in team volume for 2019 and 2020 by the Atlanta Realtors Association, among 1,400 other top producing agents.

**Rachel Regal Melvin** (BBA '12) of Roswell launched Sage Media Collective, a boutique social media agency providing social media and influencer management services for brands and creators.



**Jonathan Bundy** (PhD '14) of Gilbert, Ariz., was named the Strategic Management Society's Emerging Scholar, an award given to individuals who made significant contributions to the field of strategic management and advance its study and practice. He is a management professor at the W. P. Carey School of Business at Arizona State University.

**Lila Denn Chanin** (BBA '13) of Houston, Texas, is manager of perioperative business operations at Texas Children's Hospital. She was previously a finance manager and senior financial analyst with Houston Methodist.

**Andy Mills** (BBA '13) of Dunwoody was promoted to regional commercial markets sales manager at KeepTruckin. He was recognized as the No. 1 account executive for the company's commercial markets.

**Lauren Porter** (MBA '14) of Marietta was awarded the Verlander Family Award for Staff Excellence by the Georgia Tech Scheller College of Business. The award recognizes staff members who demonstrate outstanding job performance. She is the corporate relations manager in career services at the Scheller College.

**2015-19**

**Michelle Kruge** (BBA '15, PhD '19) of Athens was hired as a financial planner at the Elwood & Goetz Wealth Advisory Group, a fee-only financial planning firm. She is joining the firm's advisory team after spending two years as an assistant professor of finance at Loras College in Dubuque, Iowa.



**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** (MBA '16) of Atlanta was named to the University of Georgia Alumni Association board of directors. He is a director at Jabian 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** (MBA '17) of Suwanee was named associate director at Good Samaritan Health Centers of Gwinnett, a nonprofit providing medical, dental and pharmaceutical services. She previously served as manager of practice management at Beltone.

**Genevieve Boyle** (BBA '17) of Atlanta was promoted to client and community relations assistant director at PNC Financial Services Group. In this role, she will manage sponsorships, volunteerism, client events and the local PNC Foundation budget.

**Jared Farrell** (BBA '17) of Atlanta is a finance manager at Microsoft. He previously served as a financial analyst for Equifax.

**Hali Flickinger** (BBA '17) 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.

**Gunnar Bentz** (BBA '18) of Athens competed for the Team USA swim team at the 2020 Olympic Games in Tokyo held this summer. He competed in the 200-meter butterfly at the Games.

**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 McCollum** (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 McGinty** (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 Arthrex.

**Peter Theis** (MBA '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** (MBA '19) of Tallahassee, Fla., was named president of the Asphalt Contractors Association of Florida Inc.

**Andrew Nolan** (BBA '19) 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.



**Jenna Elko** (BBA '21) 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.



**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 '21) 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 Nepal and taking charge of marketing efforts and creative strategy.

## INTERNATIONAL BUSINESS

### GLOBAL TERRY

The Terry College empowers students to understand the world beyond their doorstep and learn how to collaborate with people from different backgrounds and cultures. But to grow our footprint abroad, we must better fund and enhance our **INTERNATIONAL BUSINESS (IB) PROGRAMS**. With your help, we can expand global learning and increase our worldwide exposure by supporting:

#### IB WEEK

With your gift, students can link with industry leaders and international business practitioners. Programming would include large lectures and one-on-one engagement in topics such as networking, business etiquette and intercultural IQ.



#### IB EXPERIENTIAL LEARNING

Fund the IB Signature Speaker Series, IB Cultural Etiquette Dinner, and Collaborative Online International Learning program, where Terry undergrads pair with students from an international exchange partner institution.



#### STUDY ABROAD PROGRAMS

One of the most critical growth opportunities at the Terry College is increasing access to study abroad programming, preparing our students to lead in the global marketplace.



#### VISITING SCHOLARS PROGRAM

Through private support, we would welcome four to six visiting scholars each year to deliver lectures, mentor students, and share their research and expertise with Terry faculty.



#### ALUMNI ENGAGEMENT

Contact Alumni Relations to engage and connect with current students. Are you interested in mentoring students or hosting virtual or in-person site visits and networking events? Help us develop the global facets of the Terry Alumni Network.

To support our International Business efforts, please contact: Kathy Ortstadt | [ortstadt@uga.edu](mailto:ortstadt@uga.edu) or 706.247.2627

1940s

**Elinore M. Aronovitz** (BBA '43), Miami, Fla., Aug. 24. **David L. McLeod** (BBA '48, MEd '71, EdS '73), Calhoun, July 1. **William 'Bill' R. Bass Sr.** (BBA '49), Cumming, May 20. **Charles B. Burch Sr.** (BBA '49), Athens, June 20. **William 'Bill' M. Clary** (BBA '49), Brookhaven, Sept. 7. **Warren 'Carl' C. Moran** (BBA '49), Holmes Beach, Fla., April 11. **Thomas B. Zoppo** (BBA '49), West Palm Beach, Fla., May 12.

1950s

**Grady 'Randall' R. Cody** (BBA '50), Senoia, May 5. **John S. Green Jr.** (BBA '50), Augusta, Sept. 2. **Edward W. Wilson** (BBA '51), Millen, May 12. **W. Terrell Wingfield Sr.** (BBA '51), Athens, Aug. 26. **Col. Bobby G. Morris** (BBA '52), Decatur, June 18. **Mary 'Jean' J. DeYoung** (BBA '53), Spartanburg, S.C., Sept. 1. **James 'Mack' M. Folsom** (BBA '53), Silver Spring, Md., April 19. **Stavros 'Harry' G. Andris** (BBA '54, EdS '87), Savannah, July 4. **Doris 'Jean' J. Clayton** (BBA '54), Williamsburg, Va., May 30. **G. Dekle Coney** (BBA '54), Cuthbert, June 21. **L. Neil Conrad Jr.** (BBA '54), Atlanta, Aug. 22. **Maj. Richard K. Simpson** (BBA '54), Santa Fe, N.M., May 11. **Harry C. Christian** (BBA '55), Rome, June 1. **Thomas H. Herndon** (BBA '55), Augusta, June 3. **Bettye J. Martin** (BBA '55), Lawrenceville, May 23. **James D. Pethel** (BBA '55), Gainesville, Sept. 6. **John 'Buddy' E. Martin** (BBA '56), Milledgeville, Sept. 9. **Augustus 'Gus' J. Perez** (BSA '55, BBA '56), Mahopac, N.Y., May 13. **Elliott B. Simmons Jr.** (BBA '56), Savannah, Sept. 20. **Lindsay H. Bennett Jr.** (BBA '57, JD '59), Ringgold, April 12. **Ted Conrade** (BBA '57), Savannah, June 13. **Col. Michael M. Downes** (BBA '57, LLB '59), Martinez, May 12. **James 'Jim' Wallace Fields** (BBA '57), Memphis, Tenn., Sept. 19. **Bryan L. Stevens** (BBA '57), Cherry Log, July 3. **Robert G. Snyder** (BBA '58), Kingsport, Tenn., May 7. **John T. Wasdin** (BBA '58, LLB '60), Carrollton, Aug. 13. **Eugene 'Gene' T. Armor** (BBA '59), Crownsville, Md., Sept. 2. **Bobby C. Caldwell** (BBA '59, MEd '76), Griffin, June 22. **Bobby L. Moser** (BBA '59), Hendersonville, N.C., May 4. **Larry A. Whitfield** (BBA '59), Athens, April 1.

1960s

**Dr. Randal 'Randy' Bigham** (BBA '60), Stone Mountain, May 17. **Robert G. Downs** (BBA '60), Montezuma, May 19. **Vivian 'Carlton' C. Gates III** (BBA '60), Tucker, June 30. **Paul E. Goldstein** (BBA '60), Atlanta, Aug. 16. **Melvin Seligman** (BBA '60), Atlanta, April 10. **Roy J. Betsill** (BBA '61), Longs, S.C., May 8. **Samuel F. Maguire** (BBA '61, LLB '63), Augusta, July 28. **Billy C. L. Rutland** (BBA '61, BSEd '62), Tifton, April 26. **William 'Bill' D. Thompson** (BBA '61), Hoschtton, Aug. 15. **Charles B. Gaulding** (BBA '62, MBA '63), Fletcher, N.C., April 19. **John D. McDaniel** (BBA '62), Cumming, July 9. **Jerry M. McRee** (BBA '62), Milledgeville, Sept. 7. **David C. Alexander III** (BBA '63), Scottsdale, Ariz.,

April 4. **Alston 'Pete' D. Correll Jr.** (BBA '63), Atlanta, May 25. **Allyn M. Hamilton** (BBA '63), Lookout Mountain, Tenn., April 23. **Henry C. Ingram Jr.** (BBA '63), Vienna, April 8. **Robert 'Bob' Morgan** (BBA '63), Rock Hill, S.C., Aug. 10. **Phillip L. Powers** (AB '63), Akron, Ohio, June 16. **Roger D. Slaton** (BBA '63), Dawsonville, June 6. **Clea 'Ed' E. Haley Jr.** (BBA '64), Dacula, June 2. **Jerry E. Noell** (BBA '64), Leeds, Ala., May 14. **Eugene 'Gene' A. Sapp** (BBA '64), Athens, Aug. 1. **Herbert L. Wolf** (BBA '64), Sarasota, Fla., May 11. **L. Jack Dennis Jr.** (BBA '65), Greensboro, Aug. 31. **Frederick 'Freddie' G. Mertins III** (BBA '65), Augusta, April 8. **Chris V. Alford** (BBA '66), Evans, Sept. 17. **1st Lt. Ernest 'Lyn' L. Brooking III** (BBA '66), Daphne, Ala., July 14. **Barney J. Durrence Jr.** (BBA '66), Register, July 28. **Robert 'Jerry' G. Tate** (BBA '66), Jacksonville, Fla., Sept. 4. **Hal C. Trammell** (BBA '66), St. Simons Island, June 19. **Luke P. Weaver** (BBA '66), Jackson, June 1. **Capt. James M. Griggs Jr.** (BBA '67), Washington, June 27. **Richard W. Hargett** (BBA '67), Tifton, Sept. 6. **Tucker Haught Jr.** (BBA '67), Culloden, May 28. **Steve B. Smith** (BBA '67), Charlotte, N.C., April 30. **Nelson D. Whitley** (BBA '67), Raleigh, N.C., May 7. **Robert 'Bobby' C. Booth** (BBA '68), Winter Haven, Fla., June 27. **Samuel H. Dabbs Jr.** (BBA '68), Statham, Aug. 4. **John 'Jack' W. Halliday Jr.** (BBA '68), Monroe, Aug. 12. **George G. Miller** (BBA '68), Dallas, Texas, April 27. **Terrell 'Terry' W. Chapman** (BBA '69), Clermont, July 24. **Dr. William 'Bill' F. Giles II** (MA '69), Auburn, Ala., May 24. **James 'Jim' M. Pruitt Jr.** (BBA '69, MBA '71), Lawrenceville, Aug. 1. **David J. Sewell** (MBA '69), Lavonia, April 11.

1970s

**Robert 'Bob' E. Crowley** (BBA '70), Palmetto, Fla., Sept 9. **Lt. Joseph 'Joe' A. Dillon Jr.** (BBA '70), Athens, May 18. **Lt. Kenneth D. Hodges** (BBA '70, MEd '76), Winterville, May 17. **Patrick G. Jones** (BBA '70), Atlanta, Aug. 24. **William 'Bill' B. Sanders** (BBA '70), Macon, May 20. **Michael T. Stone** (BBA '70), Atlanta, July 3. **J. Dickey Boardman Jr.** (BBA '71), Augusta, June 30. **Ray Casper** (BBA '71), Gainesville, Aug. 25. **Betty Isakson Crawford** (BBA '71), Atlanta, July 9. **Gladys Maddox Lyon** (BBA '71, JD '83), Tucker, April 26. **David P. McDonald** (BBA '71), Cumming, July 29. **W. DuPree Padgett Jr.** (BBA '71), Loganville, Aug. 10. **Stanley P. Ward** (BBA '71), Brookhaven, May 3. **Gerald B. Bowie** (BBA '72), Bogart, Aug. 5. **Robert O. Brandes Jr.** (BBA '72), Senoia, June 22. **A. Harris Hines Jr.** (BBA '72), Waycross, July 13. **Guy King III** (BBA '72), Tampa, Fla., June 1. **Dennis 'Denny' M. McClelland** (BBA '72), Atlanta, June 16. **William 'Pat' P. Puckett** (BBA '72), Shellman, April 19. **Robert 'Bobby' R. Smith** (BBA '72), Simpsonville, S.C., April 27. **Robert 'Tinka' M. Allen** (BBA '73), Sellers, S.C., July 27. **Buxton 'Bucky' L. Daniel** (BBA '73), Morganton, July 2. **Anthony 'Tony' W.**

**Dorsey** (BBA '73), Tallahassee, Fla., June 12. **Dr. James F. Hodges Jr.** (PhD '73), Dublin, Sept. 3. **Dr. Richard 'Dick' F. Kolasheski** (MBA '73, PhD '76), Loudon, Tenn., Sept. 18. **David G. Lawrence** (BBA '73), Daniel Island, S.C., April 15. **Walter H. Young** (BBA '73), Lawrenceville, June 12. **Joe B. Hosmer Jr.** (AB '74, BS '76), Chamblee, Aug. 6. **L. Keith Laird** (BBA '74), St. Petersburg, Fla., April 13. **Marcia Fry McClure** (BBA '74), Austell, Sept. 19. **Col. Bernard 'Bernie' M. Chachula** (MBA '75), Beavercreek, Ohio, April 26. **William 'Bill' H. Hasson Jr.** (BBA '75), Coppell, Texas, April 15. **William 'Bill' Ivie** (BBA '75, MAcc '76), Newnan, Nov. 12, 2019. **Thomas M. Rose** (BBA '75), Athens, June 5. **Charles E. Sherrer** (AB '57, MBA '75), Loganville, April 2. **Franklin D. Statham Jr.** (BBA '75), Marietta, July 8. **J. 'Rick' Richard Tamplin** (BBA '75), Newnan, July 15. **Charles W. Van Buren III** (BBA '75), Brunswick, Aug. 28. **Rev. John L. Averitt** (BBA '76), Clinton, Miss., May 13. **Merle Brackin** (BBA '76), Leesburg, April 19. **Lt. Col. Barry S. Suckman** (MBA '76), Warner Robins, June 18. **Jennifer Leigh Crawford** (BBA '77), Seminole, Fla., Aug. 7. **Barbara A. Keene** (BBA '78), Macon, Sept. 8. **J. Ray Jones** (BBA '79), Rotonda West, Fla., Aug. 12. **Mark S. Nicholls** (MBA '79), New London, N.C., Aug. 10. **Dallas Pass** (BBA '79), Atlanta, June 27.

1980s

**Linda Coleman Epstein** (BBA '80), Charleston, S.C., July 25. **Angela Brown Malcom** (BBA '80), Bostwick, Sept. 5. **Julia Gordy Young** (BBA '82), Dallas, Texas, June 18. **Laurie D. Nesbitt** (BBA '85), Columbus, June 23. **Andrea K. McArthur** (BBA '86), Woodstock, Aug. 5. **P. Scott Miller** (AB '86), Atlanta, June 4. **Harriet 'Nicole' N. Thompson** (BBA '87), St. Simons Island, April 7. **Wesley A. Dodd Jr.** (BBA '88), Cornelia, Sept. 1.

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 '09), Austin, Texas, May 31.

2010s

**Michael K. Stone** (BBA '14), Statesboro, Sept. 17. **Jacob 'Jake' A. Cardiello** (BBA '19), Athens, June 13.

2020s

**Zachary T. Pagoaga** (BBA '20), Lawrenceville, April 8.

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